*2019 Trade Show Executive’s Gold 100 Winner Press Release Template*

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(SHOW NAME) **RANKED AMONG THE 100 LARGEST TRADE SHOWS IN NORTH AMERICA**

*Gold 100 Awards to Be Presented September 26 in San Diego*

[CITY, STATE] – [Date, 2019] – [ORGANIZATION NAME & GOLD 100 SHOW NAME] has been named to the Trade Show Executive Gold 100, a prestigious all-star team of the 100 largest trade shows of 2018 as determined by Trade Show Executive magazine.

The trade shows ranked on the Gold 100 featured the largest exhibit areas in terms of square footage sold to exhibiting companies. Exhibit space is *the* key metric in determining a trade show’s importance in the industry sector it serves; the larger the exhibit space, the more companies that are on hand to display their newest products and services to VIP industry purchasing agents and other buyers.

The shows on the Gold 100 averaged 461,503 net square feet of exhibit space, well over 38,000 visitors, and generated scores of major purchase orders.

“Trade shows are a highly efficient marketing tool for companies of all types and sizes, and an essential component of a thriving global economy,” said Gabrielle Weiss, Publisher and Editor of Trade Show Executive. “Landing a spot on the Gold 100 roster means that a trade show is excelling in its role as a venue for high-level commerce.”

This year’s Gold 100 honorees will gather Sept. 25-27 at the Trade Show Executive Gold 100 Awards & Summit in San Diego. The event is not only a well-deserved victory lap for the people who created these outstanding shows, but also an opportunity to learn more and hear new ideas that will propel future shows to new heights.

For more information on the Gold 100, visit https://www.tsegold100.com. To learn more about (SHOW NAME), see (SHOW WEBSITE).

(BOILERPLATE PARAGRAPH ABOUT YOUR ORGANIZATION)

**About the Trade Show Executive Gold 100**

Trade Show Executive is the leading B2B publication for the exhibitions industry. A division of United Service Companies, TSE is read every month by show organizers from the private and association sector as well as convention center managers and service providers. TSE also maintains up-to-date statistics on the performance of trade shows, including the size of the exhibit spaces at each show. This metric is the basis of the TSE Gold 100, which annually lists the shows with the largest exhibit floors. TSE also compiles the Fastest 50, which includes the fastest-growing shows in terms of exhibit space, number of exhibitors participating in the show, and total attendance. For more information on Trade Show Executive and its events, see www.tradeshowexecutive.com.