

MARKETING AGENCY TRADE SHOWS

NAME	SOCIAL MEDIA MARKETING WORLD	CONTENT MARKETING WORLD CONFERENCE	ADVERTISING WEEK
WHEN	March 30–April 1, 2025	September 15–17, 2025	September 2025 (dates TBD)
WHERE	San Diego, CA	San Diego, CA	New York, NY
FOCUS	<ul style="list-style-type: none"> • Building social strategies • Content creation • Audience growth • Networking opportunities 	<ul style="list-style-type: none"> • Innovative strategies • Emerging trends • Future of content creation, distribution, measurement • Storytelling, SEO, leveraging content for business growth 	<ul style="list-style-type: none"> • Advertising, marketing, technology, media • Panels, networking, and workshops on the future • Strategy and creativity across various platforms
AUDIENCE	<ul style="list-style-type: none"> • Social media marketers • Content creators • Community managers • Digital advertisers • PR Professionals • Agency owners 	<ul style="list-style-type: none"> • Content strategists • Social media managers • Brand marketers • Digital content producers • PR Professionals • Agency leaders 	<ul style="list-style-type: none"> • Marketing executives • Creative directors • Digital strategists • Brand managers • Media buyers • Communications professionals
DETAILS	LEARN MORE	LEARN MORE	LEARN MORE

EDUCATION TRADE SHOWS

NAME	FUTURE OF EDUCATION TECHNOLOGY CONFERENCE (FETC)	SXSW EDU	ASU+GSV SUMMIT
WHEN	January 14–17, 2025	March 3–6, 2025	April 6–9, 2025
WHERE	Orlando, FL	Austin, TX	San Diego, CA
FOCUS	<ul style="list-style-type: none"> • Enhancing teaching, administration, and student experiences • Keynote speakers • Workshops • EdTech vendor expo hall 	<ul style="list-style-type: none"> • Education, technology, and innovation • Fostering collaboration • Showcasing cutting-edge advancements in personalized learning and immersive education experiences 	<ul style="list-style-type: none"> • Innovation from early childhood to lifelong learning • Discussions on transformative programs and technologies that address education needs
AUDIENCE	<ul style="list-style-type: none"> • K-12 educators • Administrators • Tech professionals 	<ul style="list-style-type: none"> • Educators • Policymakers • EdTech innovators 	<ul style="list-style-type: none"> • Education leaders • EdTech companies • Workforce developers
DETAILS	LEARN MORE	LEARN MORE	LEARN MORE

FINANCE & PROFESSIONAL SERVICES TRADE SHOWS

NAME	LEGALWEEK	LEND360	MONEY 20/20 USA
WHEN	March 24–27, 2025	October 6–8, 2025	October 26–29, 2025
WHERE	New York, NY	Dallas, TX	Las Vegas, NV
FOCUS	<ul style="list-style-type: none"> • Business trends • Technology • Regulatory updates 	<ul style="list-style-type: none"> • Innovations insights • Strategies for growth • Financial technology 	<ul style="list-style-type: none"> • Financial technology and innovation • Topics like payment, digital finance, cryptocurrency, and regulatory changes
AUDIENCE	<ul style="list-style-type: none"> • Attorneys • Legal tech providers • Consultants 	<ul style="list-style-type: none"> • Digital lenders • Credit providers • Financial tech companies • Service providers • Investors • Compliance experts 	<ul style="list-style-type: none"> • Fintech professionals • Financial institutions • Startup founders • Investors • Payment processors • Regulators • Technology providers
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FRANCHISE TRADE SHOWS

NAME	2025 IFA ANNUAL CONVENTION	MULTI-UNIT FRANCHISING CONFERENCE	2025 INTERNATIONAL FRANCHISE EXPO
WHEN	February 10–13, 2025	March 25–28, 2025	May 29–31, 2025
WHERE	Las Vegas, NV	Las Vegas, NV	New York, NY
FOCUS	<ul style="list-style-type: none"> • Development, marketing, operational strategies • Keynote speeches from industry leaders • Interactive workshops • Networking opportunities 	<ul style="list-style-type: none"> • Strategies for growth, leadership, and operations • Sessions tailored for owners managing multiple locations • Insights on overcoming scalability challenges 	<ul style="list-style-type: none"> • Franchise growth and networking • 200 franchise brands and industry service providers • Educational sessions • Learn best practices
AUDIENCE	<ul style="list-style-type: none"> • Franchise owners • Franchisors • Fanchisees • Industry suppliers • Entrepreneurs 	<ul style="list-style-type: none"> • Multi-unit franchisees • Corporate executives • Vendors supporting multi-unit operations 	<ul style="list-style-type: none"> • Prospective franchisees • Franchisors • Investors • Professionals supporting the industry (legal, financial, marketing)
DETAILS	LEARN MORE	LEARN MORE	LEARN MORE

GOVERNMENT TRADE SHOWS

NAME	2025 NAHRO WASHINGTON CONFERENCE	AIR SPACE & CYBER CONFERENCE & TECHNOLOGY 2025 EXPO	ICMA ANNUAL CONFERENCE
WHEN	March 10–12, 2025	September 22–24, 2025	October 25–29, 2025
WHERE	Washington, D.C.	TBD	Tampa, FL
FOCUS	<ul style="list-style-type: none"> • Emphasizing housing, community development, and redevelopment policies • Fosters dialogue between practitioners and policymakers to address housing issues 	<ul style="list-style-type: none"> • First-class professional military development • Facilitates the sharing of emerging requirements and technologies • Helps fuel connections 	<ul style="list-style-type: none"> • Latest trends in public administration • Leadership, governance, community engagement • Innovative public sector solutions to local challenges
AUDIENCE	<ul style="list-style-type: none"> • Local government officials • Housing and redevelopment professionals • Policymakers • Advocacy groups 	<ul style="list-style-type: none"> • Military leaders • Defense contractors • Government officials • Aerospace and cyber technology experts • Industry stakeholders 	<ul style="list-style-type: none"> • City managers • County officials • Public administrators • Elected officials • Government staff
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HEALTHCARE TRADE SHOWS

NAME	VMX – VETERINARY MEETING & EXPO	AORN GLOBAL SURGICAL CONFERENCE & EXPO	MEDICAL DESIGN & MANUFACTURING (MD&M) EAST	SMILECON
WHEN	January 25–29, 2025	April 5–8, 2025	May 20–22, 2025	October 23–25, 2025
WHERE	Orlando, FL	Boston, MA	New York, NY	Washington, D.C.
FOCUS	<ul style="list-style-type: none"> • Latest products and innovations • 950 hours of continuing education • Solutions to improve clinic efficiency and patient care 	<ul style="list-style-type: none"> • Workshops • Networking • 5,000 attendees are expected 	<ul style="list-style-type: none"> • Highlights the latest medical technology and product development • Hub for innovations that influence patient care and device manufacturing 	<ul style="list-style-type: none"> • Clinical & practice management, and innovation • New dental products, services, and technologies
AUDIENCE	<ul style="list-style-type: none"> • Veterinarians and technicians • Practice owners • Clinic managers • Animal health and wellness professionals 	<ul style="list-style-type: none"> • Perioperative nurses • Surgical teams • Healthcare executives • Stakeholders in surgical innovation 	<ul style="list-style-type: none"> • Medical device manufacturers • Engineers • R&D professionals • Procurement specialists involved in healthcare innovation 	<ul style="list-style-type: none"> • Dentists • Dental hygienists, assistants, professionals and managers
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HOME SERVICES TRADE SHOWS

NAME	THE INTERNATIONAL BUILDERS' SHOW (IBS)	THE LANDSCAPE SHOW	SERVICE WORLD EXPO
WHEN	February 25–27, 2025	August 20–22, 2025	October 15–17, 2025
WHERE	Las Vegas, NV	San Diego, CA	Phoenix, AZ
FOCUS	<ul style="list-style-type: none"> • Latest homebuilding trends, technologies, and products • Extensive exhibit floor • Educational sessions led by industry experts 	<ul style="list-style-type: none"> • Sustainable gardening • Landscaping equipment • Irrigation technologies • Design innovations • Training programs and business growth strategies 	<ul style="list-style-type: none"> • Growth strategies for HVAC, plumbing, and electrical services • Workshops, industry-specific sessions, and an expo floor with tools and services to optimize operations
AUDIENCE	<ul style="list-style-type: none"> • Home builders • Remodelers • Designers • Product manufacturers • Service providers in residential construction 	<ul style="list-style-type: none"> • Landscaping professionals • Garden service providers • Outdoor designers • Home improvement consultants 	<ul style="list-style-type: none"> • Owners and managers of HVAC, plumbing, electrical, and other home service companies
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MANUFACTURING TRADE SHOWS

NAME	MD&M WEST	FABTECH	PACK EXPO LAS VEGAS
WHEN	February 4–6, 2025	September 8–11, 2025	September 22–24, 2025
WHERE	Anaheim, CA	Chicago, IL	Las Vegas, NV
FOCUS	<ul style="list-style-type: none"> • Cutting-edge technologies and innovations across manufacturing • Strong focus on product design, branding, and production • Seminars, workshops, and exhibitors 	<ul style="list-style-type: none"> • Over 1,500 exhibitors showcasing innovative manufacturing technologies and processes • Opportunities to improve productivity, explore advanced solutions, and learn about upcoming industry trends 	<ul style="list-style-type: none"> • Emphasizes branding through innovative packaging solutions • Includes insights into sustainable packaging, custom design, and marketing strategies
AUDIENCE	<ul style="list-style-type: none"> • Manufacturing professionals • Product designers • Engineers • Branding specialists from aerospace, automotive, and consumer goods 	<ul style="list-style-type: none"> • Manufacturers • Engineers • Fabricators • Welders • Professionals in metalworking, production, and manufacturing 	<ul style="list-style-type: none"> • Packaging professionals • Brand managers • Manufacturing leaders • Marketing teams from sectors such as food and beverage, cosmetics, and pharmaceuticals
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NONPROFIT TRADE SHOWS

NAME	ANA NONPROFIT CONFERENCE 2025	AFP ICON 2025	2024 BRIDGE CONFERENCE
WHEN	February 25-27, 2025	April 27-29, 2025	July 30–August 1, 2025
WHERE	Oxon Hill, MD	Seattle, WA	National Harbor, MD
FOCUS	<ul style="list-style-type: none"> • Addresses the evolving challenges in nonprofit marketing and fundraising • Keynote presentations, breakout sessions on digital tools, and training on optimizing donor campaigns 	<ul style="list-style-type: none"> • Educational sessions, expert-led workshops, and networking tailored to nonprofit professionals • Fundraising strategies donor engagement, and marketing best practices 	<ul style="list-style-type: none"> • Marketing, fundraising, and technology in the nonprofit sector • Strategies for donor retention, digital campaigns, and data-driven decision-making
AUDIENCE	<ul style="list-style-type: none"> • Nonprofit marketers • Fundraisers • Executives focused on leveraging data analytics, storytelling, and cause marketing for growth 	<ul style="list-style-type: none"> • Fundraising professionals • Nonprofit leaders • Marketing specialists seeking innovative ideas and connections within the philanthropic sector 	<ul style="list-style-type: none"> • Nonprofit fundraisers, marketers, and technology-focused professionals aiming to enhance their integrated marketing and fundraising efforts
DETAILS	LEARN MORE	LEARN MORE	LEARN MORE

REAL ESTATE & DEVELOPMENT TRADE SHOWS

NAME	REALTORS® LEGISLATIVE MEETINGS & TRADE EXPO	ICSC	NAHRO NATIONAL CONFERENCE & EXHIBITION	THE UTILITY EXPO
WHEN	May 13-18, 2025	May 18–20, 2025	Sept 28–30, 2025	October 7–9, 2025
WHERE	Washington, D.C.	Las Vegas, NV	Phoenix, AZ	Louisville, KY
FOCUS	<ul style="list-style-type: none"> • Intersection of public policy and real estate practices • Housing affordability, taxation, and industry regulations • Meetings with lawmakers 	<ul style="list-style-type: none"> • Trends in commercial real estate, retail development, and mall management • Education, networking, and an exhibition 	<ul style="list-style-type: none"> • Education, professional development, advocacy, and networking • Sessions on affordable housing, policy updates, and best practices 	<ul style="list-style-type: none"> • Connects utility professionals and construction contractors with the latest products, technology, and hands-on equipment demos
AUDIENCE	<ul style="list-style-type: none"> • Real estate agents • Brokers • Professionals invested in policy advocacy and market regulation 	<ul style="list-style-type: none"> • Property owners • Managers • Developers • Brokers • Investors • Service providers 	<ul style="list-style-type: none"> • Property managers • Developers • Housing authorities • Redevelopment officials 	<ul style="list-style-type: none"> • Construction professionals • Utility managers • Engineers • Field workers • Fleet managers, contractors, and suppliers
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RETAIL TRADE SHOWS

NAME	NATIONAL RETAIL FEDERATION (NRF) 2025	RETAIL INNOVATION CONFERENCE & EXPO	NRF PROTECT
WHEN	January 12-14, 2025	June 4-6, 2025	June 23-25, 2025
WHERE	New York, NY	Chicago, IL	Grapevine, TX
FOCUS	<ul style="list-style-type: none"> • Cutting-edge retail technology, marketing strategies, and trends • Exhibits, seminars, and networking opportunities 	<ul style="list-style-type: none"> • Latest trends in retail innovation, including technology, customer engagement strategies, and store design • Sessions, keynotes, and networking 	<ul style="list-style-type: none"> • Solutions for protecting retail assets and minimizing risk • Practical strategies and innovations in security and fraud prevention
AUDIENCE	<ul style="list-style-type: none"> • Retail professionals • Technology experts • Marketers from large brands to emerging businesses 	<ul style="list-style-type: none"> • Retail executives • Technology innovators • Professionals interested in shaping the future of retail 	<ul style="list-style-type: none"> • Packaging professionals • Brand managers • Manufacturing leaders • Security professionals, loss prevention managers, and retail safety experts
DETAILS	LEARN MORE	LEARN MORE	LEARN MORE

FOOD & BEVERAGE TRADE SHOWS

NAME	CRAFT BREWERS CONFERENCE & BREWEXPO AMERICA	NATIONAL RESTAURANT ASSOCIATION SHOW	IFT FIRST (INSTITUTE OF FOOD TECHNOLOGISTS)
WHEN	April 28–May 1, 2025	May 17–20, 2025	July 13–16, 2025
WHERE	Indianapolis, IN	Chicago, IL	Chicago, IL
FOCUS	<ul style="list-style-type: none"> • Latest brewing equipment and technologies • Insights into trends and best practices for beverage production professionals 	<ul style="list-style-type: none"> • Innovations in technology, culinary trends, and operational solutions • Opportunities for networking and education 	<ul style="list-style-type: none"> • Emphasizes food science and technology • Over 1,000 exhibitors showcasing advancements in ingredients, sustainability, and equipment
AUDIENCE	<ul style="list-style-type: none"> • Breweries • Manufacturers suppliers • Professionals involved in beer production and distribution 	<ul style="list-style-type: none"> • Food service professionals • Restaurant owners • Chefs • Industry decision-makers 	<ul style="list-style-type: none"> • Food scientists • Technologists • Manufacturers • Researchers in food innovation
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SENIOR LIVING TRADE SHOWS

NAME	SENIOR LIVING 100 LEADERSHIP CONFERENCE	ARGENTUM SENIOR LIVING EXECUTIVE CONFERENCE	LEADINGAGE ANNUAL MEETING & EXPO
WHEN	March 23–25, 2025	May 19–21, 2025	November 2–5, 2025
WHERE	Amelia Island, FL	Tampa, FL	Boston, MA
FOCUS	<ul style="list-style-type: none"> • Explores critical leadership challenges and opportunities in the senior living industry • Financial strategies, operational excellence, and future planning 	<ul style="list-style-type: none"> • Discuss key issues, emerging trends, and innovative solutions • Offers networking opportunities and showcases the latest in products, technology, and services tailored to senior care 	<ul style="list-style-type: none"> • Leadership and operational strategies in senior care • Aging services, regulatory updates, and innovative approaches to elder care • Educational sessions, networking opportunities, and an expansive exhibit hall
AUDIENCE	<ul style="list-style-type: none"> • C-suite executives and senior leaders in the senior living industry seeking strategic insights and peer collaboration 	<ul style="list-style-type: none"> • Executives • Administrators • Professionals in the senior living sector 	<ul style="list-style-type: none"> • Senior living administrators • Service providers • Researchers • Policymakers dedicated to improving elder care
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MEDIA TRADE SHOWS

NAME	SOUTH BY SOUTHWEST (SXSW) EXPO	NAB SHOW 2025	STREAMING MEDIA NYC
WHEN	March 7–15, 2025	April 5–9, 2025	TBD
WHERE	Austin, TX	Las Vegas, NV	New York, NY
FOCUS	<ul style="list-style-type: none"> • Brings together the interactive, film, music, and media industries • Known for its forward-thinking panels, immersive experiences, and focus on innovation across technology, entertainment, and media 	<ul style="list-style-type: none"> • Spotighting innovations across the entire media ecosystem • Covers content creation, distribution, monetization, and advancements in broadcasting technology 	<ul style="list-style-type: none"> • Content delivery, monetization strategies, and emerging technologies such as AI in media • Insights into best practices for OTT services and content production
AUDIENCE	<ul style="list-style-type: none"> • Media professionals • Filmmakers • Journalists • Content creators • Tech innovators, • Digital marketers 	<ul style="list-style-type: none"> • Broadcasters • Content creators • Media professionals • Technology providers from radio, TV, and digital platforms 	<ul style="list-style-type: none"> • Streaming video professionals • OTT platform developers • Content producers • Media technology innovators
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HOSPITALITY & ENTERTAINMENT TRADE SHOWS

NAME	EVENT & VENUE MARKETING CONFERENCE	THE LODGING CONFERENCE	IAAPA EXPO
WHEN	June 4–6, 2025	October 7-10, 2025	November 17–21, 2025
WHERE	Atlanta, GA	Phoenix, AZ	Orlando, FL
FOCUS	<ul style="list-style-type: none"> • Gain insights into improving ticket sales, creating effective brand awareness campaigns, and leveraging digital marketing tools to reach and engage audiences for various events 	<ul style="list-style-type: none"> • Focused on the latest in hotel management, trends, and innovation • Networking with hotel owners, operators, and key industry leaders 	<ul style="list-style-type: none"> • Showcases innovations in entertainment technologies, attractions, and guest experiences, focusing on creating cutting-edge, immersive experiences for visitors
AUDIENCE	<ul style="list-style-type: none"> • Event and venue marketing professionals • Sports venue managers • Entertainment marketers • Sponsorship executives • Public relations professionals 	<ul style="list-style-type: none"> • Hotel owners, managers, and executives • Hospitality technology providers and service professionals 	<ul style="list-style-type: none"> • Theme park operators resort managers • Casino owners • Entertainment executives • Suppliers of attractions and technology solutions
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AUTO & TRANSPORTATION TRADE SHOWS

NAME	NATIONAL AUTOMOBILE DEALERS ASSOCIATION (NADA) SHOW	MID-AMERICA TRUCKING SHOW	NBAA BACE
WHEN	January 23–26, 2025	March 27–29, 2025	October 14–16, 2025
WHERE	New Orleans, LA	Louisville, KY	Las Vegas, NV
FOCUS	<ul style="list-style-type: none"> Covers vehicle retailing, automotive technology, and customer service strategies while providing a platform for networking and learning 	<ul style="list-style-type: none"> Showcasing the latest in heavy-duty trucks, trailers, parts, and equipment Opportunities for professionals in the trucking industry to discover new products, learn about innovations, and network 	<ul style="list-style-type: none"> Educational sessions, networking opportunities, and exhibitions of aircraft and aviation technology Jet maintenance, corporate flight management, and safety practices
AUDIENCE	<ul style="list-style-type: none"> Dealership owners General managers Sales managers Service managers Marketing directors, and vendors 	<ul style="list-style-type: none"> Fleet owners Drivers Company executives Logistics managers Vehicle manufacturers Parts suppliers Service providers 	<ul style="list-style-type: none"> Business aviation executives aircraft owners, operators, pilots, maintenance professionals, flight attendants Vendors providing aviation products and services
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