



The Dealmaker

Steve Monnington of Mayfield Media Strategies runs the rule over the latest global exhibition deals

Closer Still Media have followed up last month's acquisition of the e-commerce shows in Spain by partnering with Healthcare Publishing and Events, organiser of the Diabetes Professional Care exhibition and conference (DPC), which will become part of their growing portfolio of healthcare events. DPC is the UK's leading show for healthcare professionals involved in the treatment and management of diabetes. Launched in 2015, the show is in its fast growth phase, needing a larger infrastructure to handle its further development. The model – free CPD accredited education for the professionals and a large exhibition of vendors to the sector – is in line with the Closer Still approach. DPC was created by Maggie Meer who also launched Cloud Expo Europe which she sold to Closer Still in 2011, and which has driven the growth of their cluster of tech shows both in the UK and abroad.

When ITE acquired Ascential Events from Ascential PLC in May last year the portfolio included BVE Expo – the leading broadcast, production and media tech exhibition in the UK – which was decidedly non-core. So it's no surprise

that Media Business Insight, owner of the Media Production and Technology (MTPS) has acquired the assets of BVE. As part of the deal arrangements, BVE has been closed leaving a newly expanded MTPS as the single show for the sector.

Following their recent investment in Art Dusseldorf, Angus Montgomery are further consolidating their position in the art fair world, buying out the 65% majority stake in the India Art Fair owned by MCH Group, owner of Art Basel. The acquisition is being made through their Hong Kong based company Angus Montgomery Arts, adding to their existing portfolio of art fairs including Sydney Contemporary, Art Central Hong Kong and Art SG in Singapore. In my July column I mentioned that MCH had decided to concentrate on their global Art Basel brand and sell their investments in regional shows.

It's always a difficult decision for an association to take a capital sum for what is often their main revenue stream so sometimes more creative partnerships are called for. In the USA, the International Sanitary Supply Association (ISSA) has created a 25 year

agreement with Informa markets whereby Informa will take over the running of ISSA North America, the main show for the cleaning sector while ISSA will continue with the conference programming. This combines the skill sets of both organisations and enables Informa to put their sales and marketing resource to work while retaining a strong working link with the members who drive the important topics that need debating. With a high proportion of US trade shows owned by associations this could be a blueprint for the future.

It's the Exhibition News Indy Awards soon and Mayfield are proud to be the strategic partner. There has been an 88% increase on the number of entries from last year and it's great to see so many entrepreneurs engaged. Maddox Events, who were featured in the first of our Rising Stars series back in March, obviously want to emulate serial EN main awards winners Closer Still Media and they dominate the shortlist for the individual awards – Best Newcomer and Unsung Hero. We can expect to see many of the shortlisted shows and companies being acquired by the larger organisers over the next few years and these awards are a good way of raising their profile.