

Tarsus finished the year in style with three acquisitions within a month. First up is UK based organiser Smarter Shows founded by James Reader and running events in the USA and Germany in the aerospace, automotive and manufacturing sector, including, FOAM Expo, Space Tech Expo and Ceramics Expo. At the end of 2016 Smarter sold The Battery Show to UBM and this sale to Tarsus represents the balance of the portfolio.

Their second deal is the acquisition of BizBash by the Tarsus subsidiary Connect Meetings. BizBash runs four shows for event and meeting planners and this brings the total Connect portfolio to over 30 national, regional and vertically focused events around the United States.

The final acquisition is TyreXpo Asia acquired from SingEx, the organising arm of Singapore Expo. TyreXpo slots into the Tarsus automotive portfolio in China (AAITF – the Automotive Aftermarket show in Shenzhen) and the SE Asia series of events in Myanmar, Cambodia, Philippines and Sri Lanka. This takes Tarsus back to its origins when Tyrexpo was originally acquired as part of their very first acquisition – Labelex.

New entrant Roar TechMedia

We have another private equity entrant into the exhibition sector. Apiary Capital have backed a new venture – Roar Techmedia founded by Duncan Kirk, ex-head of Imago TechMedia, the technology show division of Clarion Events. Several of Kirks new management are also his former colleagues at Clarion. Russell Taylor, ex- CEO of ITE Group is Chairman. Their first acquisition is the healthcare, environmental and marketing technology shows organised by Prsym

The Dealmaker

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



Media Group. Some of these shows such as Naidex and RWM were themselves acquired only recently by Prsym from Ascential.

Prsym, founded by Nick Moss, has been sought after by several PE firms as one of the few remaining sizeable private organisers but has resisted selling the whole company. Now he is left with a smaller mixed portfolio, which he will presumably sell off show by show over time.

Easyfairs expands into Germany

Easyfairs has acquired 100% of German organiser Untitled Exhibitions, owner of the All About Automation series of events which fit nicely with Easyfairs existing Automation event in Switzerland and the mechanical engineering exhibition FMB which they acquired earlier this year from Clarion.

Earlier this year U.S organiser Endeavour Business Media, who are backed by private equity firm Resolute Capital Partners, acquired several exhibitions from Clarion as part of Clarion's rationalisation of the Pennwell portfolio. Now they have done more of the same with Informa acquiring 23 B2B brands and 7 events in industry, automotive and infrastructure.

Emerald Expositions has acquired G3 Communications, a provider of lead generation services and organiser of B2B Marketing Exchange Event Series. Their brands include Retail TouchPoints and the Retail Innovation Conference which focusses on disruption and transformation in the retail sector. Emerald had an existing relationship with G3 to bring Retail TouchPoints Live conference programme into their own RetailX show in Chicago.

When Reed Exhibitions acquired Mack Brooks it included a 50% stake in Inter Ads Mack Brooks India. Their acquisition of the remaining 50% brings the total number of 2019 deals at the time of going to press to 78, edging close to 2018's record number of 87 transactions.

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