

QUEENSLAND MINING & ENGINEERING EXHIBITION

# Post Show Report

MACKAY SHOWGROUND  
25-27 JULY 2006

[www.qme.reedexhibitions.com.au](http://www.qme.reedexhibitions.com.au)



ORGANISED BY

Reed Exhibitions

The Official

**2006**

**Queensland Mining and  
Engineering Exhibition**

# **POST SHOW REPORT**

**25 – 27 July 2006**

Mackay Showground  
Mackay QLD

[www.qme.reedexhibitions.com.au](http://www.qme.reedexhibitions.com.au)



Queensland Mining and  
Engineering Exhibition



# QME 2006 POST SHOW REPORT

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## 1. A WORD FROM THE EXHIBITION DIRECTOR

On behalf of Reed Exhibitions, I would like to thank all our exhibitors, visitors, supporting organisations, media representatives, suppliers and the Mackay community for your contribution to the huge success of the 2006 edition of the Queensland Mining and Engineering Exhibition – QME 2006.

Since the first edition was held in 1993, QME has grown to become the leading industrial exhibition in central Queensland. With the backdrop of a strong performance by Queensland's mining industry over the past year, it is no surprise that QME 2006 was considered by the majority of exhibitors and visitors to be the most impressive edition yet.

QME 2006 hosted a record number of over 480 exhibitors, presenting a comprehensive display of the latest developments, products and technologies for a wide range of mining and industrial applications. The quality and range of exhibits on show drew praise from trade visitors and it is a credit to our exhibitors that 97% of our visitors were 'satisfied' or 'very satisfied', improving from 92% in 2004.

QME once again had a strong international presence in 2006, with the VDMA-supported German Pavilion and overseas exhibitors from countries such as the UK, Chile and USA. Thank you to our overseas participants and also to Austrade and the Queensland Government Department of State Development, who facilitated high-level trade visitor delegations from China, India and other key overseas markets.

The Blackwoods Pavilion, returning for the seventh time, was another key feature at QME 2006, with over 35 participating suppliers. The Meet the Buyer program ran successfully and thanks are due to participating buyers from BMA Coal.

The staging of QME 2006 was the result of a great deal of passion, energy and sheer hard work 'behind the scenes' from the team here at Reed Exhibitions – I would like to thank all those involved for their contribution.

I trust that your participation at QME 2006 was a success and that we shall be able to welcome you back in 2008. Please do not hesitate to contact me or one of the team if you wish to discuss any of the contents of this report.

See you at QME 2008!

A handwritten signature in black ink, appearing to read 'John Gorton'.

**John Gorton**  
Director – Industrial  
Reed Exhibitions

## 2. THE QME 2006 TEAM

Preparations for Queensland Mining & Engineering Exhibition 2006 spanned well over 12 months prior to the show. An enormous contributing factor to the success of the show was the team effort that involved Reed Exhibitions staff, exhibitors, contractors, the venue and industry associations:

### REED EXHIBITIONS TEAM

John Gorton	– Exhibition Director
Soren Norgaard	– Account Manager
Chris Ghosh	– Snr Account Manager
Sharyn Tamlyn	– Operations Director
Robert McIndoe	– Operations Manager
Angela Sciacca	– Operations Manager
Patrick Bell	– Marketing Manager
Nina Vidale	– Event Co-ordination Supervisor
Jacqui Featherby	– Event Co-ordinator
Julianne Rulli	– Graphic Designer
Mark Cherrington	– PR Consultant
Simon Gould	– PR Consultant



L to R : Patrick Bell, Paul Baker,  
Chris Ghosh, Simon Gould,  
Jacqui Featherby, Frank Matus,  
John Gorton, Soren Norgaard,  
John Delpech, Nina Vidale,  
Thurain Aye, Mark Cherrington,  
Robert McIndoe

We would also like to say a special thanks for all of the support from sponsors and local organisations for dedicating their time and effort to help us make QME 2006 the success that it was:

- Mackay Tourism and Development Bureau
- Queensland Government Department of State Development, Trade and Innovation
- Rotary Club of the Port of Mackay
- Business Solutions
- Thrifty
- Seven Local News
- 4HI, 4MK FM, Hot FM
- The Daily Mercury

### 3. THE EXHIBITION HIGHLIGHTS

QME SOLD OUT! 2006 saw huge demand for stand space with the net exhibition space total exceeding 11,000sqm. QME 2006's visitor numbers increased significantly over 2004 as shown below:

	1997	2000	2002	2004	2006
Day One	2362	2092	2308	2378	3080
Day Two	1979	3028	3342	3370	4327
Day Three	1998	2278	2073	2241	2724
<b>TOTAL VISITS</b>	<b>6339</b>	<b>7398</b>	<b>7723</b>	<b>7989</b>	<b>10131</b>

#### MEET THE BUYER

Meet the Buyer has now run consecutively since 2002, proving to be one of the most outstanding initiatives introduced. At QME 2006, key decision makers from BMA Coal met with exhibitors through pre-arranged meetings facilitated by Reed Exhibitions, achieving exceptional results.

*"The show's been quite good. We had an excellent day yesterday with the Meet the Buyer program, and we've had a steady number of good and new leads from up and down the east coast. We've had a lot of interest in the Smart Basket telehandler from all sorts of industries. Because QME attracts such a wide cross-section of exhibitors, it's a must-attend from a visitor's perspective."*

**Paul Davern, Queensland sales manager, JLG Industries**

*"We've had exceptionally good inquiries on our equipment range from major mining companies. We've seen senior purchasing people and discussed very live current projects. We had a positive experience with the Meet-the-Buyer program, and we've got a number of appointments in the next week to follow up. We know QME will be very good for us."*

**Derek Berg, commercial manager, Berg Engineering**

#### EXHIBITOR SOCIAL FUNCTION

As a special thanks to exhibitors for participating in making QME 2006 the best one yet, Reed Exhibitions staff held a social function on the first evening of the show to say a big thank you to our valued customers. Refreshments and entertainment were on hand at The 500 Pavilion where everyone networked in true QME style!

#### THE HON. ANNA BLIGH, THE HON. KIM BEAZLEY AND THE HON. DE-ANNE KELLY VISIT QME 2006.

QME 2006 was officially opened by the Deputy Premier, Treasurer and Minister for State Development, Trade and Innovation, The Hon. Anna Bligh. Both the Hon. De-Anne Kelly MP and The Hon. Kim Beazley MP, Federal Opposition Leader visited QME 2006.

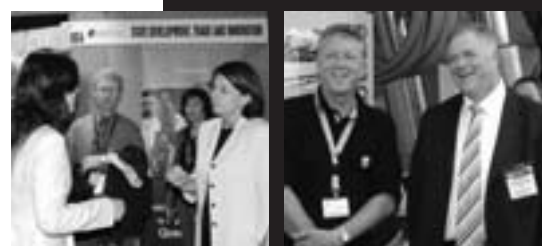
#### HIGH EXPOSURE OPPORTUNITIES

A number of new products were given added exposure at QME 2006 in the New Product Showcases. Exhibitors participating included Duratray, Oz Future Fuels, R.O.B, Spacerack and PWB. The displays were quite an attraction in the front entrance and proved to be a success in generating sales and brand awareness for participating exhibitors.

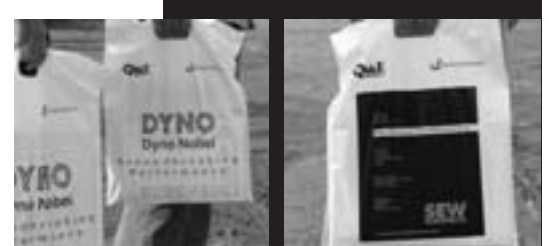
Visitor bags were to be seen in the hands of most visitors attending QME 2006. This year the bag was sponsored by Dyno Nobel & SEW-Eurodrive.



Images from the Social Function



The Hon. Anna Bligh and the Hon. Kim Beazley, Federal Opposition Leader



Sponsored Visitor Bags

## GERMAN RECEPTION

Organisers of the German Pavilion, Messe Düsseldorf, held their German Function on the Wednesday night of QME 2006. The evening turned out to be a great night of beer, entertainment German-style and the perfect networking opportunity for exhibitors and clients.

## AUSTRADE

In honour of the 60-plus overseas buyers attending QME 2006, a luncheon was held on-site by Austrade. The buyers from China, Chile and India and attending exhibitors benefited from the valuable networking opportunity.

*"The function was very successful, there was a great turnout, including international delegates from China and Chile. This was a great networking opportunity and we will certainly be having an involvement in 2008"*

**Clyde Paton, Austrade.**

## MESCA BRIEFING

The MESCA briefing gave exhibitors and visitors a thought provoking insight into the challenges facing the central Queensland coal sector, with BMA CEO John Smith providing a candid and highly informative presentation into some of the key issues facing the industry. His topics included the capacity restraints on the industry through such factors as the skills shortage, equipment supply, accommodation and the phenomenal growth in demand from China.

## QME 2006 : MANY SATISFIED CUSTOMERS

*"There has been plenty of traffic and we've made some good contacts. We have been developing our Amercable business here over the past three years, and we are predominantly using Reed Mining Events to establish a presence in the market. We were at the Mining and Energy Exhibition in the Hunter Valley in mid 2005, and we'll be using GME to help us move into the WA market – and then we are taking a major presence at AIMEX next year as part of our thrust into the Australian mining sector. The quality of the Reed shows gives us excellent exposure to potential customers."*

**David Nasky, vice president and business unit manager, Amercable**

*"We had three objectives when attending QME: to raise the profile of our business, to meet new prospects and to re-establish contact with existing clients. We are happy to report that we've achieved all three. We've seen the right people in the right numbers, and generated good leads."*

**Colin Moore, senior account executive, Pronto Software**

*"We are very happy; we've seen the right quality of people at QME and in good volumes. We've got some great leads to follow up. As a result of our success at QME, Powertrans has doubled the amount of space we'll be taking at GME as part of a renewed push into the WA market – and we'll definitely be at AIMEX. The Reed series of mining exhibitions are well organised, good quality and deliver excellent value for money."*

**Mark Stummer, sales and marketing manager, Powertrans**

*"By lunchtime on the first day, we had connected with more of our target market buyers than over three or four days at any other trade show we'd ever been at. We had genuine account applications happening from the start, with a broad cross-section of people visiting our stand wanting product information and pricing. We set some challenging objectives for the show and I'm delighted to say that we reached these objectives by early afternoon on the first day. There has been enquiries from a wide selection of industry, including earthmoving, mining, building, road construction, engineering and many related smaller businesses that service these markets. We've even picked up two large enquiries from other exhibitors. Overall, we have been amazed at the response and interest shown to our product ranges and certainly intend booking into other Reed mining exhibitions on the strength of QME 2006."*

**John Angell, managing director, Topfix Fastening Systems**



## 4. SPOTLIGHT ON THE VISITORS

The following table indicates **JOB FUNCTION** of visitors\*:

Job Function	No of Responses	% of Attendees
Consultant	441	4.9%
Contractor	544	6.0%
Director, GM, MD	496	5.5%
Engineer, Civil	61	0.7%
Engineer, Hydraulic	62	0.7%
Engineer, Process	40	0.4%
Engineer, Electrical	209	2.3%
Engineer, Chemical	20	0.2%
Engineer, Mechanical	342	3.8%
Engineer, Mining	148	1.6%
Engineer, Other	106	1.2%
Exploration	33	0.4%
Maintenance	716	8.0%
Mine Manager	30	0.3%
Operations	288	3.2%
Operator	719	8.0%
Owner	540	6.0%
Plant Manager	73	0.8%
Production	254	2.8%
Purchasing	288	3.2%
Research & Development	64	0.7%
Safety/OH&S	316	3.5%
Senior Management	399	4.4%
Site Manager	80	0.9%
Supervisor	515	5.7%
Trades Person	1,004	11.2%
Transport	143	1.6%
Other	1,157	12.9%
<b>Total Responses</b>	<b>9,088</b>	

Analysis by Job Function had multiple responses from attendees.

\* Source: CAB Audit



"Great, fantastic! We've got 37 suppliers in the Blackwoods pavilion and we've had well over 100 really solid inquiries. All of them are really happy. We've had inquiries across all industries: sugar, mining, construction and local infrastructure.

Strategically, **QME** is a great opportunity for us and our suppliers to meet customers, both existing and new, and to network. We know that the Blackwoods pavilion will be even bigger in 2008, with new suppliers wanting to exhibit and existing exhibitors doubling their stand space."

*Andy Reid, regional sales manager, Northern Queensland, Blackwoods*

The following table indicates the **INDUSTRY CATEGORY** of visitors\*:

Industry Category	No of Responses	% of Attendees
Agriculture	372	4.1%
Blasting & Demolition	69	0.8%
Communications	91	1.0%
Construction	692	7.7%
Consulting & Design	148	1.6%
Contracting	360	4.0%
Defence/Aerospace	13	0.2%
Drilling	128	1.4%
Education	127	1.4%
Engineering	847	9.4%
Environment	62	0.7%
Financial Institution	75	0.8%
Government	162	1.8%
Import/Export	68	0.8%
Maintenance	808	9.0%
Materials Handling	266	3.0%
Mineral Processing	163	1.8%
Mining	2,539	28.2%
Oil & Gas	82	0.9%
Power Distribution	62	0.7%
Power Generation	44	0.5%
Process, Control & Instrumentation	72	0.8%
Production/Refining	49	0.6%
Quarrying	73	0.8%
Sugar	284	3.2%
Telecommunications/IT	73	0.8%
Transport/Distribution/Storage	241	2.7%
Utilities	55	0.6%
Waste Management	60	0.7%
Other	669	7.4%
Blank	238	2.6%
<b>Total Responses</b>	<b>8,992</b>	<b>100%</b>

\* Source: CAB Audit



“Very good. It's a very important show for us. **QME** continually gets better each show and we've been able to grow our business significantly because of it. We've had a lot of interest from all market sectors, but particularly from the mining industry.”

*Murray Stalley,  
Queensland territory  
manager, Steel Blue  
Premium Industrial  
Footwear*

The following table indicates the **PRODUCT INTERESTS** of visitors\*:

Product Interest	No of Responses	% of Attendees
Accessories & Attachments	1,087	12.1%
Aerators	88	1.0%
Agricultural Equipment	576	6.4%
Air Conditioning	450	5.0%
Bearings	695	7.7%
Business Services	312	3.5%
Cable Locators	310	3.4%
Chemicals & Chemical Handling	412	4.6%
Cleaning & Sweeping Equipment	281	3.1%
Coal Preparation	707	7.9%
Communications	777	8.6%
Compressors	537	6.0%
Computers, Software & Services	1,023	11.4%
Concrete Products	299	3.3%
Construction Equipment & Services	946	10.5%
Consulting Services	292	3.2%
Conveyor Equipment	801	8.9%
Cranes & Lifting Equipment	933	10.4%
Demountable/ Transportable Buildings	255	2.8%
Drilling, Boring & Blast Equipment	668	7.4%
Earthmoving Equipment	1,511	16.8%
Electrical Equipment	973	10.8%
Elevated Work Platforms	458	5.1%
Engineering Products & Services	1,275	14.2%
Engines, Transmissions, Gen Sets & Components	707	7.9%
Environmental Services/Products	394	4.4%
Erosion Control	247	2.7%
Exploration	205	2.3%
Filters & Filtration	698	7.8%
Fleet Management	342	3.8%
Fuel & Lubrication Products & Services	711	7.9%
Government/Associations	190	2.1%
Ground Support	292	3.2%
Highwall Mining Equipment	416	4.6%
Hire Equipment	701	7.8%
Human Resources/Training	497	5.5%
Landscaping Services & Supplies	249	2.8%

Longwall Mining	839	9.3%
Maintenance & Repair Services	1,434	15.9%
Materials Handling	875	9.7%
Minerals Processing	424	4.7%
Mining & Civil Contractors	703	7.8%
Open Cut Mining Equipment	981	10.9%
Pipeline Maintenance & Equipment	286	3.2%
Plant Hire	564	6.3%
Pollution Control Products	215	2.4%
Power Generation & Distribution	372	4.1%
Process, Control & Instrumentation	342	3.8%
Promotional Products	380	4.2%
Protective Coating/Corrosion	374	4.2%
Publications	180	2.0%
Pumps/Pipes/Valves	744	8.3%
Quarrying, Crushing & Screening Equipment	400	4.4%
Recycling Products/Equipment	259	2.9%
Rescue	398	4.4%
Safety Products/OH&S	1,349	15.0%
Security/Fire Safety	461	5.1%
Signage/Traffic Control	358	4.0%
Software	529	5.9%
Storage Equipment	387	4.3%
Surveying Equipment & Services	164	1.8%
Tanks - Water/Fuel/Industrial	392	4.4%
Testing/Sampling/Monitoring	416	4.6%
Tools - Hand/Power/Air	1,556	17.3%
Transport	603	6.7%
Underground Mining Equipment	867	9.6%
Vehicle Equipment	892	9.9%
Waste Management	318	3.5%
Water & Irrigation Equipment & Services	374	4.2%
Wear Parts	427	4.7%
Weighing/Measuring	322	3.6%
Welding Equipment	1,038	11.5%
Other	12	0.1%
<b>Total Responses</b>	<b>41,550</b>	

Analysis by Product of Interest had multiple responses from attendees.

\* Source: CAB Audit

## ATTENDANCE INFORMATION

### Analysis of Geographic origin of visitors\*

State	Number of attendees	% of Attendees
QLD	8,334	92.68%
NSW	335	3.73%
VIC	107	1.19%
SA	23	0.26%
WA	40	0.44%
TAS	11	0.12%
ACT	4	0.04%
NT	8	0.09%
<b>Total Australia</b>	<b>8,862</b>	<b>98.55%</b>
New Zealand	24	0.27%
Other Overseas	106	1.18%
<b>Total Attendees</b>	<b>8,992</b>	<b>100%</b>

\* Source: CAB Audit

Independent Company Micromex conducted face to face visitor surveys on-site at QME 2006. The following information was gathered from this survey.

## PURCHASING POWER

41% of the visitors held direct authority or influence for purchasing the types of goods or services seen at QME 2006

“From this 41% who had the authority to purchase”

- 16% bought or ordered something with the average amount spent between \$37,000 and \$45,000
- 69% organised a quote or appointment
- 90% saw something that they were likely to buy after the exhibition
- 95% were ‘likely’ to make contact with an exhibitor after the exhibition

Source: Micromex Visitor Survey



## VISITOR OBJECTIVES

The following table shows visitors' responses to the question: "What were your main objectives in visiting QME 2006 and were you successful in achieving your objectives?"

Respondents could give more than one answer to this question.

	Very Important or Important	Very Satisfied or Satisfied
To look for new alternative suppliers	56.4 %	95.2 %
To see existing suppliers	58 %	93.7 %
To look for new products	67.3 %	96 %
To make purchasing decisions/source products	39.3 %	96.6 %
To place orders	20.7 %	96.7 %
To keep abreast of industry trends	70 %	98.6 %
Networking	63 %	96.8 %
To attend conference/seminars	21 %	95.2 %

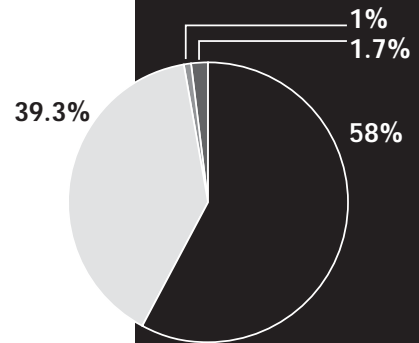
Source: Micromex Visitor Survey

## VISITOR OPINIONS

More than 97% of the visitors were 'satisfied' to 'very satisfied' with QME overall.

Very Satisfied	58.0%
Satisfied	39.3%
Neither	1.0%
Dissatisfied	1.7%
Very Dissatisfied	.0%
<b>Total</b>	<b>100%</b>

Source: Micromex Visitor Survey



## VISITOR BEHAVIOUR

The following visitor responses were recorded when asked:

"Do you intend to visit QME 2008?"

Yes	88.3%
No	2.3%
Maybe	9.3%
<b>TOTAL</b>	<b>100.0%</b>

Source: Micromex Visitor Survey

## THE EXHIBITION DIRECTORY

When asked "Will you use the Exhibition Directory to contact exhibitors after the exhibition?"

- 56% of respondents stated that they would use the Exhibition Directory to contact exhibitors after QME
- Apart from themselves, 68% of respondents said that 1 or more people would have access to the Directory

Source: Micromex Visitor Survey



QME 2006 Exhibition Directory

SNAPSHOTS OF VISITORS ATTENDING QME 2006



## 5. SPOTLIGHT ON THE EXHIBITORS

Independent company Micromex conducted a telephone survey of the QME 2006 exhibitors immediately after the exhibition. The following information was gathered from this survey.

When asked **“What best describes their overall satisfaction of QME 2006, exhibition?”** exhibitors gave the following responses:

Very satisfied	35.5%
Satisfied	51.5%
Neither	8.5%
Dissatisfied	4.5%
Very Dissatisfied	.0%
<b>Total</b>	<b>100.0%</b>

Source: Micromex Visitor Survey

**Exhibitors were asked to rate the quality and quantity of visitors to the exhibition?**

### QUANTITY

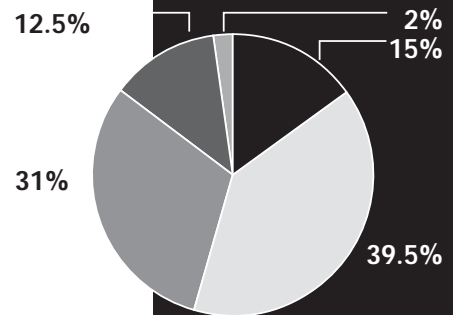
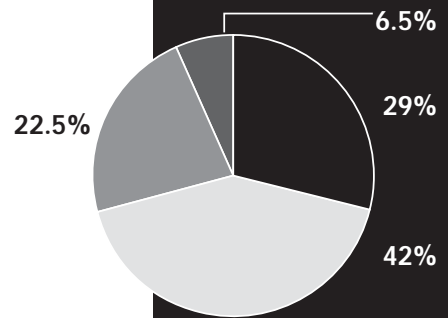
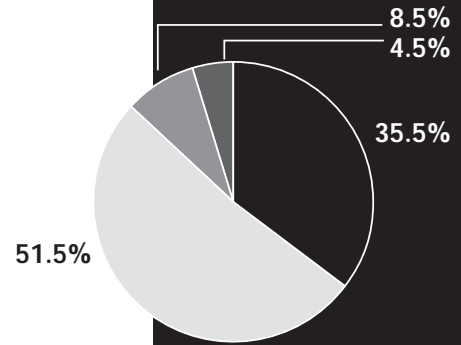
Very satisfied	29.0%
Satisfied	42.0%
Neither	22.5%
Dissatisfied	6.5%
Very Dissatisfied	.0%
<b>Total</b>	<b>100.0%</b>

Source: Micromex Visitor Survey

### QUALITY

Very satisfied	15.0%
Satisfied	39.5%
Neither	31.0%
Dissatisfied	12.5%
Very Dissatisfied	2.0%
<b>Total</b>	<b>100.0%</b>

Source: Micromex Visitor Survey



**Exhibitors were asked what were their main reasons for exhibiting and if they met their objective(s)**

Objective Description	Objective %	Satisfaction mean*	Satisfaction
Promote company & product awareness	99%	4.22	Satisfied to very satisfied
Generate new sales leads	89%	3.80	Satisfied
Maintain status as a player in the industry	85%	4.09	Satisfied to very satisfied
Increase sales to existing customers	68%	3.46	Neutral to satisfied
Promote new products/service	62%	3.91	Satisfied
Launch a new product/service	52%	3.89	Satisfied
Write sales orders on site	23%	2.98	Neutral
Seek agent/distributor/reseller	14%	3.39	Neutral to satisfied

Source: Micromex Visitor Survey

**\*Mean Rating**

- 1 – Very Dissatisfied
- 5 – Very Satisfied



## 6. MARKETING ACTIVITIES

### TRADE ADVERTISING

An extensive advertising campaign targeting visitors commenced 4 months prior to QME 2006. Both advertisements and inserts were included in the following trade publications:

- Australian Mining Magazine
- Australian Journal of Mining
- Australia's Mining Monthly
- Australia's Longwalls
- AusIMM Bulletin
- Australasian Welding Journal
- Queensland Industry News
- Australian Sugarcane
- Queensland Minerals & Petroleum
- Queensland Government Mining Journal
- Cane Harvester
- The Australian Mining Club Journal
- Industry North West
- Construction Contractor

### DIRECT MAIL

Approximately 130,000 trade invitations were distributed to industry personnel using targeted mailing lists including past visitors, trade magazine subscribers, association members and externally sourced lists. These were released to the industry approximately 7 weeks prior to QME 2006.

### DIRECT EMAIL

An email invitation was sent to all past visitors to QME and other Reed Mining Events approximately 8 weeks prior to the exhibition. Once visitors were registered, reminder emails were also sent out 3 weeks, 2 weeks, 1 week and the day prior to QME opening.

### MATCH MAKER PROGRAM

The Match Maker Program was again used for QME. This provided visitors the service of matching their product interests with the specific exhibitors displaying these products and services. Match Maker is a key initiative in bringing time-poor buyers directly to the exhibits most relevant to their needs.

### TV

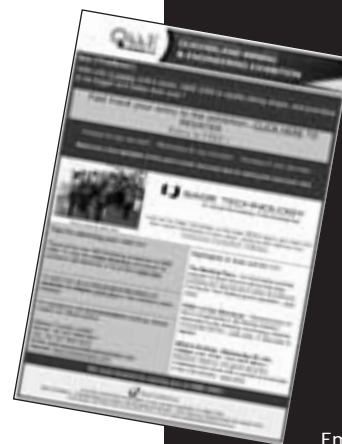
Television was used to reinforce awareness of both QME and QCME in areas such as Mackay, Rockhampton, and Townsville. The TV advertising campaign commenced on Sunday 11 July through to Tuesday 27 July, with a total of 112 peak and 121 off peak 30 second commercials.



Trade Advertising



Trade Invitation



Email Campaign

## RADIO

An extensive radio campaign was included in the marketing mix, promoting both QME and QCME in Mackay, Emerald and Moranbah. Radio stations used were 4MK/HOT FM and 4HI and included 30 second commercials, 60 second updates and several live crosses with a total of 153 spots, running from Monday 5 July through to Thursday 29 July.

## NEWSPAPER

Newspaper advertising proved to be a great success with exposure in the Daily Mercury, Mackay Midweek and the Bush Telegraph from Saturday 10 July through to Tuesday 27 July. Also notable were two extensive previews in Mackay Midweek on 21 July and the Daily Mercury on 24 July.

### NEWSPAPER COVERAGE TIMETABLE

Newspaper	Main Coverage Area	Ads Per Week			Total Ads
		3-9 July	10-16 July	17-23 July	
The Courier Mail	Brisbane			1	1
Daily Mercury	Mackay	2	3	3	8
Miners Midweek	Mackay	1	1	1	3
Bush Telegraph	Mackay	1		1	2
Morning Bulletin	Rockhampton		2	2	4
Gladstone Observer	Gladstone		2	2	4
Central QLD News	Emerald		1	1	2
Townsville Bulletin	Townsville		2	2	4
North West Star	Mt Isa	1		1	2
<b>Total</b>		<b>5</b>	<b>12</b>	<b>13</b>	<b>30</b>

## PUBLIC RELATIONS

Our public relations consultant Spitfire Communications, undertook a comprehensive PR campaign covering the industry media, regional and mainstream media. As a result, QME received a huge amount of press coverage in the trade press and the mainstream media.

Full details of Reed Exhibitions Marketing Plan for QME 2006 are available upon request.

Please contact **Patrick Bell, Marketing Manager**  
Tel: 02 9422 2576 or Email: [patrick.bell@reedexhibitions.com.au](mailto:patrick.bell@reedexhibitions.com.au)

## 8. OFFICIAL ATTENDANCE CERTIFICATE



# EXHIBITION AUDIT REPORT



Queensland Mining & Engineering Exhibition 2006



Organiser: Reed Exhibitions - Australia

Date of exhibition: July 25-27, 2006

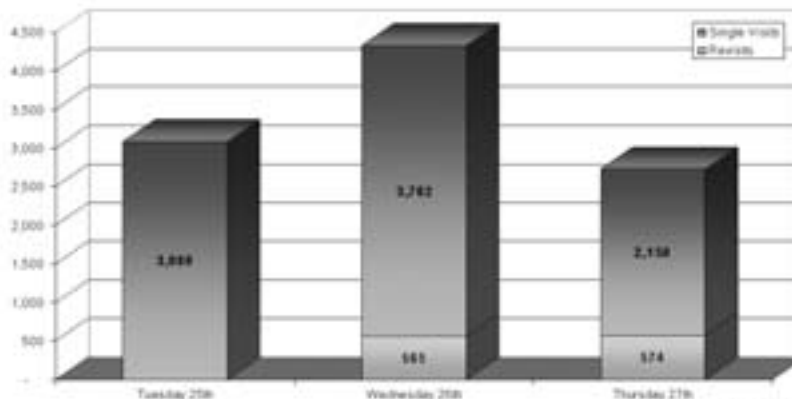
Location: Mackay Showgrounds,  
Mackay, Queensland, Australia

### Summary of Attendance<sup>^</sup>

<b>Total Single Visits</b>	<b>8,992</b>
<b>Revisits</b>	<b>1,139</b>
<b>Total Trade Visits</b>	<b>10,131</b>

	<u>Single Visit</u>	<u>Revisits</u>	<u>Total</u>
Tuesday 25th July, 2006	3,080	0	3,080
Wednesday 26th July, 2006	3,762	565	4,327
Thursday 27th July, 2006	<u>2,150</u>	<u>574</u>	<u>2,724</u>
Totals	8,992	1,139	10,131

<sup>^</sup> A summary of the number of trade visitors who attended the show, reported by day (one entry only per day) and categorised as first time visits and attendees who have revisited the exhibition on subsequent days. Reported attendance does not include exhibitors or accompanying guests of visitors. QME 2006 was a strictly trade only event.



Audit conducted by Circulations Audit Board  
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Tel 61 2 9954 9800 Fax: 61 2 9956 8220 web: www.auditbureau.org.au

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If you have any questions or feedback about the QME 2006 Post Show Report, would like to discuss QME 2008 or would like information on one of our other industrial exhibitions please feel free to contact us.

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