

A Word from the Exhibition Manager

Now that the eighth Queensland Mining and Engineering Exhibition (QME) is behind us, it is interesting to reflect on how far the show has come since the first edition took place back in 1993. QME 2008 was a sold-out show with the available space at the Mackay Showground and the hotel accommodation in Mackay stretched to full capacity. This is a sign of just how important QME has become as a business platform and meeting place for the mining and affiliated industries in Queensland and farther afield.

QME 2008 hosted a record number of over 520 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 98% of our visitors stated that they were 'satisfied' or 'very satisfied' with QME 2008.

The 2008 edition of QME was not without its challenges. The 150 millimetres of rain which fell during the open days of the exhibition, the heaviest July rainfall Mackay has experienced in more than a decade, severely impacted the condition of the venue and the ability of visitors to move around the site freely. Whilst the REEDMININGEVENTS team did all we could to improve onsite conditions, we acknowledge the difficulties for exhibitors, especially those with outside stands, who bore the brunt of the inclement weather.

We thank all of our exhibitors for your determined approach to achieving your business goals from QME 2008 amidst such difficult weather conditions.

An event of this magnitude cannot be staged without support from the local community and key industry organisations. On behalf of the whole REEDMININGEVENTS team, I would like to thank all those in Mackay who made us welcome and assisted in the staging of QME 2008.

Many individuals as well as organisations made a big effort and I would like to acknowledge the following in no specific order:

The Queensland State Government, Austrade, Mackay Regional Council, Mackay Tourism, Mackay Showground, Mining & Energy Services Council of Australia (MESCA), Mackay Area Industry Network (MAIN), Ports Rotary, Blackwoods and many more.

The staging of QME 2008 was the result of a great deal of passion, energy and sheer hard work 'behind the scenes' from the team here at REEDMININGEVENTS – I would like to thank all those involved for their contribution.

I trust that your participation at QME 2008 was a success and that we shall be able to welcome you back in 2010. Please do not hesitate to contact me or one of the team if you wish to discuss any of the contents of this report or any aspect of QME.

I look forward to working with you again at one of our premium mining exhibitions in 2009 or at QME 2010.

Soren Norgaard
Exhibition Manager – REEDMININGEVENTS

Reed Exhibitions

QME 2008 Post-Show Report

THE SHOW IN REVIEW

- >> A WORD FROM THE EXHIBITION MANAGER
- >> SPOTLIGHT ON THE VISITORS
- >> SPOTLIGHT ON THE EXHIBITORS
- >> TARGETED MARKETING ACTIVITIES
- >> CALENDAR OF EVENTS
- >> THE QME TEAM



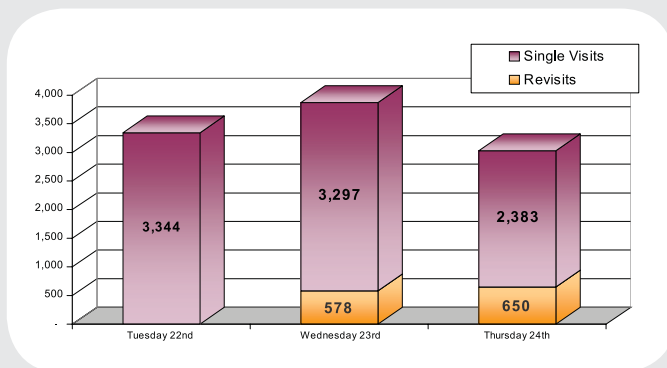
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Key Research Outcomes

The Post-Show Report is a transparent account of what QME 2008 was all about. 300 trade visitors and 150 exhibitors were surveyed by our independent research company Micromex Research. Visitor statistics included in this report have been audited and approved by the Circulations Audit Board to provide you with a detailed overview of QME 2008.

We hope you enjoy reading this report and that it provides you with a useful insight into QME 2008. If you have any queries about this report, please do not hesitate to contact the REEDMININGEVENTS team.

Spotlight on the Visitors



	Single Visits	Revisits	Total
Tuesday 22nd July	3344	0	3344
Wednesday 23rd July	3297	578	3875
Thursday 24th July	2383	650	3033
Total	9024	1228	10252

State	No of Attendees	% of Attendees
QLD	8440	93.54%
NSW	279	3.09%
VIC	125	1.39%
SA	28	0.31%
WA	30	0.33%
TAS	12	0.13%
ACT	1	0.01%
NT	3	0.03%
Total Australia	8918	98.83%
New Zealand	21	0.23%
Other Overseas	85	0.94%
Total	9024	100%

Analysis by Industry / Business Category	No of Responses	% of Attendees
Agriculture	360	4.0%
Blasting & Demolition	55	0.6%
Communications	89	1.0%
Construction	865	9.6%
Consulting & Design	150	1.7%
Contracting	315	3.5%
Defence / Aerospace	25	0.3%
Drilling	136	1.5%
Education	144	1.6%
Engineering	794	8.8%
Environment	91	1.0%
Financial Institution	52	0.6%
Government	161	1.8%
Import / Export	63	0.7%
Maintenance	822	9.1%
Materials Handling	217	2.4%
Mineral Processing	128	1.4%
Mining	2266	25.1%
Oil & Gas	75	0.8%
Power Distribution	87	1.0%
Power Generation	61	0.7%
Process, Control & Instrumentation	69	0.8%
Production / Refining	67	0.7%
Quarrying	94	1.0%
Sugar	275	3.0%
Telecommunications / IT	72	0.8%
Transport / Distribution /		
Storage	258	2.9%
Utilities	49	0.5%
Waste Management	51	0.6%
Other	655	7.3%
Blank	478	5.2%
Total	9024	

* Multiple responses from attendees – % based on single visits.

Spotlight on the Visitors

Industry Sector*	No of Responses	% of Attendees
Agriculture	938	10.4%
Construction	1781	19.7%
Engineering	2630	29.1%
Mining	5297	58.7%
Total	10646	

Analysis by Promotional Sources*	No of Responses	% of Attendees
Airport Signage	208	2.3%
Colleague	2431	26.9%
Direct Mail Invitation (Brochure)	1323	14.7%
Email Invitation	965	10.7%
Exhibitor	1048	11.6%
Industry Association	1180	13.1%
Industry Magazine / Journal	1157	12.8%
Internet	749	8.3%
Newspaper	2091	23.2%
Poster	518	5.7%
Radio	1852	20.5%
Telephone Call	124	1.4%
TV	1969	21.8%
Other	259	2.9%
Total	15874	

* Multiple responses from attendees – % based on single visits.

Satisfaction:

98% of respondents stated that overall they were 'satisfied' or 'very satisfied' with QME 2008.

63% of respondents who had visited QME previously rated this QME 'a little better' or 'much better' than the last one they visited.

Purchasing authority and intentions:

47% of respondents stated that they held direct authority or influence for purchasing the types of goods or services seen at QME.

79% of respondents, who had direct authority or influence for purchasing, saw something at QME that they were likely to buy after the exhibition.

Exhibition Directory:

65% of respondents stated that they would use the 'Exhibition Directory' to contact exhibitors after QME.

55% of respondents who received an 'Exhibition Directory' stated they would keep it for 5 months or longer.

34% of respondents who received an 'Exhibition Directory' stated that 4 or more people would have access to it.

Objectives	Importance Rating	Satisfaction Rating
To keep abreast of industry trends	3.97	4.14
To look for new products	3.82	4.12
To look for new/alternative suppliers	3.67	4.12
To see existing suppliers	3.52	4.07
Networking	3.56	4.13
To make purchasing decisions/ source products	3.24	4.11
To attend conferences/seminars	2.71	3.91
To place orders	2.84	4.13

Mean ratings: 1= not at all important and not at all satisfied, 5 = extremely important and extremely satisfied.

Source: Micromex Visitor Survey – QME 2008



Visiting Trends:

53% of respondents were visiting QME for the first time.

Time spent at QME:

Time spent at QME was 3.6 hours on average.

Awareness of QME:

17% of respondents first became aware of QME by seeing a 'TV commercial', **15%** through 'newspaper' and **14%** via 'direct mail'.

Future QME visiting intentions:

88% of respondents stated that they intend to visit QME in 2010. The most important objectives in attending were 'to keep abreast of industry trends' and 'to look for new products'. The analysis indicates that visitors to QME had high levels of satisfaction with meeting their major objectives.



Supply and Demand

	VISITOR PRODUCT INTEREST		EXHIBITOR PRODUCTS	
	No of Responses	% of Attendees	No of Responses	% of Exhibitors
Accessories & Attachments	1233	13.66%	44	8.45%
Accommodation & Services	372	4.12%	6	1.15%
Aerators	140	1.55%	4	0.77%
Agricultural Equipment	612	6.78%	13	2.50%
Air Conditioning	485	5.37%	8	1.54%
Bearings	782	8.67%	17	3.26%
Business Services	495	5.49%	13	2.50%
Cable Locators	423	4.69%	5	0.96%
Chemicals & Chemical Handling	550	6.09%	21	4.03%
Cleaning & Sweeping Equipment	301	3.34%	10	1.92%
Coal Preparation	933	10.34%	16	3.07%
Communications	762	8.44%	21	4.03%
Compressors	742	8.22%	13	2.50%
Computers, Software & Services	1009	11.18%	14	2.69%
Concrete Products	538	5.96%	12	2.30%
Construction Equipment & Services	1132	12.54%	44	8.45%
Consulting Services	449	4.98%	42	8.06%
Conveyor Equipment	785	8.70%	42	8.06%
Cranes & Lifting Equipment	1197	13.26%	17	3.26%
Demountable / Transportable Buildings	398	4.41%	6	1.15%
Drilling, Boring & Blast Equipment	863	9.56%	30	5.76%
Earthmoving Equipment	1674	18.55%	34	6.53%
Electrical Equipment	1208	13.39%	66	12.67%
Elevated Work Platforms	650	7.20%	10	1.92%
Engineering Products & Services	1732	19.19%	132	25.34%
Engines, Transmissions, Gensets & Components	771	8.54%	16	3.07%
Environmental Services / Products	542	6.01%	33	6.33%
Erosion Control	245	2.71%	7	1.34%
Exploration	218	2.42%	4	0.77%
Filters & Filtration	861	9.54%	31	5.95%
Fleet Management	444	4.92%	12	2.30%
Fuel & Lubrication Products & Services	773	8.57%	24	4.61%
Government / Associations	313	3.47%	8	1.54%
Ground Support	291	3.22%	10	1.92%
Highwall Mining Equipment	465	5.15%	3	0.58%
Hire Equipment	775	8.59%	45	8.64%
Human Resources / Training	602	6.67%	20	3.84%
Hydraulic Pneumatic Engineering	697	7.72%	20	3.84%
Landscaping Services & Supplies	338	3.75%	1	0.19%
Longwall Mining	803	8.90%	27	5.18%
Maintenance & Repair Services	1586	17.58%	91	17.47%
Materials Handling	899	9.96%	69	13.24%
Minerals Processing	441	4.89%	26	4.99%
Mining & Civil Contractors	913	10.12%	23	4.41%
Open Cut Mining Equipment	1118	12.39%	34	6.53%
Pipeline Maintenance & Equipment	405	4.49%	24	4.61%
Plant Hire	811	8.99%	11	2.11%
Pollution Control Products	292	3.24%	7	1.34%
Power Generation & Distribution	518	5.74%	19	3.65%
Process, Control & Instrumentation	414	4.59%	48	9.21%
Promotional Products	484	5.36%	8	1.54%
Protective Coating / Corrosion Control	462	5.12%	17	3.26%
Publications	262	2.90%	4	0.77%
Pumps / Pipes / Valves	904	10.02%	59	11.32%
Quarrying, Crushing & Screening Equipment	521	5.77%	35	6.72%
Recruitment Services	366	4.06%	7	1.34%
Recycling Products / Equipment	264	2.93%	11	2.11%
Rescue	407	4.51%	20	3.84%
Safety Products / OH&S	1475	16.35%	123	23.61%
Security / Fire Safety	447	4.95%	20	3.84%
Signage / Traffic Control	552	6.12%	13	2.50%
Software	581	6.44%	12	2.30%
Storage Equipment	546	6.05%	14	2.69%
Surveying Equipment & Services	257	2.85%	4	0.77%
Tanks - Water / Fuel / Industrial	545	6.04%	11	2.11%
Testing / Sampling / Monitoring	464	5.14%	22	4.22%
Tools - Hand / Power / Air	1688	18.71%	45	8.64%
Transport	753	8.34%	18	3.45%
Underground Mining Equipment	890	9.86%	61	11.71%
Vehicle Equipment	1039	11.51%	31	5.95%
Waste Management	395	4.38%	18	3.45%
Water & Irrigation Equipment & Services	421	4.67%	22	4.22%
Wear Parts	474	5.25%	19	3.65%
Weighing / Measuring	337	3.73%	10	1.92%
Welding Equipment	1232	13.65%	22	4.22%



Visitor statistics: Source CAB Audit
Analysis by Product Interest had multiple responses from attendees – % based on single visits.

Exhibitor statistics: Source QME Exhibitor Manual – Product Index Form
Analysis by Product Index had multiple responses from exhibitors – % based on all exhibiting companies. Please note that 24 exhibitors did not respond.

Spotlight on the Exhibitors

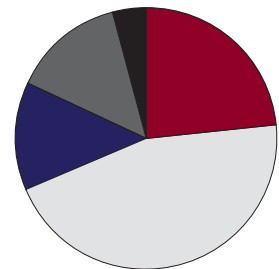
Exhibitor Research

A total of 150 exhibitor surveys were completed. In order to achieve a balanced result in these surveys, half of the exhibitors surveyed were from outside areas and the other half from inside marquees.

Objectives in exhibiting	%	Satisfaction
Promote company and product awareness	91.3%	3.82
Generate new sales leads	80.7%	3.69
Maintain status as a player in the industry	71.3%	3.86
Increase sales to existing customers	60.0%	3.59
Promote new products/services	54.0%	3.79
Launch a new product/service	39.3%	3.69
Write sales orders on-site	17.3%	3.15
Seek agent/distributor/reseller	14.0%	3.57

Overall Satisfaction:

Very Satisfied	23.4%
Satisfied	45.3%
Neither	13.3%
Dissatisfied	14.0%
Very Dissatisfied	4.0%



Leads generated:

The average number of estimated sales leads received was 22 per exhibitor.

Estimated business written:

The estimated average business written as a result of exhibiting at QME 2008, excluding outliers was over \$442,000.

QME Supports the Mackay Community

“For the 45 members of the Port of Mackay Rotary Club, QME serves as a fantastic opportunity to raise funds, which are directed back into the community through various projects. The club raised over \$13,000 by operating the bar at the three-day exhibition with an estimated 90% of the sales being deliveries to exhibitor stands. Of the money raised, \$10,000 was donated to the Central Queensland Rescue Helicopter Service and \$3,000 was donated to Surf Life Saving Mackay Branch.”

Stephen Hawkins, Special Projects Director

Exhibitor Ratings of QME 2008

Promotion of the event	4.03
Shell scheme construction	3.89
Organisation of the event	3.67
Electrical installation	3.54
Exhibition Layout	3.53
Security	3.47
Cleaning	3.31

Satisfaction Criteria Satisfaction Rating

Quality of visitors	3.22
Quantity of visitors	3.17
Sales leads	3.13
Value of orders taken	2.49

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Source: Micromex Exhibitor Survey – QME 2008

Quotes:

“QME is the one show we really need to be at... All our major customers, as well as our key distributors are at QME, and it allows us to show our full range of highly engineered bearings and components, as well as our capabilities in providing customised comprehensive solutions, to our key mining markets.”

– David Whiffin, Regional Sales Manager | Australian Timken

“We did a lot of pre-show advertising for our presence and stand at QME, in a campaign we developed in conjunction with Chris Ghosh at Reed Exhibitions – and it paid off for us with around 500 leads that we’ve scanned over the past three days. It was a very successful marketing campaign that culminated in a draw to win a 250 cc KTM motor bike. That drew a lot of people to our stand in the Blackwoods Pavilion.”

– Ben Mayo, Business Development Manager | Mayo Hardware

“Dyno Nobel has been to QME a number of times and finds this show particularly important for brand awareness. We will almost certainly be back here next time as we feel it is a great way for current and potential customers to meet some of the Dyno Nobel team from their area.”

– Tanya Milne, Marketing Communications Co-ordinator | Dyno Nobel

“This is the third QME we’ve been to, and we’ll be back for the fourth one in 2010. We see this show as a key element to reaching our target market within the mining industry. QME very much complements our other marketing activities to the mining industry. We feel it’s important for us to be seen here, and we’ll be back again, as it’s an important part of our corporate and branding strategies.”

– Bruce Lees, Marketing and Sales Support Executive | NSK Australia

“It’s been fantastic. This is the third QME we have done now and each year gets bigger and better. This has probably been the best one that we have done, especially launching our new name change. We’ve seen lot of the hands on kind of guys who are using the product, but also a lot of the purchasing managers, mine managers and the like, plus people from interstate who come specifically to QME. All positive buyers, people that we wouldn’t usually get the chance to see, so it’s been good all round.”

– Wayne Randerson, Group Sales Manager | Hi-Vis Signs and Safety



Targeted Marketing Activities

Marketing Activities for QME 2008

Below is an overview of marketing activities undertaken by Reed Exhibitions to attract a high-quality audience of mining industry professionals to QME 2008.

Direct Mail

Approximately 41,000 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 six weeks prior to the exhibition, along with a further 110,000 sent to exhibitors for distribution to customers. A distribution of 150,000 postcard invitations was also undertaken 4 months before the exhibition.

E-mail Marketing

We ran an extensive email marketing campaign, both to encourage new visitors and remind all registered visitors to attend the exhibition. Email invitations were sent to past visitors to QME – and other related exhibitions – approximately three months prior to QME 2008. Targeted reminder emails were then sent out to both registered visitors and non-registered prospects at 7 weeks, 1 month, 10 days, 1 week, and 1 day prior to the exhibition, as well as on Days 2 and 3.

Advertising

To target potential QME visitors, an extensive advertising campaign commenced six months prior to the show. The campaign incorporated a combination of trade magazine, online, airport signage, outdoor billboard, newspaper, radio, and television advertising. Below is a summary of these activities.

Trade Publications

- Australian Mining *
- Australia's Mining Monthly
- Australia's Longwall
- Australian Journal of Mining *
- AusIMM Bulletin
- The Mining Chronicle
- Final Trim *
- Earthmovers & Excavators *
- Plant & Equipment *
- Engineers Australia
- Construction Contractor
- Contractor
- Earthmover & Civil Contractor
- Moving Dirt / Iron & Dirt
- Australian National Construction Major Projects Review
- National Building News
- Queensland Government Mining Journal
- Australasian Mine Safety
- Inflight Magazine – MacAir
- Queensland Resources & Energy Review
- Coalfields Express
- Queensland Industry News
- Shift Miner
- Mining Advocate
- City Life

* Trade invitations were inserted in these publications.



Websites

- International Longwall News
- Construction Industry News

Newspaper

A solid print campaign targeting Mackay and other key Queensland mining areas in the month before QME 2008 was included in the marketing mix. The newspapers used – and the number of placements – are listed below. The Daily Mercury also ran a special QME 2008 feature in the week of the show.

- The Courier Mail (1)
- Daily Mercury (12)
- Miners Midweek (3)
- Rural Weekly (3)
- The Morning Bulletin (8)
- The Gladstone Observer (8)
- The CQ News (5)
- The Australian (2)
- Newcastle Herald (1)

Public Relations

Our public relations agency – Spitfire Communications – undertook a comprehensive campaign covering industry, regional and mainstream media. Extensive editorial coverage of QME 2008, individual exhibitors and products and parallel events in all key mining industry trade journals and in the mainstream media.

Product Interest Email

The Product Interest email was once again a great tool for visitors to pre-plan their visit. This provided visitors with the service of matching their product interests with the products and services on display. This year 3373 pre-registered visitors received a personalised Product Interest email.

QME Website

All exhibiting companies were offered with the opportunity to provide an 100 word company profile to be listed on the website. The QME website proved to be a valuable tool for visitors and exhibitors to access information about the event. Analysis shows that the QME 2008 website had more than 23,000* unique visits in the 6 months up to the event, with 13% of these coming from overseas domains in countries including the United States, China and India.

*Source: Google Analytics

Airport

Airport signage was placed on a baggage belt light-box at Mackay Airport to maximise exposure of QME 2008 to the potential high quality audience of mining executives and front-line workers.



Outdoor

4 x QME 2008 billboards ran for one month leading into the event, in key selected North-South and East-West locations on major roads into and out of Mackay. These included the Bruce, Peak Downs and Capricorn Highways.

Radio

Included in the marketing mix was an extensive radio campaign that ran from two weeks before the start of QME 2008. The radio stations used included 4MKFM, SeaFM and HotFM (Mackay), 4HI (Emerald), and Rebel FM (Far North Queensland & Wide Bay). A total of 468 x 30 and 15 second ads were aired, evenly distributed across the stations and running predominantly during the breakfast session.

Television

A TV campaign in the 2 weeks leading up to QME 2008 was included in the marketing strategy, with a total of 152 thirty and fifteen-second ads aired on Channel 7 in Mackay.



Logos

'See us at QME 2008' Logos were designed and made available to exhibitors to include on their website and in their email signature. This was instrumental in driving visitors to individual stands.

Exhibition Directory

65% of visitors surveyed stated that they would use the Exhibition Directory to contact exhibitors after QME. Available to every visitor at the entrance, the Exhibition Directory was again a valuable reference tool during and after the show





REEDMININGEVENTS

Delivering high quality, business-to-business trade exhibitions that translate into return on investment for our customers.

The REEDMININGEVENTS Calendar

2009–2011



www.qrex.com.au
Queensland Resources Expo
 21–23 July 2009
 Rockhampton Qld



www.miningandenergynsw.com.au
Mining and Energy New South Wales
 22–24 September 2009
 Muswellbrook, NSW



www.miningandenergysa.com.au
Mining and Energy South Australia
 27–29 October 2009
 Adelaide, SA



www.qme.reedexhibitions.com.au
Queensland Mining and Engineering Exhibition
 27–29 July 2010
 Mackay, Qld



www.goldfieldsminingexpo.com.au
Goldfields Mining Expo
 26–28 October 2010
 Kalgoorlie, WA



www.aimex.com.au
Asia-Pacific's International Mining Exhibition
 6–9 September 2011
 Sydney Olympic Park, NSW

The REEDMININGEVENTS Team

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Stephen Steenson Operations Director	02 9422 2515
Angela Sciacca Operations Manager	02 9422 2592
Robert McIndoe Operations Manager	02 9422 2594
Soren Norgaard Exhibition Manager	02 9422 2563
Chris Ghosh Senior Account Manager	02 9422 2518
Peter Thompson Account Manager	02 9422 2472
Nina Vidale Exhibition Coordination Manager	02 9422 2451
Emma Hillier Exhibition Coordinator	02 9422 2703
Jessica Powell Exhibition Coordinator	02 9422 2534
Veronica Ling Exhibition Coordinator	02 9422 8965
Patrick Bell Marketing Manager	02 9422 2576
Christina Loo Marketing Executive	02 9422 2489
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