

NMW2011

NATIONAL MANUFACTURING WEEK
MELBOURNE 24-27 MAY

Post-Show Report

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A word from the Exhibition Director

It was clearly evident at National Manufacturing Week (NMW) 2011 that Australia's manufacturing industry was significantly more optimistic following a period of uncertainty during and after the GFC. Visitation to NMW was at its highest level since 2007 as trade visitors were looking to source solutions that would help them combat the challenges facing the industry.

This year we were not only delighted to see visitors benefiting from such a vast range of high quality products and services on display but from the NMW parallel events, specifically - the highly informative NMW Conference, the Live Welding Demonstration Area, and the WTIA courses and Annual Award Dinner.

The revamped innovateAustralia feature also attracted a steady stream of visitors keen to capitalise on commercial opportunities by diversifying their business offerings and taking advantage of emerging hi-tech industries. Other networking functions included the Manufacturers' Monthly Endeavour Awards and Victorian Manufacturing Hall of Fame Gala Dinner - highlighting once again that NMW is the premier gathering point for Australia's manufacturing industry.

There was a distinct buzz around the exhibition, with buyers actively seeking new products and services, as well as investigating opportunities and strategies for creating new sources of competitive advantage. Feedback from exhibitors and visitors from NMW was that these contributions will provide an all-important injection of energy and new ideas into their business and industry.

Each year we publish this Post-Show Report as a transparent account of independent research and feedback from both exhibitors and visitors from NMW. Visitor statistics in this report have been audited and approved by the Circulations Audit Board to provide you with a detailed overview of NMW 2011. Some highlights include:

- There were 12,994 total visits over the four days of NMW 2011
- 89% of visitors were 'satisfied' to 'very satisfied' with NMW 2011
- 64% of visitors had direct authority or influence for purchasing the types of products or services seen at NMW
- 84% of visitors, who had direct authority or influence to purchasing the types of goods on display, saw something at NMW 2011 that they were likely to buy after the exhibition
- 93% of exhibitors were 'satisfied' to 'very satisfied' with NMW 2011

The success of NMW centres on the support we receive from industry partners. We would like to thank our co-location partners AMTIL, organisers of Austech, Exhibition Management, organisers of Ausplas, as well as WTIA, IICA, Enterprise Connect and our valued media partners. Every one of these organisations made significant contributions to NMW, once again helping to maintain NMW as not only an exhibition but a true week of industry events, seminars and conferences.

I look forward to seeing you all again in Sydney for NMW 2012.

Paul Baker
Exhibition Director
Reed Exhibitions



Paul Baker
Exhibition Director

*Source - Statistics NMW 2011 CAB Audit /
NMW 2011 Micromex Visitor Survey / NMW 2011 Micromex Exhibitor Survey*

Key Research Outcomes

The Post-Show Report is a transparent account of what NMW 2011 was all about. 300 trade visitors and 80 exhibitors were surveyed by an 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 NMW 2011.

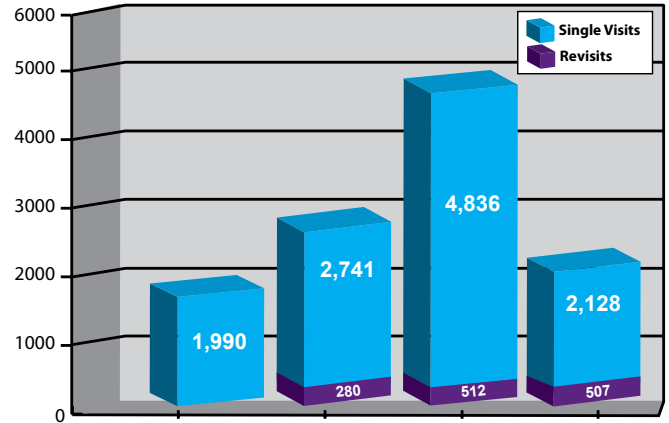
We hope you enjoy reading this report and that it provides you with a useful insight into NMW 2011. If you have any queries about this report, please do not hesitate to contact the Reed Exhibitions team.

The Reed Exhibitions Team



Paul Baker	Exhibition Director	02 9422 8822
Guy Freebody	Sales Manager	02 9422 2568
Stephen Cuff	Account Manager	02 9422 8921
Cory McCarrick	Account Contract Manager	02 9422 8720
Phil Batty	Operations Manager	02 9422 2679
Ron Pereira	Operations Manager	02 9422 2023
Nina Vidale	Event Manager	02 9422 2451
Veronica Ling	Senior Exhibition Coordinator	02 9422 8965
Amy Schwab	Exhibition Coordinator	02 9422 2534
Chiharu Hara	Exhibition Coordinator	02 9422 8637
Patrick Bell	Head of Marketing	02 9422 2576
Christina Loo	Marketing Executive	02 9422 2179

Spotlight on the Visitors*



Summary of Attendance

Total Single Visits	Revisits	Total Trade Visits
11,695	1,299	12,994

Date	Single Visits	Revisits	Total
Tuesday 24 May	1,990	0	1,990
Wednesday 25 May	2,741	280	3,021
Thursday 26 May	4,836	512	5,348
Friday 27 May	2,128	507	2,635
Total Visitors	11,695	1,299	12,994

Purchasing Authority

- **64%** of visitors stated that they held direct authority or influence for purchasing the types of goods or services seen at NMW 2011
- **84%** of visitors who had direct authority or influence for purchasing, saw something at NMW 2011 that they were likely to buy after the exhibition

Satisfaction

- Overall, visitors' satisfaction with NMW 2011 was high with **89%** stating that they were 'satisfied' or 'very satisfied'
- **82%** of visitors stated that they 'definitely will' or 'probably will' recommend to associates in the industry that they should visit NMW
- **70%** of visitors stated that they intend to visit NMW in Melbourne in 2013

"We've had a number of very good leads, half of them from companies we had been previously trying to contact without success.

Prescription Safety Glasses is a veteran of trade shows, and we're keen to drive the safety message about workers having quality-assured CERTIFIED prescription safety glasses. NMW has given us a good opportunity to get that message out."

*John W. Moore, Dip O.D. Managing Director
Prescription Safety Glasses Pty Ltd*

* Source = NMW 2011 CAB Audit/ NMW 2011 Micromex Visitor Survey

Exhibition Directory

- **53%** of visitors stated that they would use the Exhibition Directory to contact exhibitors after NMW 2011
- Of the visitors who did receive the directory, **44%** stated that they would keep it for 9 months or more
- Of the visitors who did receive the directory, **36%** stated that 1-3 people would have access to it, whilst **40%** stated that 4 or more people would have access to it

Objectives	Importance score	Satisfaction score
To look for new products	3.97	4.03
To keep abreast of industry trends	4.10	4.21
To look for new/alternative suppliers	3.72	3.95
To see existing suppliers	3.38	3.97
Networking	3.22	4.23
To make purchasing decisions/source products	2.93	4.14
To attend conferences/seminars	2.21	4.02
To place orders	2.32	4.16



“It’s been a good show. MAR decided to participate in NMW this year to show customers our national reach and highlight MAR’s new Melbourne office. We’ve certainly been successful in presenting our capabilities to customers, and we’ve had a range of high profile companies visit the stand. NMW has helped us to create a higher market awareness of our brand and our products and services.”

*Troy Krogh, General Manager,
Machinery Automation & Robotics*

Trade Visitor Analysis By Industry Category

Industry Category	Number of Responses	% of Attendees
Aerospace/Defence	358	3.1%
Automotive	777	6.6%
Building/Construction	553	4.7%
Consulting/Contracting	342	2.9%
Design/Specification	494	4.2%
Electronics	395	3.4%
Food/Beverage/Tobacco	254	2.2%
General Engineering/Manufacturing	2,605	22.3%
Government/Education	313	2.7%
Importers/Exporters	254	2.2%
Machinery & Equipment	988	8.4%
Maintenance	396	3.4%
Medical	494	4.2%
Materials Handling & Warehousing	179	1.5%
Metalworking & Tooling	963	8.2%
Mining/Mineral Processing	349	3.0%
Packaging	248	2.1%
Petroleum/Coal/Chemicals	118	1.0%
Pharmaceutical	52	0.4%
Plastics – Blow Moulding	136	1.2%
Plastics – Inject Moulding	488	4.2%
Plastics – Extrusion	306	2.6%
Plastics – Vac Thermo Form	100	0.9%
Process Control & Instrumentation	95	0.8%
Recycling	82	0.7%
Research & Development	256	2.2%
Sheet Metal Working	563	4.8%
Telecommunications/IT	135	1.2%
Transport/Distribution/Logistics	112	1.0%
Wood Products/Pulp/Plastic & Paper	76	0.6%
Other	924	7.9%
Total Responses	13,405	

(Analysis by Industry Category has multiple responses from attendees - % based on single visits)



Trade Visitor Analysis By Job Function

Industry Category	Number of Responses	% of Attendees
Apprentice/Student/Training	787	6.7%
CAD/CAM/Designer/IT	572	4.9%
Contractor/Consultant	332	2.8%
Director/CEO/Managing Director/General Manager/Owner	2,911	24.9%
Engineer/Technical Manager	1,707	14.6%
Tradesperson/Metalworking/Electrical/Electronics	855	7.3%
Technician	398	3.4%
Foreman/Supervisor/Leading Hand	431	3.7%
Logistics/Warehouse Manager	70	0.6%
Product Manager	402	3.4%
Production/Plant/Operations/Maintenance/Factory Floor Manager	761	6.5%
Purchasing Manager/Specifier	224	1.9%
Research & Development Manager	262	2.2%
Safety/OH&S Manager/Consultant	98	0.8%
Sales & Marketing	1,321	11.3%
Other	715	6.1%
Total Responses	11,846	

(Analysis by Job Function has multiple responses from attendees - % based on single visits)



Trade Visitor Analysis By State/Country Breakdown

States & Countries	Number of Attendees	% of Attendees
VIC	9,100	77.9%
NSW	1,054	9.0%
QLD	446	3.8%
SA	336	2.9%
WA	189	1.6%
TAS	146	1.2%
ACT	47	0.4%
NT	10	0.1%
Total Australia	11,328	96.9%
New Zealand	150	1.3%
China	63	0.5%
Other Overseas	154	1.3%
Total	11,695	100%

Spotlight on the Exhibitors*

Top 3 objectives in exhibiting

Objectives description	Objective % count	Satisfaction mean	Importance	Satisfaction
Generate new sales leads	99%	3.72	Very high	Moderately high
Promote company & product awareness	98%	3.88	Very high	High
Maintain status as a player in the industry	85%	4.04v	Very high	High

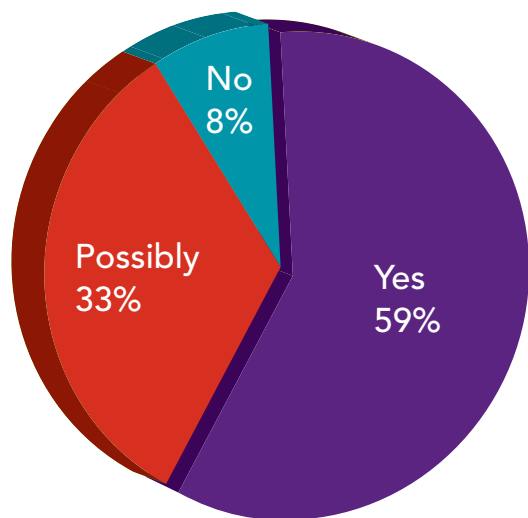
Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Overall Satisfaction with NMW 2011

93% of respondents were 'satisfied' to 'very satisfied' with NMW 2011 in Melbourne

92% of respondents stated they 'may' or 'will' exhibit at NMW 2013 in Melbourne

Intention to Exhibit at NMW 2013 in Melbourne



Rating of the exhibition

Venue	4.39
Organisation of the Event	3.99
Security	3.99
Electrical Installation	3.87
Exhibition Layout	3.85
Shell Scheme Construction	3.70
Promotion of the Event	3.69
Cleaning	3.47
Parking	3.39
Catering	3.00

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

* Source = NMW 2011 Micromex Exhibitor Survey

Events

Conference

Embracing innovation for a competitive, efficient and sustainable future

Featuring high level government and private sector presentations and panel discussions, this two day event provided delegates an ideal opportunity to learn how to survive in the current global competitive manufacturing industry.

Welding Management to IIW MCS ISO 3834

Over the 2 day workshop, attendees learnt how to implement an effective welding management system using AS/NZS ISO 3834 and ISO 14731. The topics enables a company to demonstrate its ability to meet and control all of the inputs necessary to tender, manufacture and deliver the required product on time – essential factors in winning contracts. For the contractor, this must be done within budget and with the elimination of costly corrective actions and rework.

Welding Technology Appreciation for Engineering Personnel

Held over 3 days the course SWT-25 in welding technology provided technical personnel understanding in the design, specification, fabrication, inspection and testing of fabricated structures.

Topics provided personnel with an appreciation of how to specify, manage and control construction and maintenance projects from a welding and materials perspective.

WTIA Annual Awards Dinner

The WTIA Annual Awards Dinner was held at the Melbourne Convention and Exhibition Centre.

The evening honoured award winners in the welding industry.

Manufacturers' Monthly Endeavour Awards

The Endeavour Awards celebrate and recognise the achievements of industry leaders in their drive to achieve 'best practice' and excellence in manufacturing.

Victorian Manufacturing Hall of Fame Gala Dinner

Held at Palladium at Crown and hosted by Livinia Nixon and Ed Phillips, the evening featured fine Victorian food & wine to celebrate excellence in manufacturing.

Marketing Activities for NMW 2011

Below is an overview of marketing activities undertaken by Reed Exhibitions to attract a high-quality audience of manufacturing industry professionals to NMW 2011.

Postcard

More than 30,000 DL postcards were distributed to previous visitors to NMW, segmented by each of the ten Product Zones at NMW 2011.

Trade Invitation

Approximately 31,000 trade invitations were distributed to industry personnel using targeted mailing lists. A further 30,000 were sent to exhibitors for distribution to customers.

Email Marketing

A comprehensive email marketing campaign was used to both encourage new visitors and remind all registered visitors to attend the exhibition.

Advertising

To target potential NMW visitors, an extensive advertising campaign commenced four months prior to the show. The campaign incorporated a combination of various channels, including:

- **Trade Publications** – advertising in 13 major industry publications, plus inserts in 3 segmented publications.
- **Online** – advertising in 15 industry websites and e-newsletters.
- **Newspaper** – metro and regional newspapers.
- **Radio** – live-read ads were aired on the Australian Traffic Network (ATN) evenly distributed across the 11 major stations.

Telemarketing

A successful telemarketing campaign to previous visitors was undertaken in the final three weeks before NMW 2011.

Fax

A fax blast was distributed to industry personnel three weeks prior to the exhibition, using a targeted mailing list of past visitors.

NMW was a great show in terms of both the quality and quantity of visitors. In our target sector, fabricators and general manufacturing, there was a steady stream of visitors throughout the show.

Kempfi have attracted a decent number of good quality new leads - as well as connecting with many of our existing customers. In all, it was all very positive.

Chris Oke, Managing Director, MD Kempfi

Public Relations

Our public relations agency – Pentic PR - undertook a broad campaign covering industry, regional and mainstream media. Ample editorial coverage of NMW 2011, individual exhibitors and products and parallel events was secured in all key manufacturing industry trade journals and in the mainstream media.

NMW Website

The NMW website proved to be a valuable tool for visitors and exhibitors to access information about the event. All exhibitors were provided with the opportunity to provide a 100 word company profile that is listed on the website.

Logos

'See us at NMW 2011' 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

Distributed to every visitor, the Exhibition Directory was again a valuable reference tool during and after the show.





Our Industrial Exhibition Programme 2012 - 2013



8 – 11 May 2012
Sydney Showground, Sydney Olympic Park, NSW
nationalmanufacturingweek.com.au



24 – 26 July 2012
Mackay Showground, QLD
queenslandminingexpo.com.au



28 – 30 August 2012
Newcastle Entertainment Centre, NSW
miningandengineeringnsw.com.au



11 – 12 September 2012
Brisbane Convention & Exhibition Centre, QLD
queenslandgasconference.com.au



30 October – 1 November 2012
Kalgoorlie Boulder Racecourse, WA
goldfieldsminingexpo.com.au



7 – 10 May 2013
Melbourne Convention & Exhibition Centre, VIC
nationalmanufacturingweek.com.au



21 – 25 May 2013
Melbourne Convention & Exhibition Centre, VIC
pacprint.com.au



15 – 17 July 2013
Sydney Convention & Exhibition Centre, NSW
winetechexpo.com.au



2 - 4 July, 2013
Perth Convention & Exhibition Centre, WA
miningandengineeringwa.com.au