

The background features a large, stylized circular graphic composed of concentric, overlapping rings in shades of yellow and white. In the upper-left quadrant, there are two overlapping, semi-transparent images of industrial machinery, possibly a robotic arm or a manufacturing process, rendered in a yellowish-green hue.

NIMW

NATIONAL MANUFACTURING WEEK

9 – 12 May 2017

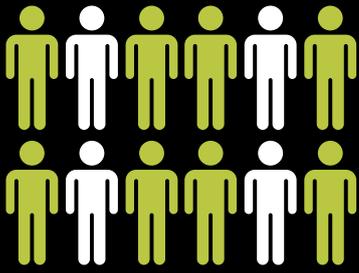
Melbourne Convention & Exhibition Centre

POST SHOW REPORT 2017

nationalmanufacturingweek.com.au

 Reed Exhibitions

KEY VISITOR STATISTICS



10,327*

Over 10,000 attendees for the 4th year running

*CAB Audited by Audited Media Association of Australia



99% of visitors were 'very satisfied' to 'somewhat satisfied.'



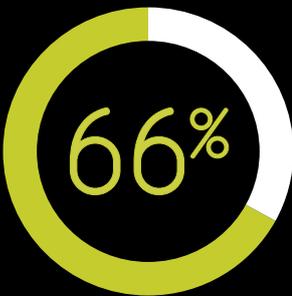
81% agree that NMW is a must-attend event



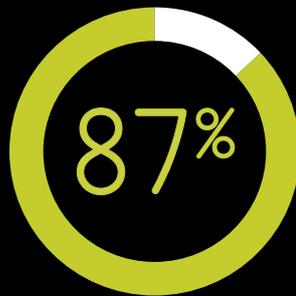
4.5 HOURS
Visitors spent an average of 4½ hours at this year's show, up by 50%



75% agree that NMW is important to their business



66% of visitors held direct authority or influence for purchasing the available goods and services



87% of visitors who held direct authority or influence for purchasing the available goods and services anticipated a purchase after the show

On behalf of Reed Exhibitions, thank you once again for participating at National Manufacturing Week 2017, Australia's largest manufacturing showcase.

We are delighted to report that this year's show had 10,327 visitors, 99% of whom were very satisfied to somewhat satisfied with the event. Feedback from the great majority of our exhibitors was that National Manufacturing Week 2017 delivered a quality audience and captured the true spirit of Australia's manufacturing industry.

I wanted to take this opportunity to thank you; this year's exhibition looked incredible. The time and investment each company put in to their stand was a large contributing factor to not only its success but the incredible atmosphere that was created. To our valued sponsors and partners, thank you for supporting National Manufacturing Week 2017, without your backing this event would not be possible.

National Manufacturing Week 2018 will be held in Sydney from 9-11 May and we look forward to delivering you a successful event next year.

Many Thanks,

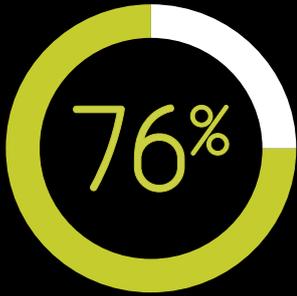
ROBBY CLARK

Exhibition Director

VISITOR GEOGRAPHIC DEMOGRAPHIC

NSW	8.38 %
VIC	78.81 %
SA	1.99 %
QLD	3.88 %
WA	1.25 %
TAS	1.47 %
ACT	0.46 %
NT	0.10 %
NZ	1.11 %
Other/ Overseas	1.42 %
China	1.13 %

KEY EXHIBITOR STATISTICS



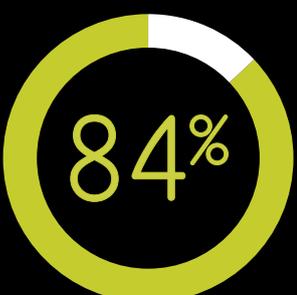
of exhibitors were very satisfied to somewhat satisfied with the quantity of visitors



of exhibitors were very satisfied to somewhat satisfied with their sales leads



of exhibitors were very satisfied to somewhat satisfied with the quality of visitors



received 10 or more sales leads



EXHIBITOR TESTIMONIALS

“We’ve had a fantastic time at National Manufacturing Week. We’ve had some fantastic leads for our conductive paint. We’ve got probably 4 or 5 very serious buyers, thanks to your show. We really appreciate being invited and we’ll be here next year definitely.”

GREG HANCOCK
General Manager, Intelli Particle

“The reason we keep coming back to this show, and this is our third time in Melbourne, is because we get a bunch of customers coming to this show that we can’t make contact with regularly through our mainstream channels of media.”

ANDREW BARNES
Retail Manager, SupaGas



TRADE VISITOR ANALYSIS BY INDUSTRY

General Engineering/Manufacturing	21.30%
Machinery & Equipment	8.70%
Other	8.40%
Metalworking & Tooling	7.80%
Automotive	7.00%
Building/Construction	6.60%
Consulting/Contracting	4.20%
Aerospace/Defence	3.80%
Electronics	3.60%
Sheet Metal Working	3.50%
Design/Specification	3.10%
Government/Education	3.10%
Maintenance	2.80%
Food/Beverage/Tobacco	2.10%
Research & Development	2.00%
Medical	1.90%
Importers/Exporters	1.70%
Telecommunications/IT	1.70%
Plastics & Rubber Manufacturing	1.50%
Transport/Distribution/Logistics	1.20%
Materials Handling & Warehousing	1.00%
METS (Mining Equipment, Technology & Services)	1.00%
Packaging	1.00%
Petroleum/Coal/Chemicals	0.80%
Wood Products/Pulp/Paper	0.70%
Marine/Shipbuilding	0.60%
Biotechnology	0.50%
Process Control & Instrumentation	0.50%
Pharmaceutical	0.30%
Recycling	0.30%

TRADE VISITOR ANALYSIS BY JOB FUNCTION

CEO/Director/General Manager/Managing Director/Owner	22.9%
Engineer/Technical Manager	13.8%
Sales & Marketing	9.7%
Apprentice/Student/Training	9.5%
CAD/CAM/Designer/IT	5.7%
Electrical /Electronics/Metalworking/Tradesperson	4.7%
Factory Floor Manager/Maintenance/Operations/Plant/Production	4.7%
Product Manager	3.2%
Consultant/Contractor	3.4%
Technician	3.2%
Foreman/Leading Hand/Supervisor	2.6%
Operations	2.5%
Research & Development Manager	1.9%
Purchasing Manager/Specifier	1.8%
Consultant/OH&S Manager/Safety	1.5%
Logistics/Warehouse Manager	0.6%
Human Resources	0.5%



EXHIBITOR TESTIMONIALS

“We’ve had some great interest from visitors who are attending the show. We’re excited about the opportunities and leads that it’s created. We’re really looking forward to future involvement in years to come.”

MICHAEL GORDON
CRC Industries

“We found so far that the exhibition has been fantastic for us. We’ve had great traction with some of our clients coming through and looking at the new equipment we can offer, plus new clients coming through today and understanding what we do as a service to our business.”

PETER MOYLE
National Sales Manager –
Atomic Services, ATOM

“We were flat out for four days. We have some very very good leads. We have to send out several emails and have a lot of visitors to come back to down here so it’s going to be busy in the next two months.”

RUSSELL BRINKWORTH
Demmeler Account Manager,
Leussink Engineering





BOOK A STAND AT NMW 2018

9 – 11 May 2018, Sydney Showground

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