

17–19 October 2006

Brisbane Convention & Exhibition Centre, Southbank, Brisbane

2006 Post Show Report

QMan 2006 – A Word from the Exhibition Director

A big thank you to all our exhibitors, visitors, supporting organisations, media representatives and service providers for your huge contribution to the success of the second edition of QMan, the Queensland Manufacturing Technology Exhibition in Brisbane.

In particular, I would like to acknowledge the essential contributions to QMan 2006 made by our supporting partners QMI Solutions, Commerce Queensland and the Institute of Instrumentation, Control and Automation (IICA).

Despite the traffic chaos in Brisbane during the days of QMan 2006, almost 1900 trade professionals visited the exhibition.

Results of our independent post-show survey of QMan 2006 exhibitors point to the high quality and 'buying power' of the trade visitors. Our visitor survey also demonstrates a high level of visitor satisfaction. Some of the key statistics identified through our post-show surveys are as follows:

- 65% of visitors to QMan 2006 held authority or influence for purchasing
- 80% of visitors were 'very satisfied' to 'satisfied' with QMan 2006
- 80% will use the QMan directory to contact exhibitors after the show
- 92% will definitely or possibly visit the next QMan in 2008

These statistics, coupled with the high level of re-booking requests from QMan 2006 exhibitors, bode well for a bigger and stronger edition of QMan in two years' time. QMan 2008 will take place from 21-23 October 2008, once again at the Brisbane Convention & Exhibition Centre – book early to avoid disappointment!

Thank you once again for your participation at QMan 2006. The team here at Reed Exhibitions look forward to working with you again at QMan 2008 or one of our other forthcoming industrial exhibitions. Please do not hesitate to call me or one of my team if you require information or assistance at any time.



John Gorton
Exhibition Director – Industrial
Reed Exhibitions

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1,852 visitors attended
the Queensland
Manufacturing and
Technology Exhibition
over three days!



The QMan 2006 Team

John Gorton: Exhibition Director
 John Delpuch: Account Manager
 Paul Baker: Account Manager
 Agnes Wychodil: Event Co-ordinator
 Nina Vidale: Exhibition Co-ordination Supervisor

Patrick Bell: Marketing Manager
 Phil Batty: Operations Manager
 Simon Gould: PR Consultant
 John Pospisil: PR Consultant
 Emma Hillier: Event Co-ordinator

Spotlight on the Visitors*

(Please note that 300 visitors responded to the survey)

Authority and Purchases

- 65% of visitors surveyed had direct authority or influence for purchasing the types of goods or services seen at the exhibition.
- 80% of visitors saw something that they were likely to buy after QMan.
- 95% of visitors were likely to make contact with an exhibitor after the Exhibition.

Overall opinion of QMan 2006

More than 80% of visitors were 'very satisfied' to 'satisfied' with the exhibition.

Visitor objectives

Objectives	Importance score	Satisfaction score
To keep abreast of industry trends	4.44	4.09
To look for new products	4.36	4.07
Networking	4.16	4.27
To look for new/alternative suppliers	3.92	4.09
To attend conferences/ seminars	3.60	4.00
To place orders	3.07	4.01

(Mean rating 1 = very unimportant and very dissatisfied 5 = very important and satisfied)

Exhibition Directory

80% of those respondents who received an exhibition directory, said they would use it to contact exhibitors after the exhibition. 50% said they would keep the directory for more than 3 months and 28% planned to keep it for more than 12 months.

QMan 2008

92% visitors responded that they will definitely or possibly travel to QMan 2008 in Brisbane.

* Source: Micromex visitor survey

Trade Visitor Analysis by Job Function*

Job Function	No of Responses	% of Attendees
Apprentice/Student	40	2.2%
Business Information/IT/		
Database Manager	19	1.0%
CAD/CAM/Designer	67	3.6%
Contractor/Consultant	43	2.3%
Education & Training	45	2.4%
Engineer, Design	60	3.2%
Engineer, Electrical	56	3.0%
Engineer, Air Technology	13	0.7%
Engineer, Mechanical	131	7.1%
Engineer, Process	13	0.7%
Engineer, Sales	47	2.5%
Engineer, General	41	2.2%
Financial Accounting	19	1.0%
Fitter & Turner/Toolmaker	58	3.1%
Floor Manager	28	1.5%
Foreman/Supervisor/Leading Hand	56	3.0%
Forklift Operator	5	0.3%
Government	36	1.9%

Job Function	No of Responses	% of Attendees
IT Manager	17	0.9%
Logistics	11	0.6%
Maintenance Manager	15	0.8%
Owner/Director/CEO/Managing		
Director/General Manager	394	21.3%
Production/Plant/Operations Manager/ Factory Floor Manager	135	7.3%
Purchasing Manager/Specifier	37	2.0%
Research & Development Manager	31	1.7%
Safety/OH&S Manager/Consultant	30	1.6%
Sales & Marketing	202	10.9%
Technical Manager/Engineer	70	3.8%
Trade Union Representative	0	0.0%
Trades Person, Other	73	3.9%
Warehouse/Inventory/Distribution/ Traffic Manager	6	0.3%
Welder/Boiler Maker	22	1.2%
Other	108	5.8%
Total Responses	1,928	

Please note:

*Analysis by Job Function had multiple responses from attendees.

Trade Visitor Analysis by Industry Category*

Industry Category	No of Responses	% of Attendees
Aerospace	33	1.8%
Automotive	59	3.2%
Component	26	1.4%
Construction	95	5.1%
Consulting/Contracting	94	5.1%
Defence	2	0.1%
Dot Com Traders	2	0.1%
Emergency Services/Medical/ Rehabilitation	4	0.2%
Environment/Waste Management	10	0.5%
Food/Beverage/Tobacco	49	2.6%
General Engineering	88	4.8%
Government/Education	63	3.4%
Local Councils	6	0.3%
Machinery & Equipment	98	5.3%
Maintenance	35	1.9%
Manufacturing General	392	21.2%
Materials Handling & Warehousing	41	2.2%
Metal Products	94	5.1%
Military	2	0.1%
Mining/Mineral Processing	39	2.1%

Industry Category	No of Responses	% of Attendees
Non-Metallic Mineral Product	4	0.2%
Original Equipment Manufacturer	74	4.0%
Packaging	11	0.6%
Petroleum/Coal/Chemicals	38	2.1%
Pharmaceuticals	4	0.2%
Printing/Publishing/Recorded Media	12	0.6%
Process Control & Instrumentation	25	1.3%
Research & Development	28	1.5%
Retail	20	1.1%
Security	5	0.3%
Sheet Metal	25	1.3%
Telecommunications/IT	24	1.3%
Third Party Warehousing	0	0.0%
Tooling	18	1.0%
Transport/Distribution/Logistics	40	2.2%
Utilities	20	1.1%
White Goods	3	0.2%
Wood/Pulp/Paper Products	14	0.8%
Other	216	11.7%
Blank	39	2.0%
Total Responses	1,852	100%

*Source: CAB Audit

Trade Visitor Analysis by Product Interest*

Product Interest	No of Responses	% of Attendees
Automation/Control	375	20.2%
Barcoding/Barcoding Systems	149	8.0%
Bearings/Gears/Lubricants	123	6.6%
Bulk Materials Handling	107	5.8%
CAD/CAM & Other Specialist Software	343	18.5%
Cameras & Vision Systems Technologies	114	6.2%
CNC Machines	312	16.8%
Compressors & Air Technology	115	6.2%
Design Engineering Software	219	11.8%
Computers in Manufacturing	194	10.5%
Conveyors	132	7.1%
Coolants/Cutting Fluids/Oils	40	2.2%
Cutting Tools	237	12.8%
Data Collection & Management	119	6.4%
Deburring Equipment	93	5.0%
Diecasting	61	3.3%
Distribution/Warehousing	100	5.4%
Drives/Electric Motors/Controls/Gear Boxes	108	5.8%
EDI & Electronic Business	48	2.6%
Electrical Products & Services	173	9.3%
Electrical Switchgear	93	5.0%
Engineering Products & Services	257	13.9%
Environmental/Waste Management	126	6.8%
Fasteners/Adhesives	146	7.9%
Financial Services/Superannuation	39	2.1%
Flexible Systems	16	0.9%
Fluid Handling Equipment	83	4.5%
Fluid Power & Control	71	3.8%
Forging	45	2.4%
Forklifts	74	4.0%
Gear Cutting & Finishing	82	4.4%
Hand & Power Tools	171	9.2%
Heat Treatment & Coating	126	6.8%
Hydraulics & Pneumatics	165	8.9%
Industrial Design	181	9.8%
Industrial Doors/Locking Systems	22	1.2%
Inspection & Measurement Equipment	125	6.7%
Instrumentation & Controls	104	5.6%
Inventory/Inventory Management Systems	97	5.2%
Joining Systems	42	2.3%
Lasers/Electro Optics	95	5.1%
Lathes, CNC	120	6.5%
Leasing & Finance	34	1.8%
Lifting/Access Equipment	74	4.0%
Logistics & Distribution	70	3.8%
Machine Tools, Accessories	132	7.1%
Machine Tools, General	239	12.9%
Machines, Bar & Section	29	1.6%
Machines, Bending	119	6.4%
Machines, Boring	36	1.9%

Product Interest	No of Responses	% of Attendees
Machines, Broaching	25	1.3%
Machines, Drilling, Threading & Tapping	62	3.3%
Machines, EDM	31	1.7%
Machines, Forming & Fabricating	131	7.1%
Machines, Grinding, Honing & Polishing	71	3.8%
Machines, Marking & Engraving	35	1.9%
Machines, Milling	128	6.9%
Machines, Plasma	82	4.4%
Machines, Punching & Shearing	91	4.9%
Machines, Sawing	58	3.1%
Machines, Ultrasonic	33	1.8%
Machining Centres	48	2.6%
Maintenance	131	7.1%
Management Systems	91	4.9%
Manual Handling Equipment	147	7.9%
Manufacturing General	292	15.8%
Manufacturing Software	131	7.1%
Materials Handling	141	7.6%
Mechanical Power Transmission	42	2.3%
MRPII	24	1.3%
Order Picking Systems	38	2.1%
Packaging/Packaging Equipment/Weighing	81	4.4%
People in Manufacturing, Contractors & Labour	81	4.4%
Plant & Machinery Maintenance	109	5.9%
Posters	22	1.2%
Press Brakes & Shears	67	3.6%
Process & Control	143	7.7%
Pumps & Valves	88	4.8%
Quality Testing Equipment & Systems	80	4.3%
RF Equipment	37	2.0%
Robotics & Assembly	171	9.2%
Safety Education	92	5.0%
Safety Products, OH&S	175	9.4%
Security Systems	38	2.1%
Sensors	75	4.0%
Shielding & Filtering Products	17	0.9%
Special Purpose Production	42	2.3%
Storage/Storage Systems	79	4.3%
Supply Chain Solutions/ERP Softwares	44	2.4%
Surface Finishing	58	3.1%
Tool Holders & Work Holders	37	2.0%
Tooling	133	7.2%
Transport	54	2.9%
Turning Centres/Equipment	37	2.0%
Warehouse Management Systems	69	3.7%
Warehouse Safety	68	3.7%
Water Jet Cutting	122	6.6%
Weighing/Measurement/Testing	68	3.7%
Welding/Joining	240	13.0%
Other	114	6.2%
Total Responses	10,448	

Please note:

*Analysis by Product Interest had multiple responses from attendees.

*Source: CAB Audit

Trade Visitor State/Country Breakdown*

Geographic Breakdown	Number of Attendees	% of Attendees
QLD	1,749	94.44%
NSW	46	2.48%
VIC	24	1.30%
SA	2	0.11%
WA	2	0.11%
TAS	1	0.05%
ACT	2	0.11%
NT	0	0.00%
Total Australia	1,826	98.60%
New Zealand	4	0.22%
Other Overseas	22	1.18%
Total Attendees	1,852	100%

*Source: CAB audit

Spotlight on the Exhibitors*

(please note that 70 Exhibitors responded to the survey)

56% of the QMAN 2006 exhibitors stated that they were satisfied' to 'very satisfied' with the exhibition.

Respondents reported that they received on average 24 sales leads and estimate business written as a result of exhibiting to be worth approximately \$54,380.

37% of exhibitors stated that they would exhibit at QMan 2008, 40% stated that they possibly would.

46% of respondents were first time exhibitors at QMan and 47% had exhibited the second time. 21% of respondents stated that the number of leads/sales had increased compared to the previous QMan.

Did you meet your objectives?

(Main reasons for exhibiting)

Objective description	Objective %	Satisfaction mean	Importance	Satisfaction
Promote company & product awareness	100%	3.59	High	Neutral to satisfied
Generate new sales leads	96%	3.12	High	Neutral to satisfied
Maintain status as a player in the industry	90%	3.52	High	Neutral to satisfied

(Mean rating: 1= very dissatisfied, 5 very satisfied)

Rating of Visitors

(this rating is on a scale of 1 to 5 where 5 is very satisfied)

Quality of visitors 3.09
 Quantity of visitors 2.33
 Orders anticipated from exhibiting at QMan 2.79
 Sales leads 2.77

How did you rate Reed Exhibitions' service?

Customer service staff 4.38
 Sales Staff 4.52

*Source: Micromex exhibitor survey



The highly innovative series of free seminars organised by QMI Solutions during QMAN 2006 was a great opportunity for manufacturers to visit the show and participate in training.

"We are using the seminar program to disseminate information so that manufacturers can be more efficient and more competitive,"

Steve Bryant,
Marketing Manager, QMI Solutions



Comments from Exhibitors

"We've received a very positive response, especially in regards to the ZScanner 700. We can see that we will have a number of solid enquiries to follow up and it's only the first morning."

SOS Components - Jeff Condren

"The trestle system hasn't been seen in Queensland before, and we've had a very positive response. We've generated a number of quality leads in good volume. We're more than happy."

Leussink Engineering- George Wilkinson

"We've had a really good show. We've seen the right quality of visitor in the right volumes, and we sold the complete display system from the stand on the first morning."

Algoa Industries- Mike Eade

"Our technology has been received well, and as with all Reed trade shows we're generating good leads."

Scanning and Inspection - Adam Possingham



Marketing Activities for QMan 2006

Below is an overview of marketing activities undertaken by Reed Exhibitions to attract a high-quality audience of manufacturing professionals to QMan 2006.

Direct Mail

Approximately 31,000 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. A further 20,000 were sent to exhibitors for distribution to customers.

E-mail Marketing



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

An email invitation was sent to past QMan visitors - and other related exhibitions - six weeks prior to the show. Targeted reminder emails were then sent out to both registered visitors and non-registered prospects at four weeks, two weeks, one week and one day prior to the exhibition.

Advertising

To target potential QMan visitors, an extensive advertising campaign commenced four months prior to the show. The campaign incorporated a combination of trade magazine, newspaper and radio advertising. Below are a list of trade publications and newspapers in which advertising was placed. A total of 14,962 trade invitations were also inserted into the Queensland circulation of those publications marked with an asterisk*.

Trade Publications

- FEN *
- Manufacturers Monthly
- Safety First
- PACE *
- Australian Manufacturing Technology *
- Australian Welding Journal *
- Engineers Australia *
- What's New In Process Technology *
- National Safety Magazine *
- Leading Business (Commerce Queensland)

Newspaper

Advertisements were placed in the following newspapers on the Friday (13 October) and Monday (16 October) before the start of the exhibition:

Metro Press - The Courier Mail

Regional Press - Gold Coast Bulletin & Sunshine Coast Daily.

Radio

An extensive radio campaign in the week before the start of QMan 2006 was included in the marketing mix for the exhibition. The Brisbane radio stations used included 4MMM, Nova, 4KQ, 97.3FM and 4BC. A total of 76 thirty second ads were aired, evenly distributed across these stations, and running predominantly during the breakfast session.

Public Relations

Our public relations agency undertook a PR campaign targeting industry publications, regional media, online newsletters and other key websites. All exhibitors were given the opportunity to submit information about products they planned to display or other key points of interest.

Coverage was secured in national trade publications and newsletters such as Manufacturers Monthly, Process Control Engineering, Waste Streams, Joining Forces (Cooperative Research Centre for Welded Structures), and Synergy (Australian Trade Coast), as well as online newsletters such as Ferret, ProcessOnline and PneumaticsOnline. The event was also publicised on Queensland Government websites, including Invest Queensland, Tourism Queensland and State Development. Exhibitors were also encouraged to promote the event. A number of exhibitors used the QMan logo on their website and in their email signatures.



QMan Website

The QMan website was a valuable tool for visitors and exhibitors to access information about the event. All exhibiting companies were listed on the website with their product descriptions. This allowed visitors to pre-plan their visit in detail and maximise the effectiveness of their attendance. 60% of visitors had visited the QMan website once or twice before attending the show.*

* Source: Micromex visitor survey

What's in store for 2008?

QMan 2008

21 - 23 October 2008,

Brisbane Convention and Exhibition Centre

2008 Team

John Gorton	Exhibition Director	02 9422 2511
Paul Baker	Account Manager	02 9422 8822
John Delpesch	Account Manager	02 9422 2568
Agnes Wychodil	Event Co-ordinator	02 9422 2585
Patrick Bell	Marketing Manager	02 9422 2576

Please contact any of the team above if you require any additional information or assistance.



EXHIBITION AUDIT REPORT



Queensland Manufacturing Technology Exhibition

Organiser: Reed Exhibitions - Australia

Date of exhibition: October 17-19, 2006

Location: Brisbane Convention & Exhibition Centre
Southbank, QLD, Australia

Summary of Attendance[^]

Total Single Visits	1,852
Revisits	37
Total Trade Visits	1,889

	<u>Single Visit</u>	<u>Revisits</u>	<u>Total</u>
Tuesday 17th October, 2006	560	0	560
Wednesday 18th October, 2006	836	19	855
Thursday 19th October, 2006	456	18	474
Totals	1,852	37	1,889

[^] 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.

