



## A Word from the Exhibition Director

With the ninth Queensland Mining and Engineering Exhibition (QME) behind us, it is interesting to reflect on how far the show has come since the first edition took place back in 1993. QME 2010 was again 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 is as a business platform and meeting place for the mining and the affiliated industries in Queensland and further a field.

QME 2010 hosted a record number of over 550 exhibitors, representing 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 surveyed visitors stated that they were 'satisfied' or 'very satisfied' with QME 2010.

The 2010 edition of QME saw what I believe were some quite tangible areas of improvement compared to prior editions of the show. These included the covered walk ways, look and feel of the entrance area, diversity in the catering on offer and the addition of new toilet blocks onsite. We are also happy to note that the venue will now remain in the current location and development will be a gradual process over the coming years. We hope by 2012 we will be able to make further improvement to the layout and look and feel of future editions of the show in Mackay.

An event of this magnitude cannot be staged without support from the local community and key industry organisations. On behalf of the entire REEDMININGEVENTS team, I would like to thank everyone in Mackay who made us feel welcome and assisted in the staging of QME 2010. A big effort was made by many individuals as well as many organisations 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 and many more.

The staging of QME 2010 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 2010 was a success and that we shall be able to welcome you back in 2012. 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 2011 or at QME 2012.

Paul Baker

Exhibition Director - REEDMININGEVENTS

## QME 2010 Post-Show Report

### THE SHOW IN REVIEW

- >> A WORD FROM THE EXHIBITION DIRECTOR
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- >> TARGETED MARKETING ACTIVITIES
- >> CALENDAR OF EVENTS
- >> THE QME TEAM

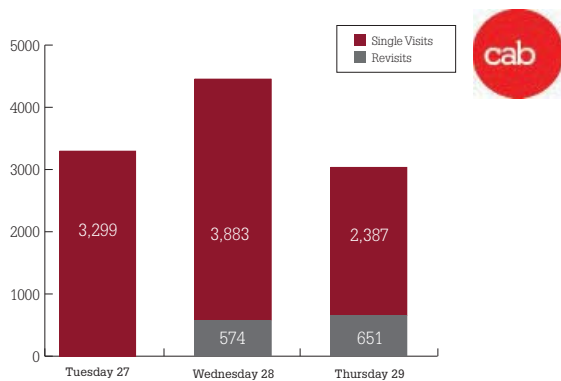


# Key Research Outcomes

The Post-Show Report is a transparent account of what QME 2010 was all about. 300 trade visitors and 80 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 2010.

We hope you enjoy reading this report and that it provides you with a useful insight into QME 2010. If you have any queries about this report, please do not hesitate to contact the REEDMININGEVENTS team.

## Spotlight on the Visitors <sup>1</sup>



	Single Visits	Revisits	Total
Tuesday 27 July 2010	3299	0	3299
Wednesday 28 July 2010	3883	574	4457
Thursday 29 July 2010	2387	651	3038
<b>Totals</b>	<b>9569</b>	<b>1225</b>	<b>10794</b>

State	No of Attendees	% of Attendees
QLD	8990	93.95%
NSW	309	3.23%
VIC	100	1.04%
SA	15	0.16%
WA	38	0.40%
TAS	7	0.07%
ACT	1	0.01%
NT	2	0.02%
Total Australia	9462	98.88%
New Zealand	38	0.40%
Other Overseas	69	0.72%
<b>Total</b>	<b>9569</b>	<b>100%</b>

### Analysis by Industry/ Business Category\*

	No of Responses	% of Attendees
Agriculture	512	5.4%
Blasting & Demolition	91	1.0%
Communications	176	1.8%
Construction	1070	11.2%
Consulting & Design	248	2.6%
Contracting	585	6.1%
Defence / Aerospace	31	0.3%
Drilling	269	2.8%
Education	242	2.5%
Engineering	1190	12.4%
Environment	162	1.7%
Financial Institution	80	0.8%
Government	186	1.9%
Import / Export	147	1.5%
Maintenance	1317	13.8%
Materials Handling	397	4.1%
Mineral Processing	200	2.1%
Mining	2704	28.3%
Oil & Gas	158	1.7%
Power Distribution	121	1.3%
Power Generation	139	1.5%
Process, Control & Instrumentation	149	1.6%
Production / Refining	148	1.5%
Quarrying	173	1.8%
Sugar	308	3.2%
Telecommunications / IT	131	1.4%
Transport / Distribution / Storage	410	4.3%
Utilities	123	1.3%
Waste Management	116	1.2%
Other	614	6.4%
<b>Total</b>	<b>12197</b>	

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

1. Source: CAB Audit

## Spotlight on the Visitors

Industry Sector <sup>1</sup>	No of Responses	% of Attendees
Agriculture	650	6.8%
Construction	1233	12.9%
Engineering	1895	19.8%
Mining	4603	48.1%
No response	1188	12.4%
<b>Total</b>	<b>9569</b>	<b>100%</b>

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.

Objectives <sup>2</sup>	Importance Rating	Satisfaction Rating
To keep abreast of industry trends	4.00	4.24
To look for new products	3.96	4.24
To look for new/alternative suppliers	3.83	4.28
To see existing suppliers	3.79	4.22
Networking	3.62	4.24
To make purchasing decisions/source products	3.36	4.16
To attend conferences/seminars	2.85	4.10
To place orders	2.97	4.12

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

Source: Micromex Visitor Survey – QME 2010

### Visiting Trends

**43%** of respondents were visiting QME for the first time.<sup>2</sup>

### Satisfaction

**98%** of respondents stated that overall they were 'satisfied' or 'very satisfied' with QME 2010.<sup>2</sup>

**79%** of respondents who had visited QME previously rated this QME 'a little better' or 'much better' than the last one they visited.<sup>2</sup>

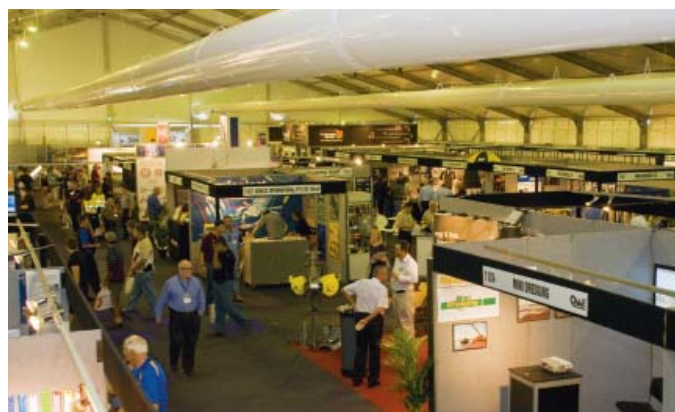
### Purchasing authority and intentions

**50%** of respondents stated that they held direct authority or influence for purchasing the types of goods or services seen at QME.<sup>2</sup>

**87%** of respondents, who had direct authority or influence for purchasing, saw something at QME that they were likely to buy after the exhibition.<sup>2</sup>

Analysis by Promotional Sources* <sup>1</sup>	No of Responses	% of Attendees
Airport Signage	303	3.2%
Direct Mail Invitation (Brochure)	1907	19.9%
Email Invitation	442	4.6%
Industry Association	1295	13.5%
Industry Magazine/Journal	147	1.5%
Internet	1233	12.9%
Newspaper	1480	15.5%
Radio	1263	13.2%
TV	2363	24.7%
Social Media	72	0.8%
E-Newsletter	708	7.4%
Other	1453	15.2%

\*Analysis by Promotional Sources had multiple responses from attendees - % based on single visits.



### Awareness of QME

**26%** of respondents first became aware of QME by seeing a 'TV commercial', **12%** through 'newspaper' and **21%** via 'word of mouth'.<sup>2</sup>

### Exhibition Directory

**74%** of respondents who received an 'Exhibition Directory' stated that they would use it to contact exhibitors after QME.<sup>2</sup>

**48%** of respondents who received an 'Exhibition Directory' stated they would keep it for 9 months or longer.<sup>2</sup>

**50%** of respondents who received an 'Exhibition Directory' stated that 4 or more people would have access to it.<sup>2</sup>

### Future QME visiting intentions

**87%** of respondents stated that they intend to visit QME in 2012.<sup>2</sup>

1. Source: CAB Audit

2. Source: Micromex Visitor Survey - QME 2010



*“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**


# Spotlight on the Exhibitors <sup>3</sup>

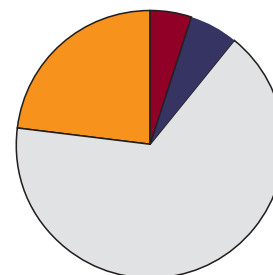
## Exhibitor Research

A total of 80 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	100	3.71
Generate new sales leads	90	3.39
Maintain status as a player in the industry	93	3.76
Increase sales to existing customers	75	3.05
Promote new products/services	63	3.30
Launch a new product/service	44	3.46
Write sales orders onsite	19	2.60
Seek agent/distributor/reseller	16	2.85

### Overall Satisfaction:

	Very satisfied	23%
	Satisfied	66%
	Neither	6%
	Dissatisfied	5%
	Very dissatisfied	0%



Mean ratings: 1 = very unimportant and very dissatisfied, 5 = very important and very satisfied.

3. Source: Micromex Visitor Survey – QME 2010

## Objectives

### Exhibitor Ratings of the organisation

Promotion of the event	4.03
Shell scheme construction	3.84
Organisation of the event	3.94
Electrical installation	3.84
Exhibition Layout	3.65
Security	3.88

Mean ratings: 1 = very unimportant and very dissatisfied, 5: very important and very satisfied.

3. Source: Micromex Exhibitor Survey – QME 2010

## Satisfaction

### Criteria Satisfaction Rating

Quality of visitors	3.25
Quantity of visitors	3.16
Orders anticipated from exhibiting at QME	2.93
Sales leads	2.90
Value of orders taken	2.11

Mean ratings: 1: very unimportant and very dissatisfied, 5: very important and very satisfied.

3. Source: Micromex Exhibitor Survey – QME 2010

## Testimonials:

*“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**

# Targeted Marketing Activities for QME 2010

Below is an overview of marketing activities undertaken by Reed Exhibitions to attract a high-quality audience of mining industry professionals to QME 2010.

## Direct Mail

We distributed 41,000 trade invitations 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 four weeks prior to the exhibition, along with a further 76,500 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 visitors to QME - and other related exhibitions - approximately four months prior to QME 2010. Targeted reminder emails were then sent out to both registered visitors and non-registered prospects at 3 months, 2 months, 1 month, 2 weeks, 1 week, and 1 day prior to the exhibition, as well as on Days 2, and 3 of the exhibition.

## Advertising

To target potential QME visitors, a comprehensive 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
- The Mining Chronicle
- Queensland Mining & Energy Bulletin
- Coalfields Express
- Queensland Industry News
- Shift Miner
- Mining Advocate
- Industry Hub



## Newspaper

We included a solid print campaign targeting Mackay and other key QLD mining areas in the month before QME 2010 in the marketing mix. The newspapers used - and the number of placements - are listed below. The Daily Mercury also ran a substantial QME 2010 preview feature a week before the show.

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

## Airport

We placed airport signage on a baggage belt light-box at Mackay Airport to maximise exposure of QME 2010 to the potential high quality audience of mining executives and front-line workers.

## Outdoor

4 x QME 2010 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

We included an extensive radio campaign from ten weeks before the start of QME in the marketing mix for the exhibition. The radio stations used included SeaFM, HotFM, ZINC and 4MKFM (Mackay), Hot FM & ZINC HI (Emerald), and Rebel FM (Far North QLD, Wide Bay & Western Downs). A total of 794 x 60, 30 and 15 second ads and 12 X 2 hour daily on location set-up ads, were aired, evenly distributed across the stations and running during breakfast, lunch and late afternoon sessions.

## Television

We included a TV campaign in the 2 weeks leading up to QME 2010 in the marketing strategy, with a total of 512 x 30 second ads aired on Channel Seven in Mackay & Rockhampton and Seven TWO across regional Queensland.

## Public Relations

Our public relations consultant – Spitfire Communications - undertook a comprehensive campaign covering industry, regional and mainstream media. They sourced extensive editorial coverage of QME 2010, individual exhibitors and products and parallel events in all key mining industry trade journals and in the mainstream media.

## QME Website

We gave all exhibiting companies 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 2010 website had more than 20,000 unique visits in the 6 months up to the event, with 13% of these coming from overseas in countries including the United States, China and India.



## Logos

'See us at QME 2010' 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

74% of visitors surveyed stated that they will 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

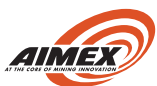
Delivering high quality, business-to-business trade exhibitions that translate into return on investment for our customers.

### The REEDMININGEVENTS Calendar

#### 2011–2012



**Mining and Engineering WA 2011**  
[www.miningandengineeringwa.com.au](http://www.miningandengineeringwa.com.au)  
 5–7 July 2011  
 Perth Convention & Exhibition Centre, WA



**Asia-Pacific's International Mining Exhibition**  
[www.aimex.com.au](http://www.aimex.com.au)  
 6–9 September 2011  
 Sydney Olympic Park, NSW



**Queensland Mining and Engineering Exhibition 2012**  
[www.queenslandminingexpo.com.au](http://www.queenslandminingexpo.com.au)  
 24–26 July 2012  
 Mackay Showground  
 Mackay, Qld



**Goldfields Mining Expo 2012**  
[www.goldfieldsminingexpo.com.au](http://www.goldfieldsminingexpo.com.au)  
 30 October 2010 – 1 November 2012  
 Kalgoorlie Boulder Racecourse  
 Kalgoorlie, WA



**Mining and Engineering WA 2013**  
[www.miningandengineeringwa.com.au](http://www.miningandengineeringwa.com.au)  
 2–4 July 2013  
 Perth Convention & Exhibition Centre, WA



**Mining and Engineering NSW 2013**  
[www.miningandengineeringnsw.com.au](http://www.miningandengineeringnsw.com.au)  
 24–26 September 2013  
 Hunter Valley, NSW

### The REEDMININGEVENTS Team

John Gorton	Group Exhibition Director 02 9422 2511
Paul Baker	Exhibition Director 02 9422 8822
Stephen Steenson	Operations Director 02 9422 2515
Angela Sciacca	Operations Manager 02 9422 2592
Robert McIndoe	Operations Manager 02 9422 2594
Chris Ghosh	Senior Account Manager 02 9422 2518
Peter Thompson	Account Manager 02 9422 2472
Luke Griffin	Account Manager 02 9422 2339
Nina Vidale	Event Manager 02 9422 2451
Veronica Ling	Senior Exhibition Co-ordinator 02 9422 8965
Amy Schwab	Exhibition Co-ordinator 02 9422 2534
Patrick Bell	Head of Marketing 02 9422 2576
Monica Eugenio	Marketing Executive 02 9422 2007