



Queensland Mining &
Engineering Exhibition

THE HEART OF QUEENSLAND MINING & ENGINEERING

24 – 26 July 2018
Mackay Showground



EXHIBITOR PROSPECTUS

qldminingexpo.com.au

2016 EVENT HIGHLIGHTS



QME CONTENT SERIES

QME 2016 introduced the QME Content Series which explored new technical advancements across the METS supply chain saving time and money, the importance of asset management and examined the opportunities for cross industry collaboration.

“Australia is in the center of innovation along the value chain in the mining industry, and we have the technology, ideas and people to be competitive amongst countries such as the United States, Japan and Sweden”

Dr Ian Dover, General Manager of METS Ignited



THOUGHT LEADERSHIP PANEL

For the first time in QME history, the Thought Leadership Panel discussion delivered insightful commentary on the current industry and what needs to be done to keep it a viable industry moving forward.

We were honoured to have the Hon. Dr Anthony Lynham, Minister for State Development and the Minister for Natural Resources and Mines officiate the opening of the Thought Leadership Panel discussion. Dr Lynham was joined by a number of esteemed industry experts including World Coal Association’s Chairman and Glencore’s Group Executive – Coal Assets Mick Buffier, Peabody’s Australian President Charles Meintjes, Infrastructure and Economic Policy Director for Queensland Resources Council, Andrew Barger and was facilitated by Lucus Dow, Partner Integrated Global Partners.



INDUSTRY ENGAGEMENT

QME is focused on strategic partnerships with local council, State Government, key industry associations and key mining companies to create an event offering that goes beyond the tradition exhibition format.

This engagement shapes the event content and assists in developing an event offering that is tailored by the industry for the industry.

MINING AWARDS DINNER

The Bowen Basin Mining Club will be holding the Queensland Mining Awards Dinner 2018 on Wednesday 25 July 2018. The Queensland Mining Awards are designed to recognise project excellence and achievements unique to the highly competitive work environment of the resources sector. Awards winners will be recognised for the quality outcomes they provide to resources, exploration and production companies as well as for their commitment to innovation and the delivery of projects that are safer, smarter, faster and more efficient.

MARKETING ACTIVITIES

QME executes a multi-faceted marketing campaign designed to attract key visitor groups to the event. The campaign includes targeted email campaign segmented by job title, a direct mail campaign focused on the Bowen, Galilee and Surat Basins and a dedicated PR Campaign that targets trade and mainstream publications. QME features a business matching program that matches the areas of interest highlighted by the visitors during their registration process to companies exhibiting at QME.

SPOTLIGHT ON VISITORS



SUMMARY OF ATTENDANCE

Sources:
1. CAB Audit Report – QME 2016 2. Micromex Visitor Research – QME 2016 3. Micromex Exhibitor Research – QME 2016

	Tue 26 July	Wed 27 July	Thu 28 July		TOTAL
Visits	1,348	1,402	874	TOTAL VISITS	3,624
Revisits	–	177	173	TOTAL REVISITS	350
Daily Total	1,348	1,579	1,047	TOTAL VISITORS	3,974

SOME KEY STATISTICS



of visitors intend to visit QME 2018



of visitors are Engineers, Site Managers, Supervisors, Purchasers and Project Managers



of visitors are Maintenance and Operational Personnel

KEY COMPANIES ATTENDING QME

Anglo American
Aurecon
Aurizon
BHP
BMA
Caledon Coal
Coal India

Downer
Glencore
Leightons
Peabody Energy
Rio Tinto
Thiess
UGL

TRADE VISITOR ANALYSIS BY JOB FUNCTION

Administration	6.3%	Engineer, Process	0.4%	Operator	7.6%	Sales/BD/Marketing	10.8%
Consultant	3.8%	Engineer, Other	1.3%	Owner	7.0%	Senior Management - Director, GM, MD, CEO	5.6%
Contractor	5.0%	Exploration	0.1%	Plant Manager	0.7%	Site/Supervisor	3.0%
Engineer, Chemical	0.2%	Finance	1.3%	Production	1.5%	Tradesperson	6.4%
Engineer, Civil	0.7%	Maintenance	9.2%	Project Manager	1.7%	Trainee/Apprentice/Tertiary Student	2.1%
Engineer, Electrical	2.6%	Media	0.5%	Purchasing	1.5%	Trainer/HR	1.7%
Engineer, Hydraulic	0.4%	Middle Management	4.4%	Research & Development	0.7%	Transport	1.9%
Engineer, Mechanical	3.9%	Mine Manager	0.3%	Safety/OH&S	2.4%		
Engineer, Mining	1.5%	Operations	3.5%				

TRADE VISITOR ANALYSIS BY INDUSTRY CATEGORY

Agriculture	4.54%	Engineering	10.91%	Oil & Gas	1.39%	Sugar	2.44%
Blasting & Demolition	0.55%	Environment	0.94%	Power Distribution	0.75%	Telecommunications/IT	0.86%
Communications	1.52%	Financial Institution	1.25%	Power Generation	0.64%	Transport/Distribution/Storage	4.02%
Construction	6.98%	Government	2.69%	Process, Control & Instrumentation	0.47%	Utilities	0.86%
Consulting & Design	3.13%	Import/Export	1.08%	Production/Refining	0.69%	Waste Management	0.75%
Contracting	2.77%	Maintenance	11.99%	Quarrying	0.50%		
Defence/Aerospace	0.08%	Materials Handling	2.99%				
Drilling	1.16%	Mineral Processing	1.44%				
Education	3.85%	Mining	28.75%				



WHY EXHIBIT AT QME 2018?

The Queensland Mining Exhibition in 2018 will bring together buyers and suppliers from the QLD Mining Industry to Mackay and this is your opportunity to take advantage of this.

QME will give your business a unique opportunity to display product, deliver a message to a qualified audience, communicate with buyers and influencers, generate sales leads and build relationships with the people that matter to you.

Opportunities include ready to go stand packages, larger custom brand activations, outdoor space for machinery and heavy product and sponsorship packages. All opportunities available can be specifically customised to meet your objectives. Contact the team to see how QME can benefit your business.

CONTACT DETAILS

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