



Queensland Mining & Engineering Exhibition

2022 POST SHOW REPORT

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ACKNOWLEDGMENTS

On behalf of RX Global, we want to thank our sponsors, event partners, and supporters.

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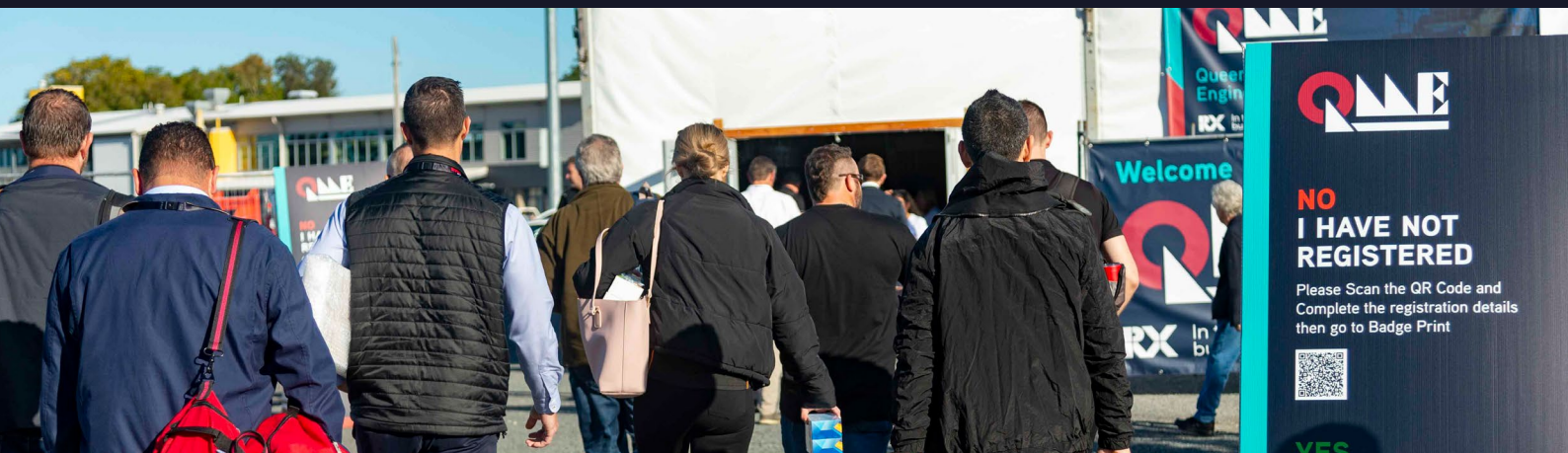


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Reinforcing its role as Australia's largest regional mining event, Queensland Mining & Engineering Exhibition welcomed more than 300 exhibitors occupying 3 pavilions and 5,936 sqm of exhibition space.

5,311

TOTAL UNIQUE ATTENDEES*

3,627 VISITORS

1,676 EXHIBITORS

28 MEDIA

23%

MORE EXHIBITORS

48%

LARGER THAN 2018

*CAB AUDITED BY AUDITED MEDIA ASSOCIATION OF AUSTRALIA

VISITOR PROFILE

9.4%

Engineers

Mechanical
Mining
Electrical
Hydraulic
Civil
Chemical
Process
Other

14.4%

Senior Management

Director
GM
MD
CEO
Owner

17.7%

Management

Mine Manager
Site Supervisor
Middle Management
Purchasing
Product Manager
Plant Manager
Contractor

12.0%

Site Personnel

Maintenance
Operations
Production
Operator
Tradesperson

KEY COMPANIES IN ATTENDANCE

Abbott Point
Aurecon
Aurizon
Batchfire Resources
BHP
BMA

Dalrymple Bay Coal Terminal
Glencore
Mackellar Mining
Bravus
Anglo American
Hay Point Coal Terminal

Collinsville Coal
Fitzroy Resources
Jellinbah Resources
John Holland
MacMahon Mining
McLanahan Corp

Mitsubishi Development
Monadelphous
North Queensland Bulk Ports
Peabody
Port of Townsville
Rio Tinto

Stanmore Resources
Thiess
UGL Resources
Whitehaven Coal
Yancoal

EVENT HIGHLIGHTS

Apart from the expanded exhibition floor showcasing more than 300 exhibitors, Queensland Mining & Engineering Exhibition provided unparalleled opportunities for attendees to engage with mine operators, learn from experts and network with the mining industry.



MINING PAVILION

QME featured leading mining companies as exhibitors to engage with industry personnel, suppliers, drive recruitment activities and raise awareness for their initiatives. Participating companies included Anglo American, BHP and BMA, Bravus, Glencore, MacKellar Group, Multicom and Whitehaven Coal.



SEMINAR SERIES

Our free-to-attend seminar series looked at the latest innovations and collaborative approaches to improve productivity and long-term strategy for the mining sector. The program was developed in close consultation with industry and featured over 40 leading speakers across 22 sessions. More than 1,100 attended the sessions across the three days.



NETWORKING OPPORTUNITIES

The industry was eager to reconnect at QME and the event became the ultimate destination to network with peers. Our Opening Party at the end of Day 1 had more than 650 visitors and exhibitors in attendance. The Bowen Basin Mining Club's Queensland Mining Awards, which took place on Day 2 of QME, was a sold out event.



WORKSHOPS

Learning opportunities extended beyond QME's venue. Our partners organised workshops in Mackay, including the Bulk Materials Handling Workshop run by TUNRA Bulk Solids and FLSmidth and Industry Breakfast Sessions run by Resources Centre of Excellence.

MARKETING CAMPAIGN HIGHLIGHTS

Queensland Mining & Engineering Exhibition's integrated marketing campaign in 2022 included highly targeted advertising on Facebook, LinkedIn, local TV and radio channels, and industry publications.

HERE'S A SNAPSHOT OF THE CAMPAIGN:

WEBSITE



20,658 unique website users
126,070 pageviews

EMAIL



Direct email communications sent to close to
5,000 industry contacts

DIGITAL & SOCIAL MEDIA



7,051,113 paid digital impressions across Facebook, LinkedIn and Google Adwords
7,619 Facebook followers
2,496 LinkedIn followers

PUBLIC RELATIONS & OTHER ADVERTISEMENTS



Editorial coverage, radio and TV interviews; Mackay Airport billboard; Print, radio, TV and online advertising across local TV and radio stations and leading industry magazines and websites:

Channel 7 | Sky News Regional | WIN News | Triple M | Hit | ABC Radio | Rebel FM | 4RFM Moranbah | Australian Resources & Investment | Australian Mining | Australian Mine Safety Journal | Australia's Mining Monthly | The Coal Face | Daily Mercury | Mine Australia | MiningNews.Net | Moranbah Community Newsletter | Safe to Work | Resources Review | Oil & Gas Today | Pump Industry | The Australian Mining Review | QLD Mining & Energy Bulletin



*Marketing results from 5 April 2022 to 21 July 2022.

KEY VISITOR STATISTICS



VISITOR SATISFACTION

95%

of visitors were satisfied with
QME 2022

▲ 30% increase from 2018

92%

of visitors are likely to visit
QME 2024

▲ 7% increase from 2018

83%

agree that QME
is a must-attend event

42%

of visitors spent 7 hours or more
at the event

KEY EXHIBITOR STATISTICS



EXHIBITOR SATISFACTION

75%

of exhibitors were satisfied with
QME 2022

▲ 13% increase from 2018


11,600+

leads were scanned by exhibitors
using Emperia across the three days



27%

of leads captured were between
exhibitors



“This is my third QME and I have to say it was the biggest and busiest that I have attended. From an Austmine perspective, it was good to see a number of companies providing digital technology or sustainable solutions on the expo floor and the vast majority of our members we spoke to who exhibited enjoyed the event.”

Sheldon Varcoe, Manager - International Projects, Austmine

“Glencore works with 3,770 suppliers in Queensland, so to be in touch with so many of them at an event like QME is a great opportunity. Having one-on-one discussions with attendees about job opportunities with Glencore always proves as a valuable activity for us as well. We can’t wait to uncover some of the stories of innovation and see new technologies in action through events like the Seminar Series and the Mining Awards.”

Anthony Exelby, Human Resources Manager, Glencore

“We are looking forward to opportunities to connect with established suppliers who are interested in diversifying from traditional commodities in the state. As a leader in the development of Queensland-based critical minerals, we have the chance to create a sustainable industry using the best of the best in Queensland and QME helps us achieve that!”

Shaun McCarthy, CEO, Multicom Resources





[Click here to watch our highlights video](#)



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