



VISITOR STATISTICS & POST SHOW FACT SHEET

VISITOR OVERVIEW

Combined, **The Safety Show, Sydney Materials Handling & Bulkex** attracted **9,488 visits** over the three days of the Show. Visitors represented a broad range of industries, the top five being:

- Manufacturing
- Government/Local Council
- Building & Construction
- Transport, Distribution & Logistics
- Engineering

KEY VISITOR STATISTICS

15% of visitors represented building & construction
53% came from a company size of over 100 staff
67% had authority to make final purchasing decisions or evaluate products & make recommendations
33% of visitors were service providers/consultants

INDUSTRY SECTOR ANALYSIS

All visitors were asked to specify their business type & industry. The table below indicates their responses.

EXHIBITOR OVERVIEW

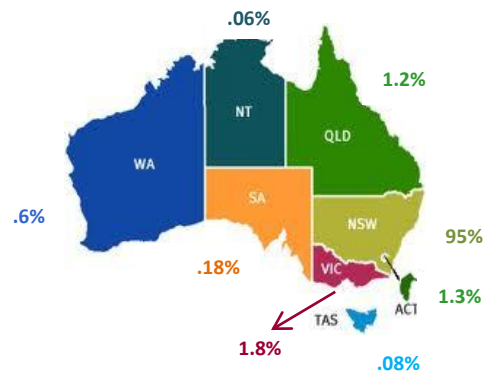
Manufacturing	26%
Government/Local Council	21%
Building/Construction	15%
Transport/Distribution/Logistics	6%
Engineering	6%
Education/Training	5%
Health/Medical/Pharmaceuticals	5%
Defence	4%
Food/Beverage	4%
Electrical/Electronics	4%
Mining	4%
Warehousing/Materials Handling	3%
Utilities/Energy	3%
Machinery/Equipment/Components, Metals/Plastics, Agriculture/Forestry/Environment, Petroleum/Coal/Chemicals/Gas, Property/Facilities Management, Printing/Packaging, Automotive/Mechanical	2%*
IT/Telecommunications, Cleaning	1%*
*per industry	

The **Safety Show** featured 180 exhibiting companies, showcasing leading edge developments in safety solutions and injury prevention. **Sydney Materials Handling** hosted 24 companies who displayed a wide range of material and manual handling equipment and training.



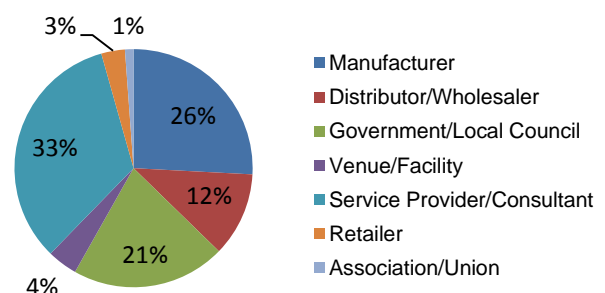
VISITOR DEMOGRAPHICS

95% of visitors came from within New South Wales, demonstrating that the safety industry has a strong need for this event in Sydney.



KEY BUSINESSES IN ATTENDANCE

Key business types and industries represented consisted of service providers & consultants, manufacturers, & government/local government.

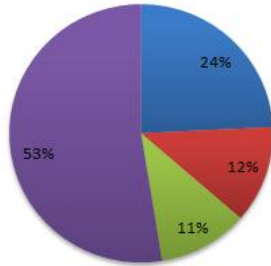




VISITORS BY COMPANY SIZE

Visitors were asked to indicate the size of the company in which they work based on the number of employees. 53% of visitors represented larger companies with over 100 employees.

■ Under 20 ■ 20 - 50 ■ 51 - 100 ■ Over 100

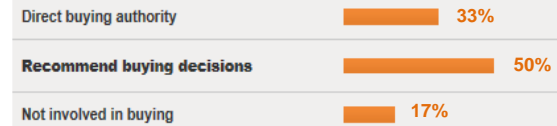


VISITORS BY JOB TITLE

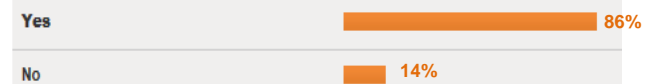
Visitors were asked to specify their job title at the time of registration. Key findings were:

ROLE: Managerial	35%
Area/Regional/State Manager	
Branch Manager	
Business Manager	
Director/CEO/CFO	
General Manager	
Manager/Assistant Manager	
Managing Director	
Supervisor	
Owner / Proprietor	
ROLE: Occupational Health & Safety	20%
Coordinator/Representative	
Manager/Officer	
Advisor/Consultant	
Specialist	
OHS&E	
Other	
ROLE: Operations/Maintenance/Technical	12%
Facilities - Manager, Supervisor, Other	
Maintenance - Manager, Office Supervisor	
Manager - Process, Production, Operations, Service	
Supervisor - Process, Production	
Warehouse - Manager, Supervisor, Coordinator	
Plant Engineer/Operator	
ROLE: Engineer	5%
Engineering - Manager, Supervisor	
Plant - Engineer, Operator	
Electrical, Mechanical, Structural, Project, Other	

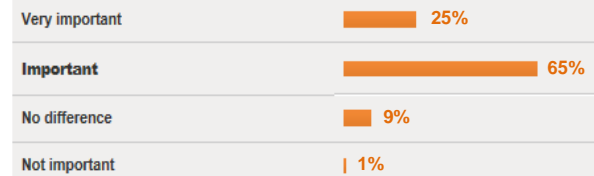
Which best describes your position within the company?



Did you discover any new products or suppliers at the Shows?



How important are trade shows to you?



FREE KNOWLEDGE SEMINARS

Free seminars, workshops and live demonstrations attracted large groups over three days. Presented daily, the most visited seminars were those presented by WorkCover NSW, Safe Work Australia and Norton Rose's opening seminar on the Model Work Health & Safety Act, which attracted approximately 300 attendees each.



CONCURRENT SAFETY CONFERENCE

Presented by the Safety Institute of Australia and sponsored by WorkCover NSW, The Safety Conference featured a range of presentations and workshops by 30 acclaimed speakers in a 3 day program.

SHOW SPONSORS

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