

## Organisers

PacPrint13 was presented by two leading industry associations: Graphics Arts Merchants Association of Australia (GAMAA) and Printing Industries Association of Australia (PIAA).

The PacPrint Board comprised:



### GAMAA

Ian Martin (Chairman)  
Adrian Fleming  
Brett Maishman  
www.gamaa.net.au



### PIAA

Susan Heaney  
Peter Lane  
www.printnet.com.au

## Exhibition Management



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pacprint  
2013

POST-SHOW REPORT 2013

21-25 MAY

MELBOURNE CONVENTION  
AND EXHIBITION CENTRE



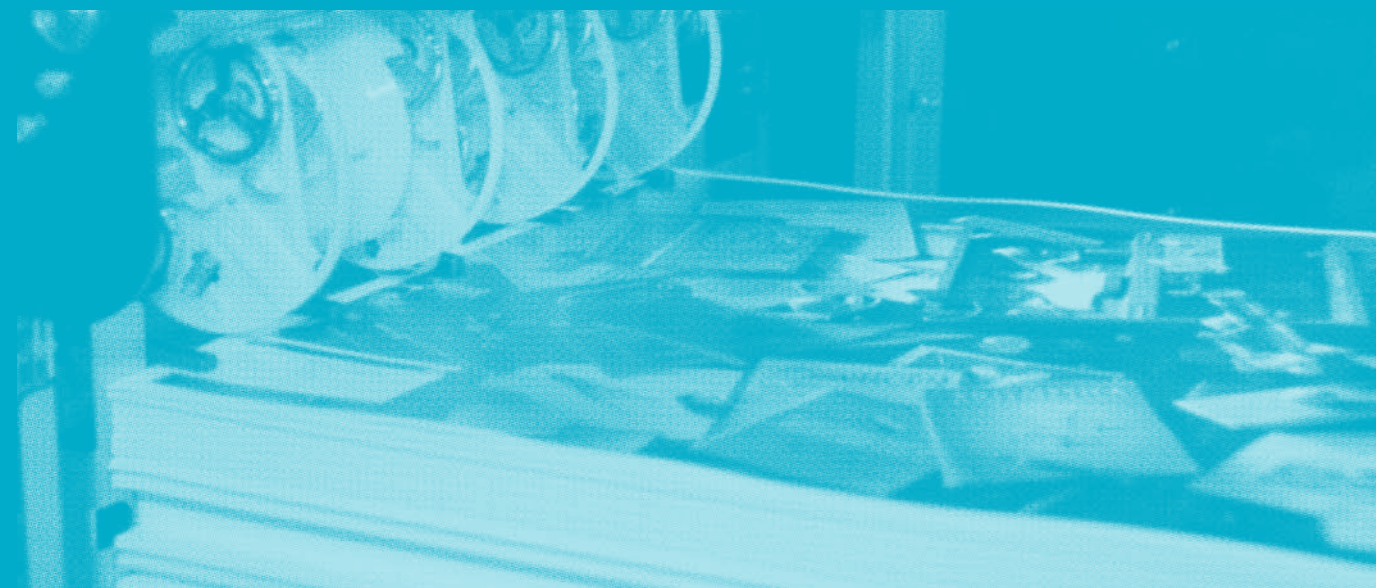
## KEY RESEARCH

# OUTCOMES

AT  
**pacprint**  
2013

The Post Show Report is a transparent account of PacPrint13. 150 trade visitors and 80 exhibitors were personally interviewed by our independent research company Micromex Research. Visitor statistics included in the report have been audited and approved by the Circulations Audit Board to provide you with a detailed report of PacPrint13.

We hope you enjoy reading this report and that it provides you with a useful insight into PacPrint13. If you have any queries about this report, please do not hesitate to contact the PacPrint team.



## SPOTLIGHT ON THE

# EXHIBITORS\*

AT  
**pacprint**  
2013

### Objectives in exhibiting

OBJECTIVES DESCRIPTION	OBJECTIVE % COUNT	SATISFACTION MEAN
Promote company & product awareness	100%	3.80
Generate new sales leads	96%	3.47
Maintain status as a player in the industry	93%	3.97
Increase sales to existing customers	78%	3.05
Launch a new product / service	74%	3.69
Promote new products / services	73%	3.72
Write sales orders onsite	56%	3.04
Seek agent / distributor / reseller	18%	3.43

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

### Rating of the exhibition

DESCRIPTION	SATISFACTION MEAN
Venue	4.34
Organisation of the event	4.05
Security	3.96
Promotion of the event	3.81
Exhibition layout	3.80
Electrical installation	3.57
Shell scheme construction	3.53
Cleaning	3.41
Parking	3.40
Catering	3.25

Mean ratings: 1 = very dissatisfied, 5 = very satisfied

\* Source: Micromex Exhibitor Research – PacPrint13

## KEY STATISTICS

FROM  
**pacprint**  
2013

3

82%



82% of exhibitors were 'very satisfied' to 'satisfied' with PacPrint13

95%

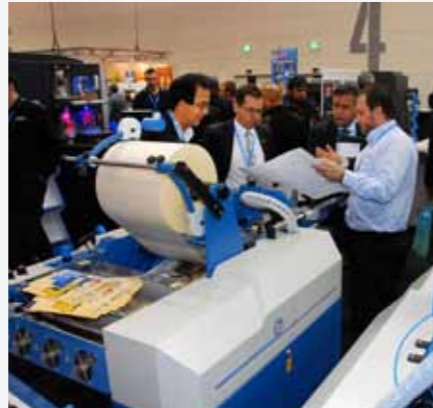


95% of exhibitors stated they 'will' or 'possibly will' exhibit at PacPrint in 2017

## What the Exhibitors said

“ Four years ago, PacPrint helped us cement our name as a major player in the industry. This time, our objectives were different – we wanted to educate our customers and potential customers about the breadth of our technology; to tell the whole story. It’s been fantastic to connect with existing customers and show them areas of our business they didn’t know existed prior to the show, and to bring new contacts onto the stand and show them that Ricoh is not limited to a particular technology. It’s helped us broaden the market’s understanding of what we do and capture new contacts as well. We’re very pleased. ”

**Kathy Wilson**  
Ricoh

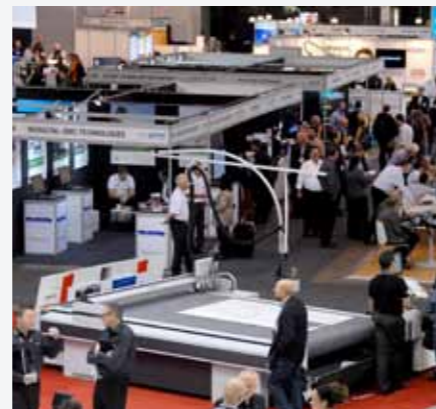


“ We’ve been very pleased with the turnout, in particular those from interstate and overseas. For us, the real value lies in being able to demonstrate technology ‘in person’. We had a quick change die cutter on display for the first time in the Southern Hemisphere, and visitors have been blown away. We make a point of always having something new to show, which attracts interest, and of keeping the stand design open and inviting. I think the investment in a bit of extra space, to allow room for people to move around and not feel like they are about to be ‘pounced on’ is a very good investment. ”

**Ian Guanaria**  
Aldus Engineering

“ The interest has been enormous, with hardly a moment without people gathering at the stand. The interest has been more than ‘novelty value’; I think we have picked up some genuine potential leads. It’s always hard when you are showing something so radically different; it’s about planting the seed, letting people know what the technology can do, and seeing what happens from there. We’re not expecting to make show sales, but there’s every chance real business will come out of it for us. ”

**Heath van der Waerden**  
Tasman Machinery



“ It’s been a great show for us, we have had lots of interest and made some good contacts. The value of these shows is not only measured in sales, it is also the ability to connect with people who may not be on your current contacts list – but who you can follow up and build relationships with later. Not everyone may be ready to buy, some may not even have considered the kind of equipment we have on show, but it’s an opportunity to start the conversation. ”

**Steven Badger**  
Canon/Oce

“ Very happy with the flow through the stand and with the opportunities presented. We have the largest coverage we’ve ever had at PacPrint... so we are getting feedback from across the board. It’s been a great opportunity for us to tell the whole ‘end to end’ story, from web-to-print, through prepress and workflow solutions, to wide format and grand format printers. We have been very pleased with the quality of the visitors and have done some very good business, including signing a letter of intent with one of Australia’s largest franchise print businesses to deliver our PrintSmith Vision throughout their network. ”

**Alison Whyte**  
EFI



“ We have had a very good show. The numbers might be down from the last PacPrint but just like drupa, PacPrint attracts the right people. The visitor quality is very high. ”

**Nicola Bissett**  
Optimus MIS

“ I find that the ‘aisleway business’ is always the most valuable part of a show like PacPrint – people are here with a view to having conversations, they’re away from the day to day pressures of their business, and they are more candid and open than they might be on a sales visit – they talk in a much broader and more general way about what they want from their business, rather than focusing on a particular products. So even when you only have a short conversation, it can be very valuable. Also, you may not only see the person you usually contact at a company, but their ‘heir apparent’, or senior team members, who are also valuable to know and talk to. ”

**Rob Cornish**  
Product Consultant,  
Screen

## KEY STATISTICS

FROM  
pacprint  
2013

1

13,372

There were **13,372 total visits** over five days of PacPrint13

86



Overall, visitors' satisfaction with PacPrint13 was high with **86%** stating that they were 'very satisfied' or 'satisfied'



Visitors spent an average of **4.11 hours**

## SPOTLIGHT ON THE VISITORS\*



### Summary of attendance

DATE	SINGLE VISITS	REVISITS	TOTAL
Tuesday 21 May	1,931	-	<b>1,931</b>
Wednesday 22 May	2,091	383	<b>2,474</b>
Thursday 23 May	3,061	581	<b>3,642</b>
Friday 24 May	2,585	830	<b>3,415</b>
Saturday 25 May	1,417	493	<b>1,910</b>
<b>Total visitors</b>	<b>11,085</b>	<b>2,287</b>	<b>13,372</b>

### Trade visitor analysis by job

JOB TITLE	NUMBER OF RESPONSES	% OF ATTENDEES
Administrator	384	3.5%
Apprentice / Student	866	7.8%
CEO / Managing Director / Director	2,004	18.1%
Consultant / Educator	175	1.6%
Designer	1,002	9.0%
Finance / Accountant & Estimator	115	1.0%
Manager / Supervisor	2,055	18.5%
Media	63	0.6%
Operator	461	4.2%
Owner / Partner	1,493	13.5%
Production	836	7.5%
Purchasing	212	1.9%
Research & Development	144	1.3%
Sales & Marketing	1,316	11.9%
Technical	420	3.8%
Other	496	4.5%
<b>Total Responses</b>	<b>12,042</b>	

\* Source: Micromex Visitor Research - PacPrint13 / CAB Audit Report - PacPrint13

^ Analysis had multiple responses - % based on single visits

### Trade visitor analysis by state/country breakdown

STATES & COUNTRIES	NUMBER OF ATTENDEES	% OF ATTENDEES
VIC	7,872	71.0%
NSW	1,288	11.6%
SA	279	2.5%
QLD	560	5.1%
WA	162	1.5%
TAS	117	1.1%
ACT	70	0.6%
NT	21	0.2%
<b>Total Australia</b>	<b>10,369</b>	<b>93.5%</b>
New Zealand	362	3.3%
Japan	48	0.4%
Other Overseas	306	2.8%
<b>Total</b>	<b>11,085</b>	<b>100.00%</b>

### Objectives when attending PacPrint13

OBJECTIVES	IMPORTANCE SCORE	SATISFACTION SCORE
To look for new products/evaluate new technology	4.51	4.07
To keep abreast of industry trends	4.48	4.09
To see existing suppliers	3.40	4.00
To look for new/alternative suppliers	3.25	3.92
Networking	3.27	3.99
To make purchasing decisions/source products	2.94	3.90
To access IT/software solutions	2.67	4.00
To solve specific problems in my business	2.55	3.88
To place orders	2.16	3.50
To attend the PacPrint Forums	2.28	3.94
To attend the Business Improvement Workshops	2.13	4.13

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

## KEY STATISTICS

FROM  
pacprint  
2013

2

83%



**83%** of visitors that they 'definitely will' or 'probably will' recommend to associates in the industry that they should visit PacPrint

61%



**61%** of visitors stated that they held direct authority or influence for purchasing the types of goods or services seen at PacPrint13

79%



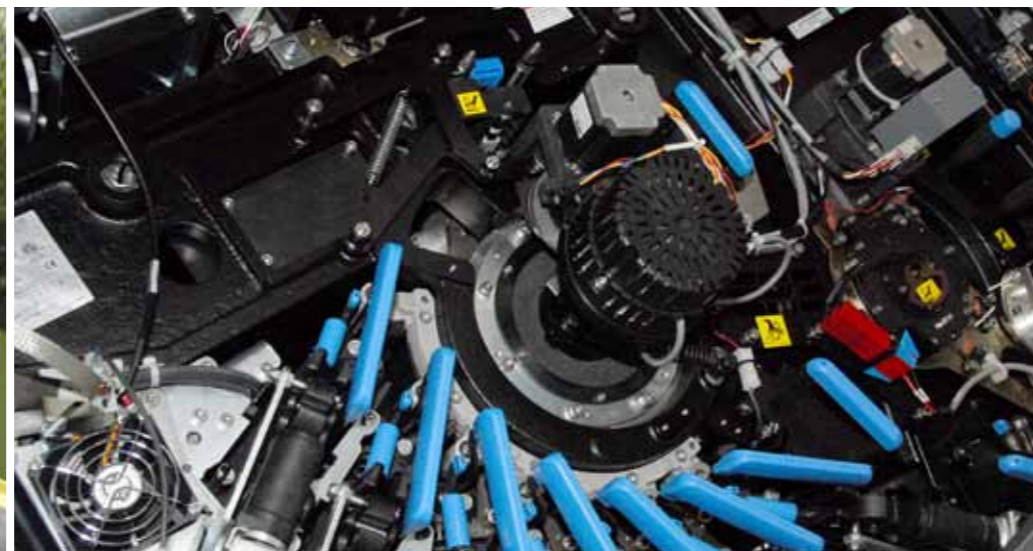
**79%** of visitors who had direct authority or influence for purchasing, saw something at PacPrint13 that they were likely to buy after the exhibition.

## Trade visitor analysis by industry category^

INDUSTRY CATEGORY	NUMBER OF RESPONSES	% OF ATTENDEES
Acrylic	272	2.5%
Airbrushing	68	0.6%
Artwork / Graphic Design	454	4.1%
Awards & Trophy	75	0.7%
Banner	390	3.5%
Braille & Tactile Signs	92	0.8%
Cheques & Security Printing	90	0.8%
Commercial Printing – General & Promotional	1,550	14.0%
Componentry System	56	0.5%
Consumables	123	1.1%
Copying	148	1.3%
Corporate	217	2.0%
Designers – Graphic	1,345	12.1%
Digital	615	5.5%
Digital Printing	1,946	17.6%
Direct Marketing / Advertising / Marketing	318	2.9%
Display	351	3.2%
Embroidery	72	0.6%
Engraving / Laser / Etching	214	1.9%
Envelope Manufacturing	54	0.5%
Flatbed Printing	200	1.8%
Government	126	1.1%
Greeting Cards / Calendars & Diaries	37	0.3%
Heat Transfer	238	2.1%
Illuminated Signage / Neon / LED / Light Box	214	1.9%
Industry Association	65	0.6%
Inplant	36	0.3%
Internet Web Design & Production	97	0.9%
Label Printing	509	4.6%
Laminating	328	3.0%

INDUSTRY CATEGORY	NUMBER OF RESPONSES	% OF ATTENDEES
Large Format Printing	495	4.5%
Mail House	145	1.3%
Multimedia	122	1.1%
Offset / Pad Printing	138	1.2%
Packaging – Folding Cartons	175	1.6%
Packaging – Other & Paper Converting	274	2.5%
Paint	125	1.1%
Paper Merchant	150	1.4%
Photography / Photo Library	184	1.7%
Plotter / Cutter	330	3.0%
Prepress House / Service Bureau	106	1.0%
Print Broker	178	1.6%
Print Buyer	126	1.1%
Print Supplier – Equipment / Consumable	540	4.9%
Printing (Book / Magazine / Periodical & Newspaper)	383	3.5%
Promotional Items	215	1.9%
Publishing (Books / Magazine / Newspaper)	194	1.8%
Routing	180	1.6%
Screen Printing	372	3.3%
Signage	636	5.7%
Software	158	1.4%
Stationary / Business Form	95	0.9%
Sublimation	146	1.3%
Substrate	168	1.5%
Trade Binding & Finishing	144	1.3%
Vinyl	424	3.8%
Other	1,106	10.0%
<b>Total Responses</b>	<b>17,609</b>	

^ Analysis had multiple responses - % based on single visits





MARKETING  
**ACTIVITIES**  
 FOR  
**pacprint**  
 2013

Below is an overview of marketing activities undertaken to attract a high-quality audience of industry professionals to PacPrint13.

**Direct Mail**

Approximately 47,000 trade invitations were distributed to industry personnel using targeted mailing lists. A further 33,000 were sent to exhibitors and industry associations for distribution to customers and members.

**Email Marketing**

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

**Advertising**

To target potential PacPrint visitors, an extensive advertising campaign commenced four months prior to the show. The campaign incorporated a combination of various channels, including:

- Trade Publications – advertising in major industry publications.
- Online – advertising on major industry websites and e-newsletters.
- Newspaper – metro newspapers.

**Competition**

A poster competition was held to engage the graphic design industry and social media community. Incentives/prizes included an Apple Macbook Pro13 and getting the design printed at PacPrint.

The trade invite also offered the opportunity to win an Apple Macbook Pro13 by entering their details on the promotional card and placing it into the barrel at the show.

**Telemarketing**

A successful telemarketing campaign to previous visitors was undertaken five weeks before PacPrint13.

**Public Relations**

Our public relations agency – Frampton PR - undertook a broad campaign covering industry and the mainstream media. Ample editorial coverage of PacPrint13, individual exhibitors and products and parallel events was secured in all key printing and graphic communications industry trade journals and in the mainstream media.

**PacPrint Website**

The new PacPrint website proved to be a valuable tool for visitors and exhibitors to access information about the event. All exhibitors were provided with the opportunity to submit a 250 word online company profile plus the opportunity to upload specific product information.

**Social Media**

A Facebook page, Twitter account, and LinkedIn group were created for PacPrint to increase awareness and generate discussions within the industry. Followers and fans were kept connected before, during, and after the event via regular live posts.

**Exhibition Directory**

Distributed to every visitor, the Exhibition Directory was again a valuable reference tool during and after the show. As part of the exposure package, every exhibitor benefited from a 100 word listing and a quarter page advertisement.

