



**What has been verified in this audit?**

The CAB Exhibition Audit provides verified analysis of the attendance volume of visitors to an exhibition or event. The audit conducted for PacPrint 05, May 24-28, 2005 provides detail of the total trade visitor attendance, attendance per day, single visit and revisit data as well as demographic analysis of trade visitor attendees.

The organisers of PacPrint 05 presented all attendance records to establish the Daily Attendance and Total Attendance figures.

Organised on behalf of GAMAA and PIAA by Reed Exhibitions:

Reed Exhibitions Australia  
 Locked Bag 7888, Chatswood, NSW 2067  
 Telephone: (02) 9422 2500 Fax: (02) 9422 2555  
 URL: www.pacprint.com.au  
 Date of Next Event: PacPrint 09, 2009  
 Next Venue: Melbourne Exhibition & Convention Centre



Authorised for issue by the Circulations Audit Board June 21, 2005



All the registration statistics for this event were produced by Info Salons Australia. Info Salons can offer you an accurate, effective method of total registration processing.  
 Telephone: (02) 9211 7344 Facsimile: (02) 9211 7470

All data published in this Certificate of Attendance has been audited by the CAB staff auditors and is authorised for issue by the Exhibition Division of the Circulations Audit Board as at June 21, 2005. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance of this exhibition.

This report is the copyright property of Reed Exhibitions - Australia and the Circulations Audit Board. No figures may be published without the permission of the copyright holders. This document is valid until May 1, 2009. The Circulations Audit Board cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information published is correct.



**Circulations Audit Board**

Level 8, 15 Blue Street, North Sydney NSW 2060  
 Tel: 02 9954 9800 Fax: 02 9956 8220  
 web: www.auditbureau.org.au

No attempt has been made to rank the information contained in this report in order of importance as the CAB believes this is a judgment to be made by the user.



# EXHIBITION AUDIT REPORT



PacPrint 2005

**Organiser:** Organised on behalf of GAMAA and PIAA by Reed Exhibitions - Australia

**Date of exhibition:** May 24 -28, 2005

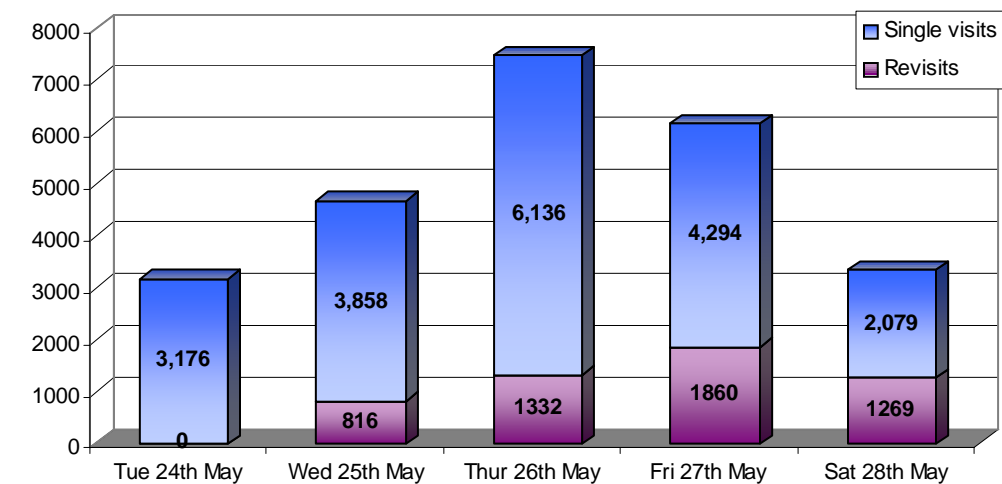
**Location:** Melbourne Exhibition & Convention Centre

**Summary of Attendance\***

<b>Total Single Visits</b>	<b>19,543</b>
<b>Revisits</b>	<b>5,277</b>
<b>Total Trade Visits</b>	<b>24,820</b>

	<u>Single Visits</u>	<u>Revisits</u>	<u>Total</u>
Tuesday 24th May, 2005	3,176	0	3,176
Wednesday 25th May, 2005	3,858	816	4,674
Thursday 26th May, 2005	6,136	1,332	7,468
Friday 27th May, 2005	4,294	1,860	6,154
Saturday 28th May, 2005	<u>2,079</u>	<u>1,269</u>	<u>3,348</u>
<b>Total Visitors</b>	<b>19,543</b>	<b>5,277</b>	<b>24,820</b>

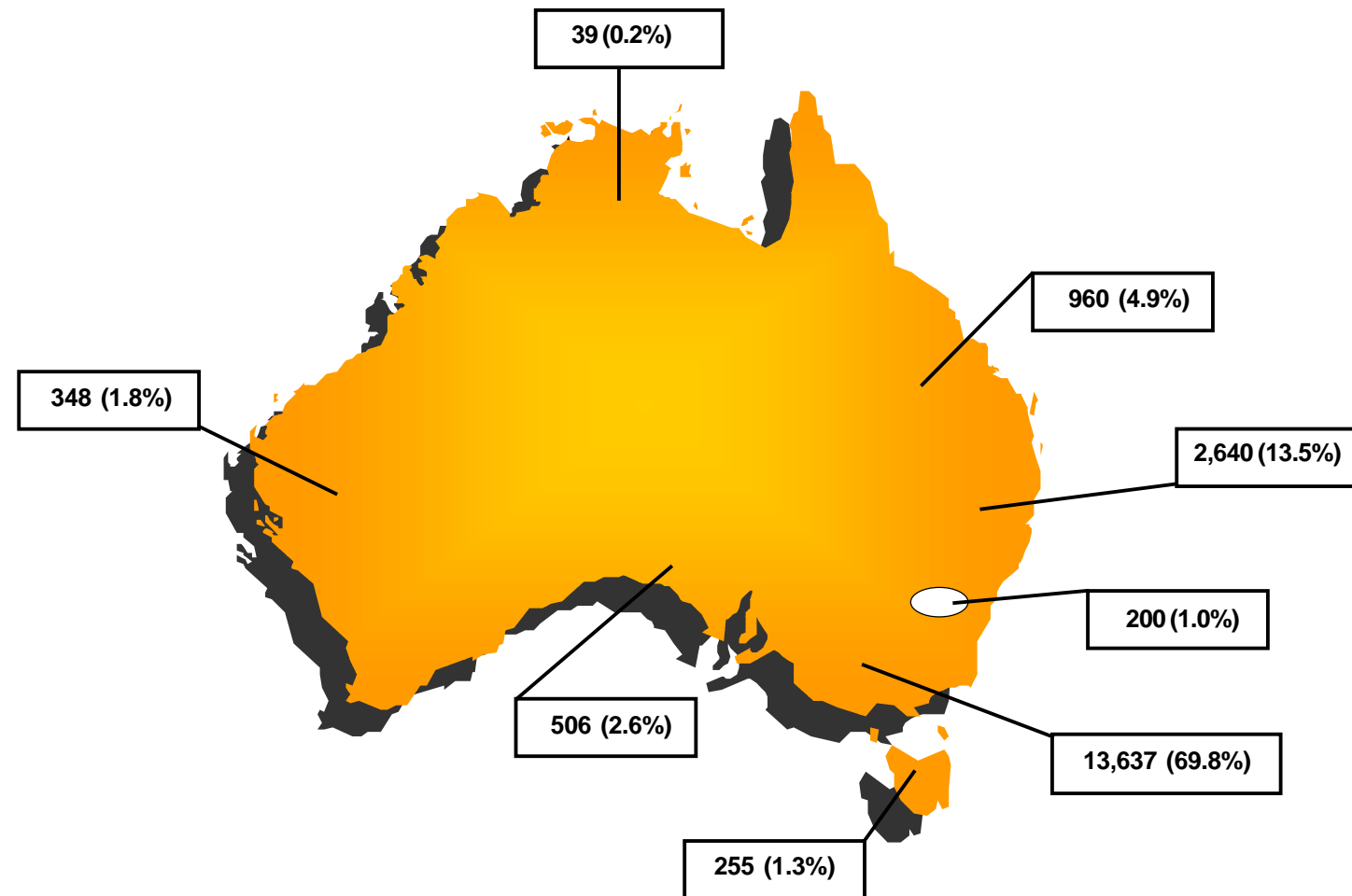
\* A summary of the number of trade visitors who attended the show, reported by day (one entry only per day) and categorised as first time visits and attendees who have revisited the exhibition on subsequent days. Reported attendance does not include exhibitors.





Analysis of Attendance by Geographic Area

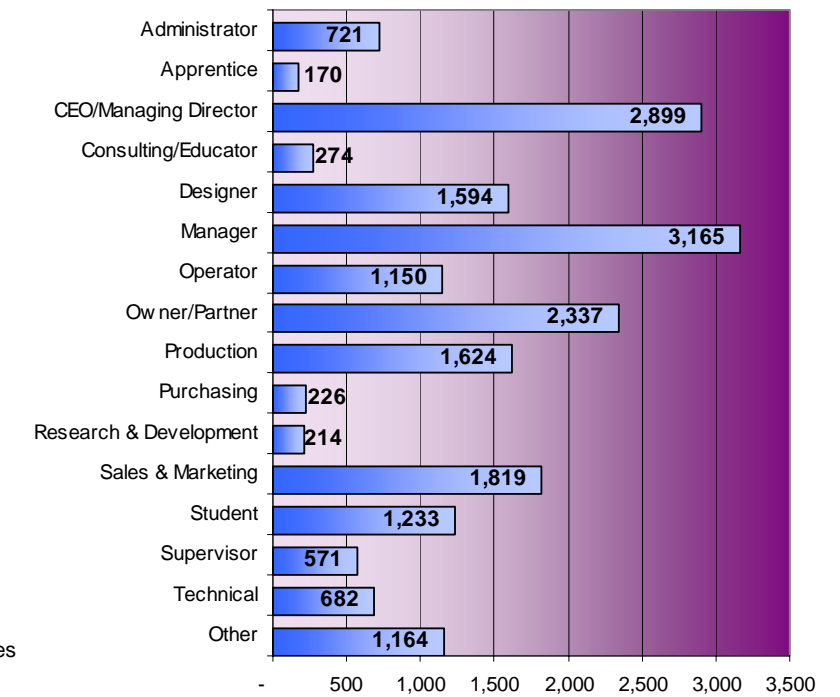
State/Country	No of Attendees	% of Attendees
VIC	13,637	69.8%
NSW	2,640	13.5%
QLD	960	4.9%
SA	506	2.6%
WA	348	1.8%
TAS	255	1.3%
ACT	200	1.0%
NT	39	0.2%
Total Australia	18,585	95.1%
New Zealand	729	3.7%
Other Overseas	229	1.2%
Total	19,543	100%



Analysis of Attendance by Commercial Demographics

Analysis by Job Function\*

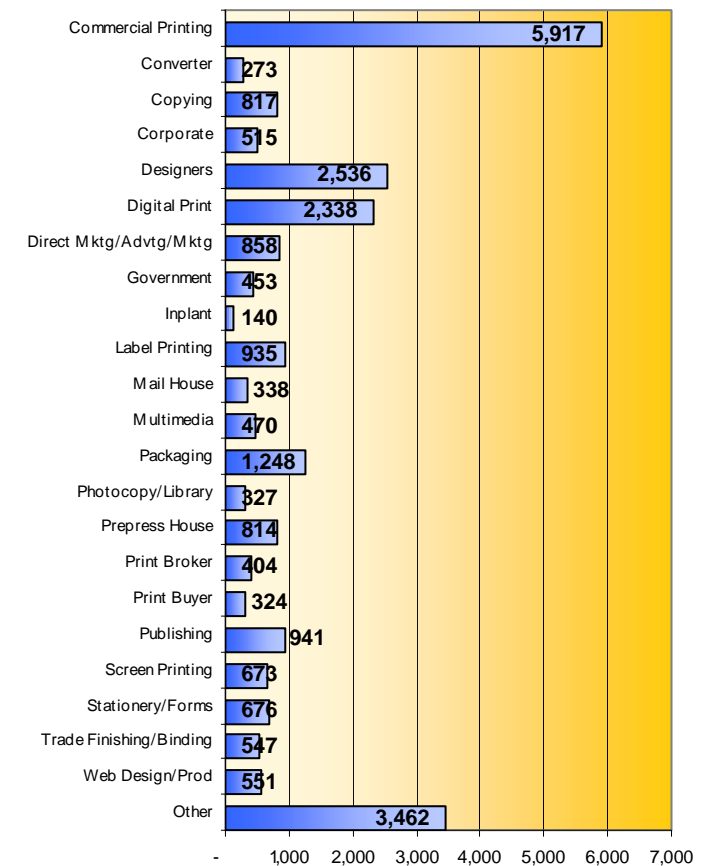
Position Type	No of Responses	% of Attendees
Administrator	721	3.7%
Apprentice	170	0.9%
CEO/Managing Director	2899	14.8%
Consulting/Educator	274	1.4%
Designer	1594	8.2%
Manager	3165	16.2%
Operator	1150	5.9%
Owner/Partner	2337	12.0%
Production	1624	8.3%
Purchasing	226	1.2%
Research & Development	214	1.1%
Sales & Marketing	1819	9.3%
Student	1233	6.3%
Supervisor	571	2.9%
Technical	682	3.5%
Other	1164	6.0%
<b>Total Responses</b>	<b>19,843</b>	



\* Analysis by Job Function had multiple responses from attendees

Analysis by Industry Category \*

Business Interest	No of Responses	No of Attendees
Commercial Printing/General	5,917	30.3%
Converter	273	1.4%
Copying	817	4.2%
Corporate	515	2.6%
Designers	2,536	13.0%
Digital Print	2,338	12.0%
Direct Marketing/Advertsg/Marketg	858	4.4%
Government	453	2.3%
Inplant	140	0.7%
Label Printing	935	4.8%
Mail House	338	1.7%
Multimedia	470	2.4%
Packaging	1,248	6.4%
Photocopy/Photo Library	327	1.7%
Prepress House/Service Bureau	814	4.2%
Print Broker	404	2.1%
Print Buyer	324	1.7%
Publishing (books, mags, newsprrs)	941	4.8%
Screen Printing	673	3.4%
Stationery/Business Forms	676	3.5%
Trade Finishing - Binding House	547	2.8%
Web Design/Web Production	551	2.8%
Other	3,462	17.7%
<b>Total Responses</b>	<b>25,557</b>	



\* Analysis by Industry Category had multiple responses from attendees