

POST-SHOW BULLETIN

POST-SHOW INFORMATION FOR PACPRINT 09 EXHIBITORS AND SUPPORTERS



Thank you for a successful PacPrint 09

Thank you to all exhibitors and supporting organisations for your involvement in last week's PacPrint 09 in Melbourne. Feedback from the majority of exhibitors was very positive, with many reporting on-site sales and a good number of quality leads. I must congratulate all exhibitors for your proactive approach to growing your business in this challenging economic climate.

More than 2,500 people came through the doors on the final day of PacPrint 09 last Saturday, bringing the overall tally to a very respectable 18,197. Nearly three quarters of these came from Victoria, with another 23% from interstate and 4% from overseas destinations. Although numbers were down on 2005 levels, exhibitors across the board expressed 'pleasant surprise' at the numbers which exceeded their expectations, and were also delighted with what they saw as the excellent quality of the visitors.

Early research shows that more than 12% of visitors identified themselves as the CEO or MD of their company, with another 10% registered as 'owner' or 'partner' and a further 15% as being in management positions. For exhibitors, this breakdown – together with the good number of sales made – confirmed that the 'decision makers' were still strongly in attendance.

See over the page for "PacPrint 09 at a glance" - an overview of visitor statistics. Note that these figures are only preliminary, and a fully audited Post-Show Report will be sent to you within three months. As part of this process, our independent research consultant (Micromex) will be contacting exhibitors over the next couple of weeks seeking detailed feedback. Please take this opportunity to provide us with your views on PacPrint 09, or email us directly at pacprint@reedexhibitions.com.au.

The consensus among visitors was also very positive. As one visitor said to me, PacPrint 09 was, "just what the industry needed...providing intelligence, ideas and information which will help businesses equip themselves to survive, and prosper, into the future."

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This assessment was supported by the input of three internationally renowned speakers at the well-attended PacPrint 09 Forum Series, where delegates were told that the market was starting to recover, and encouraged to look for the opportunities which are always presented by crises.

The information delivered at the Forums, together with the products, systems and ideas on show at the exhibition, gave PacPrint 09 visitors a better understanding of how to do that, as well as emphasising the critical role our leaders, and our people, play in that success.

On behalf of the PacPrint 09 Board, thanks again to all exhibitors, as well as trade visitors, media representatives, and all other supporters for their contribution to PacPrint 09. We are already looking forward eagerly to working with you again at the next PacPrint in 2013.

Alastair Hadley, Chairman, PacPrint 09

PacPrint 09 at a glance*					
Total Visits	18,197				
Visits Per Day	Tuesday	Wednesday	Thursday	Friday	Saturday
	2,503	3,608	4,510	5,067	2,509
State Breakdown	VIC	73.0%		QLD	4.4%
	NSW	11.7%		SA	2.9%
	WA	1.5%		ACT / NT	1.0%
	TAS	1.4%		International	4.1%
Job Function	CEO / Managing Director			12.0%	
	Owner / Partner			9.7%	
Industries	Digital Printing			13.2%	
	Graphic Design			13.0%	
	Commercial Printing (General & Promotional)			12.3%	
Exhibitor Numbers	206				
Exhibitor Personnel	3,791				

* Subject to final CAB audit

Thank you to all exhibitors for your valued participation at PacPrint 09.
For more information visit : www.pacprint.com.au

Key Contacts

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