

2008 Post Show Report

Name: Designbuild Australasia

Dates: 15 - 18 June 2008

Number of visitors: 10,445

Venue: Melbourne Exhibition Centre

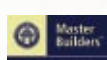
Number of Exhibitors: 423

Gross Space: 18,000 square metres

Supported by:



Australian
Architecture
Association



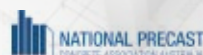
Green Plumbers®
Commercial Plumbers & Contractors



CUSTOM
ELECTRONIC
DESIGN &
INSTALLATION
ASSOCIATION



AUSTRALIAN STEEL INSTITUTE



NATIONAL PRECAST
CONCRETE ASSOCIATION AUSTRALIA

Exhibitor Profile:

Building products and technology for residential, commercial and industrial construction & design.

International Exhibitors

138 Exhibitors from the following 15 countries:

Belgium

Canada

China

Finland

Germany

Hong Kong

Italy

Japan

Malaysia

New Zealand

Singapore

Slovenia

Taiwan

Turkey

USA

Visitor Profile

Specifiers, buyers & key decision makers, including Architects, Building Designers, Engineers, Builders, Property Developers, Contractors, Distributors, Manufacturers & Retailers.

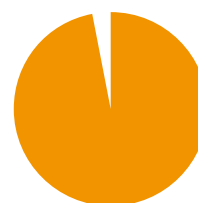
Visitor Survey Results



90% of visitors
discovered new products



90% of visitors
said they would be likely to specify
products they had seen at
Designbuild 2008



97% of exhibitors
generated sales leads at the show

- The average value of **sales leads** generated was **\$299k**
- Visitors to the show had an **average spend of \$4.8 million** over a 12 month period
- Top visitor categories were **Architects, Building Designers, Builders, CEO/Managing Director/Partner and Plumbing Contractors**

Visitor by Job Function

| | | | |
|------------------------|------|---------------------------------|------|
| Architect | 562 | CEO, Managing Director, Partner | 1569 |
| Building Designer | 416 | Manager | 943 |
| Designer | 459 | Sales Manager | 535 |
| Draftsperson | 188 | Plastering Contractor | 12 |
| Interior Designer | 217 | Plumbing Buyer | 93 |
| Builder | 1187 | Plumbing Contractor | 756 |
| Buyer | 153 | Project Manager | 427 |
| Cabinet Maker | 58 | Property Developer | 243 |
| Carpenter | 194 | Property Manager | 67 |
| Apprentice | 171 | Quantity Surveyor | 28 |
| Bricklaying Contractor | 24 | Roofing Contractor | 31 |
| Concrete Contractor | 50 | Painting Contractor | 22 |
| Electrical Contractor | 67 | Shopfitting Contractor | 23 |
| Employee | 400 | Landscape Contractor | 43 |
| Facility Manager | 82 | Tiling & Fixing Contractor | 63 |
| Foreman / Supervisor | 117 | Student / Teacher | 267 |
| Hardware Buyer | 52 | Town Planner | 8 |
| HVAC Contractor | 26 | Other | 892 |

Visitor by Business Type

| | | | |
|-------------------------|------|--------------------------|------|
| Agent | 108 | Manufacturing | 987 |
| Commercial Construction | 1154 | Owner Builder | 360 |
| Consulting | 945 | Plumbing | 1209 |
| Distribution | 218 | Residential Construction | 2288 |
| Engineering | 405 | Retail | 310 |
| Fabrication | 115 | Wholesale | 379 |
| Importing | 249 | Other | 1068 |

Total Visitors 10,445

Export Opportunities:

The Austrade International Buyer Program saw over 80 key international buyers looking to identify and procure Australian products and services. In addition to the Austrade International Buyer program, there were 121 international visitors from 27 countries

Seminars & Events:

The Designbuild Green Building Seminars were presented by leading sustainability experts and covered the latest in environmentally sustainable architecture, design and construction. They were appreciated by a total audience of over 600 delegates.

In addition to the Green Building Seminars, industry conferences and seminars running in conjunction with Designbuild included: 2008 National Plumbing Forum, Green Plumbers Seminars, Plumbing Supply Forum 2008 and National Precast Concrete Association Seminars.

Key Upcoming Events

designbuild
PERTH

Perth Convention Exhibition Centre

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17 - 19 October 2008 (incorporating the Perth Plumbing Show)

Australia's largest 'trade only' design and building exhibition is returning to Perth. This is the only dedicated trade event for Perth in 2008. If you want to make the most of the booming WA economy this is the place to start. Designbuild Perth is over 90% sold. Book now to avoid disappointment.

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AUSTRALASIA

Sydney Convention
& Exhibition Centre

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21 - 23 May 2009 (incorporating the National Plumbing Show) Sydney Convention & Exhibition Centre

Designbuild Sydney is over 50% sold. Book now to secure your location. Supported by Master Plumbers and Mechanical Services Association of Australia and Green Plumbers

designbuild
PERTH

Perth Convention Exhibition Centre

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9 - 11 October 2009 (incorporating the Perth Plumbing Show)

Perth Convention & Exhibition Centre
(incorporating the Perth Plumbing Show)
Book now to secure the best stand for 2009

To secure your location at any of these events call the designbuild team on **03 9261 4500**
or email designbuild@divexhibitions.com.au

Organised by:

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EXHIBITIONS ■ AUSTRALIA

