



GME 2008 Post-Show Report

A Word from the Exhibition Manager

On behalf of Reed Exhibitions, I would like to thank all our exhibitors, visitors, supporting organisations, media representatives, suppliers and the Kalgoorlie Boulder community for their contribution to the success of the 2008 edition of the Goldfields Mining Expo.

GME 2008 hosted 316 exhibitors, presenting a comprehensive display of the latest developments, products and technologies for a wide range of mining and industrial applications. The quality and range of exhibits on show, coupled with the new floor plan and improved onsite facilities, drew praise from trade visitors. It is a credit to our exhibitors that 82% of our visitors were 'satisfied' or 'very satisfied' with their visiting experience.

GME 2008 saw visitor numbers grow by 15% over the three days compared with GME 2006. This is a testament to the importance of the exhibition in the eyes of the strong mining and support industries in and around the Eastern Goldfields and throughout Western Australia.

Since the first edition was held in 1983, GME has grown to become the leading mining exhibition in Western Australia and is recognised internationally. In 2008 GME once again had a strong national as well as international presence from throughout the key mining regions of Australia and overseas countries such as Canada, China, Mongolia, New Zealand, South Africa, Sweden and Thailand. The official South African Pavilion, organised by the Department of Trade and Industry, was a particular highlight and I thank them for their special commitment and support for GME 2008. I would also like to thank the Government of Western Australia and Austrade for their involvement and support, not least in the promotion of GME in international markets.

The staging of GME 2008 was the result of a great deal of passion, energy and sheer hard work 'behind the scenes' from the Kalgoorlie Boulder Chamber of Commerce and Industry and the team here at REEDMININGEVENTS – I would like to thank all those involved for their contribution.

I trust that your participation at GME 2008 was a success and that we shall be able to welcome you back in 2010. Please do not hesitate to contact me or one of the team if you wish to discuss any of the contents of this report.

The team at REEDMININGEVENTS looks forward to seeing you at one of our premium mining industry exhibitions in 2009 and at the next GME in October 2010.

Soren Norgaard
Exhibition Manager – REEDMININGEVENTS
www.goldfieldsminingexpo.com.au

THE SHOW IN REVIEW

- >> A WORD FROM THE EXHIBITION MANAGER
- >> SPOTLIGHT ON THE VISITORS
- >> SPOTLIGHT ON THE EXHIBITORS
- >> TARGETED MARKETING ACTIVITIES
- >> CALENDAR OF EVENTS
- >> THE GME TEAM



KALGOORLIE-BOULDER CHAMBER
OF COMMERCE & INDUSTRY INC.

REEDMININGEVENTS

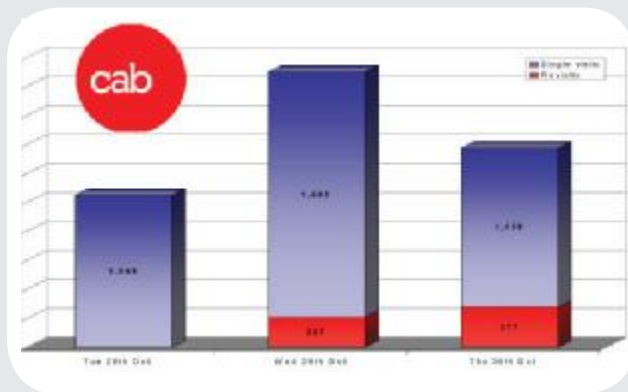
Reed Exhibitions

Key Research Outcomes

The Post-Show Report is a transparent account of what GME 2008 was all about. 230 trade visitors and 125 exhibitors were surveyed by our independent research company Micromex Research. Visitor statistics included in this report have been audited and approved by the Circulations Audit Board to provide you with a detailed overview of GME 2008.

We hope you enjoy reading this report and that it provides you with a useful insight into GME 2008. If you have any queries about this report, please do not hesitate to contact the REEDMININGEVENTS team.

Spotlight on the Visitors



	Single Visits	Revisits	Total
Tuesday 28th October	1049	0	1049
Wednesday 29th October	1693	207	1900
Thursday 30th October	1098	277	1375
Total	3840	484	4324

State	No of Attendees	% of Attendees
WA	3648	95.0%
NSW	57	1.5%
VIC	48	1.2%
NT	2	0.1%
QLD	37	0.9%
SA	11	0.3%
TAS	2	0.1%
ACT	0	0.0%
Total Australia	3805	99.1%
New Zealand	8	0.2%
Other Overseas	27	0.7%
Total	3840	100%

Analysis by Industry / Business Category

Analysis by Industry / Business Category	No of Responses	% of Attendees
Agriculture	66	1.7%
Blasting & Demolition	65	1.7%
Communications	41	1.1%
Construction	263	6.8%
Consulting & Design	65	1.7%
Contracting	223	5.8%
Defence / Aerospace	13	0.3%
Drilling	267	7.0%
Education	67	1.7%
Engineering	303	7.9%
Environment	72	1.9%
Financial Institution	25	0.7%
Government	42	1.1%
Import / Export	30	0.8%
Maintenance	407	10.6%
Materials Handling	113	2.9%
Mineral Processing	185	4.8%
Mining	1117	29.1%
Oil & Gas	60	1.6%
Power Distribution	44	1.1%
Power Generation	64	1.7%
Process, Control & Instrumentation	69	1.8%
Production / Refining	36	0.9%
Quarrying	51	1.3%
Telecommunications / IT	32	0.8%
Transport / Distribution / Storage	157	4.1%
Utilities	30	0.8%
Waste Management	40	1.0%
Other	246	6.4%
Total	4193	

* Multiple responses from attendees – % based on single visits.

Spotlight on the Visitors

Industry Sector*	No of Responses	% of Attendees
Construction	748	19.5%
Engineering	948	24.7%
Mining	2615	68.1%
Total	4311	

Analysis by Promotional Sources*	No of Responses	% of Attendees
Airport Signage	135	3.5%
Colleague	701	18.3%
Direct Mail Invitation (Brochure)	347	9.0%
Email Invitation	278	7.2%
Exhibitor	368	9.6%
Industry Association	313	8.2%
Industry Magazine / Journal	263	6.8%
Internet	246	6.4%
Kalgoorlie Boulder Chamber of Commerce & Industry (KBCCI)	517	13.5%
Poster	196	5.1%
Telephone Call	91	2.4%
TV	483	12.6%
Other	176	4.6%
Total	5623	

* Multiple responses from attendees – % based on single visits.

Satisfaction:

82% of respondents stated that overall they were 'satisfied' or 'very satisfied' with GME 2008.

Purchasing authority and intentions:

64% of respondents stated that they held direct authority or influence for purchasing the types of goods all services seen at GME.

80% of respondents, who had direct authority or influence for purchasing, saw something at GME that they were likely to buy after the exhibition.

Exhibition Directory:

49% of respondents who received an 'Exhibition Directory' stated that they would use it to contact exhibitors after GME.

47% of respondents who received an 'Exhibition Directory' stated that they would keep it for 9 months or longer.

29% of respondents who received an 'Exhibition Directory' stated that 4 or more people would have access to it.

Objectives	Importance Rating	Satisfaction Rating
To look for new products	4.04	3.51
To keep abreast of industry trends	3.90	3.58
Networking	3.76	3.51
To look for new/alternative suppliers	3.65	3.58
To see existing suppliers	3.64	3.48
To make purchasing decisions/source products	3.27	3.24
To attend conferences/seminars	2.75	3.01
To place orders	2.55	3.14

Mean ratings: 1= not at all important and not at all satisfied, 5 = extremely important and extremely satisfied.

Source: Micromex Visitor Survey – GME 2008



Visiting Trends:

44% of respondents were visiting GME for the first time.

Time spent at GME:

Time spent at GME was 4.9 hours on average.

Awareness of GME:

35% of respondents first became aware of GME via the 'newspaper', **24%** through a radio commercial and **22%** via 'direct mail'.

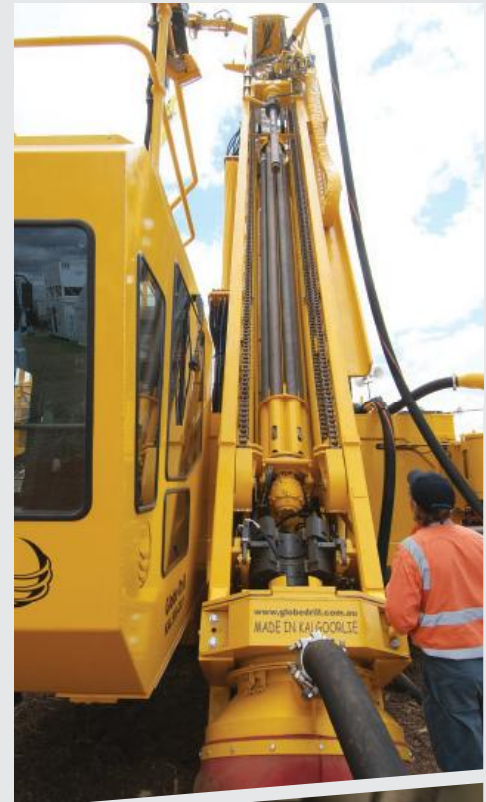
Future GME visiting intentions:

67% of respondents stated that they intend to visit GME in 2010.

VISITOR PRODUCT INTEREST

EXHIBITOR PRODUCTS

	No of Responses	% of Attendees	No of Responses	% of Exhibitors
Accessories & Attachments	347	9.0%	16	5.1%
Accommodation & Services	118	3.1%	8	2.6%
Aerators	28	0.7%	4	1.3%
Agricultural Equipment	75	2.0%	6	1.9%
Air Conditioning	133	3.5%	6	1.9%
Bearings	184	4.8%	7	2.2%
Business Services	135	3.5%	5	1.6%
Cable Locators	75	2.0%	6	1.9%
Chemicals & Chemical Handling	129	3.4%	12	3.8%
Cleaning & Sweeping Equipment	61	1.6%	4	1.3%
Coal Preparation	32	0.8%	4	1.3%
Communications	219	5.7%	14	4.5%
Compressors	197	5.1%	6	1.9%
Computers, Software & Services	254	6.6%	10	3.2%
Concrete Products	120	3.1%	5	1.6%
Construction Equipment & Services	261	6.8%	24	7.7%
Consulting Services	129	3.4%	25	8.0%
Conveyor Equipment	161	4.2%	17	5.4%
Cranes & Lifting Equipment	269	7.0%	10	3.2%
Demountable / Transportable Buildings	105	2.7%	5	1.6%
Drilling, Boring & Blast Equipment	478	12.4%	25	8.0%
Earthmoving Equipment	463	12.1%	20	6.4%
Electrical Equipment	333	8.7%	32	10.3%
Elevated Work Platforms	122	3.2%	1	0.3%
Engineering Products & Services	399	10.4%	50	16.0%
Engines, Transmissions, Gensets & Components	279	7.3%	11	3.5%
Environmental Services / Products	143	3.7%	19	6.1%
Erosion Control	62	1.6%	2	0.6%
Exploration	194	5.1%	9	2.6%
Filters & Filtration	197	5.1%	20	6.4%
Fleet Management	137	3.6%	9	2.9%
Fuel & Lubrication Products & Services	205	5.3%	12	3.8%
Government / Associations	56	1.5%	7	2.2%
Ground Support	124	3.2%	5	1.6%
Highwall Mining Equipment	53	1.4%	0	0.0%
Hire Equipment	223	5.8%	25	8.0%
Human Resources / Training	160	4.2%	8	2.6%
Hydraulic Pneumatic Engineering	182	4.7%	10	3.2%
Landscaping Services & Supplies	52	1.4%	2	0.6%
Longwall Mining	72	1.9%	3	1.0%
Maintenance & Repair Services	359	9.3%	39	12.5%
Materials Handling	196	5.1%	28	9.0%
Mineral Processing	255	6.6%	16	5.1%
Mining & Civil Contractors	340	8.9%	29	9.3%
Open Cut Mining Equipment	276	7.2%	20	6.4%
Pipeline Maintenance & Equipment	118	3.1%	13	4.2%
Plant Hire	193	5.0%	6	1.9%
Pollution Control Products	61	1.6%	8	2.6%
Power Generation & Distribution	135	3.5%	14	4.5%
Process, Control & Instrumentation	122	3.2%	20	6.4%
Promotional Products	94	2.4%	4	1.3%
Protective Coating / Corrosion Control	102	2.7%	8	2.6%
Publications	64	1.7%	4	1.3%
Pumps / Pipes / Valves	269	7.0%	42	13.5%
Quarrying, Crushing & Screening Equipment	136	3.5%	20	6.4%
Recruitment Services	103	2.7%	1	0.3%
Recycling Products / Equipment	87	2.3%	7	2.2%
Rescue	102	2.7%	12	3.8%
Safety Products / OH&S	334	8.7%	57	18.3%
Security / Fire Safety	96	2.5%	11	3.5%
Signage / Traffic Control	83	2.2%	5	1.6%
Software	123	3.2%	9	2.9%
Storage Equipment	86	2.2%	5	1.6%
Surveying Equipment & Services	91	2.4%	6	1.9%
Tanks - Water / Fuel / Industrial	156	4.1%	12	3.8%
Testing / Sampling / Monitoring	125	3.3%	12	3.8%
Tools - Hand / Power / Air	396	10.3%	19	6.1%
Transport	244	6.4%	19	6.1%
Underground Mining Equipment	332	8.6%	31	9.9%
Vehicle Equipment	312	8.1%	26	8.3%
Waste Management	133	3.5%	3	1.0%
Water & Irrigation Equipment & Services	81	2.1%	11	3.5%
Wear Parts	111	2.9%	9	2.9%
Weighing / Measuring	91	2.4%	6	1.9%
Welding Equipment	202	5.3%	13	4.2%



Visitor statistics: Source CAB Audit
Analysis by Product Interest had multiple responses from attendees – % based on single visits.

Exhibitor statistics: Source GME Exhibitor Manual – Product Index Form
Analysis by Product Index had multiple responses from exhibitors – % based on all exhibiting companies. Please note that 39 exhibitors did not respond.

Spotlight on the Exhibitors

Objectives in exhibiting	%	Satisfaction
Promote company and product awareness	95.2%	3.24
Generate new sales leads	85.6%	3.01
Maintain status as a player in the industry	72.8%	3.26
Increase sales to existing customers	57.6%	2.82
Promote new products/services	52.0%	3.18
Launch a new product/service	44.8%	3.07
Write sales orders on-site	21.6%	2.44
Seek agent/distributor/reseller	17.6%	2.77

Leads generated:

The average number of estimated sales leads received was 11 per exhibitor.

Estimated business written:

The estimated average business written as a result of exhibiting at GME 2008, excluding outliers was over \$100,000

Exhibiting trends:

50% of respondents were first time exhibitors, **21%** had exhibited twice and **30%** had exhibited three times or more.

Reed Exhibitions personnel satisfaction:

81.6% of respondents rated Reed Exhibitions' sales staff 'good' to 'excellent'.

80.8% of respondents rated Reed Exhibitions' customer service staff 'good' to 'excellent'.

Quotes:

"We've had a very strong exhibition, securing three major deals, two from truck companies and one from a major telecommunications company, which will lead to around 50 of our compressor fridge/freezers being fitted to fleets of trucks. On top of that we've received a significant level of quality enquiries, so it's gone really well. Each day we've had a period from between 11 and 3 when we haven't stopped, which has been excellent for us."

- Ken Ramsey, WA Sales Executive | Waeco

"We're really pleased with GME, the response has been huge with interest in our Mach 1 Mobile Gym – based on a converted standard 12m sea container – from companies like BHP and MCC Mining and we even made the local TV news, so we're pretty chuffed at how it's all gone."

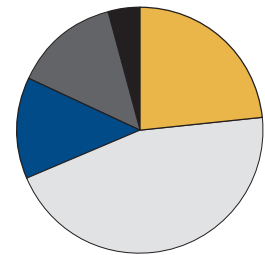
- Clayton Wendt, Manager | All Mining Equipment

"GME has been excellent, plenty of really good enquiries from process and service managers from mines right across WA. Logistically, it would be impossible otherwise for us to cover the geographical area represented by enquiries we've had and it is near-on impossible to get onsite. But because of our presence at GME, we've been invited to demonstrate on site by companies like Black Swan, Newcrest Mining and Anglo Gold, which is terrific."

- Mike Shorten, Sales Engineer | Spraying Systems

Overall Satisfaction:

Very Satisfied	12.0%
Satisfied	32.0%
Neither	21.6%
Dissatisfied	24.8%
Very Dissatisfied	9.6%



Exhibitor Ratings of GME 2008

Organisation of the event	3.87
Venue	3.82
Security	3.79
Promotion of the event	3.75
Shell scheme construction	3.62
Electrical installation	3.52
Exhibition Layout	3.35
Cleaning	3.33

Satisfaction Criteria Satisfaction Rating

Quality of visitors	2.79
Sales leads	2.68
Orders anticipated from exhibiting at GME	2.57
Quantity of visitors	2.46

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

Source: Micromex Exhibitor Survey – GME 2008



Targeted Marketing Activities

Marketing Activities for GME 2008

Below is an overview of marketing activities undertaken by Reed Exhibitions to attract a high-quality audience of mining industry professionals to GME 2008.

Direct Mail

Approximately 20,000 trade invitations were distributed to industry personnel – predominantly in Western Australia - using targeted mailing lists, including past visitors, trade magazine subscribers, association members and externally sourced lists. These were released to the industry approximately six weeks prior to the exhibition, along with a further 30,000 sent to exhibitors for distribution to customers.

E-mail Marketing

An extensive email marketing campaign was undertaken, both to encourage new visitors and remind all registered visitors to attend the exhibition. Email invitations were sent to past visitors to GME – and other related exhibitions – approximately three months prior to GME 2008. Targeted reminder emails were then sent out to both registered visitors and non-registered prospects at 2 months, 1 month, 1 week and 1 day prior, and then each day of the exhibition.

Advertising

To target potential GME 2008 visitors, an extensive advertising campaign commenced four months prior to the exhibition. The campaign incorporated a combination of trade magazine, online, airport signage newspaper, television and radio advertising. Below are a list of trade publications, websites and newspapers in which advertising was placed.

Trade Publications

- Australian Mining
- Australia's Mining Monthly
- Australian Journal of Mining
- Gold Mining Journal
- AusIMM Bulletin
- Paydirt
- The Mining Chronicle
- Skippers Inflight Magazine

Websites

- miningnews.net

Newspaper

A print media campaign targeting Kalgoorlie and other key WA mining areas in the 3 weeks before GME 2008 was included in the marketing mix. Advertising was placed in The West Australian (4), Kalgoorlie Miner (7), Goldfields Express (3), Golden Mail (2), North West Telegraph (2) and Pilbara News (2). The Kalgoorlie Miner and Golden Mail also ran special GME 2008 features in the week of the show.

Radio

An extensive radio campaign in the 2 weeks before and including GME 2008 was undertaken, targeting Kalgoorlie and other key WA mining areas. Advertisements ran on Hot FM, Radio West, Red FM and Spirit FM. A total of 278 x 30 second ads were aired, evenly distributed across the stations. Radio West and Red FM also broadcast live from GME 2008.



Television

A TV campaign in the 2 weeks leading up to GME 2008 was included in the marketing campaign, with a total of 40 x 30 x 15 second ads aired on the Golden West Network (GWN), WA's premier regional station and affiliate of Channel 7.

Public Relations

Our public relations agency – Spitfire Communications – undertook a comprehensive campaign covering industry, regional and mainstream media. Extensive editorial coverage of GME 2008, individual exhibitors, products and parallel events was secured in all key mining industry trade journals and in the mainstream media.

Product Interest Email

The Product Interest email was once again a great tool for visitors to pre-plan their visit. This provided visitors with the service of matching their product interests with the products and services on display. This year 740 pre-registered visitors received a personalised Product Interest email.

GME 2008 Website

All exhibiting companies were given the opportunity to provide a 100 word company profile to be listed on the website. The GME website proved to be a valuable tool for visitors and exhibitors to access information about the event. Analysis shows that the GME 2008 website had more than 14,000* unique visits in the 6 months up to the event, with 18% of these coming from overseas domains in countries including the United States, China and New Zealand.

*Source: Google Analytics



Logos

'See us at GME 2008' Logos were designed and made available to exhibitors to include on their website and on their email signature. This was instrumental in driving visitors to individual stands.

Exhibition Directory

49% of visitors surveyed stated that they would use the Exhibition Directory to contact exhibitors after GME. Available to every visitor at the entrance, the Exhibition Directory was again a valuable reference tool during and after the show.



KBCCI REVIEW OF GME 2008



The Kalgoorlie-Boulder Chamber of Commerce & Industry was very satisfied with the outcomes associated with Goldfields Mining Expo 2008. The fact that exhibitor and visitor participation grew from the previous expo is testament to the ability of REEDMININGEVENTS to incrementally grow this event through professional and considerate management. We do not underestimate the significant mining network REEDMININGEVENTS has grown. Combined with the Chamber's regional business links, the two have a significant database of relevant business contacts. The modern era of Australia's mining industry is a very slick, it simply does not have the people flexibility it once had, so to actually grow an event that's been going since 1984 is a significant achievement. Under the management of REEDMININGEVENTS, GME has changed in a number of ways. They have their own management style, as we all have in business. One thing that has not changed is the traditional culture of GME, the Goldfields hospitality is still there, however it was very obvious that exhibitors have differing expectations due to the level of their investment, and mining personnel expectations have also changed (zero tolerance) with safety being a key factor in the industry. So, yes change was noticeable but that didn't deter anyone who came to Kalgoorlie for a good time, as many people do, from having a good time!!

Kalgoorlie is home to two of Australia's most significant mining events, the Goldfields Mining Expo and Diggers & Dealers Forum, the Chamber was involved in the establishment of both in differing ways. They are contrasting activities, with appeal to different audiences, and we are proud to still be associated with both. In summary, the Chamber is extremely satisfied in its association with REEDMININGEVENTS, they have ensured the integrity of GME has been retained and if anything their objective and open reporting on the event has taken the credibility of GME to another level. This I am sure matters to loyal or prospective exhibitors as participation in GME is certainly a significant investment requiring justification.

Hugh Gallagher

Chief Executive Officer
Kalgoorlie-Boulder Chamber of Commerce & Industry
www.kalgooriecci.asn.au





REEDMININGEVENTS

Delivering high quality, business-to-business trade exhibitions that translate into return on investment for our customers.

The REEDMININGEVENTS Calendar

2009–2011



www.qrex.com.au
Queensland Resources Expo
 21–23 July 2009
 Rockhampton, Qld



www.miningandenergynsw.com.au
Mining and Energy New South Wales
 22–24 September 2009
 Muswellbrook, NSW



www.qme.reedexhibitions.com.au
Queensland Mining and Engineering Exhibition
 27–29 July 2010
 Mackay, Qld



www.goldfieldsminingexpo.com.au
Goldfields Mining Expo
 26–28 October 2010
 Kalgoorlie, WA



www.aimex.com.au
Asia-Pacific's International Mining Exhibition
 6–9 September 2011
 Sydney Olympic Park, NSW

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