

Post-Show Bulletin

REEDMININGEVENTS

POST-SHOW NEWSLETTER FOR AIMEX 2011 EXHIBITORS AND SUPPORTERS



AIMEX 2011 breaks all records

We are delighted to report that AIMEX – Asia-Pacific's International Mining Exhibition 2011 attracted record trade visitor numbers of more than 17,000 – up over 40% on those for the previous edition of the event in 2007.

Initial unaudited figures show that AIMEX 2011 attracted a total of 17,382 visits over the four days. Just over 75% of our visitors – 12,188 – were from NSW, with substantial increases in visitors from interstate, which were up nearly 60%. In particular, visitors from Queensland increased 33% to 1164.

AIMEX also attracted significant numbers of international visitors, totalling 1288 from 49 countries, a 40% increase on our 2007 numbers. This substantial increase in visitor numbers can be attributed to a number of factors.

Certainly the fact that the mining industry in Australia is booming, with massive ongoing investment over the next five to 10 years, contributed to a very strong show.

Feedback from the great majority of our exhibitors was that AIMEX 2011 delivered a high-quality audience that was there to engage with them, find out about new technology, organise quotes and even place orders.

REEDMININGEVENTS developed a marketing program designed to take advantage of a booming mining industry, positioning AIMEX so as to appeal to the widest possible audience within the industry.

This included marketing to the industry throughout Australia – not just within NSW – and also working with mining companies to encourage their 'frontline' workers, as well as senior mining management, to attend AIMEX.

Another element of AIMEX that worked very well were our theme days, which significantly raised the event's profile, and have given us a strong platform to further develop within the REEDMININGEVENTS structured program of mining exhibitions in the years to come.

Please see over the page for an overview of visitor statistics. 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 few weeks seeking detailed feedback from you. Please take this opportunity to provide us with your views on AIMEX 2011, or email us at rme@reedexhibitions.com.au.

On behalf of the REEDMININGEVENTS team, thanks again to all exhibitors, trade visitors, supporting partners, media partners and all other stakeholders for your contribution to AIMEX 2011. We look forward to working with you again at AIMEX 2015.

– Paul Baker, Exhibition Director, REEDMININGEVENTS

Key contacts

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Looking ahead to AIMEX 2015

AIMEX 2015 will return to Sydney Olympic Park from September 1-4, 2015.

REEDMININGEVENTS also organises a number of other major resources industry exhibitions which are scheduled during 2011 and 2012. These cover all the key mining regions, and include:

- Queensland Mining & Engineering Exhibition (**QME**): July 24-26, 2012 Mackay Showground (queenslandminingexpo.com.au)
- Mining & Engineering NSW (**M&E NSW**): August 28-30, 2012 Newcastle Entertainment Centre (miningandengineeringnsw.com.au)
- Goldfields Mining Expo (**GME**): October 30-November 1, 2012 Kalgoorlie Boulder Racecourse (goldfieldsmineexpo.com.au)
- Mining & Engineering WA (**M&E WA**), July 2-4, 2013, Perth Exhibition & Convention Centre (miningandengineeringwa.com.au).

To secure your stand for our 2012/13 REEDMININGEVENTS portfolio, please contact:

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AIMEX 2011 at a glance*				
Total visits	17,382			
Visits per day	Tuesday	Wednesday	Thursday	Friday
	3,427	5,262	5,602	3,091
State breakdown	NSW visits		13,064	
	Other Australian states		3,050	
	International		1,268	
Job function	Engineers		19.2%	
	Director/CEO/MD/GM/Owner		17.2 %	
	Operators/Operations/Site Managers/Supervisors		10.2%	
	Purchasing		2.7%	
Industries	Mining		27.1%	
	Engineering		15.3%	
	Maintenance		5.9%	
	Construction		5.4%	
Exhibitor numbers	638			
Exhibitor personnel	8,375			

*Subject to final CAB audit

Thank you to all exhibitors for your valued participation at AIMEX 2011.

For more information please visit:

www.aimex.com.au