



AIMEX POST-SHOW REPORT | 2007

Asia-Pacific's International Mining Exhibition (AIMEX) 2007 Sydney Showground, Sydney Olympic Park, 4-7 September 2007

Post-show research demonstrates that the 2007 edition of AIMEX – Asia-Pacific's International Mining Exhibition – generated outstanding results for both exhibitors and attendees.

Despite the distractions of the APEC event in Sydney during the week of AIMEX, the results of our independent surveys show that the exhibition delivered unrivalled visitor quality and quantity, with stronger than ever international exhibitor and visitor participation.

Key factors in the success of AIMEX 2007 were the huge effort and commitment of all the exhibiting companies, the quality of stand displays and the undertaking of proactive pre-show marketing. On behalf of all of us here at Reed Exhibitions, thank you to all AIMEX exhibitors for your essential contribution to making AIMEX 2007 the successful, world-class mining exhibition that it was.

A special thank you to our supporting partners: Austmine, Construction & Mining Equipment Industry Group (CMEIG), Mining & Energy & Services Council of Australia (MESCA) and Austrade.

The feedback from exhibitors, trade visitors and supporting partners has been outstanding. This Post-Show Report specifically highlights and supports the statement that AIMEX is a 'must attend' mining event for the Asia-Pacific region.

It is a pleasure to report back to you the specific details of a very successful edition of AIMEX:

- **12,362** total visits by mining personnel over 4 days *
- **61%** of visitors surveyed had authority to purchase **
- **83%** of visitors surveyed stated that they were very likely or extremely likely to visit AIMEX in 2011 **
- **95%** of exhibitors stated that they would or might exhibit at AIMEX 2011 ***
- **MINING 2020** – The AIMEX International Mining Conference was launched with 132 international and national registered delegates.

This Post-Show Report is a transparent account of the outcomes and statistics of AIMEX 2007. The records and facts in this report come from an independent research company, Micromex Research, and Reed Exhibitions' CAB-audited visitor database. Please use this report in your post show reviews and assessment of participation in future Reed Mining Events.

Thank you once again for your involvement in AIMEX 2007. We look forward to welcoming you as a participant at one of our premier mining exhibitions in 2008 and beyond.

John Gorton

Group Exhibition Director
Reed Exhibitions – Australia

 exhibition & event
association of australasia

AWARDS FOR
excellence

**Winner Best Trade Show
over 10,000sq m 2007**

THE SHOW IN REVIEW

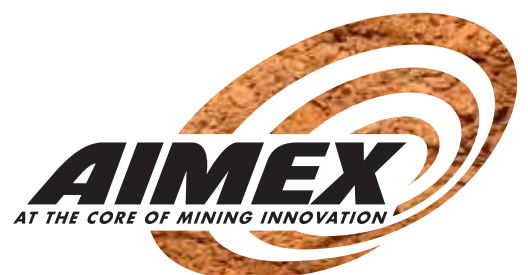
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Source:

* AIMEX 2007 CAB Audit Report

** Micromex Visitor Survey – AIMEX 2007

*** Micromex Exhibitor Survey – AIMEX 2007





AIMEX POST-SHOW REPORT

KEY RESEARCH OUTCOMES

The Post-Show Report is a transparent account of what AIMEX 2007 was all about.

300 trade visitors and 208 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 AIMEX 2007.

We hope you enjoy reading this report and that it provides you with a useful insight into AIMEX 2007.

If you have any enquiries about this report, please do not hesitate to contact the REEDMININGEVENTS team.



The REEDMININGEVENTS Team



ASIA-PACIFIC'S INTERNATIONAL MINING EXHIBITION 2007

POST SHOW REPORT
4-7 September 2007
Sydney Showground

The REEDMININGEVENTS Team

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Nina Vidale	Exhibition Co-ordination Manager	02 9422 2451
Veronica Ling	Exhibition Co-ordinator	02 9422 8965
Emma Hillier	Exhibition Co-ordinator	02 9422 2703

Every 4 years and 2 years in the making, AIMEX would not be what it is without the team of people involved. If you have any queries on AIMEX 2007 or other related Reed Mining Events in our industrial portfolio please contact us. See the last page of this post show report for our forthcoming programme.

SPOTLIGHT ON THE VISITORS

Please note that 300 visitors were surveyed when exiting AIMEX 2007 by Micromex Research, to gain valid statistical information.

Visiting trends:

47% of respondents were visiting AIMEX for the first time.

Satisfaction:

66% of respondents who had visited AIMEX previously rated this AIMEX 'a little better' or 'much better' than the last one they visited.

94% of respondents stated that they were 'satisfied' or 'very satisfied'.

Time spent at AIMEX:

Time spent at AIMEX was 4.9 hours on average.

Purchasing authority and intentions:

61% of respondents stated that they held direct authority or influence for purchasing the types of goods or services seen at AIMEX.

83% of respondents who had direct authority or influence for purchasing, saw something at AIMEX that they were likely to buy after the exhibition.

Awareness of AIMEX:

18% of respondents first became aware of AIMEX 'through an association', **17%** via 'direct mail' and **14%** via the 'newspaper'.

Exhibition Directory:

79% of respondents stated that they would use the 'Exhibition Directory' to contact exhibitors after AIMEX.

59% stated that they would keep it for 9 months or more.

Of the respondents who did receive the Directory, **65%** stated that 4 or more people would have access to it.

Recommending AIMEX:

92% of respondents stated that they 'definitely will' or 'probably will' recommend to associates in the industry that they should visit AIMEX.

94% of visitors stated that they were 'satisfied' or 'very satisfied'

Source: Micromex Visitor Survey – AIMEX 2007





SPOTLIGHT ON THE VISITORS

Future AIMEX visiting intentions:

83% of respondents stated that they were 'very likely' to 'extremely likely' to visit AIMEX in 2011.

The most important objectives in attending were 'to look for new products/technologies/services' and 'to keep abreast of industry trends'. The analysis indicates that visitors to AIMEX had **very high levels of satisfaction** with meeting their major objectives.

Visitor Objectives	Importance Score	Satisfaction Score
To look for new products/technologies/services	4.41	4.42
To keep abreast of industry trends	4.34	4.44
Networking	3.89	4.35
To look for new/alternative suppliers	3.85	4.38
To see existing suppliers	3.86	4.42
To attend conferences/seminars	2.91	4.17
To place orders	2.63	4.03

Mean ratings: 1 = strongly disagree, 5 = strongly agree

83% of respondents who had direct authority or influence for purchasing, saw something at AIMEX that they were likely to buy after the exhibition.

A snapshot of countries represented by international visitors to AIMEX 2007:

- Antigua and Barbuda
- Austria
- Brazil
- Canada
- Chile
- China
- Denmark
- Finland
- Germany
- Hong Kong
- Iceland
- India
- Indonesia
- Ireland
- Italy
- Japan
- Korea (North)
- Korea (South)
- Kyrgyzstan
- Liechtenstein
- Malaysia
- New Caledonia
- New Zealand
- Papua New Guinea
- Philippines
- Russia
- Singapore
- South Africa
- Sweden
- Switzerland
- Taiwan
- Thailand
- United Arab Emirates
- United Kingdom
- USA
- Venezuela
- Vietnam
- Zambia

VISITOR COMMENTS

"Face to face is the key. I did a lot of networking and meeting with groups I had not seen before, but had spoken to or had other forms of contact. As a result I have some significant potential business opportunities which I will be chasing. AIMEX was an important meeting place to see colleagues again that I have not seen in a while."

Manager Underground, Ensham Resources

"The AIMEX Exhibition was very useful in showing me, as a student, the products and technologies used in current mining sectors. The information in terms of product guides was extremely useful to all engineering students especially as I go into my final year at University. It certainly makes projects a lot easier as we have now true and up to date information on technology. It was also interesting to speak with companies from overseas to get their view on the mining situation. Certainly from this exhibition I was able to make contacts. Thanks for this year's great exhibition, I am looking forward to the next!"

Engineering Student, UNSW Mining Engineering

"The AIMEX exhibition was of great benefit for people such as myself who live and work in remote locations. In this case it is impossible to have one on one contact with suppliers and to see new ideas."

Electrical Technical Officer, Leigh Creek Coal Field

AIMEX visitors travelled from all around the world to see products and services displayed by exhibitors



SPOTLIGHT ON THE EXHIBITORS

Exhibitor support for AIMEX reached record levels in 2007. International exhibitor numbers were higher as a result of Reed Exhibitions' participation in China Coal, Expomin Chile and IMME India and at two international conferences, The Asia Miner and the Austrade Conference in Perth.

Origin of exhibitors:

Australian exhibitors	410
International exhibitors	109

AIMEX was truly an international business platform.

Destinations exhibitors came from:

Canada, Chile, China, Czech Republic, Germany, India, Italy, Malaysia, Netherlands, New Zealand, Poland, Russian Federation, Singapore, South Africa, Ukraine, United Kingdom, and United States.

Exhibitor Research:

A total of 208 exhibitor surveys were completed.

Exhibited at AIMEX previously:

48% of exhibitors surveyed had exhibited at AIMEX previously.

More than **65%** had exhibited between two and three times before.

53% thought this year's AIMEX to be better than previously.

Leads generated:

The estimated number of sales leads received was approximately 26 per exhibitor.

Increase of leads or sales:

A significant number of respondents who had exhibited previously reported that the number of leads/sales had increased this year.

48% of exhibitors who had exhibited previously had an increase in leads/sales,

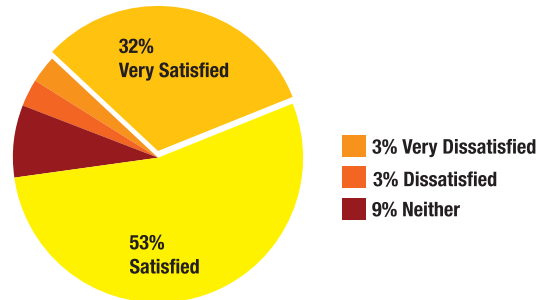
Estimated business written:

The estimated average business written as a result of exhibiting at AIMEX 2007, excluding outliers, was over \$447,000.

Overall satisfaction with the exhibition:

The overall satisfaction with the exhibition was very high with a rating of 4.1 and more than **85%** of exhibitors satisfied.

Objectives:



85% of exhibitors stated they were 'satisfied' or 'very satisfied'

Satisfaction:

Top three objectives	%	Satisfaction
Promote company and product awareness	99%	79%
Generate new sales leads	93%	61%
Maintain status as a player in the industry	84%	71%

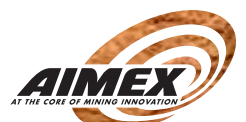
Exhibitors were asked to rate their satisfaction against five different criteria in evaluating their success at AIMEX

Criteria	Satisfaction rating
Quality of visitors	3.5
Quantity of visitors	3.3
Sales leads	3.3
Orders anticipated	3.2
Value of orders taken	2.3

2007.

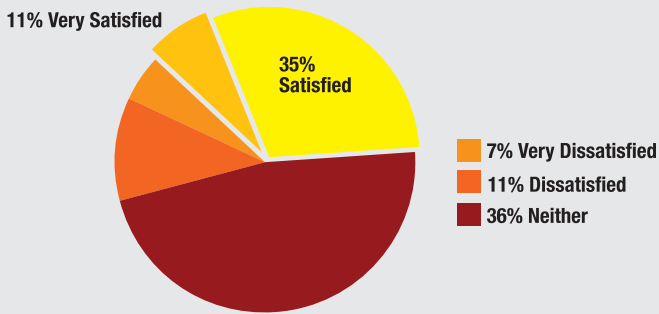
Mean ratings: 1 = very dissatisfied, 5 = very satisfied

Source: Micromex Exhibitor Survey – AIMEX 2007

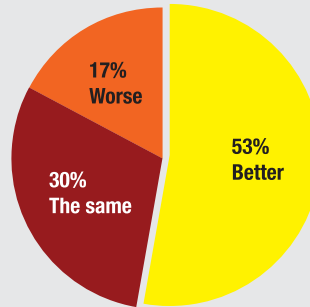


SPOTLIGHT ON THE EXHIBITORS

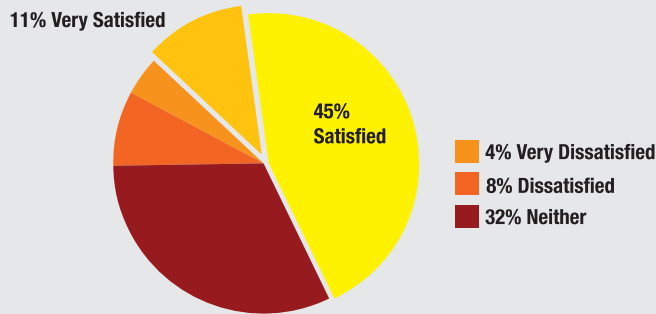
Value of orders taken



AIMEX 2007 compared to past years



Quality of visitors



Leads/Sales Generated

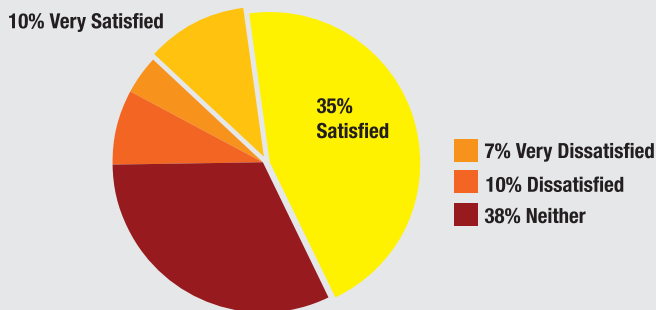
The majority of respondents who had exhibited previously, reported that the number of leads/sales had increased this year.

48% had an increase in leads/sales, **36%** had stayed the same.

Business Written

The estimated average business written as a result of exhibiting at AIMEX 2007, excluding outliers, was over \$447,000.

Sales leads



Exhibitor ratings of the organiser and the venue	
Venue	4.19
Organisation of the event	4.02
Promotion of the event	4.02
Exhibition layout	3.81
Shell scheme construction	3.77

Mean ratings: 1 = very poor, 5 = excellent
Source: Micromex Exhibitor Survey – AIMEX 2007



The AIMEX International Mining Conference

MINING 2020 was held alongside AIMEX 2007. MINING 2020 was aimed at all levels of the mining industry, from chief executives and senior management, to mine site management and personnel, as well as other key stakeholders in the mining and resources sector, including government, investors, suppliers, consultants, unions and regulatory authorities. The main objective of co-location of the conference was to encourage quality visitors to attend AIMEX who wouldn't otherwise have attended. MINING 2020 ran over two days (5th & 6th September) and was located in the Playfair Room at Sydney Showground, in close proximity to AIMEX 2007. There were 132 conference delegates registered over the two days the conference ran.
www.mining2020.com.au



AIMEX judged Australia's best industry show for 2007

AIMEX 2007 – Asia-Pacific's International Mining Exhibition, was judged Australia's best large trade exhibition for 2007 by the Exhibition and Event Association of Australia (EEAA) at its gala dinner in Sydney on December 4.

AIMEX 2007 – the largest in Reed Exhibitions' Industrial Group of exhibitions – was held in Sydney in early September. With more than 500 exhibitors and covering over 18,500 m², it attracted more than 12,000 visitors – a record number.

Reed Exhibitions had another win at the EEAA awards night, when Nina Vidale, the Industrial Group's exhibition co-ordination manager, was awarded the association's Richard Geddes Young Achiever Award.

Vidale is a familiar face for exhibitors and visitors to Reed Exhibitions' events, managing the customer service stands at the shows, as well as working with exhibitors in the run up to each event.

John Gorton, Reed Exhibitions' director – industrial, said the awards were a reflection on the quality of Reed events, and the professionalism and dedication of its staff.

"We are delighted that AIMEX 2007 won this prestigious award, which is judged by our peers in the exhibition industry," he said.

"It's recognition of the great effort that goes into all of our shows – and particularly a major event such as AIMEX – including the benchmarking and transparency we provide for all stakeholders.

"With the great majority of exhibitors reporting an outstanding show, we are already getting strong interest in participating in AIMEX 2011.

"I would particularly like to congratulate Nina Vidale for her Young Achiever's Award. We are very pleased that Nina's dedication and highly professional approach to managing Reed events and working with exhibitors has been recognised by the industry," he said.

Gorton said that the same planning, organisation, benchmarking and transparency which Reed Exhibitions put into major events such as AIMEX goes into its other mining shows.

"Exhibitors and visitors at all events will benefit from our industry-leading levels of exhibition management, service, support and marketing – contributing to what will be highly successful events for the Australian mining industry during 2008 and beyond," said Gorton.

AIMEX 2011 will again be held at Sydney Showground, Sydney Olympic Park, from September 6 to 9, 2011.

**Nina Vidale (far left)
Winner of Young
Achiever of the Year
2007**

AIMEX team

**John Gorton (below)
Group Exhibition
Director Reed
Exhibitions**





Targeted Marketing Activities for AIMEX 2007

Contributing activities by Reed Exhibitions which led to the increase in visitor numbers included:



- Close partnerships with the Australian Trade Commission and Austmine (exporters association) who hosted official overseas delegations at AIMEX 2007.
- Exhibition booths, manned by senior members of the show team, within the Australian Pavilions at selected overseas exhibitions in Chile, China and India.
- A stand at the February 2007 Austrade Conference in Perth, attended primarily by overseas delegates.
- Tailored marketing collateral aimed at international buyers, including printed and electronic visitor invitations translated into Chinese.
- Invitations to high level buyers to speak at, or attend the MINING 2020 conference organised by Reed Exhibitions Australia alongside AIMEX 2007. This was a key reason for the attendance at AIMEX 2007 for three full days by the Chairman of Coal India, which represents 85% of India's coal industry.
- A proactive telemarketing campaign to Chinese mining industry executives conducted by the Reed Exhibitions China telemarketing team.
- On-site 'Meet the Buyer' one-to-one appointment scheduling, facilitated by Austrade, between overseas buyers and AIMEX exhibitors.

In all, 556 international visitors from 38 countries attended AIMEX 2007, and while they represented only 5% of the total audience, they had massive 'purchasing power' and made a very strong contribution to the high satisfaction and 'intention to rebook' levels stated by the vast majority of AIMEX 2007 exhibitors.

Match Maker Programme

The Match Maker Programme was part of AIMEX 2007 and was a great tool for visitors to pre-plan their visit to AIMEX. The programme provided pre-registered visitors the service of matching their product interests with the products and services on display by exhibitors.

AIMEX Website

The AIMEX website proved to be a valuable tool for visitors and exhibitors to access information about the event. We gave all exhibiting companies the opportunity to provide a 100 word company profile that was displayed on the AIMEX website.

Logos

'See us at AIMEX 2007' logos were designed and made available to exhibitors to include on their website and in their email signature. This was instrumental in driving visitors to individual stands.



Exhibition Directory

Distributed to every visitor at the entry to AIMEX, the Exhibition Directory was a valuable reference tool during and after AIMEX 2007.

All exhibiting companies had the opportunity to submit a 100 word company profile and a quarter page advertisement.

79% of visitors surveyed stated that they will use the Exhibition Directory to contact exhibitors after AIMEX 2007.*

New Product Showcase

In the past visitors have said "new products and technology" is a strong reason to visit an exhibition. The New Product Showcase was used effectively by three exhibitors to create a strong impression.

Exhibiting companies that participated in the New Product Showcase:

> The MAC Services Group Limited

> MicroMentis

> Auto Electrical Imports Pty Ltd

The New Product Showcase was centrally located at the main entrance. The showcase contained the product supplied by the exhibitor, a description of the product and the stand location of the exhibitor.

*Micromex Visitor Survey – AIMEX 2007

TARGETED MARKETING ACTIVITIES

Meet the Buyer Program

The Meet the Buyer Program was designed to extend the value of exhibiting at AIMEX by facilitating one-on-one meetings between key industry buyers and AIMEX exhibitors. Our supporting partner, Austrade, organised around 50 one-on-one meetings for AIMEX exhibitors with the international customers that we brought to the show. In total Austrade brought over 100 customers from eight markets to AIMEX and these delegations comprised representatives from mining companies and agents and distributors of mining equipment and services. These delegations were very impressed with the show and with the quality of the companies they met at AIMEX. Equally the Australian companies welcomed the opportunity to meet with potential overseas customers, especially key procurement people from large mining companies like SUEK Coal from Russia and SLN from New Caledonia.

Marketing Activities for AIMEX 2007

Below is an overview of marketing activities undertaken by Reed Exhibitions to attract a high-quality audience of mining industry professionals to AIMEX 2007.

Direct Mail

We distributed approximately 60,000 trade invitations to industry personnel using targeted mailing lists, including past visitors, trade magazine subscribers, association members and externally sourced lists. We released these to the industry approximately six weeks prior to the exhibition. We sent a further 110,000 to exhibitors for distribution to customers.

Email Marketing

We used an extensive email marketing campaign to both encourage new visitors and remind all registered visitors to attend the exhibition. We sent an email invitation to past visitors to AIMEX – and other related exhibitions – approximately four months prior to AIMEX 2007. We then sent targeted reminder emails out to both registered visitors and non-registered prospects at two months, three weeks, one week and one day prior, and then each day of the exhibition.

Telemarketing

We engaged an external telemarketing agency to make personal contact with 10,000 potential visitors – as part of a strategically scripted eight week visitor acquisition telemarketing campaign, which concluded six weeks prior to AIMEX 2007. We implemented second campaign targeting 3,000 pre-registered visitors two weeks prior to the exhibition, with the objective of maximising the conversion rate of pre-registrations to attendees.

Advertising

To target potential AIMEX visitors, we started an extensive advertising campaign four months prior to the show. The campaign incorporated a combination of trade magazine, newspaper, radio and online advertising.

Trade Publications

We placed advertisements in the following national and international industry magazines. We inserted a further 44,000 trade invitations into those publications marked with an asterisk (*).

National Publications

Australian Mining *

Australia's Mining Monthly *

Australian Journal of Mining *

Australian Mining Club Journal *

AusIMM Bulletin *

The Mining Chronicle *

Coal Industry Profile

MINFO (NSW DPI)

Final Trim

Gold Mining Journal

Paydirt

Earthmovers & Excavators

Quarry

Australasian Mine Safety Review

Queensland Government Mining Journal

International Publications

The Asia Miner

China Coal Expo Directory

E&MJ

Mining Magazine

World Coal

International Mining

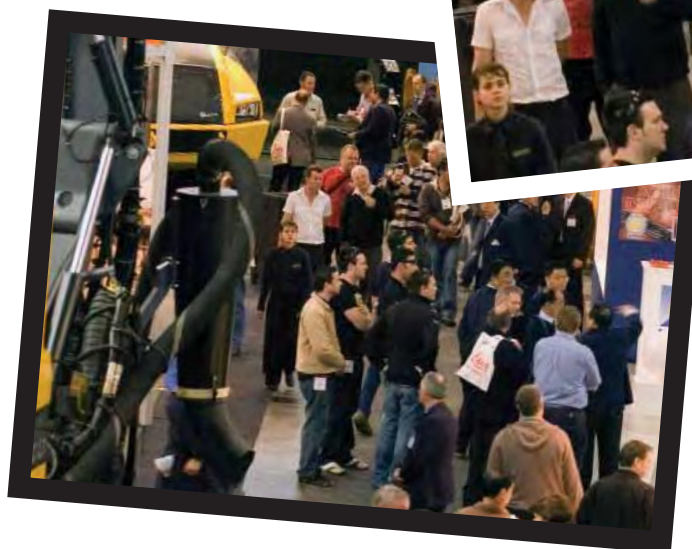
Minerals & Metals Review

Inflight Magazines

MacAir (QLD)

Skippers (WA)

Out There Magazine (REX / Sky West)





TARGETED MARKETING ACTIVITIES

Newspaper

Regional and metro press proved to be highly effective in generating awareness of AIMEX 2007. In addition to strong coverage in key mining regions in NSW, QLD and WA, advertisements ran in the Daily Telegraph (2) and the Sydney Morning Herald (2). We also secured key advertising in an important mining feature in the Australian Financial Review, along with the front page of The Australian.

Radio

We included an extensive regional and metro radio campaign in the two weeks before the start of AIMEX 2007 in the marketing mix for the exhibition. The NSW radio stations used included 2NX and 2KO (Newcastle); i98FM and WaveFM (Wollongong); 2NM and PowerFM (Muswellbrook); 2LT and 107.9 (Lithgow); and 2GB and 2MMM in Sydney. A total of 248 thirty second ads were aired, evenly distributed across these stations, and running predominantly during the breakfast session.

Online

In an effort to expand our online marketing presence, we placed banner advertising on the following prominent mining industry websites:

- miningnews.net
- miningnewspremium.net
- highgrade.net
- ferret.com.au
- International Longwall News
- miningjournal.com
- miningaustralia.com.au

Airport

We placed lightbox advertising on two baggage collection belts at Newcastle Airport, and one belt at Mackay Airport in the months of July, August and September. We also placed illuminated signage on two belts at Perth Airport in August.

Public Relations

Our public relations consultant – Spitfire Communications – undertook a comprehensive campaign covering industry, regional and mainstream media. They secured extensive editorial coverage of AIMEX 2007, individual exhibitors and products and parallel events in all key mining industry trade journals and in the mainstream media. Australia's Mining Monthly, Australian Mining and other key published comprehensive pre-show features on AIMEX 2007.

**It's simple. Time is money.
AIMEX can save you both.**
Register online > www.aimex.com.au

**ASIA-PACIFIC'S
INTERNATIONAL
MINING EXHIBITION**
4-7 September 2007
Sydney Olympic Park

Your invitation to
**ASIA-PACIFIC'S INTERNATIONAL
MINING EXHIBITION**
4-7 September 2007, Sydney Showground,
Sydney Olympic Park NSW, Australia

**It's simple
Time is money**
AIMEX 2007 can save you both

**ASIA-PACIFIC'S
INTERNATIONAL
MINING EXHIBITION**
4-7 September 2007
Sydney Olympic Park

An unrivalled opportunity
bringing together Australian
and international mining industry
buyers and suppliers.

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REGISTER INTERNATIONAL MINING EVENTS



EXHIBITION AUDIT REPORT



Asia-Pacific's International Mining Exhibition 2007

Organiser: Reed Exhibitions - Australia

Date of exhibition: September 4-7, 2007

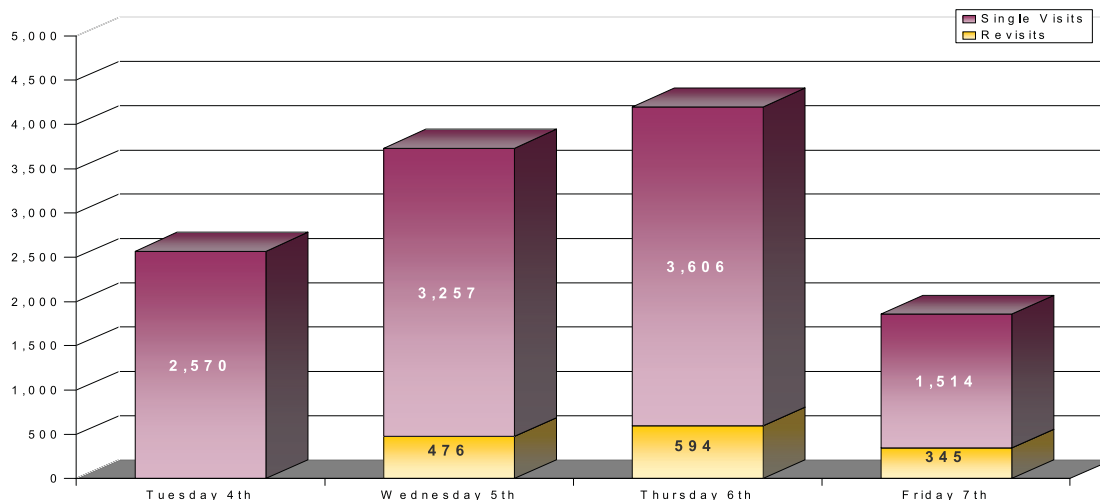
Location: Sydney Showground
Sydney Olympic Park, NSW, Australia

Summary of Attendance*

Total Single Visits	10,947
Revisits	1,415
Total Visits	12,362

	<u>Single Visits</u>	<u>Revisits</u>	<u>Total</u>
Tuesday 4th September, 2007	2,570	0	2,570
Wednesday 5th September, 2007	3,257	476	3,733
Thursday 6th September, 2007	3,606	594	4,200
Friday 7th September, 2007	1,514	345	1,859
Totals	10,947	1,415	12,362

* 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 or media.





ASIA-PACIFIC'S INTERNATIONAL MINING EXHIBITION 2007

POST-SHOW REPORT
4-7 September 2007

Sydney Showground, Sydney Olympic Park



REEDMININGEVENTS

2009-2011

To find out more about REEDMININGEVENTS, please go to www.reedminingevents.com.au

www.qrex.com.au

Queensland Resources Exhibition
21-23 July 2009
Rockhampton Showgrounds, Rockhampton Qld



www.miningandenergynsw.com.au

Mining and Energy New South Wales
22-24 September 2009, Muswellbrook, NSW



www.miningandenergysa.com.au

Mining and Energy South Australia
27-29 October 2009, Adelaide, SA



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 Showground, Sydney Olympic Park, NSW



Exhibitor Testimonials

"We've got a lot of value from the show. We have been swamped with three or four groups at a time on the booth, for 50-60% of the show. It's turned out better than we expected.

We've seen customers, we've seen international visitors from India and China, as well as representatives of mines in Australia who've heard about our technology."

**Denis Kent, Business Development Manager,
Minesite Technologies**

"AIMEX has been a very good show for us. That's the great thing about Reed shows: they get the right people into the shows, from the mining houses and the people who actually use the products. They get the people who are the meat and potatoes of the industry, and they are the people the suppliers want to meet and see."

David Wallis, Executive Officer, MESCA

"AIMEX has been the introduction of Valley Longwall to the world, and we've had one of the biggest responses for us as a company that we've ever had. We've seen a lot of international clients; we had a Chinese delegation through on Tuesday, and two very very interested Russian delegations.

Out of that, we've already been asked to go to Russia and follow up."

**Wayne Parkinson, Project Manager,
Valley Longwall International**

"We have been seeing a range of people from the mining and associated industries. We've had a delegation from India, we've had interviews and meetings with South African companies. We've also had our Rio Tinto and BHP-Billiton customers in, so it's been good, very good."

**Mark Walker, Regional Sales Manager,
Immersive Technologies**