



## A Word from the Exhibition Director

On behalf of REEDMININGEVENTS, I would like to thank all our exhibitors, visitors, supporting organisations, media representatives, suppliers and the Kalgoorlie Boulder community for their contribution to the running of Goldfields Mining Expo 2010.

GME 2010 hosted some 270 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 was very impressive with many exhibitors having high quality displays and going to great effort in their preparation and contribution to the show.

The staging of GME 2010 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 including our media partners who contributed to a very comprehensive marketing campaign covering Western Australia as well as key mining regions Australia wide. Our strategic media partnerships included Australia's Mining Monthly, miningnewspremium.net, GWN, Radio West, Hot FM and the Kalgoorlie Miner.

I trust that your participation at GME 2010 was a success and that we shall be able to welcome you back in 2012. Please do not hesitate to contact 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 any of our premium mining industry exhibitions in 2011 including our exciting new event, Mining & Engineering Western Australia in Perth in July.

Paul Baker  
Exhibition Director - REEDMININGEVENTS

## GME 2010 Post-Show Report

### THE SHOW IN REVIEW

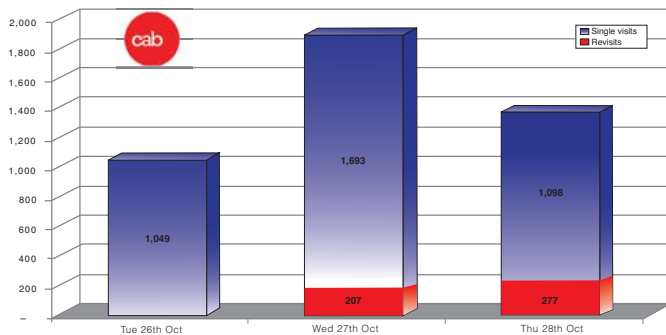
- >> A WORD FROM THE EXHIBITION DIRECTOR
- >> SPOTLIGHT ON THE VISITORS
- >> SPOTLIGHT ON THE EXHIBITORS
- >> TARGETED MARKETING ACTIVITIES
- >> CALENDAR OF EVENTS
- >> THE GME TEAM



## Key Research Outcomes

The Post-Show Report is a transparent account of what GME 2010 was all about. We hope you enjoy reading this report and that it provides you with a useful insight into GME 2010. If you have any queries about this report, please do not hesitate to contact the REEDMININGEVENTS team.

## Spotlight on the Visitors<sup>1</sup>



	Single Visits	Revisits	Total
Tuesday 26 October 2010	968	0	968
Wednesday 27 July 2010	1319	134	1453
Thursday 28 October 2010	710	148	858
<b>Totals</b>	<b>2997</b>	<b>282</b>	<b>3279</b>

State	No of Attendees	% of Attendees
WA	2861	95.5%
VIC	41	1.4%
NSW	35	1.2%
QLD	25	0.8%
SA	7	0.2%
NT	4	0.1%
TAS	3	0.1%
ACT	0	0.0%
Total Australia	2976	99.3%
New Zealand	3	0.1%
Other Overseas	18	0.6%
<b>Total</b>	<b>2997</b>	<b>100.0%</b>

### Analysis by Industry/ Business Category\*

	No of Responses	% of Attendees
Administration	180	6.0%
Apprentice	68	2.3%
Consultant	69	2.3%
Contractor	124	4.1%
Engineer, Chemical	8	0.3%
Engineer, Civil	14	0.5%
Engineer, Electrical	42	1.4%
Engineer, Hydraulic	33	1.1%
Engineer, Mechanical	100	3.3%
Engineer, Mining	156	5.2%
Engineer, Process	33	1.1%
Engineer, Other	39	1.3%
Exploration	78	2.6%
Maintenance	272	9.1%
Media	21	0.7%
Mine Manager	43	1.4%
Operations	135	4.5%
Operator	234	7.8%
Owner	122	4.1%
Plant Manager	28	0.9%
Production	94	3.1%
Purchasing	78	2.6%
Research & Development	26	0.9%
Safety / OH&S	63	2.1%
Senior Management - Director, GM, MD, CEO	184	6.1%
Site Manager / Supervisor	157	5.2%
Trades person	266	8.9%
Trainer / HR	47	1.6%
Transport	76	2.5%
Other	390	13.0%
<b>Total</b>	<b>3180</b>	

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

1. Source: CAB Audit

## Spotlight on the Visitors

Industry Sector <sup>1</sup>	No of Responses	% of Attendees
Construction	388	12.9%
Engineering	593	19.8%
Mining	2194	73.2%
<b>Total</b>	<b>3175</b>	

Objectives <sup>2</sup>	Importance Rating	Satisfaction Rating
To look for new products	4.05	3.32
To keep abreast of industry trends	3.94	3.52
Networking	3.90	3.59
To look for new/alternative suppliers	3.69	3.16
To see existing suppliers	3.75	3.45
To make purchasing decisions/source products	3.15	3.39
To place orders	2.41	3.48

Mean ratings: 1 = very unimportant and very dissatisfied,  
5 = very important and very satisfied.

### Satisfaction:

**61%** of respondents stated that overall they were 'satisfied' or 'very satisfied' with GME 2010.<sup>2</sup>

### Purchasing authority and intentions:

**69%** of respondents stated that they held direct authority or influence for purchasing the types of goods or services seen at GME.<sup>2</sup>

**56%** of respondents who had direct authority influence for purchasing, organised a quote or appointment at GME 2010.<sup>2</sup>

**72%** of respondents, who had direct authority or influence for purchasing, saw something at GME that they were likely to buy after the exhibition.<sup>2</sup>

### Exhibition Directory:

**42%** of respondents who received an 'Exhibition Directory' stated that they would use it to contact exhibitors after GME.<sup>2</sup>

### Visiting Trends:

**32%** of respondents were visiting GME for the first time.<sup>2</sup>

### Time spent at GME:

Time spent at GME was 3.9 hours on average.<sup>2</sup>

Analysis by Promotional Sources* <sup>1</sup>	No of Responses	% of Attendees
Airport Signage	303	3.2%
Direct Mail Invitation (Brochure)	1907	19.9%
Email Invitation	442	4.6%
Industry Association	1295	13.5%
Industry Magazine/Journal	147	1.5%
Internet	1233	12.9%
Newspaper	1480	15.5%
Radio	1263	13.2%
TV	2363	24.7%
Social Media	72	0.8%
E-Newsletter	708	7.4%
Other (Please specify)	1453	15.2%

\*Analysis by Promotional Sources had multiple responses from attendees - % based on single visits.



### Recommending GME to associates in the Industry:

**57%** of respondents stated that they 'definitely will' or 'probably will' recommend to associates in the industry that they should visit GME, with a further **25%** stating that they 'potentially will'.<sup>2</sup>

### Future GME visiting intentions:

**90%** of respondents stated that they intend to visit or that they may attend GME in 2012.<sup>2</sup>

## Supply and Demand

VISITOR PRODUCT INTEREST TOP 10 <sup>2</sup>	No of Responses	% of Attendees
Drilling, Boring & Blast Equipment	486	16.2%
Earthmoving Equipment	436	14.5%
Accessories & Attachments	361	12.0%
Underground Mining Equipment	357	11.9%
Safety Products / OH&S	353	11.8%
Tools - Hand / Power / Air	342	11.4%
Maintenance & Repair Services	320	10.7%
Mining & Civil Contractors	317	10.6%
Engineering Products & Services	313	10.4%
Vehicle Equipment	267	8.9%

1. Source: CAB Audit

2. Source: Micromex Visitor Survey - GME 2010



# Spotlight on the Exhibitors<sup>3</sup>

## Exhibitor Research

Objectives in exhibiting	%	Satisfaction
Promote company and product awareness	97%	3.20
Generate new sales leads	95%	2.81
Maintain status as a player in the industry	87%	3.30
Promote new products/services	74%	3.17
Increase sales to existing customers	70%	2.52
Launch a new product/service	55%	3.16
Write sales orders on-site	22%	2.07
Seek agent/distributor/reseller	15%	3.03

Mean Ratings: 1 = very dissatisfied, 5 = very satisfied  
Source Micromex Exhibitor Survey – GME 2010

Exhibitor Ratings of GME 2010	Rating
Organisation of the event	3.75
Shell scheme construction	3.75
Venue	3.70
Electrical installation	3.65
Security	3.60
Cleaning	3.42
Promotion of the event	3.39
Parking	3.28
Exhibition Layout	3.19
Catering	2.68

## Leads generated:

The average number of estimated sales leads received was 9 per exhibitor.

## Estimated business written:

The estimated average business written as a result of exhibiting at GME 2010, excluding statistical outliers was approximately \$147,000.



## Exhibitors feedbacks:

*'We've had a steady stream of people come through. The aim of the show up here is really to promote our brand and our broad range of capabilities, so we've achieved that really well. We've also got potential employees come through, because, as you know, it's very hard to get good people these days, so it's been invaluable from that point of view. One of the other things that has been really invaluable is the other suppliers we've been able to connect with to keep abreast of the new products around the place.'*

- **Rob Humphryson** | **Macmahon Holdings**

*'GME is an excellent opportunity for our company to be exposed to the mining industry and it is important that we are here. We consider [the results] to have been very good, particularly the first day. We have about 25 solid leads out of our first day. We love the scanning system that GME uses: it enables us to get a full listing of our contacts, to follow them up effectively and quickly, and yeah, it's looking very good. [We go to other Reed events as well.] We try to get to the Reed event up in Mackay and we are looking at AIMEX and several other ones as well. The benefit is that you need exposure in this industry. There are that many people in the mining, moving in and out of mines, and management and structures within the mining. You need to be here all the time to gain exposure.'*

- **Dennis Baker** | **Rhino Linings Australasia**

*'We've had a big variety of people, from mine managers to operators, and families here this year, so it's been fantastic. It's good to be able to promote our equipment and an opportunity to show off our new RCS system, which is available today on the surface equipment as well as the underground, and our launch with the machine behind us, and also with the AS7D, so we have been able to show both of those new machines off, which are an advancement for underground mining and our new advancements in the service equipment.'*

- **Luke Purvis** | **Atlas Copco**

## Exhibiting trends:

42% of respondents were first time exhibitors, 18% had exhibited twice and 23% had exhibited five times or more.

## Reed Exhibitions' personnel satisfaction:

87% of respondents rated Reed Exhibitions' sales staff 'good' to 'excellent'.

86% of respondents rated Reed Exhibitions' customer service staff 'good' to 'excellent'.

## Satisfaction:

Quality of visitors	2.49
Sales leads	2.43
Orders anticipated from exhibiting at GME	2.40
Quantity of visitors	2.22

Mean rating: 1= Very Satisfied, 5= Very Satisfied  
3. Source: Micromex Exhibitor Survey – GME 2010

## Marketing Activities for GME 2010

Below is an overview of marketing activities undertaken by REEDMININGEVENTS to attract a high-quality audience of mining industry professionals to GME 2010.

### Direct Mail

Over 12,500 trade invitations were distributed to industry personnel using targeted mailing lists, including past visitors, trade magazine subscribers and association members. These were released to the industry approximately 6-8 weeks prior to the exhibition, along with a further 40,000 sent to exhibitors for distribution to customers. An additional 14,500 trade invitations were inserted into major WA-focused publications including Kalgoorlie Miner's MineTalk edition, Mining Chronicle and the Gold Mining Journal.



### E-mail & SMS Marketing

An extensive email marketing campaign was used to both encourage new visitors and remind all registered visitors to attend the exhibition. An email invitation was sent to past visitors to GME - and other related exhibitions - approximately three months prior to GME 2010. Targeted reminder emails were then sent out to both registered visitors and non-registered prospects at 2 months, 1 month, 3 weeks, 2 weeks, 1 week, and 1 day prior to the exhibition, as well as on Days 2, and 3 of the exhibition. In addition, a reminder SMS was sent on Day 2 of the exhibition.

### Advertising

To target potential GME 2010 visitors, an extensive advertising campaign commenced four months prior to the exhibition. The campaign incorporated a combination of trade magazine, online, airport signage, newspaper, radio, and television advertising. Below is a summary of these activities.



### Trade Publications

- Australian Journal of Mining
- Australian Mining
- Australian Mining Monthly
- Australian Resources & Investment
- Gold & Minerals Gazette
- Gold Mining Journal
- Kalgoorlie-Boulder Directory
- The Mining Chronicle

### Online

Website and e-newsletter advertising commenced 1 month prior to GME 2010 with the following publications:

- The West Australian
- Miningaustralia.com
- Miningnews.net



## Newspaper

A solid print media campaign targeting Kalgoorlie and other key WA mining areas in the month before GME 2010 was included in the marketing mix. The newspapers used - and the number of placements - are listed below. The Kalgoorlie Miner also ran a substantial GME 2010 preview feature a week before the show.

- Kalgoorlie Miner (19)
- The West Australian (6)
- Goldfields Express (4)

## Airport

Airport signage was placed on a prominent lightbox at Kalgoorlie Airport to maximise exposure of GME 2010 to the potential high quality audience of mining executives and front-line workers.

## Radio

An extensive radio campaign from two weeks before and during GME 2010 was undertaken, targeting Kalgoorlie and other key WA mining areas. Advertisements ran on Radio West (Kalgoorlie), HotFM (Kalgoorlie), RedFM & SpiritFM. A total of 463 x 30 second ads and 24 live broadcasts by media partners, Radio West and HotFM were aired, evenly distributed across stations and running predominantly during the breakfast, morning drive and late afternoon sessions.

## Television

A TV campaign in the 4 weeks leading up to GME 2010 was

included in the marketing strategy, with a total of 111 x 30 second ads aired on the Golden West Network (GWN), WA's premier regional station and affiliate of Channel 7.

## Public Relations

Our public relations consultant – Spitfire Communications – undertook a comprehensive campaign covering industry, regional and mainstream media. Extensive editorial coverage of GME 2010, individual exhibitors and products and parallel events was secured in all key mining industry trade journals and in the mainstream media.

## GME Website

All exhibiting companies were provided with 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 2010 website had more than 13,397 visits in the 6 months up to the event, with 6.26% of these coming from overseas in countries including the United States, China, India and Canada.\*

\*Source: Google Analytics

## Exhibition Directory

42% of visitors surveyed stated that they will 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 2010



GME 2010 as an event was rich in content with excellent support from the majority of the resource sectors prominent and proactive suppliers. Economic times were on the rebound but generally things were still tough. There's little doubt many of our exhibitors from around from Australia and other parts of the world were hoping to do some serious business for obvious reasons. Not everyone was satisfied as one can imagine. At the time the gold and nickel mining sectors were in recovery mode. The nickel sector still is recovering but the commodity's price continues to rebound and is well on the way to matching prices experienced prior to the 2008 Global Financial Crisis (GFC). At the time of GME 2010 gold was propping up the region's economy so we could not expect too much the spending capacity was just not there.

GME 2010 did not attract large numbers of visitors, indications show we are down on 2008 figures, and this is hardly surprising as our dual economy finished with the GFC, it destroyed nickel prices. What we did experience though was continued support from senior mine management from within the region. This was an encouraging indication that GME remains a valuable resource to them.

During the course of the event it was most satisfying to meet people from various countries around the world. Due to its vast regional network the Chamber was well positioned to facilitate introductions for exhibitors both on and off the site. But not all connections finished during GME we have remained in contact with a number of these exhibitors since the event and continue to provide them with information. This has been a sound value-add for both parties.

We can never bank on the weather but this time it really made its presence felt during the event by invoking red alerts on the majority of mining operations within a driving radius of Kalgoorlie. Effectively a red alert means no one goes anywhere let alone an event of site no matter how significant it might be. The spectacular wind and dust associated with the extreme weather took its toll on some exhibitors. They won't forget that part of their GME experience.

From a Kalgoorlie-Boulder economic perspective GME continues to have a very positive effect on the City's economy. It remains an iconic event that so many people look forward to and general community support is extremely strong.

### Hugh Gallagher

Chief Executive Officer

Kalgoorlie Boulder Chamber of Commerce & Industry

[www.kalgoorliecci.asn.au](http://www.kalgoorliecci.asn.au)



## REEDMININGEVENTS

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

The REEDMININGEVENTS Calendar

### 2011–2013



**Mining & Engineering WA**  
5–7 July 2011  
Perth Convention & Exhibition Centre, WA  
[www.miningandengineeringwa.com.au](http://www.miningandengineeringwa.com.au)



**Asia-Pacific's International Mining Exhibition**  
6–9 September 2011  
Sydney Olympic Park, NSW  
[www.aimex.com.au](http://www.aimex.com.au)



**Queensland Mining & Engineering Exhibition**  
24–26 July 2012  
Mackay Showground Mackay, Qld  
[www.queenslandminingexpo.com.au](http://www.queenslandminingexpo.com.au)



**Mining & Engineering NSW**  
28–30 August 2012  
Newcastle Entertainment Centre, NSW  
[www.miningandengineeringnsw.com.au](http://www.miningandengineeringnsw.com.au)



**Goldfields Mining Expo**  
30 October – 1 November 2012  
Kalgoorlie Boulder Racecourse Kalgoorlie, WA  
[www.goldfieldsmineexpo.com.au](http://www.goldfieldsmineexpo.com.au)



**Mining & Engineering WA**  
2–4 July 2013  
Perth Convention & Exhibition Centre, WA  
[www.miningandengineeringwa.com.au](http://www.miningandengineeringwa.com.au)

### The REEDMININGEVENTS Team

<b>John Gorton</b>	<b>Group Exhibition Director</b> 02 9422 2511
<b>Paul Baker</b>	<b>Exhibition Director</b> 02 9422 8822
<b>Robert McIndoe</b>	<b>Operations Manager</b> 02 9422 2594
<b>Phil Batty</b>	<b>Operations Manager</b> 02 9422 2679
<b>Chris Ghosh</b>	<b>Strategic Account Manager</b> 02 9422 2518
<b>Peter Thompson</b>	<b>Account Manager</b> 02 9422 2472
<b>Luke Griffin</b>	<b>Account Manager</b> 02 9422 2339
<b>Nina Vidale</b>	<b>Event Manager</b> 02 9422 2451
<b>Veronica Ling</b>	<b>Senior Exhibition Coordinator</b> 02 9422 8965
<b>Amy Schwab</b>	<b>Exhibition Coordinator</b> 02 9422 2534
<b>Patrick Bell</b>	<b>Head of Marketing</b> 02 9422 2576
<b>Monica Eugenio</b>	<b>Marketing Executive</b> 02 9422 2007

To find out more about REEDMININGEVENTS,  
please go to [www.reedminingevents.com.au](http://www.reedminingevents.com.au)