

QUEENSLAND SAFETY SHOW 2007

POST SHOW FACT SHEET

The inaugural **QUEENSLAND SAFETY SHOW** was held over 3 days at Brisbane Convention & Exhibition Centre, Tuesday 19 – Thursday 21 June 2007.

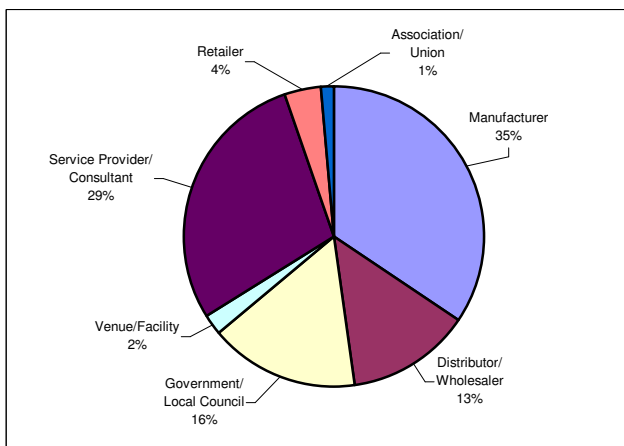
Total Trade Visitor Attendance

5,203 trade visits (4,842 visitors) including 286 Conference Delegates was the recorded attendance at the QUEENSLAND SAFETY SHOW 2007.

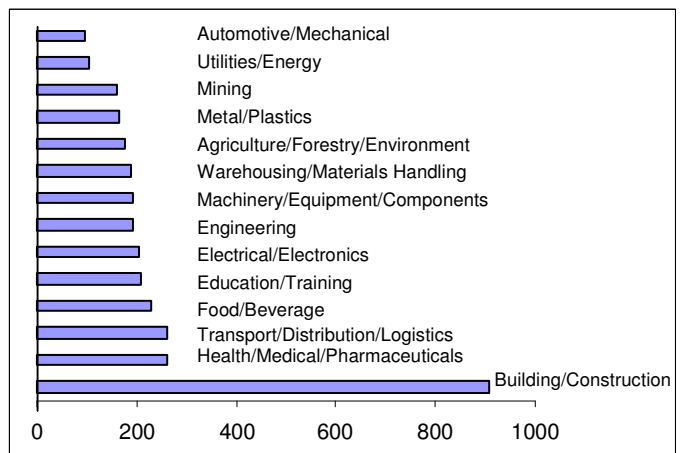
Key Statistics

- **Manufacturing** was strongly represented with 35% of Visitors belonging to this sector
- There was strong representation from the **Building/Construction** industry with just over 900 attendees
- Visitor numbers in the **Health/Medical/Pharmaceuticals, Food/Beverage and Transport/Distribution/Logistics** industries were also strong.

Visitors by Business Category



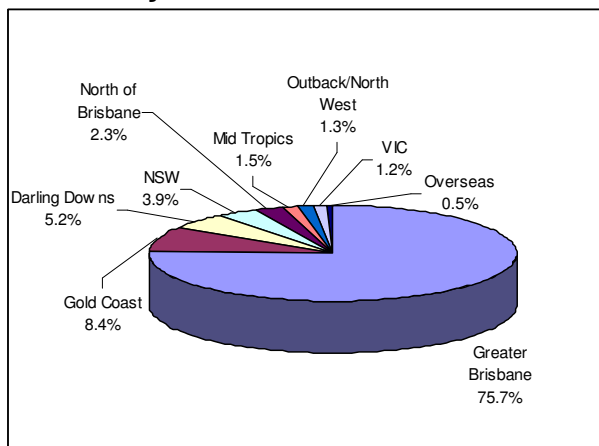
Visitors by Industry Groups



Marketing Strategy

The comprehensive visitor marketing campaign included over **185,000 Trade Show invitations, 50,000 postcards** and **27,000 visitor newsletters** that were distributed by direct mail, through key industry associations and within industry publications. In the lead up to the Show advertising was taken throughout Queensland in the *Courier Mail*. A highly targeted radio campaign on NOVA 106.9, 4MMM and 4BC topped off the marketing campaign.

Visitors by Location



Queensland Safety Conference

The Conference featured 5 streams, 29 Australian and international speakers, and attracted 286 delegates. Streams included Wellness in the Workplace, Practical Safety Solutions and Creating a Safe Workplace Culture. Each day the Conference Delegates spent time in the Trade Show.

Total Exhibitors

204 national and international exhibitors occupied 9920 square metres. Exhibiting products including, machine guarding, height safety & confined space equipment, hazardous goods, handling & storage, training resources, safety signage, first aid & medical rehabilitation services, building & construction safety equipment, electrical safety products & services, forklift safety, hoists & vacuum lifting, scissor-lifts, palletising equipment, shelving & storage systems.