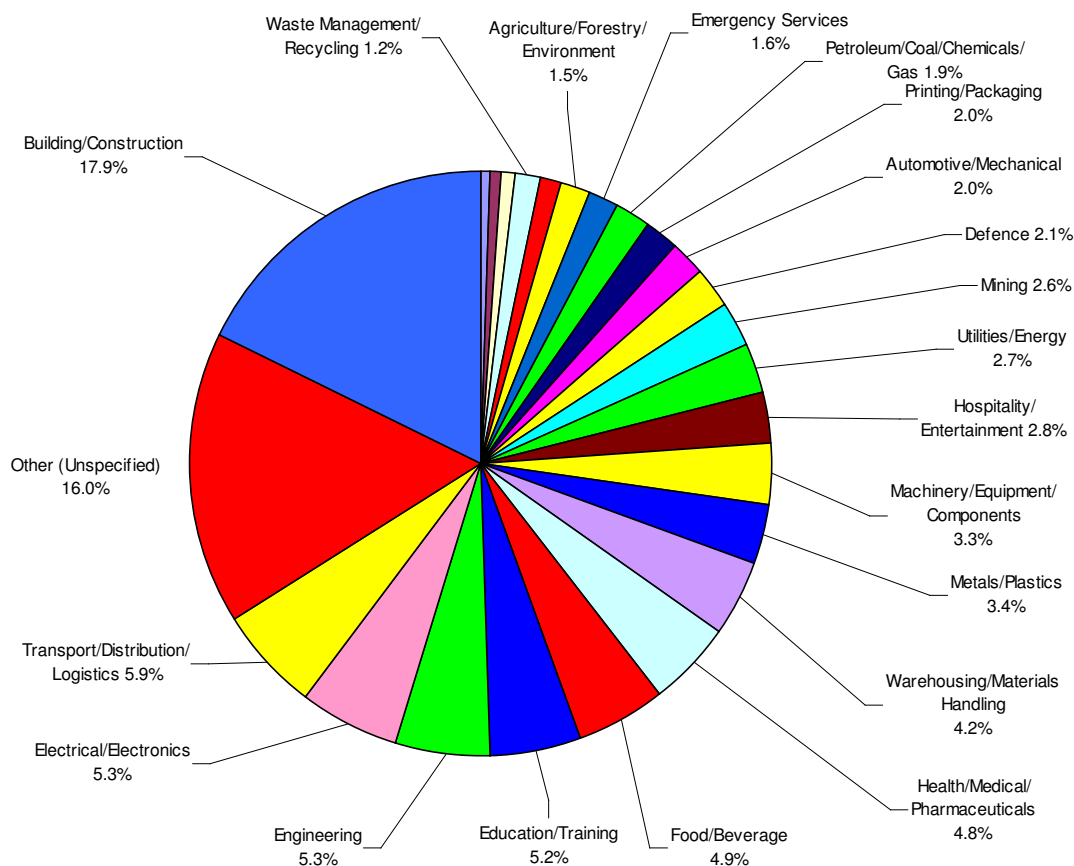


The 5th Annual SAFETY SHOW and co-located SYDNEY MATERIALS HANDLING trade shows were held from 24-26 October 2007 at Sydney Showground, Sydney Olympic Park, attracting 10,276 trade visits (9,662 visitors) including 462 Safety Conference Delegates. These numbers do not include exhibitors, students or accompanying guests.

Key Visitor Statistics*

- **Manufacturing** was strongly represented with over **32%** of Trade Visitors belonging to this sector
- Over 1,600 Visitors came from the **Building/Construction** sector
- **50%** of Visitors described their company as having **over 100 Employees**

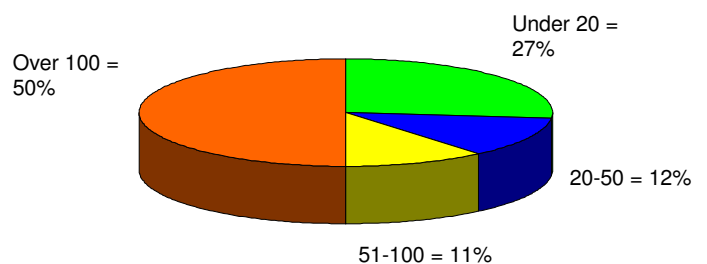
Key Industry Representation (# from each industry)



Visitors By Business Type

Manufacturer	32%
Service Provider/Consultant	28%
Distributor/Wholesaler	13%
Government/Local Council	19%
Retailer	4%
Venue/Facility	4%
Association/Union	1%

Visitors By Company Size (# Employees)





+

POST SHOW FACTS

Visitor Feedback**

- **95% of visitors** indicated that they saw a product or service that they were likely to buy after the Show
- **89% of visitors** discovered new products
- **81% of visitors** discovered new suppliers
- **75% of visitors** indicated that they intend to return to the Show in 2008

Exhibiting Companies

- **322 Exhibitors** displayed products and services providing safety solutions in the following areas: breathing apparatus, communications, corporate health programs, dangerous goods storage/containment, drug & alcohol testing, electrical safety, fire control, first aid & medical services, forklifts and forklift safety devices, gas & fume detection, height safety equipment, injury prevention/management, machine safety, materials & manual handling aids, personal protective equipment, road safety equipment, safety flooring, training, warehousing solutions plus much more
- **SYDNEY MATERIALS HANDLING** attracted participation from companies including: Acerack, Allforks Cat, Australian Conveyor Supplies, Australian Forklift Training, Australian Sweeper Company, Electrodrive, Forkpro Australia, Hako, Headland Storage, JLG Prolift, Kockums Bulk Systems, Linde Material Handling, Materials Handling Pty Ltd, Mil-Tek Waste Solutions, Millsom Materials Handling, Nu-Star Materials Handling, Pacific Hoists, Richmond, Roto Lift Safetech, Shockwatch, Task Forklifts, Preston Group, Toyota Material Handling, Wastech plus many more.
- **Corporate Health Promotion** was a major feature with over 20 participating companies offering onsite health screenings, work-life balance advisory services, ergonomic equipment, injury management programs, employee fitness advice and Employee Assistance Programs plus more.

Marketing Campaign

- **Endorsement** by Safety Institute of Australia (NSW. Division) and sponsorship by WorkCover NSW ensures that the Show and Conference are promoted to the broadest quality audience.
- **Strategic advertising and Press Releases** in key industry publications such as *Safety Solutions*, *National Safety*, *Manufacturers' Monthly* & *MHD Supply Chain Solutions*.
- **Direct marketing communications** including Direct mail, eMarketing and telemarketing to a database of more than 300,000 qualified trade visitors ensure maximum promotion to the relevant market for workplace health & safety products & services.
- **Radio advertising** on 2GB, 2MMM and WSFM.

Special Events

- Many Exhibitors used the opportunity to promote their products and services for free on the **Live Demonstration Stage and Safety Theatre**. Both stages were located on the Trade Show floor and gave visitors the opportunity to see products in action, watch informative DVDs and ask questions directly to product experts.
- **Free WorkCover NSW Workshops** provided visitors with a unique opportunity to find out more on measuring safety levels in their workplaces and how joining its mentoring programs can support safety initiatives within business.

*According to official registration statistics from InfoSalons Pty Ltd.

**According to independent research by Micromex Research Pty Ltd.