

Post Show Report

FOODSERVICE infocus Expo

Melbourne Exhibition Centre 25-28 June 2007

5726 qualified buyers over 3 days

A 40% increase in attendance!



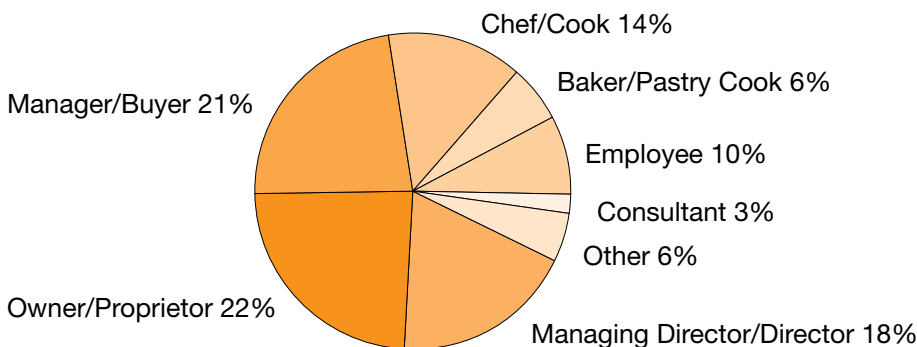
The second Foodservice infocus Expo was held from the 25-28 June at the Melbourne Exhibition and Convention Centre and was judged an outstanding success by visitors and exhibitors. The exhibition was co-located with Clubs and Hotel Expo.

Over 200 Exhibitors participated and 5726 trade visitors attended the 3 day event.

As a business to business forum Foodservice infocus targeted buyers and decision makers from the foodservice, bakery and catering equipment sectors. A series of free seminars on the latest hot topics featuring leading industry experts attracted over 500 delegates during the Expo.

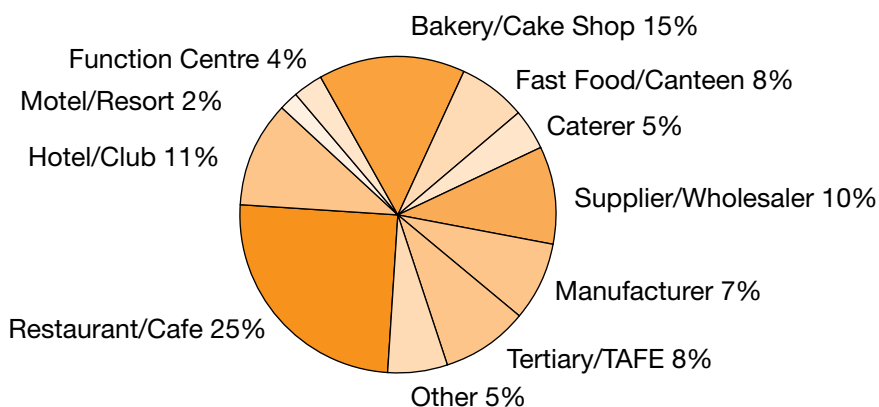
The statistics in this report are sourced from the visitor registration forms and the post show exhibitor survey.

Position/Title of Visitors



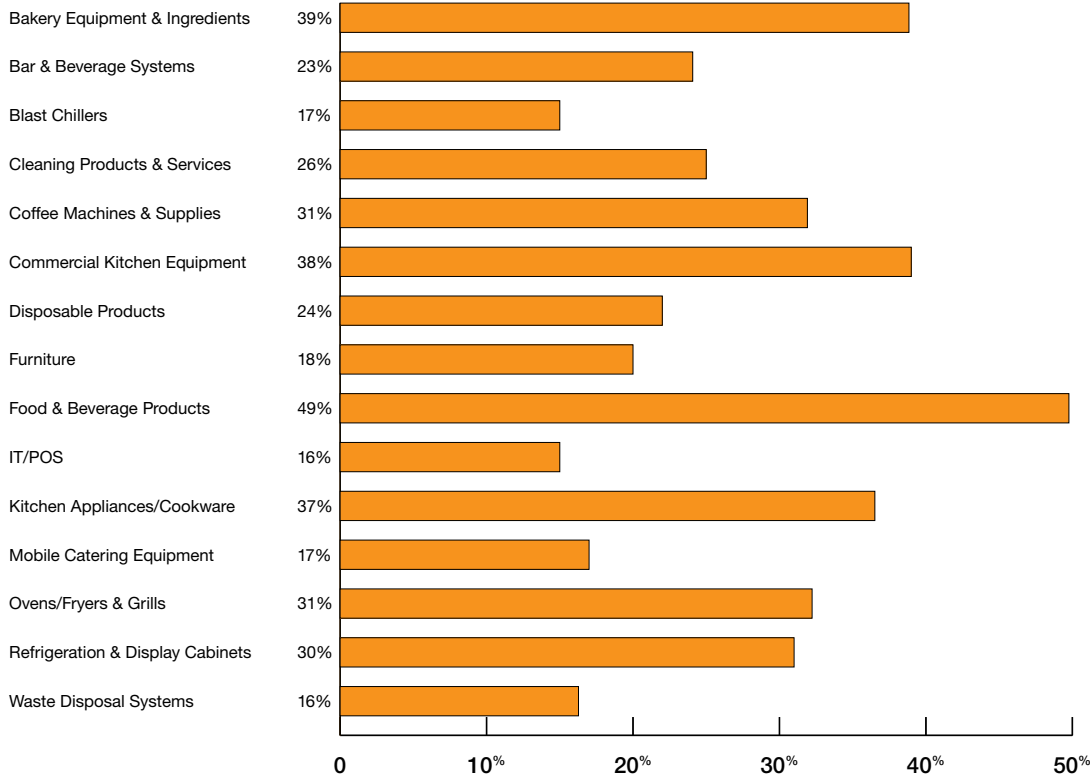
61% of visitors were Owners or Managers

Type of Business



Qualified buyers attended

Products of Interest



Foodservice products, bakery & catering equipment were in demand

Exhibitors Survey Results

Exhibitors completed an exhibitor survey on the results of their participation and were asked to rate their response as Excellent, Very Good, Good, Average or Poor.

85% rated the quality of visitors attending the show as Good to Excellent.

77% rated the overall number of visitors to their stand as Good to Excellent

89% rated the overall success of their participation as Good to Excellent

Exhibitors were asked whether they had generated sales or anticipated receiving orders as a result of their participation.

45% of respondents said that they had generated sales at the show.

50% anticipated receiving orders in the next 2 months

25% have or will be passing on leads to agents/wholesalers

What the exhibitors said!

"We do 5 or 6 shows a year. We participated in the first show two years ago and did exceptionally well. This time we have done twice as much business as last time and certainly better than we have ever done at any other show in Melbourne. There is something about the quality of the customers and the style of business at this show that is different from any other exhibition."

Robert Erskine Managing Director Rely Services

"The show has been very good; plenty of exposure, great feedback from prospective customers and everything has gone very well."

Paul Johnson Managing Director of Fruil Australia

"The show has been excellent. Its our first Foodservice infocus and it has gone very well, great leads and good sales."

Jon Whitwell Director Equipe

"The calibre of the people at the show has been excellent and we would certainly recommend that companies certainly exhibit at the show in 2009."

Chris Wheelhouse National Sales Manager Robins Foods

"The show exceeded my expectations It was a great opportunity to showcase our new product range to our customers."

Michael Luxmoore Foodservice Marketing Manager Simplot

"We had a fantastic outcome and I believe that we probably paid for the stand in the first day. We have had an excellent number of visitors which have all been good quality."

Wayne Viles Sales Manager Robot Coupe

Book Now for 2009!

Don't miss out on securing your space, our next show promises to be even bigger and better.

Melbourne Exhibition Centre 23-25 June 2009



AUSTRALASIAN EXHIBITIONS & EVENTS PTY LTD

Suite 11, Pier 35, 263 Lorimer Street
Port Melbourne Victoria 3207

Tel 03 9676 2133 Fax 03 9676 2533

Email: info@auexhibitions.com.au

Web: www.foodserviceexpo.com.au