

THE NEWSLETTER FOR QREX 09 EXHIBITORS AND SUPPORTERS



Thank you for a successful QREX 09

Thank you to all exhibitors and supporting organisations for your involvement in last week's QREX Trade Exhibition in Rockhampton. Feedback from the majority of exhibitors was generally positive, with many reporting a good number of quality leads. Visitors to the show certainly witnessed a substantial and impressive showcase of new products to the Queensland market from leading suppliers.

Early research shows that QREX attracted a high quality audience of over 2,000 trade visitors, with significant levels of decision-makers in attendance. The category of Director / CEO / MD / GM / Owner made up 10.7% of trade visitors - with Engineering (10.5%) and Purchasing / Maintenance (7.3%) also strong – demonstrating the high level interest and purchasing power of a large proportion of QREX 09 visitors. Further details are provided over the page. Note that these figures are only preliminary, and a fully audited Post-Show Report – something that Reed Exhibitions does for all its events – will be sent to you within three months.

While the Trade Exhibition was the central part of QREX, we were also pleased with the outcomes of the range of events which ran alongside it. These included international and regional conferences, as well as tours to mines, processing plants and research centres. All contributed to a true *week* of mining industry education, demonstration, discussion and trade, establishing QREX as one the leading mining industry events in Queensland.

Don't forget that if you are one of the 100 randomly selected QREX exhibitors contacted by our independent research consultant, we urge you to use the opportunity to help us accurately gauge the collective experience of exhibitors, so we can make QREX as successful as possible for exhibitors *and* visitors next time! Alternatively, please contact me directly at soren.norgaard@reedexhibitions.com.au. We are constantly looking to improve our exhibitions, so we value your feedback.

On behalf of the QREX team at Reed Exhibitions, thanks to all exhibitors, trade visitors, media representatives, and all other supporters for their contribution to the QREX 09 Trade Exhibition. We look forward eagerly to working with you again at the next QREX in 2011.

- Soren Norgaard, Exhibition Manager

| QREX 09 Trade Exhibition at a glance* | | | | |
|---------------------------------------|----------------------------------|-----------|---|----------|
| Total Visits | 2,087 | | | |
| Visits Per Day | Tuesday | Wednesday | | Thursday |
| | 655 | 802 | | 630 |
| State Breakdown | VIC | 1.8% | QLD | 94.0% |
| | NSW | 2.1% | SA | 0.4% |
| | WA | 0.4% | ACT / NT | 0.4% |
| | TAS | 0.2% | International | 0.7% |
| Job Function | Director / CEO / MD / GM / Owner | | 10.7% | |
| | Engineer | | 10.5% | |
| | Purchasing / Maintenance | | 7.3% | |
| Industries | Mining & Mineral Processing | | 19.2% | |
| | Engineering | | 9.3% | |
| | Construction | | 8.7% | |
| | Maintenance | | 7.7% | |
| Exhibitor Numbers | 171 | | Including companies from New Zealand, Victoria, NSW & Western Australia | |
| Exhibitor Personnel | 1,303 | | | |

* Subject to final CAB audit

Thank you to all exhibitors for your valued participation at the QREX Trade Exhibition.
For more information visit: www.qrex.com.au

Key Contacts

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Forthcoming exhibitions presented by REEDMININGEVENTS:

Mining & Energy New South Wales (M&E NSW)
 22-24 September 2009, Muswellbrook, NSW
www.miningandenergynsw.com.au



Queensland Mining & Engineering Exhibition (QME)
 27-29 July 2010, Mackay, QLD
www.qme.reedexhibitions.com.au

