

Visitor Statistics Summary

3 DAYS – 3,593 TRADE VISITORS

The 2008 **WA SAFETY SHOW** attracted an attendance of over 3,500 qualified Trade Visitors (3,997 Visits in total) representing a broad range of industries, such as manufacturing, mining, building/construction, machinery/equipment, transport/logistics and health/medical services.

Visitors

Trade Show: 3,593

Conference Delegates: 372

Total Individual Visitors: 3,965

Key Visitor Statistics

24% of visitors were from the **manufacturing** sector.

35% of the visitors came from businesses with over 100 employees.

442 visitors came from the **mining** sector

415 visitors came from the **building and construction** sector

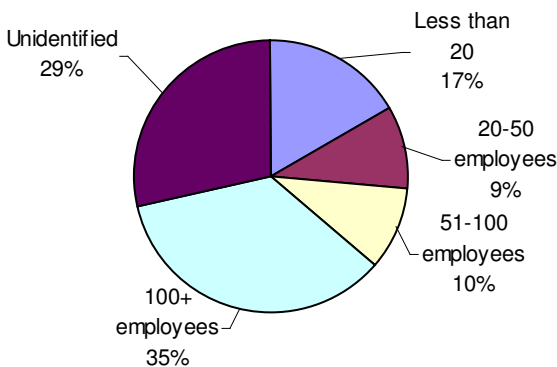
Exhibitors: 163

Marketing Campaign

Strategic advertising in key industry publications such as Safety Solutions, hrmonthly, National Safety, ATN, Contractor Magazine and AMTIL ensured that the dates, venue and highlights of the Show were all promoted to a targeted audience.

In addition, **direct mail** of 80,000+ trade invitations ensured that every relevant business received a personal invite to attend

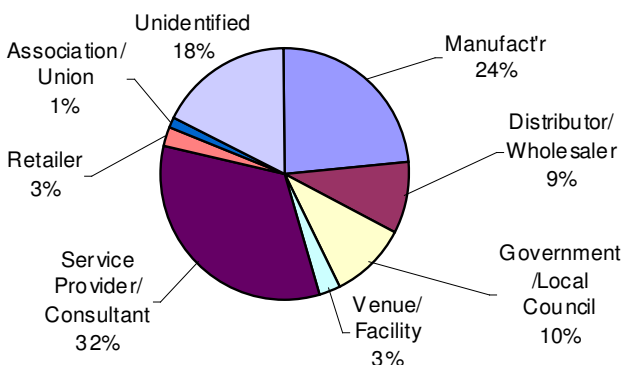
Visitors by Company Size (# employees)



At time of registration, visitors were asked to indicate the size of the company that they work for (in terms of number of employees). The results show a broad representation from small, medium and large business.

The results show that **35%** of visitors came from companies with more than **100 employees**.

Visitors by Business & Industry Type



All visitors were asked to classify their business type (shown on the graph to the right) and the industry that they worked in. The most represented industries are as follows*:

- 442** Mining
- 415** Building/Construction
- 182** Machinery/Equipment/Components
- 167** Transport/Distribution/Logistics
- 151** Health/Medical/Pharmaceuticals

*Individuals from these industries