

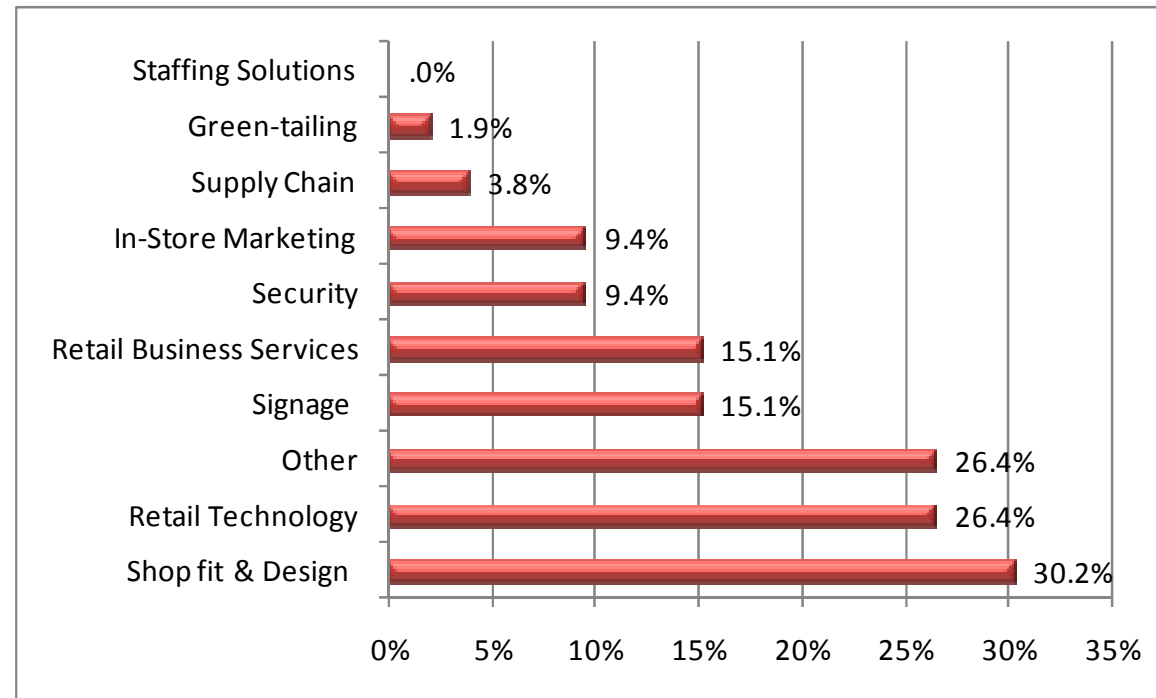


Retail 2009 Post Show Review

2/10/2009



Exhibitor Profile



- Most exhibitor respondents were Shop Fit & Design with 30.2%
 - Number 2 08 with 27.8%
 - Number 2 in 07 with 21.6%
- The second most common exhibitor respondents were from the Retail Technology segment 26.4%
 - Number 1 in 08 with 37.0%
 - Number 1 in 07 with 29.7%
- 14.8% of exhibitors considered themselves 'Other', however, there was no real consistency in the 'Other' open field analysis
 - Perhaps POS, and Store Equipment were the only elements mentioned more than once

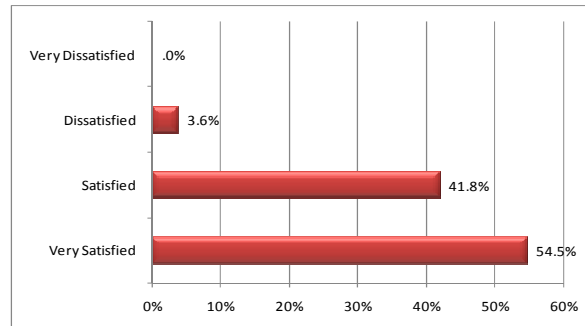
Reasons to Exhibit

	Critical Row N %	Important Row N %	Total Imp Row N %	Not Imp/App Row N %
Launch New Products	25.9%	57.4%	83.3%	16.7%
Generate Sales Leads	72.7%	25.5%	98.2%	1.8%
To Build a Database	24.1%	59.3%	83.3%	16.7%
Improve Brand or Product Awareness	63.0%	35.2%	98.1%	1.9%
Networking	21.8%	69.1%	90.9%	9.1%

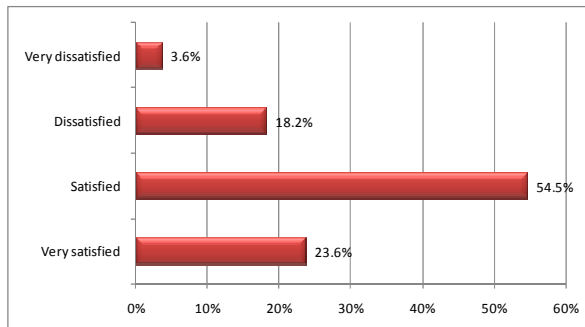
- Generating Sales Leads was the most important RTE with 98.2% of exhibitors claiming it was critical or important
- Improving Brand or Product Awareness was the second most important RTE with some 98.1% of Exhibitors claiming it was critical or important
- Networking was the third most important RTE with 90.9% (though most didn't consider it critical)



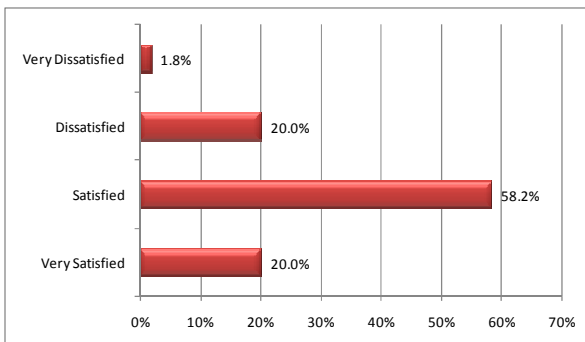
Exhibitor Satisfaction



- 96.4% of exhibitors were satisfied or very satisfied with the exhibition management



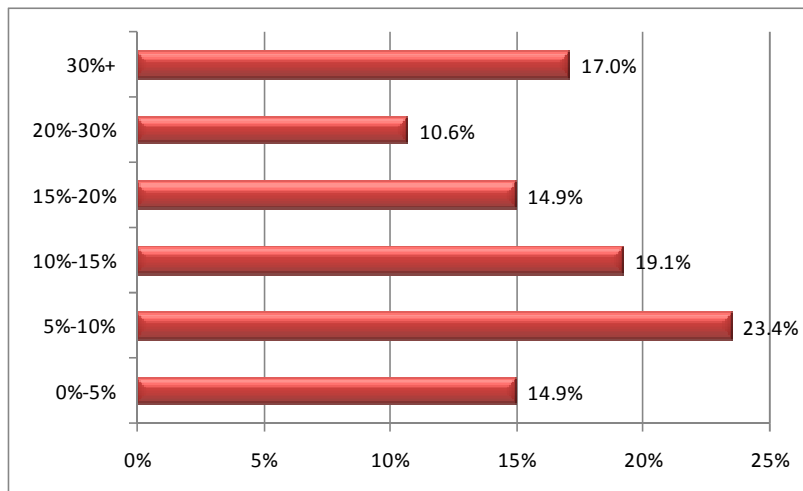
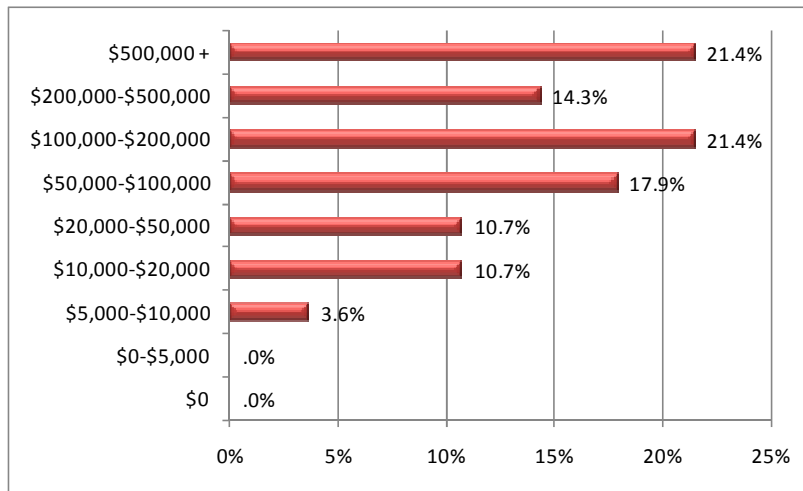
- 78.2% of exhibitors were satisfied or very satisfied with the expo given their RTE



- 79.8% of Exhibitors were Satisfied or Very Satisfied with the Quality of Visitors

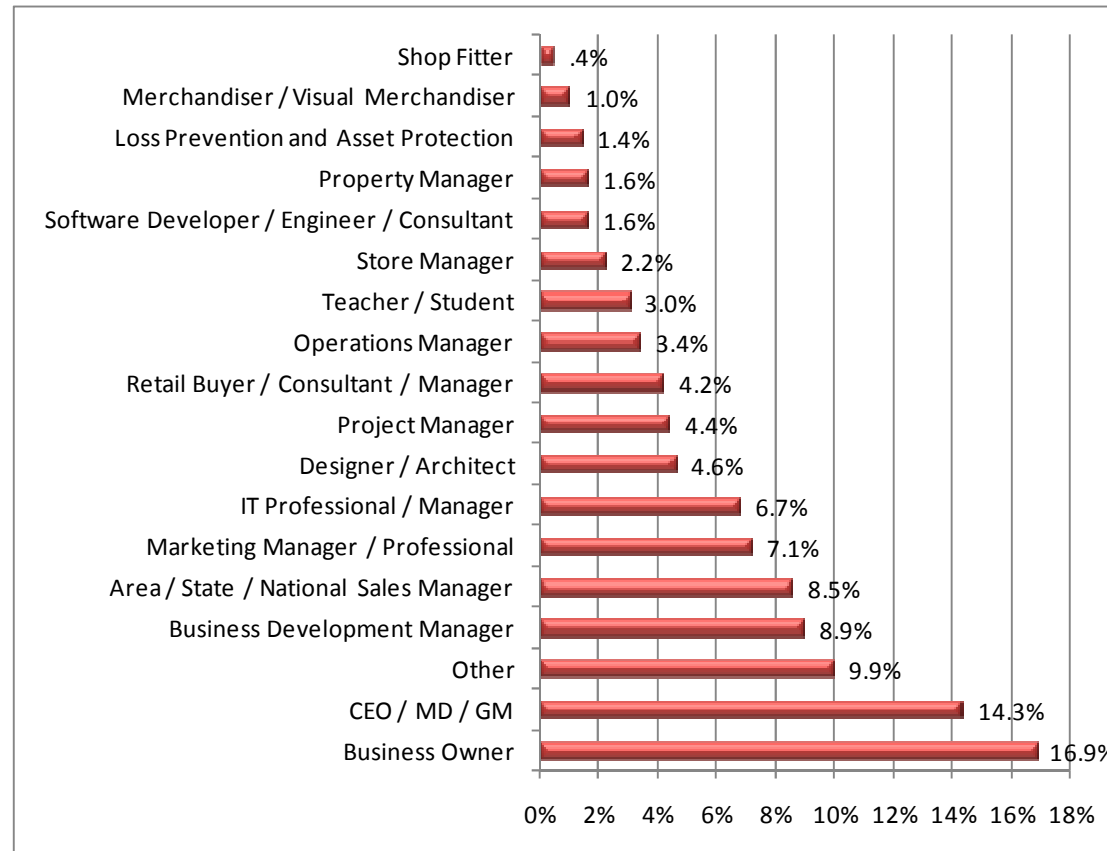


Exhibitor ROI



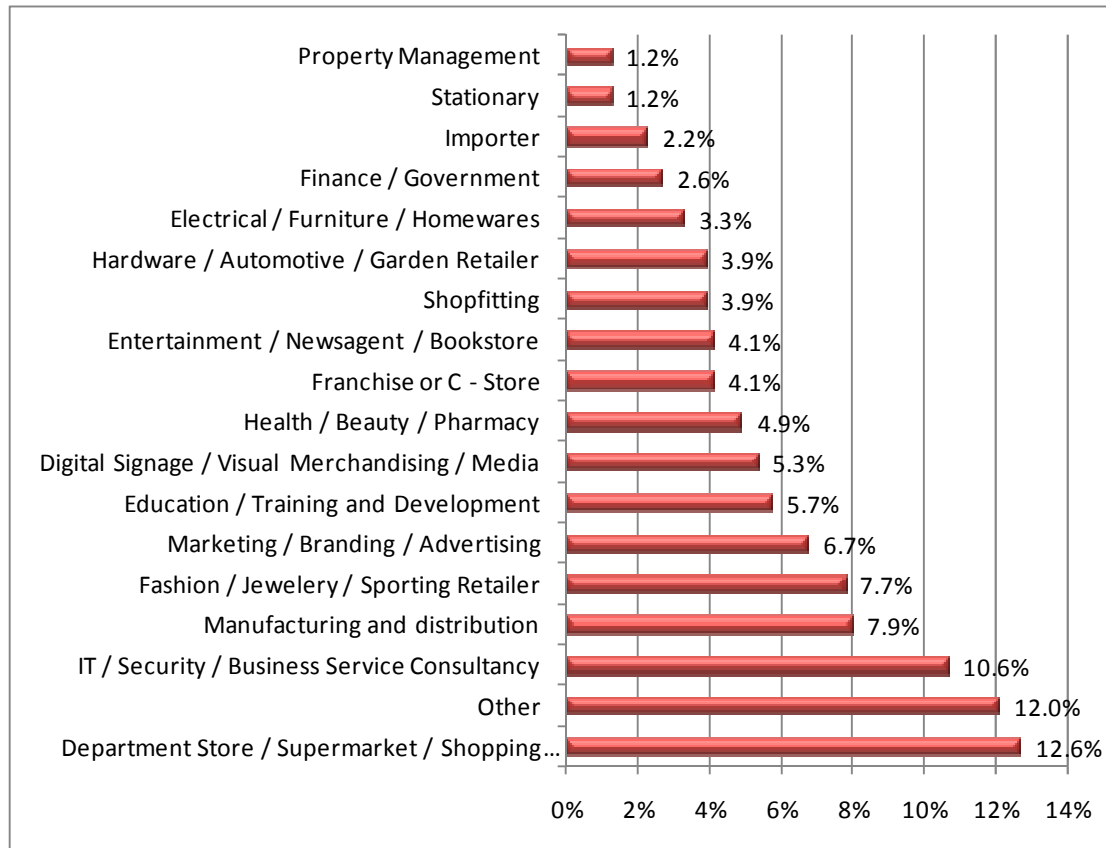
- 21.4% of exhibitors who responded suggested that they generated over \$500k in leads at the show
- 57.1% of respondents suggested they generated over \$100K in leads
- The basic mean value of leads generated at the show was \$208K
 - \$143K in 08
- This provides for an estimated \$33.5 Million in written business generated by exhibitors at the show
- The mean increase in brand or product awareness generated by the respondents was 14.9%

Visitor Profile – Job Function



- The primary visitor job function was Business Owner with 16.9% of respondents being from this segment
- CEO / MD / GM / Owner was second with 14.3%
- ‘Other’ was the third most common job function with 9.9%
- Business Development Manager was fourth with 8.9%
- Area / State / National Sales Manager was fifth with 8.5%

Visitor Profile – Business Type



- The Primary Business Type was Department Store / Supermarket / Shopping Centre with 12.6%
- The number 2 Business Type was 'Other' with 12%
- IT / Security / Business Service Consultancy was third with 10.6%
- Manufacturing and Distribution were fourth with 7.9%

Visitor Challenges



- The most common key challenge was ‘Sourcing New Customers’ with 68.6% of visitor respondents placing it in their top four
- The second most common Key Challenge for Visitors was ‘Differentiating Your Business from Competitors’ with 65.6% of Visitors claiming it was one of their top 4
- Retaining Customers and Making Your Business Sustainable were again the second-tier challenges with 47.7% and 36.4% respectively

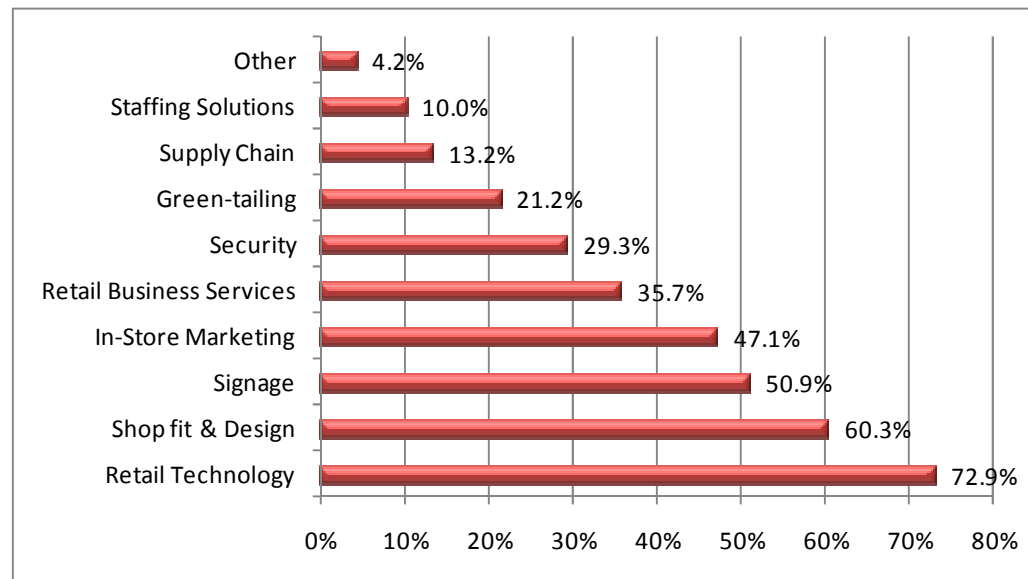


Reasons to Visit

	Very Important	Important	Subtotal	Not Important	Not Applicable
	Row N %	Row N %	Row N %	Row N %	Row N %
Comparing Products & Suppliers	39.7%	48.1%	87.8%	7.6%	4.6%
Finding New Products & Suppliers	50.5%	40.0%	90.5%	4.8%	4.6%
Keeping Up-to-date with Industry Developments, Technology, or Trends	53.1%	39.1%	92.2%	6.0%	1.8%
Attending Paid Conferences	2.4%	18.3%	20.7%	44.4%	34.9%
Networking	26.4%	42.7%	69.0%	22.1%	8.9%
To Consider Exhibiting	5.3%	16.6%	21.8%	21.0%	57.2%
Visiting the Retail 2020 - Store of the future	18.3%	45.2%	63.5%	29.1%	7.4%
Visiting the Retail Design Studio	7.7%	40.1%	47.8%	34.7%	17.5%
Other	4.1%	12.6%	16.7%	15.8%	67.6%

- Keeping up-to-date with new technology was the primary RTV with 92.2% of respondents claiming it was important or very important
- Finding New Products and Suppliers was the second most important RTV with 90.5%
- Comparing Products and Suppliers was the third most important RTV with 87.8%

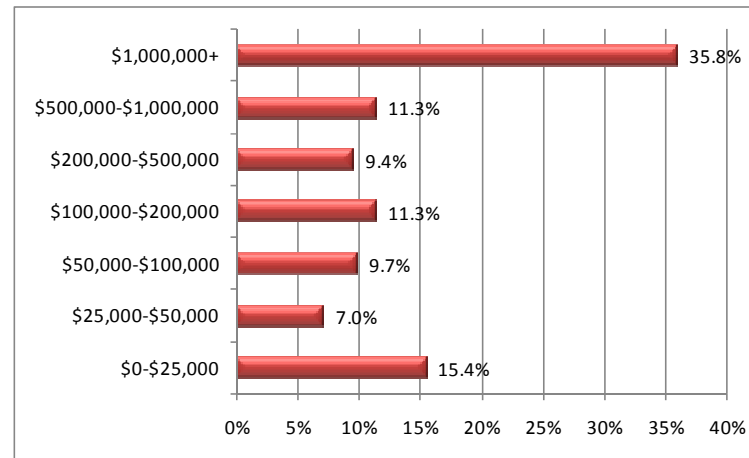
Visitor Product Attractions



- The most common attraction for visitors was Retail Technology with 72.9% selecting it as a category of interest
- Shop Fit and Design was the second most common attraction with 60.3%
- Signage was the third most common attraction with 50.9%

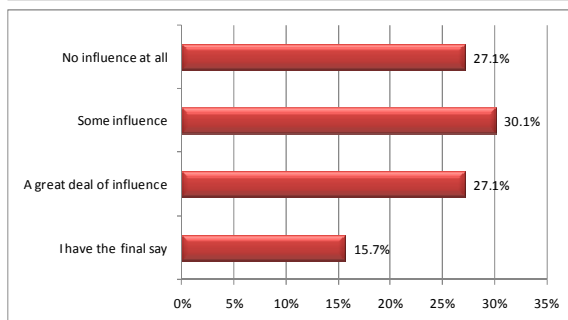
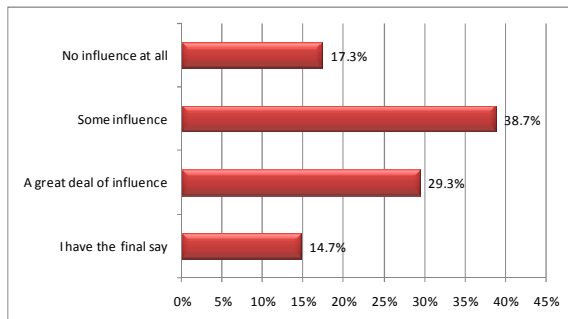
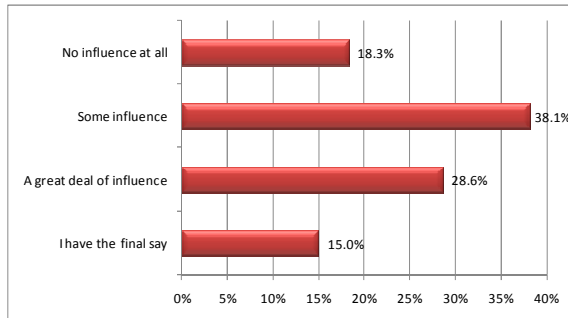


Visitor Value



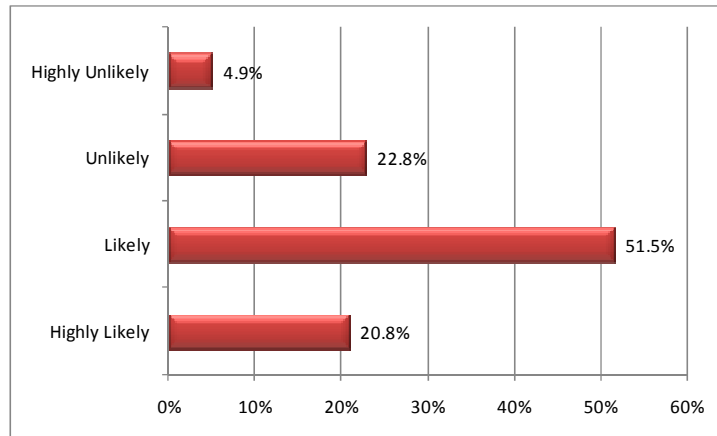
- 82.6% of Visitor respondents are involved in Purchasing, Specifying or Recommending Retail products or services
- The mean average respondent will be recommending, specifying or purchasing \$505K of Commercial Retail products within the next 12 months
- Therefore the total estimated market value for the 2009 Retail Expo is \$1.92 Billion
- 95.3% of respondents had some influence over purchases in one or more exhibitor sectors (retail fit out, retail technology, or retail business services)
- 19.2% of visitors had 'The Final Say' in one or more exhibitor sectors

Retail Business Services

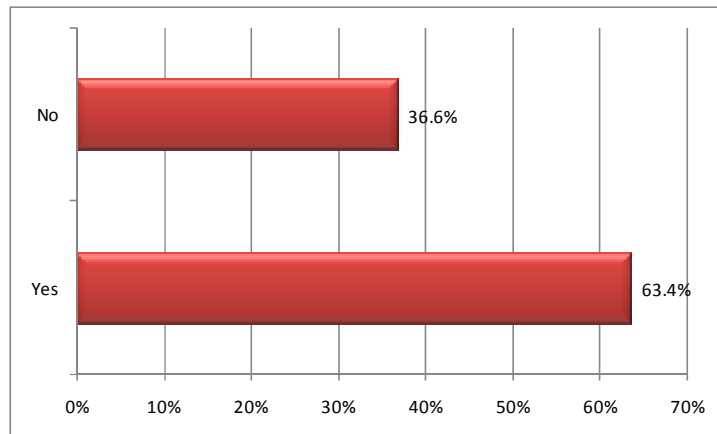


- 43.6% of Visitors had a 'great deal of influence' or 'the final say' in purchases of Retail Business Services in their business
 - 81.7% of visitor respondents had some influence over Retail Business Services purchases in their business
- 44% of Visitors had a 'great deal of influence' or 'the final say' in purchases of Retail Technology purchases in their business
 - 82.7% of visitor respondents had some influence over Retail Technology purchases in their business
- 42.8% of visitor respondents had a 'great deal of influence' or 'the final say' in purchases of Retail Fitout services in their business
 - 72.9% of visitor respondents had some influence over Retail Fit out purchases in their business

Visitor Purchase Likelihood

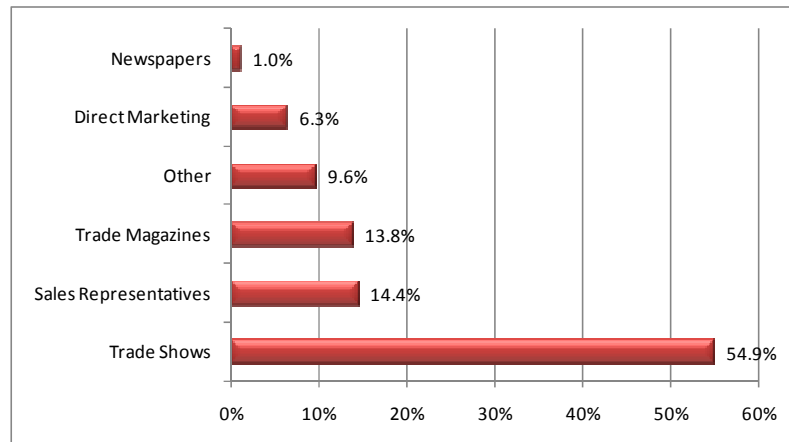


- 72.3% of Visitors suggested that they were likely or highly likely to purchase a product seen at the expo

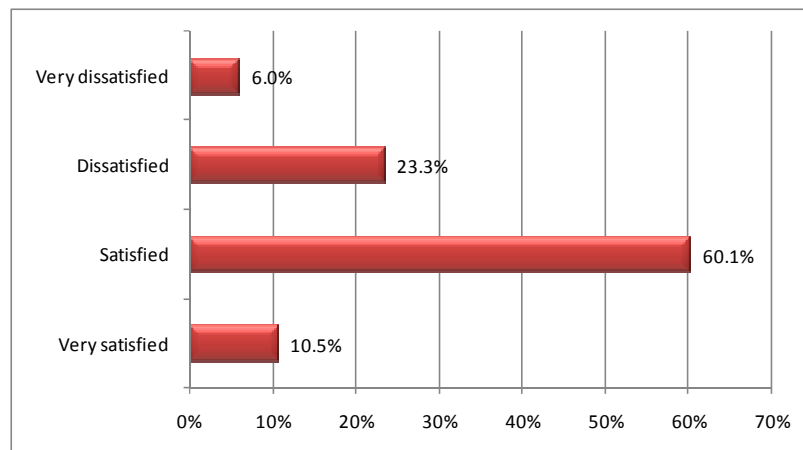


- 63.4% of Visitors claimed that they discovered new products, suppliers or services at the expo

Visitor Media Preference



- 54.9% of visitor respondents suggested that Trade Shows are the best way for them to discover new products for their business



- Overall 70.6% of Visitors were Satisfied or Very Satisfied with the Expo given their Reasons to Visit