

KEY FACTS ABOUT OUR MEMBERS

Exhibition numbers

- EEAA members organised 136 events, including 12 new events
- Member venues hosted 649 events, including 184 new events
- EEAA members shows represent a marketing channel for over 24,000 exhibitors
- 1.6 million visitors attended EEAA member events
- Approximately 512,000m² of exhibition space was sold utilising over 1.13 million m² of venue space
- 2,659 full time staff were employed, 5,122 part-time staff and 1,603 contractors
- The lifestyle sector is the most predominant type of show, representing 52% of all shows, followed by business and retail/wholesale at 33%

Annual turnover

- On average, suppliers annual turnover for the financial year was \$4.8 million
- 70% of suppliers stated average turnover for the financial year exceeded one million dollars
- Total approximate financial year turnover for EEAA member suppliers is \$380 million
- Exhibitions are increasingly including conference, seminars, educationals and other "experiences", therefore stimulating the business events economy even further.
- For some exhibitions, up to 44 per cent of visitors come from interstate or overseas therefore representing a powerful driver of trade, investment and the visitor economy.

Trade and consumer events

- Trade events had the largest exhibitor base with 13,172 participants and attracting 406,999 visitors
- Consumer events drew 1,132,036 visitors with a total of 9,091 exhibitors
- Retail/wholesale sector dominates trade event accounting for 28% of events
- Lifestyle and home sectors dominate consumer events, representing 41% and 21% respectively

*EEAA Market Monitor

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OUR GOALS

Strengthen the voice of the exhibition and event sector through effective advocacy and research.

Promote exhibitions and events as the most powerful face-to-face marketing channel.

Drive education, training and best practice in the industry.

Recognise achievement and excellence.

Promote sound WHS and ethical practice.

Help Members grow their businesses.

Deliver events and networking channels that allow our Members to build peer to peer contacts.



ABOUT US

The Exhibition & Event Association of Australasia (EEAA) is the only association specifically set up to represent organisers, venues and suppliers in the exhibition and event industry. EEAA is a not-for-profit organisation formed in 1992. It is funded by Members and partners through annual membership fees and through attendance at EEAA events.

The Association represents the industry at the highest levels of Government, in industry forums in Australia and internationally and in the media. We run campaigns on issues that affect our Members.

Our advocacy is highly targeted and is designed to influence decision-makers. Our goal is to ensure the economic and social contribution of our industry is communicated to decision makers in Government and in stakeholder networks. We do this by collecting information and data from our Members to present compelling facts about why exhibitions and events matter. This builds credibility and professionalism of the industry and allows EEAA to maximise its sphere of influence.

Each year, EEAA Member venues and organisers stage over 500 events and attract close to 2 million visitors. A single event can attract up to 220,000 people and hundreds of exhibitors. They generate billions of dollars in sales, export revenue and employment across the country.

Trade and consumer events cover every conceivable industry category, from mining, energy, resources, tourism, motoring, aviation and maritime, banking, retailing and information technology to new industries around health and medical science, fitness, beauty, fine food, home renovation and design. Some of these expos are stand-alone while others are part of meetings and national or international congresses, held in convention centres, showgrounds, hotels and other leading venues. Increasingly, the traditional exhibition is incorporating more educational components, seminars and conferences as organisers offer new ways to improve the effectiveness of the channel.

We invite you to be part of the peak professional Association representing organisers, venues and suppliers in Australasia's trade and consumer exhibitions and events.

“Our advocacy is highly targeted and is designed to influence decision-makers.”



WHAT OUR MEMBERS SAY ABOUT US



"The primary thing that we get out of EEAA is the ability to network with like-minded organisers and suppliers. Any company that is in the event and exhibition industry needs to be a Member of the EEAA to take advantage of the opportunity to network and talk with other businesses that are involved in this space."

Debbie Evans,
Reed Exhibitions



"We are all striving towards a common goal to enhance the growth of the exhibition and events industry. The relationship between EEAA and its members is fundamental to providing a platform of support, communication and information sharing to collectively enjoy success as we continue to adapt to this ever changing business environment."

Beverley Parker,
Dockside Group



"The EEAA is the heartbeat of the industry and that's where you find the people who can help you to become a success. The big advantage is that not only does it help you to understand what's going on today but to prepare for the future. If you're not in the exhibition industry association you're really not in the exhibition industry."

Domenic Genua,
Boating Industry Association of NSW



"Our company is an industry leader and it's important to put back into the industry. Our collective message is more powerful than the fragmented messages of individual companies. Advocacy is critical to making sure that people understand the benefits of what we do as an industry. Networking is also a great bonus. To be with your colleagues, to talk about the pleasures, to talk about the pain – it makes such a difference."

Matthew Pearce,
Diversified Exhibitions



"Being a part of the EEAA community enables my business to chart a clear course to a successful future. It enables me to make the right choices, puts me in constant touch with leading suppliers and contractors, allows me to benchmark my business against my peer group and keeps me informed of sector and regulatory change, as it happens. Membership has allowed me to position my company as a leading business and a desirable employer of choice."

Harvey Stockbridge,
Informa Exhibitions



"It provides a good forum for throwing around ideas about how to improve our events and exhibitions and getting the most out of them for our exhibitors and visitors. I am getting an incredible opportunity to network with the people who are at the cutting edge of our industry. We have a great team representing us at government level and that's something you can't do as an individual."

Jim Delahunty,
ExpoNet

WHAT WE DELIVER

EEAA is committed to establishing and maintaining the highest industry standards. To achieve this, we have a year-round program of services for Members. Our program areas are:

Advocacy: We represent the industry in government and industry forums, and lobby on issues that matter to Members.

Leadership: We provide a strong and effective voice for the industry. We deliver the EEAA Leaders Forum each year to foster thought leadership amongst the most senior Members of the industry and to provide a forum for coaching our leaders and building competencies specific to the exhibitions and events sector.

Research: We conduct targeted research to help inform our advocacy and marketing campaigns. The EEAA Market Monitor launched in 2012 provides valuable insights into the health of the industry. We also contribute to research conducted by international bodies like UFI and IAEE to ensure the Australasia region is represented and has a voice on the global stage.

Marketing and Communications: We deliver programs that promote the Power of Exhibitions as a marketing channel and raise awareness of the Association and its work. Our website regularly updates Members about industry news and developments. We produce a popular calendar of events that promotes Member events around the country and in New Zealand.

Risk Management: We deliver Members WHS accreditation through the EEAA/Marsh Risk Program. We also run education forums about risk and safety management to ensure that safety is at the heart of work culture in our industry.

Professional Standards: We administer a Code of Ethics to ensure Members operate ethically.



Young Stars Program: We deliver opportunities for younger members of the industry to be nurtured and encouraged to be active in the association.

Recognising Excellence: We deliver the Annual Awards for Excellence program that recognises the best shows, venues, suppliers, teams and individuals.

Thought Leadership and Professional Development: We produce the EEAA Annual Conference to promote professional development. We also offer a year-round program of seminars and workshops on current issues and areas of innovation.

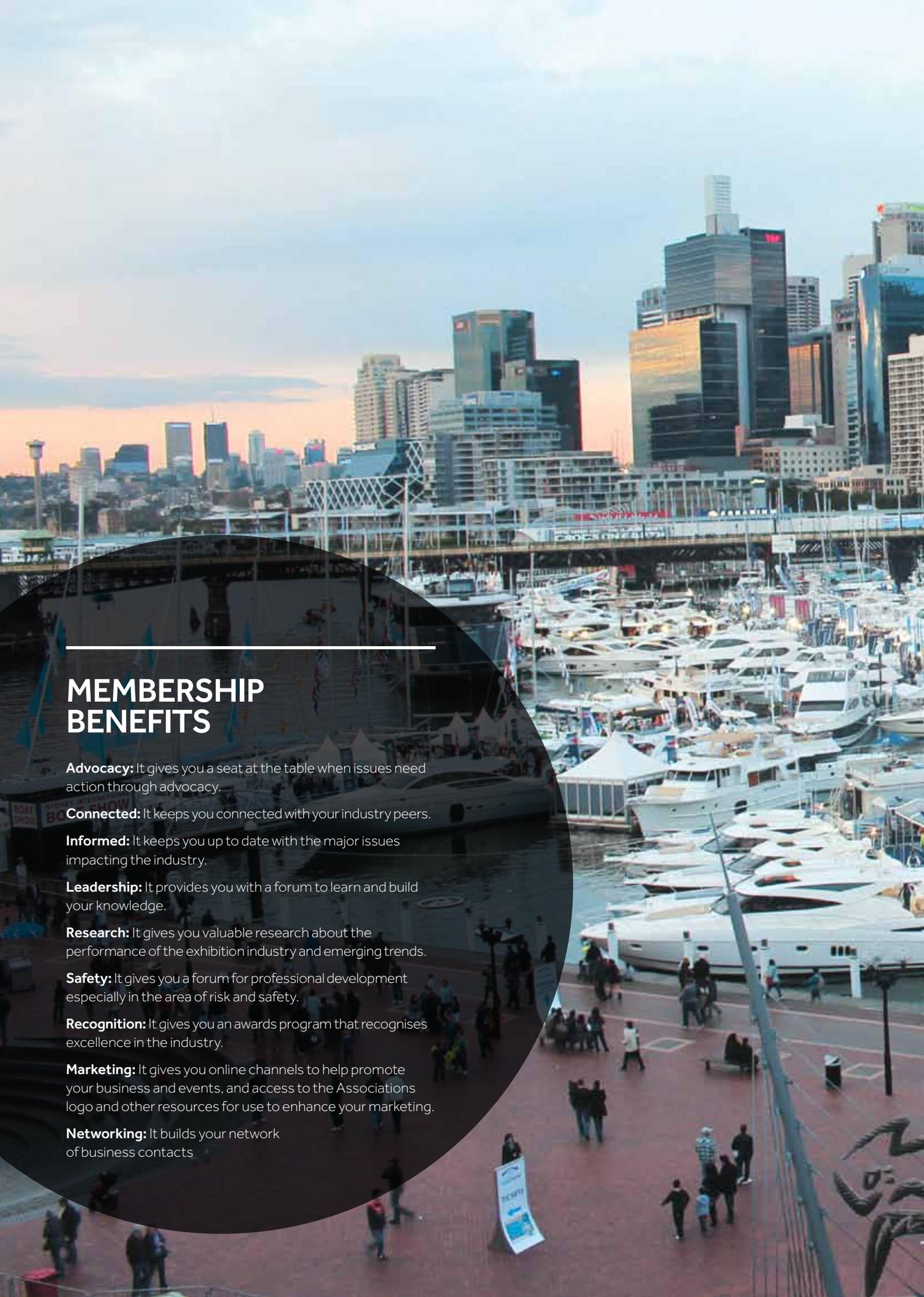
Networking: We offer a year-round program of networking events to help build a stronger community in the exhibition sector and to facilitate introductions and business relationships.

Education: We provide training and development courses to sharpen key skills and competencies.

Promoting Members: We provide a range of advertising and sponsorship opportunities for Members. Members can reach a targeted audience by listing on our website under "Find a Venue", "Find a Supplier" or "Find an Organiser". Members can source key staff by putting an advertisement on the EEAA website's job centre or advertise on our website with an enhanced listing or logo. Listings on the EEAA website can be personally updated so that content is continually refreshed.

Marketing Opportunities: Members can feature the EEAA logo in their marketing material. This demonstrates that your business is industry best in quality and professionalism. We also provide extensive sponsorship opportunities.





MEMBERSHIP BENEFITS

Advocacy: It gives you a seat at the table when issues need action through advocacy.

Connected: It keeps you connected with your industry peers.

Informed: It keeps you up to date with the major issues impacting the industry.

Leadership: It provides you with a forum to learn and build your knowledge.

Research: It gives you valuable research about the performance of the exhibition industry and emerging trends.

Safety: It gives you a forum for professional development especially in the area of risk and safety.

Recognition: It gives you an awards program that recognises excellence in the industry.

Marketing: It gives you online channels to help promote your business and events, and access to the Associations logo and other resources for use to enhance your marketing.

Networking: It builds your network of business contacts



KEY FACTS ABOUT OUR INDUSTRY

EXHIBITIONS DELIVER RESULTS

Nothing drives sales and brand building like the power of face-to-face contact with the brand, product and experience.

When exhibitors meet buyers in this way, the results are immediate, measurable and cost-effective.

This is the distinguishing power of exhibitions and events and the reason for their resilience as a marketing channel.

DID YOU KNOW THAT AT TRADE EVENTS?

- 83 per cent of visitors have the authority to purchase or influence purchasing.
- 72 per cent of visitors intend to buy either at the event or in the near future.
- 54 per cent of visitors come specifically to see new products and services.
- 46 per cent of people planning to visit a trade event make the decision to attend more than 2 weeks before the event.
- Trade events account for 9 per cent of marketing budgets - but return 23 per cent of business.

DID YOU KNOW THAT AT CONSUMER EVENTS?

- 62 per cent of visitors attend for information.
- 34 per cent are looking for new products and services.
- 21 per cent have attended the same event before.
- 82 per cent of those from out of town or interstate have travelled specifically to visit the event.

