

Post Show Report

87% of visitors had direct authority to purchase.

93% of visitors stated they would attend the next BSM in 2010.

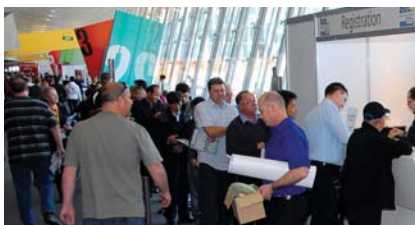
94% agree or strongly agree that BSM'08 was a must attend event.

bsm.Expo

Building Services and Maintenance

ausclean

Incorporating



Melbourne Convention & Exhibition Centre
Sunday 14 to Tuesday 16 September 2008

Number of exhibitors: 130

Number of visitors: 1,898

www.bsmexpo.com.au

The 2008 Building Services and Maintenance Expo, incorporating Ausclean, was the premier trade expo in the country for the facilities management and cleaning industries. The Expo was held at the Melbourne Convention and Exhibition Centre on 14-16 September. Research shows the event was a great success with an overall visitor satisfaction rating of 93% which is higher than the Tradeshow Industry Benchmark.

1,898 visitors attended the event and the free seminar program was very successful attracting over 680 attendees. Topics at the seminars included; Cleaning, Asset Management, Growing Your Business, Secure Information Management & Destruction of Documents, Environmental Innovation and many more.

BSM is strongly supported by its visitors, with over 93% indicating they will attend in 2010, which is a positive indicator for the future of the shows.

Exhibitor Profile:

Exhibitors from the facility management and building services sectors included suppliers of ground maintenance services, cleaning equipment & chemicals, hygiene products, pest control services, safety products, storage systems, signage, security, waste management, energy management and fire services. There was also a range of trade groups in attendance, as well as commercial vehicle suppliers, facility and asset management companies, software companies, industry groups and the trade media.

Visitor Profile:

Key decision makers and buyers in the industries listed above.

Key research findings

Analysis indicated that visitors had higher levels of satisfaction with respect to:

- Networking
- To keep abreast of industry trends
- To see competition

Visitors:

- 35% of respondents specifically came to the Expo to see 'new products' and 29% to view 'cleaning products'

Purchases:

- 87% of visitors held direct authority or influence for purchasing the types of goods or services seen at the Expo. This is significantly higher than in 2006 (78%) and higher than the EAAA Trade Show Industry Benchmark (76%)

Purchasing influence:

- 60% of visitors had organised a quote or appointment during the Expo
- 87% of visitors saw something that they were likely to buy after the Expo
- 94% of visitors indicated that they were 'likely' to 'very likely' to make contact with an exhibitor following the Expo

Show Guide:

- 80% of respondents stated that they would use the Show Guide to contact exhibitors after the Expo
- 36% of respondents who received the Show Guide intended to keep it for more than 9 months after the Expo
- 32% of respondents who received the Show Guide stated that more than three other people would have access to it

Satisfaction:

- Overall, respondents satisfaction with BSM was very high with 93% stating they were 'satisfied' or 'very satisfied' and only 2% saying they were 'dissatisfied'
- 74% of respondents 'agree' or 'strongly agree' that BSM was a 'must attend event'

Website:

- 63% of respondents visited the website before attending the Expo, which is higher than the EAAA Trade Show Industry Benchmark (57%)

Seminars:

- 19% of respondents had attended seminars during BSM
- When asked to rate the seminars, 93% of respondents rated them as 'good' to 'excellent'

Attendance in 2010:

- 93% of respondents stated that they would attend the next BSM in 2010.

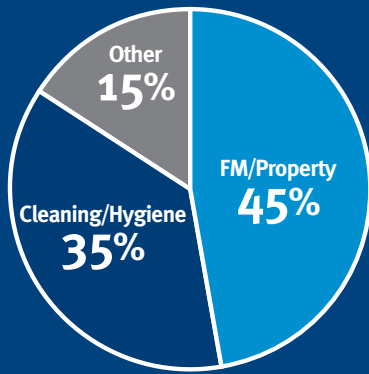


Visitor research

Micromex Research was commissioned by dmg world media to survey exhibitors and visitors to assess the perception of the show and to identify areas that require attention for the future. All exhibitor and visitor survey data is researched according to ICQA standards.

The exhibition was audited by CAB Exhibition Audit, which provides details on all attendance and demographic records.





13%
increase in major
FM/Property
attendees
(from 2006).

31% increase in
attendees with DIRECT
authority to purchase
(87% of visitors).



BSM '08 Awards

AUSCLEAN BEST STAND AWARD UNDER 10m²

The Winner: Pink Hygiene Solutions
Stand 167

AUSCLEAN BEST STAND AWARD 10m² AND OVER

The Winner: PowerSweep
Stand 172

BSM BEST OVERALL STAND

The Winner: Identisign
Stand 719

Analysis of registered attendance

State Breakdown

STATE / COUNTRY	% OF ATTENDEES
ACT	0.2%
NSW	11.7%
NT	0.1%
QLD	5.3%
SA	2.9%
TAS	1.1%
VIC	74.9%
WA	1.9%
TOTAL AUSTRALIA	98.1%
New Zealand	1.1%
Other Overseas	0.8%
TOTAL ATTENDEES	100%

Analysis by industry type

BUSINESS / INDUSTRY	% OF ATTENDEES
Building & Property Maintenance	11.4%
Building & Property Management	7.1%
Carpet & Upholstery - Cleaning & Restoration	9.4%
Cleaning Retailer/Supplier/Distributor	14.7%
Contract Cleaning - Commercial, Industrial & Domestic	18.5%
Education	2.8%
Government	2.0%
Healthcare	3.0%
Hospitality	1.9%
Manufacturing	4.6%
Trade Supplier	5.7%
Venue Facility or Complex	0.7%
Window Cleaning	2.6%
Other	15.6%
TOTAL RESPONSES	100%

Analysis by purchasing authority

PURCHASING	% OF ATTENDEES
Buy Products	55.3%
None of the above	9.2%
Recommend Products	24.8%
Specify Products	11.4%
TOTAL RESPONSES	100%

Analysis by job title

JOB POSITION	% OF ATTENDEES	JOB POSITION	% OF ATTENDEES
Asset & Property Manager	3.7%	Manager	15.2%
Building Manager	1.6%	Owner/Proprietor	10.6%
Building Services Engineer	1.2%	Pest Control Contractor	0.4%
Carpet Cleaner	2.6%	Project Manager	1.6%
CEO	4.6%	Property Manager & Developer	0.2%
Cleaning Retailer	1.8%	Purchasing Officer	1.1%
Contract Cleaner	4.2%	Records & IT Manager	0.5%
Director	12.6%	Risk Manager	0.4%
Facility Manager	6.7%	Sales	8.7%
Food & Catering Manager	0.4%	Site Manager	1.1%
Furniture & Upholstery Cleaner	0.2%	Training Manager	0.7%
Government Supply Officer	0.1%	Warehouse Manager	0.2%
Health & Safety Manager	0.1%	Window Cleaner	0.9%
Healthcare Professional	0.1%	Other	18.0%
Logistics & Transport Specialist	0.5%	TOTAL RESPONSES	100%



Visitor marketing activities

A strategic marketing campaign was developed to target the decision makers within the Building, Facility Management and Cleaning industries. There were two campaign streams – one for exhibitors and the other to attract visitors.

Overall BSM was positioned as THE event for the facilities management and cleaning industries. The event was communicated as professional, solution-oriented, relevant and known to its audience within diverse industry sectors.

The main objectives of the campaign were:

1. Develop an appealing, professional, and relevant brand to the involved industries.
2. Increase BSM website traffic.
3. Increase online visitor registrations
4. To continually improve the quality of Show attendees

We achieved these objectives by the following avenues:

Sales collateral – an improved and appealing, clean, concise and eye-catching trade-focused sales brochure was produced for the sales team to send out to prospective exhibitors and on sales calls.

Display advertising/inserts - a number of leading trade publications were used, including; INCLEAN Magazine, FM Magazine and Facility Perspectives Magazine. Where possible we also distributed the visitor brochure as inserts in these publications during the months July/August/September 2008.

Direct Mail - DM formed a big part of the strategy and where possible this was supplied in electronic format for cost efficiencies and maximum reach. The direct mail brochure was designed to appeal to all sectors of the building services and facilities maintenance industry and was sent to state, federal and local government. Other main targets were hospitals, nursing homes

& aged care, universities & TAFES, property managers, strata and body corporate managers, hotels and venues, shopping centres, convention & conference centres, commercial building maintenance services.

Website - The website included media releases, information on the seminar series and profiles on seminar speakers, networking opportunities, promotion of features and new products.

Registration was available online and easy to access, and all the marketing collateral actively encouraged online registration.

E-campaign - an email broadcast was sent out approx. 12 weeks prior to the show with a call to register online. At approx. 8 weeks out of the show, a second reminder e-newsletter was sent out with a call to action to register and an 'email to a colleague' option to capitalise on referrals. A fax out was sent to any records that did not have an email address. Reminder emails and fax outs were sent in the remaining lead up to the show.

Telemarketing – A telemarketing campaign was undertaken in the final weeks leading up to the show to secure pre-registrations for visitor attendance.

BSM '08 attracted organisations from the following major industry sectors:

- Business/Commercial**
- Education:** Universities, Colleges and TAFE
- Facility Management, Property & Building Services**
- Government: Federal, State and Local**
- Healthcare**
- Hotels & Hospitality**
- Major Buildings/Properties**

A list of companies and organisations can be viewed at www.bsmexpo.com.au

Industry Groups

Major sponsors NCSA. Supporting groups BSCAA, NUCCA, PEHN, FMA Australia, Ecospecifier, Essential Matters. Support from key groups such as FMA Australia, Ecospecifier & Essential Matters helped to deliver major FM/property attendees.



dmg world media (australia) pty ltd

Melbourne Office
Level 4, 534 Church St,
Richmond VIC 3121 Australia
Tel: +61 3 8420 5411
Fax: +61 3 9421 1388

www.dmgworldmedia.com.au