



Exhibition Report

12-14 April, 2010



Contents

Exhibition Facts.....	3
Visitor Analysis.....	4
Visitor Professions.....	8
Visitor Survey Results.....	14
Exhibitor Analysis.....	18
Exhibitor Survey.....	20
Exhibitor Testimonials.....	22

Exhibition Facts

Venue: Sydney Convention & Exhibition Centre

Open Days: Monday 12th April, 2010
Tuesday 13th April, 2010
Wednesday 14th April, 2010

Total Exhibition Space (Gross): 15,000 square metres

Number of exhibitors: 225

Total number of participants: 10,027

Visitor Analysis



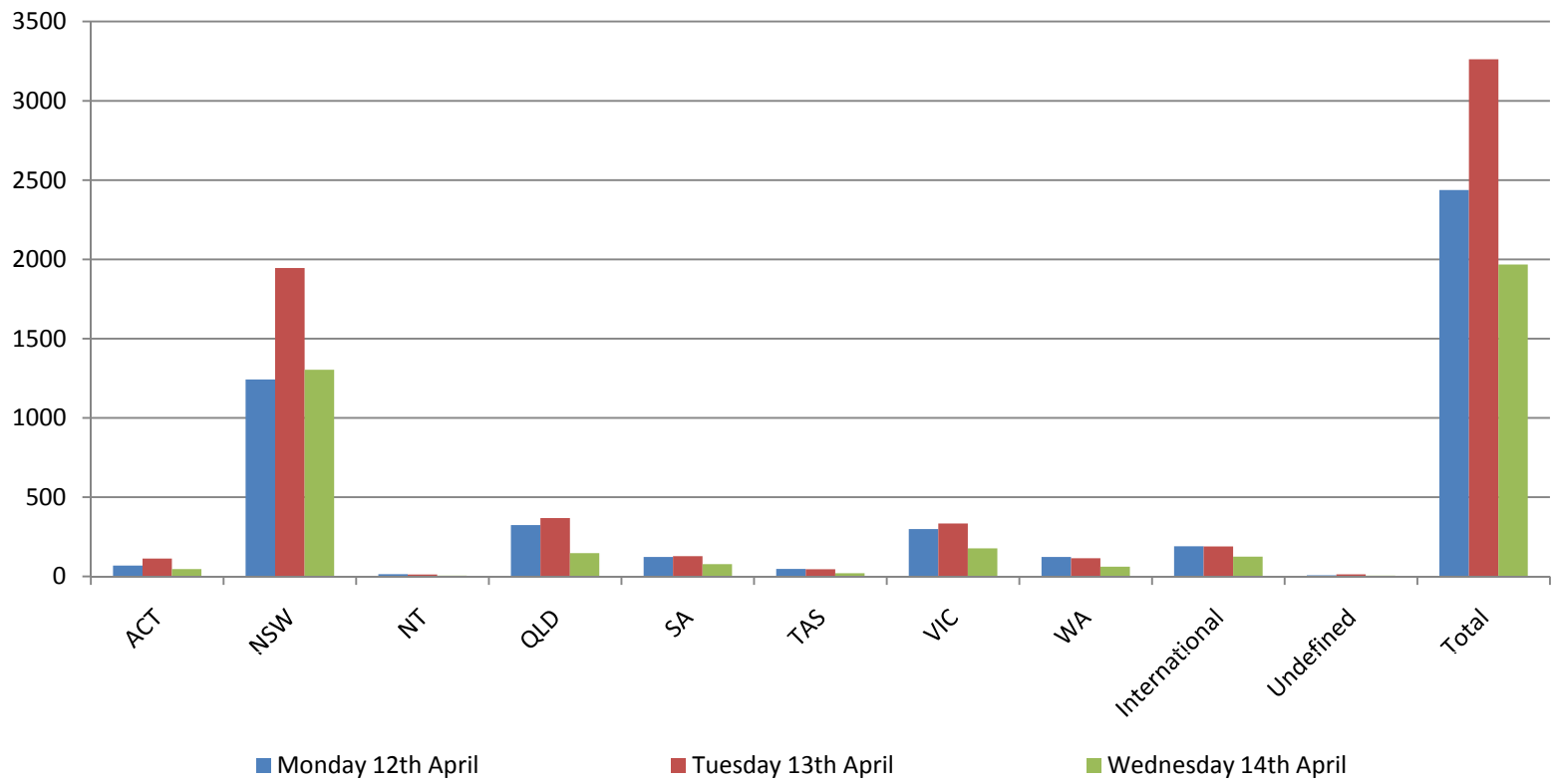
ARBS 2010 Visitor Statistics

Visits are counted as once per day visits

Total visitors = 7667

	<u>Monday 12th</u>	<u>Tuesday 13th</u>	<u>Wednesday 14th</u>
Total Visits	2437	3262	1968

Visits by State

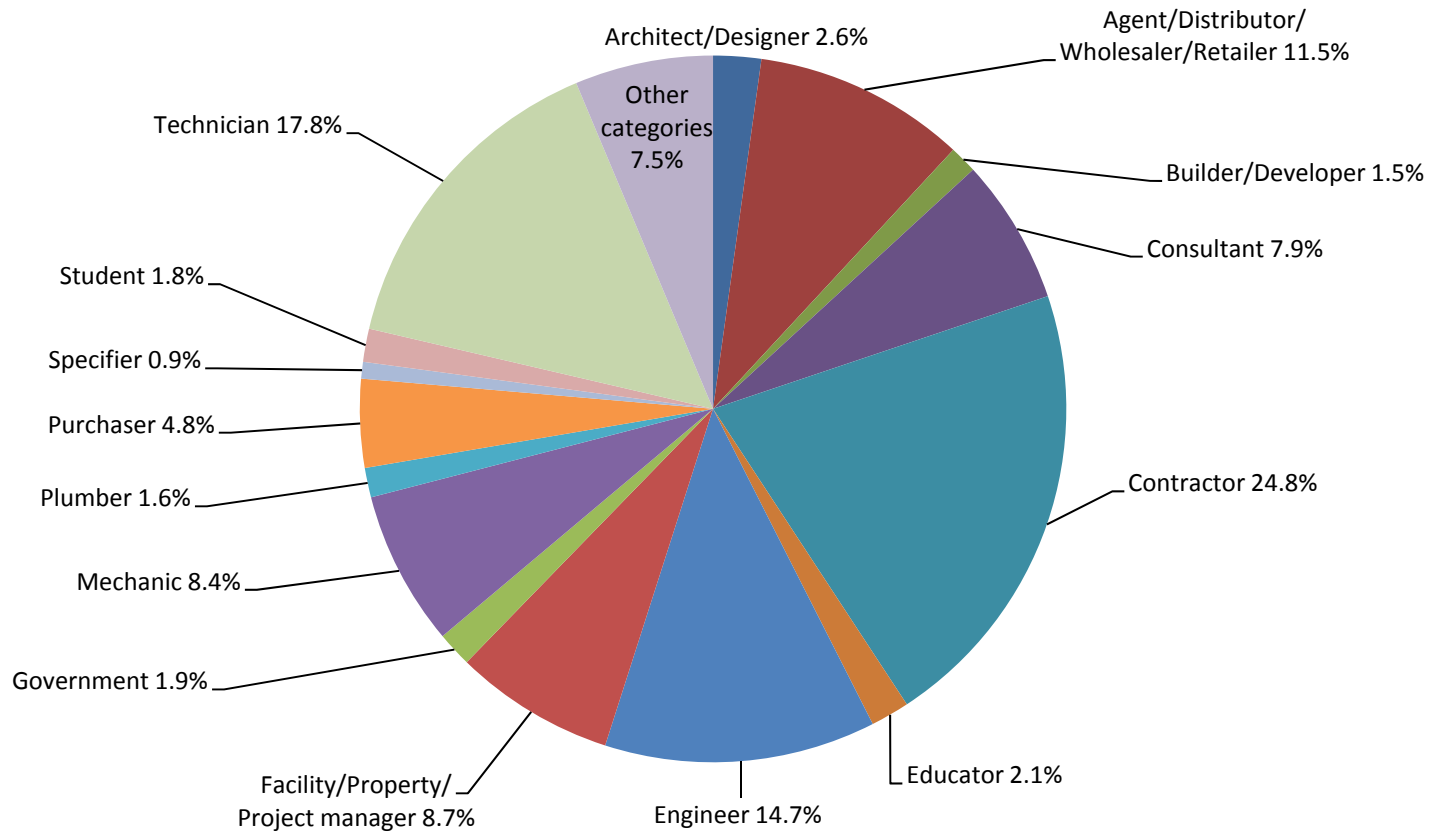


Visits by State breakdown

	Monday 12th	Tuesday 13th	Wednesday 14th	Total
ACT	68	113	46	227
NSW	1242	1945	1304	4491
NT	14	12	5	31
QLD	324	368	147	839
SA	123	128	78	329
TAS	47	45	20	112
VIC	299	334	177	810
WA	123	115	61	299
International	190	189	125	504
Undefined	7	13	5	25
Total	2437	3262	1968	7667

Attendee by profession

Profession of attendees



Attendee by profession breakdown

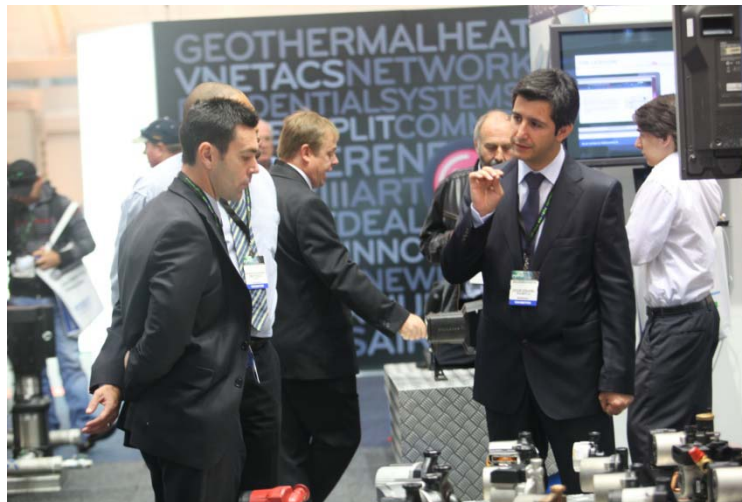
Profession	Percentage of attendees
Architect/Designer	2.6
Agent/Distributor/Wholesaler/Retailer	11.5
Builder/Developer	1.5
Consultant	7.9
Contractor	24.8
Educator	2.1
Engineer	14.7
Facility/Property/Project manager	8.7
Government	1.9
Mechanic	8.4
Plumber	1.6
Purchaser	4.8
Specifier	0.9
Student	1.8
Technician	17.8
Other categories	7.5

Visitor Product Interest Categories

Product Interest Categories	Percentage of attendees
A/C – Central Plant	38.3
A/C – Commercial	51
A/C – Ducted systems	45.4
A/C – Industrial	35.2
A/C – Package units/Split	40.3
A/C – Residential	32.7
A/C – Automotive/Transport	9.5
Air Purification	19
Air Quality Control	22.8
Building Automation Systems	27.3
Chilled Beams	32
Component parts	13.2
Computer Software	17
Controls	32
Cooling Towers	21.9
Design	25.5
Ducting	25.1
Dust/Fume Control	11.4

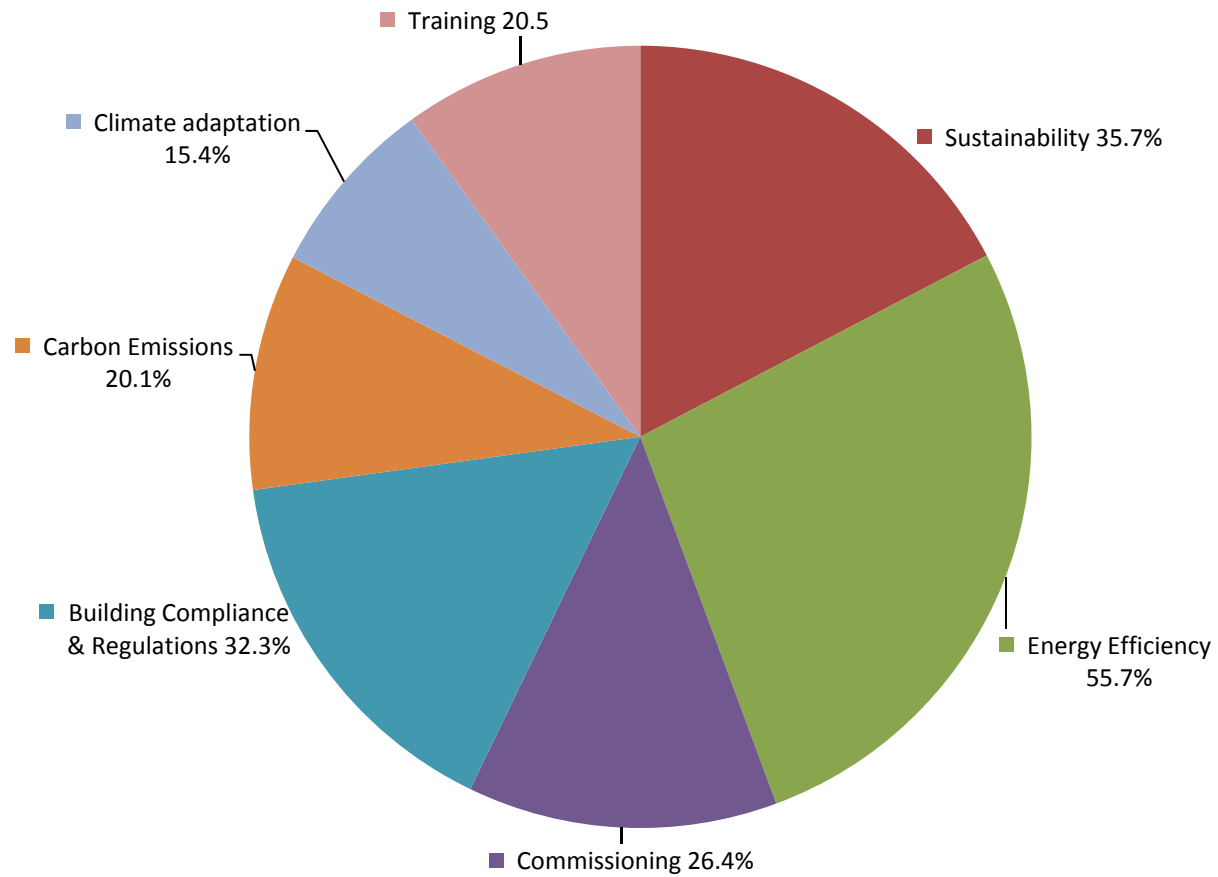
Electrical Services	17
Energy Management	28.1
Environmentally Sustainable Design	22.2
Fans	26.5
Filters/Filtration	23.8
Fire Systems	11
Food & Beverage Equipment	10.1
Geothermal Technology	16.1
Heat Exchangers	24.9
Heat Pumps	26.4
Heating Systems	21
HVAC Systems Design	32.4
HVAC Systems	34
Indoor Air Quality	20.5
Industry Associations & Institutes	8.5
Insulation	18.4
Lighting	11.7
Natural Refrigerants	18.2
Noise & Vibration	16.8
Parts & Repairs	14.1
Pumps	19.7

Refrigerants	25.6
Refrigeration – Commercial	30.6
Refrigeration – Industrial	22.9
Refrigeration – Residential	14.7
Safety Equipment	15.3
Solar Air Conditioning	25.3
Technical Literature	17
Tools & Accessories	19.7
Ventilation	22.1
Water Treatment	14.3
Other	1.7



Industry Themes of interest

Themes of interest % of attendees



Visitor Survey Results

Reasons for attending in order of importance:

Find out what the various suppliers offer	48.8%
Find new suppliers	44.1%
Update knowledge on products and technologies	42.8%
Face to face impressions of suppliers & products	40.4%
Best place to find out about industry and players	38.00%
Networking opportunities	35.0%
Find new contacts	31.7%
See the products in action	31.5%
Business opportunities	27.9%

How valuable is ARBS to your business?

Excellent value	39.0%
Good value	54.8%
Fair value	6.7%

What was your overall impression of ARBS 2010?

Excellent	38.6%
Good	55.7%
Fair	5.7%

How long did you spend at the exhibition?



Visitor Testimonials

ARBS was well presented could not have asked for anything further”

“I found that you covered well all aspects of the industries that service our needs.”

“Good representation all round”

“All bases were covered in relation to my business.”

“I saw everything I would have liked to have seen for domestic, commercial and industrial application.”

“I was happy with what was on offer.”

“I think everything was covered”

“I was happy with the spread; it suited my needs.”

“All products and services were well represented - didn't find anything missing. Great overall coverage.”

“The show served our purposes well”

“All was quite well presented and relevant to the industry”

“The areas that I was interested and the people I wanted to meet were well represented”

“My areas of interest were all covered at this ARBS exhibition.”

“They were all there, I just did not allow myself time to get to see them all.”

Exhibitor Analysis



Exhibitor Statistics

Total number of Exhibitors: 225

Total number of exhibitor personnel: 2360

Countries represented

Australia Sweden China Thailand USA
Malaysia Germany India Italy

Exhibitor Survey Results

Was ARBS 2010 in Sydney a successful show for your company?

Yes 78.6%

No 0.0%

Not sure yet 21.4%

How would you rate the overall quality of visitors at ARBS 2010?

Excellent 10.7%

Very Good 57.6%

Good 32.1%

Average 3.6%

Below Average 0.0%

What was your main reason/s for exhibiting at ARBS 2010?

Generate new business	64.3%
Communicate with current customer base	71.4%
Demonstrate your products/services	53.6%
Maintain presence in industry	71.4%
Promote new products/services	53.6%
Promote company brand/image	53.6%
Develop distribution or agency network/s	7.1%
Customer product awareness and training	17.9%
Other	0.0%

Exhibitor Testimonials

“Well run, and successful event. Well done!”

“This was our first time entry we will be attending again”.

“Could not be better. We do a number of shows and no one does it as well as ARBS”.

“It was one of the better Exhibitions we have been to”.

“An excellent show. Very well organised. Good cross section of trades. Great location”.

“Well organised. It is a true global exhibition in terms of quality”.

“Worthwhile and well organised”.

“We felt it was the best ARBS we had attended the quality of customers was good and the organisation of the exhibition ran very smoothly”.

“Excellent event”.

“First time for me and yet am not sure if it was a success for us but I will be at the next one”.

“Well organised”.