



arbs 2016

AIR CONDITIONING, REFRIGERATION AND BUILDING SERVICES
EXHIBITION REPORT

MELBOURNE HOSTS THE BIGGEST EXHIBITION YET

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Air Conditioning, Refrigeration & Building Services exhibition

For the third exhibition in succession the Melbourne Convention & Exhibition Centre was once again home to our most successful exhibition on record. Surpassing our previous record attendance in 2014 the ARBS 2016 exhibition posted a 13.6% increase over the 3 days with a grand total of 8,840 visits.

The exhibitor attendance also smashed all records with 322 exhibitors, up from 252 in 2014, an increase of 28%!

The industry seminar program hosted a number of highly regarded speakers presenting on a wide range of topics. Attendance over the 3 day seminar program was impressive with many at near full capacity. Overall, the seminar program was

innovative, topical and extremely well received. We are looking forward to providing a bigger and better seminar program for ARBS 2018.

The ARBS Industry Awards program recognised a number of high achievers evaluated on various criteria such as leadership, sustainability, performance and innovation. The awards are now firmly entrenched as the pinnacle of achievement across our industry sector and support in terms of nominations is growing exponentially as more participants recognise the kudos and opportunities the ARBS Industry Awards program can deliver.



A FEW WORDS FROM THE CHAIRMAN



The 2016 ARBS Exhibition can rightly claim to be the most successful yet. Exhibitor numbers were well up and visitor numbers also increased compared to the previous 2014 Exhibition.

The exhibitors as always put a huge effort into the design and build of their stands and the result was an outstanding visual display that

established a great base for interaction with visitors. The feedback from the industry has been very positive.

The focused seminar program attracted enthusiastic and engaged audiences and reinforced the importance of ensuring the program addresses issues that are topical in the industry and provide participants with the opportunity to garner new and relevant information.

The Crown Palladium room was a wonderful venue for the ARBS Awards dinner and Shane Jacobsen as MC entertained the crowd and exercised enough control to ensure the attention was appropriately focused throughout the evening. I am sure

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that Shane would acknowledge the contribution of the Northern Territory visitor in maintaining this focus. The reduced number of awards also meant that audience attention was maintained during the presentations and provided the opportunity for convivial networking between award presentations.

The three worthy Hall of Fame inductees were also very appropriately acknowledged on the night- all in all a combination that worked very well and resulted in very positive feedback on the night and subsequently.

Sue Falcke and her team can take great credit for a fantastic job in organising every aspect of the Exhibition, Seminars and Awards and I know the Board joins with me in offering our thanks and congratulations on a job very well done!!

In 2018 we return to Sydney with the challenge of building on the 3 very successful Melbourne Exhibitions from 2012 to 2016- I am sure Sydney will be up for this challenge.

Ian Hopkins
CHAIRMAN

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EXHIBITION FACTS

- VENUE:** Melbourne Convention & Exhibition Centre,
South Wharf, Melbourne Victoria
- OPEN DAYS:** Tuesday 17th May 2016
Wednesday 18th May 2016
Thursday 19th May 2016
- FLOOR AREA:** Exhibition: 11 bays = 16,500 m² gross
Seminar & meeting rooms: Clarendon Rooms Levels 2 = 857m²



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VISITOR BREAKDOWN

Total Visits = 8840

TUESDAY 17 MAY

3,020

WEDNESDAY 18 MAY

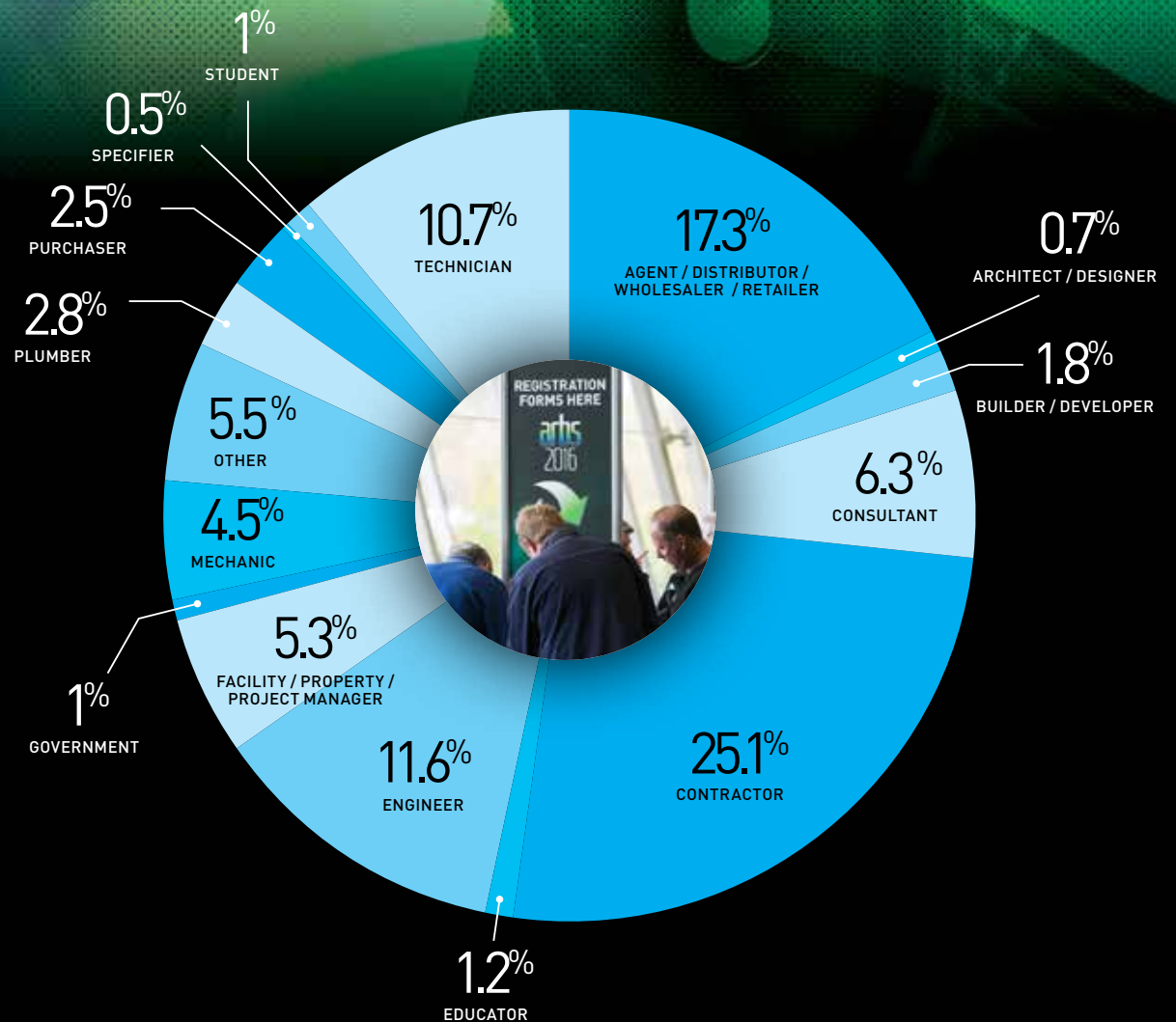
3,677

THURSDAY 19 MAY

2,143

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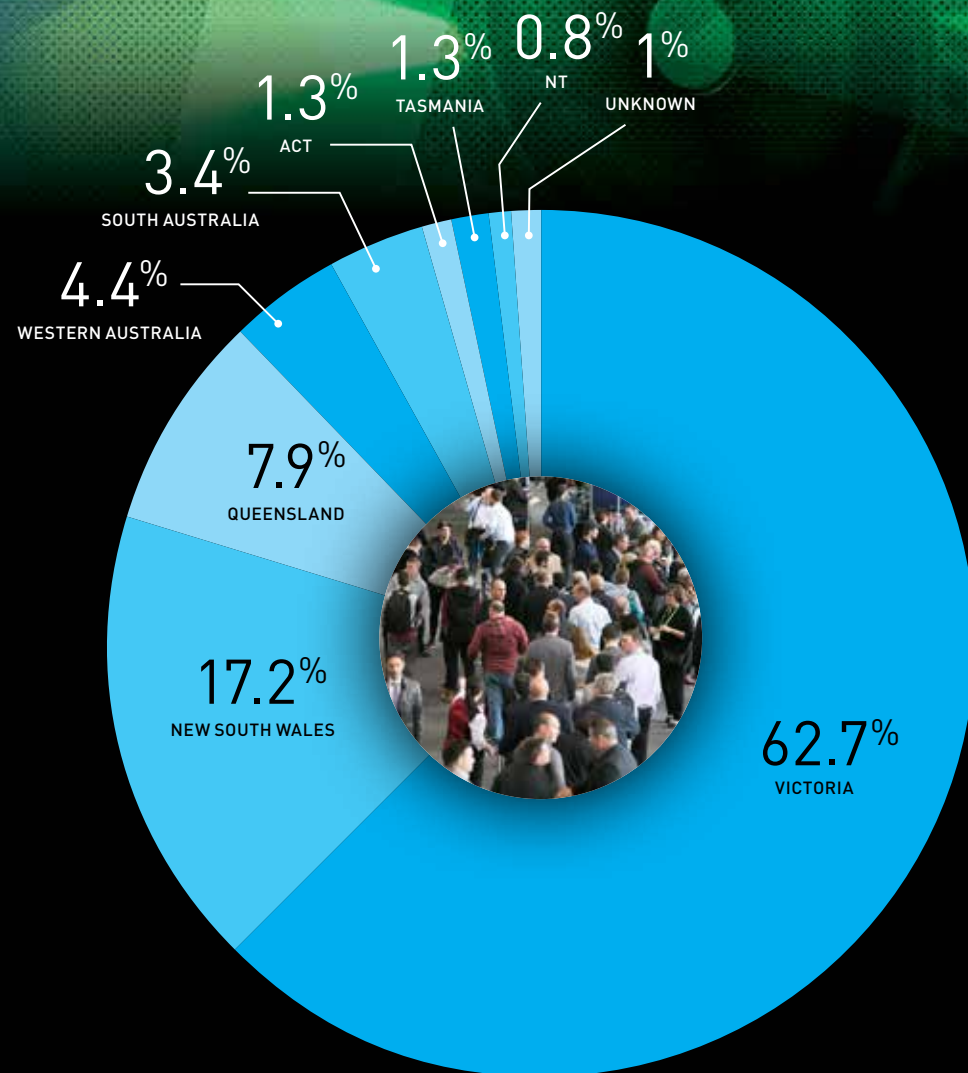
VISITOR PROFESSIONAL PROFILE

See the position or profession of our visitors

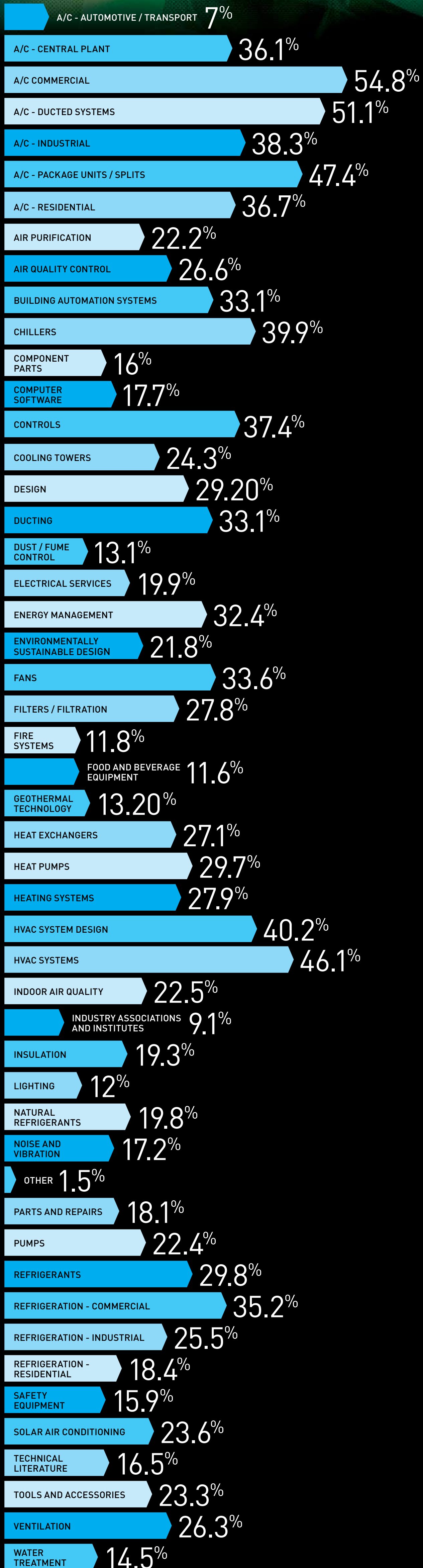
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VISITOR GEOGRAPHIC LOCATIONS



PRODUCT INTEREST CATEGORIES

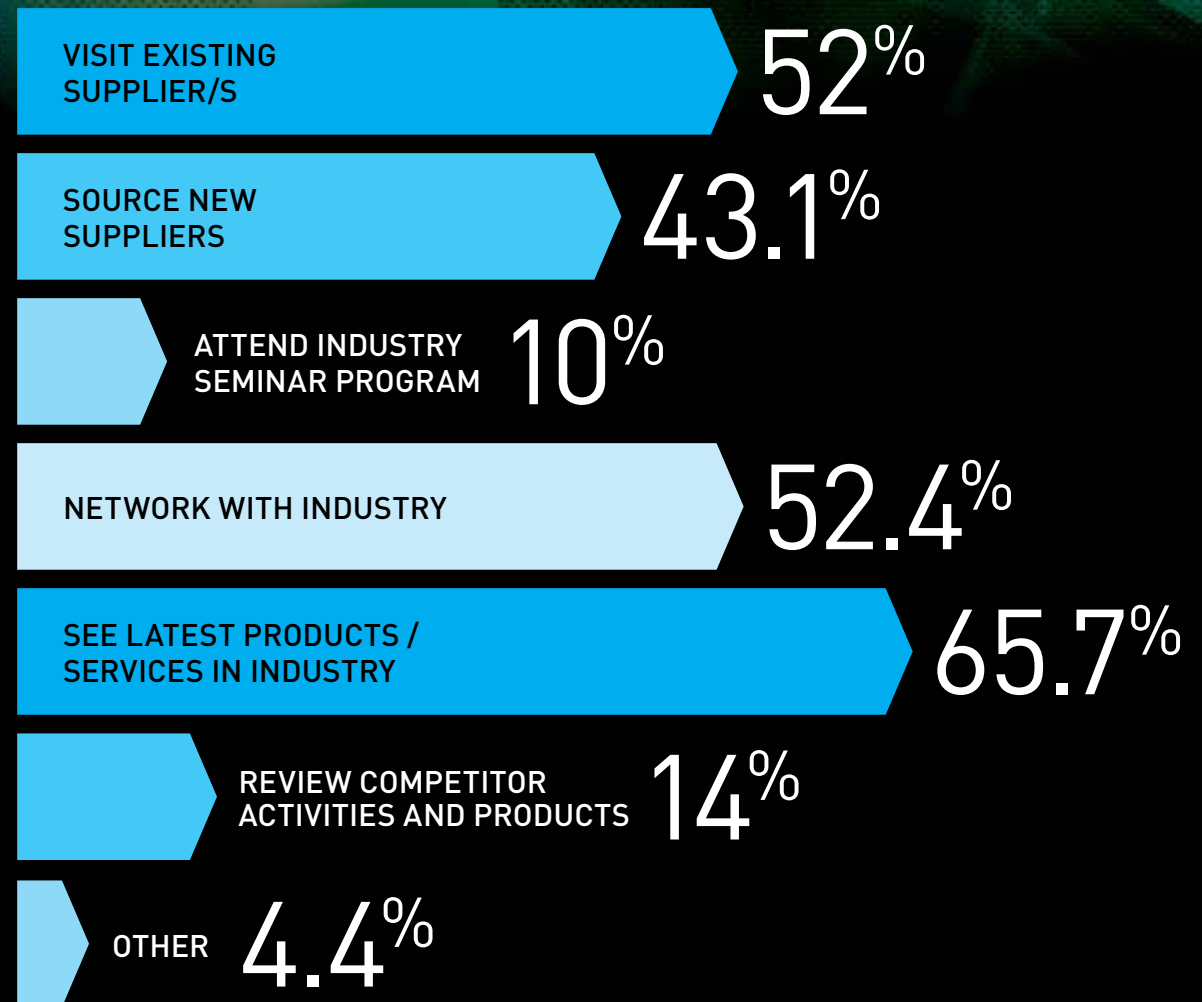


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VISITOR SURVEY DATA

Why do you
attend ARBS?

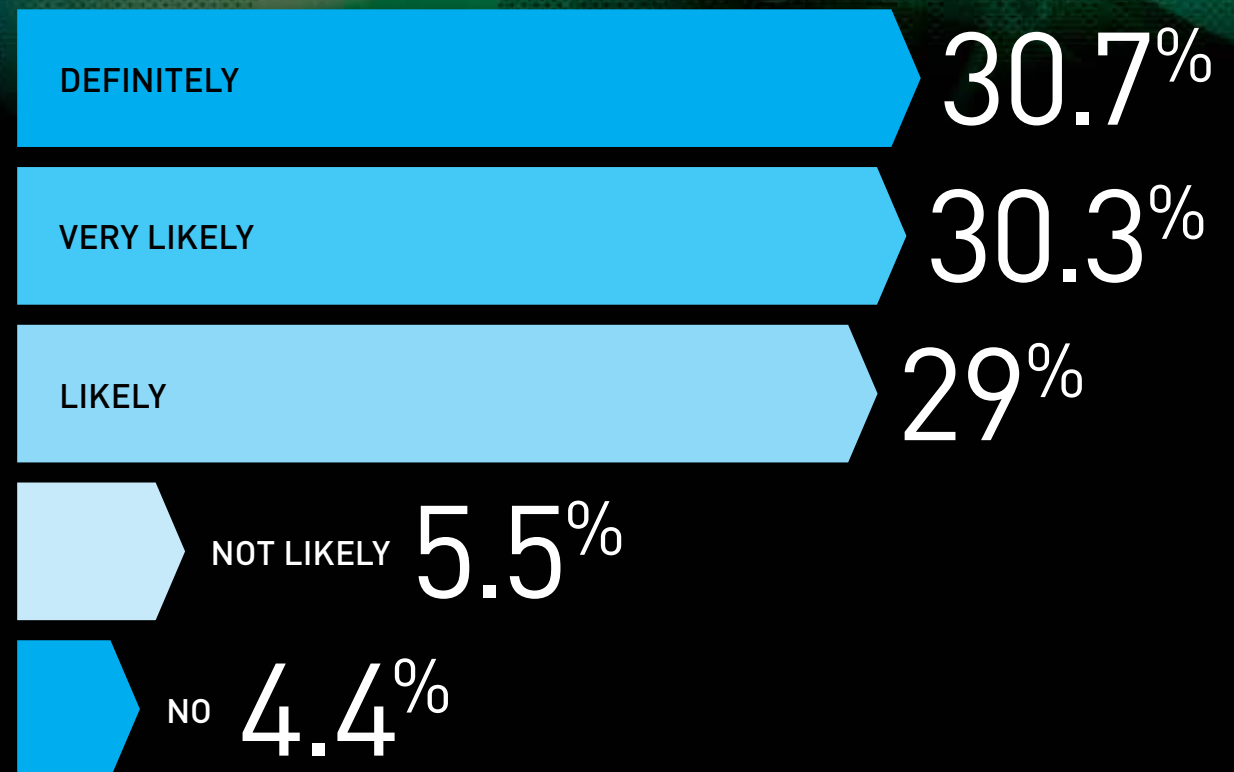


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VISITOR SURVEY DATA

Did you find any products/
services that you will use
or buy over the next
2 years?

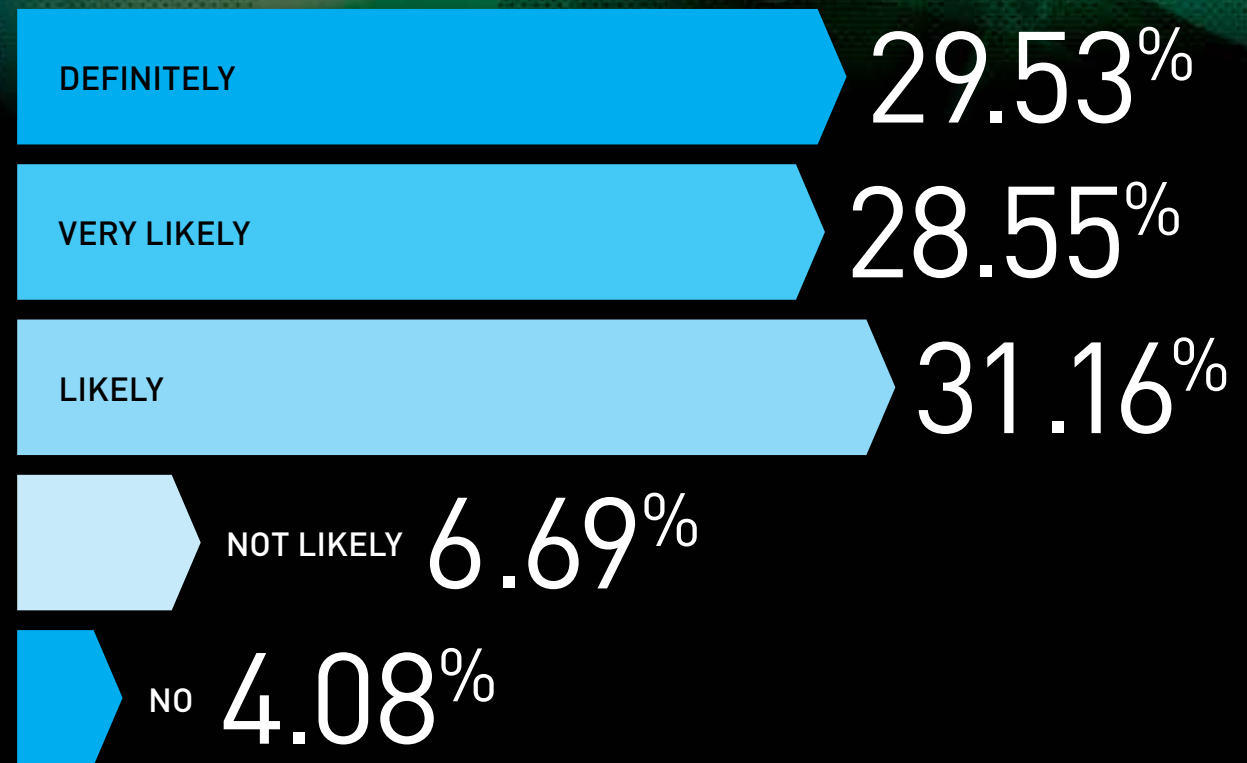


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VISITOR SURVEY DATA

Did you find any suppliers
that you will use in the
next 2 years?

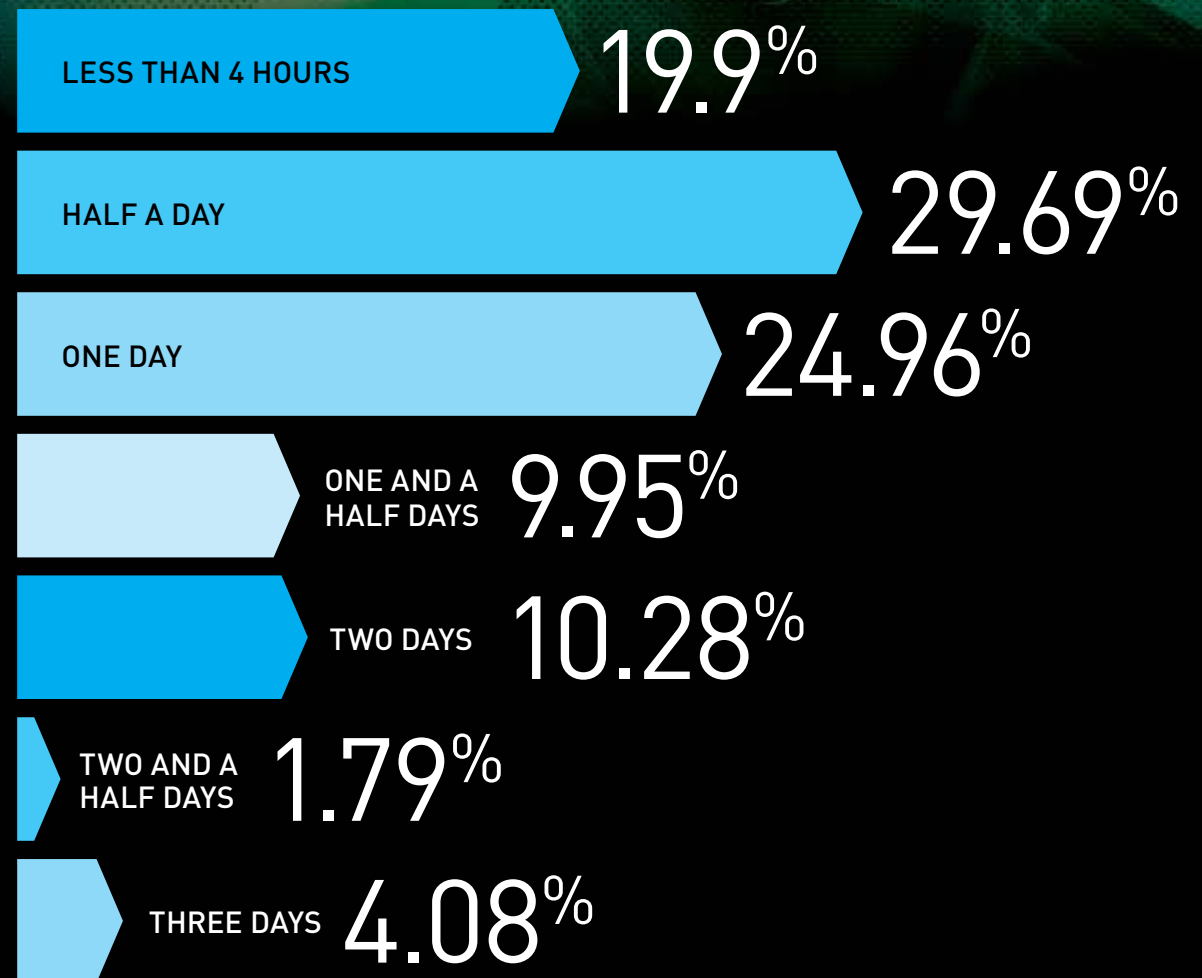


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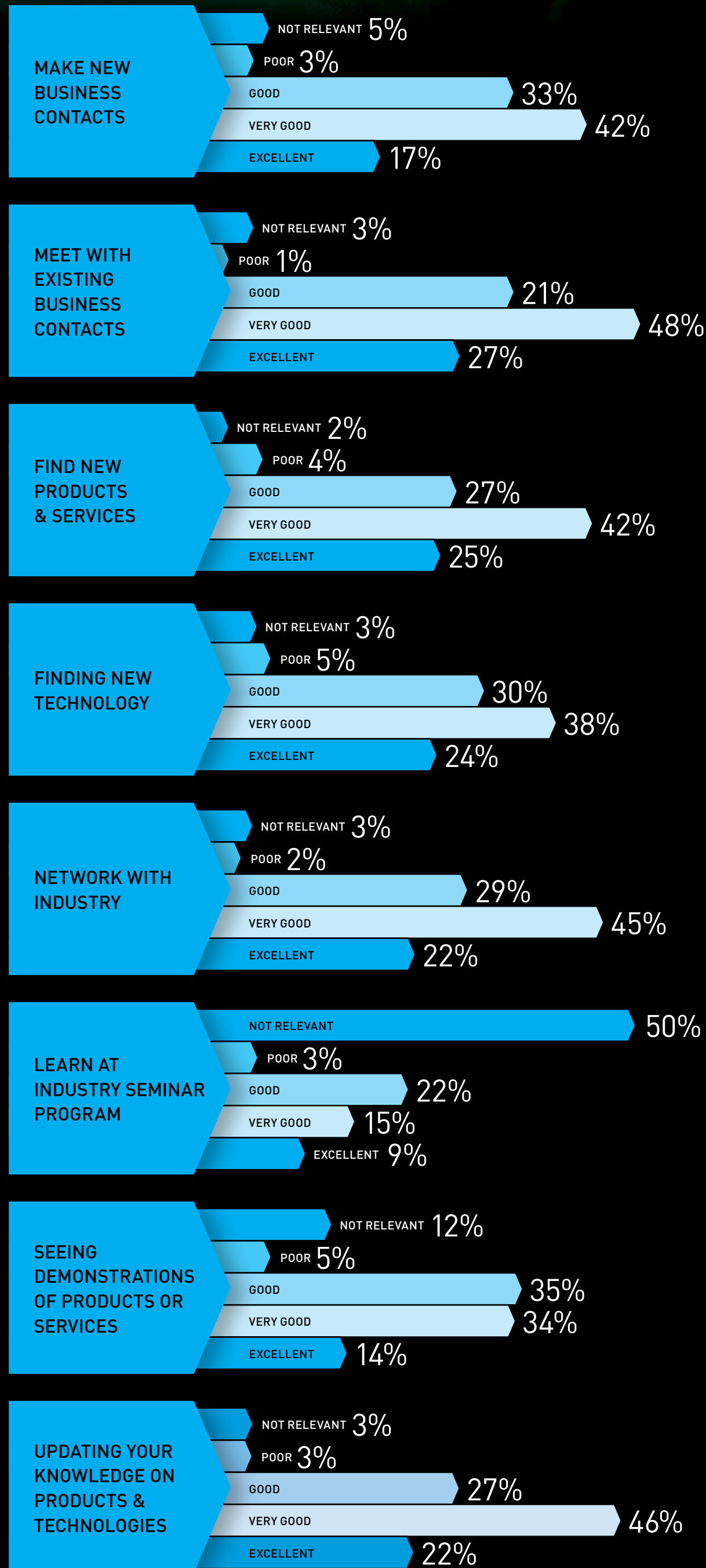
VISITOR SURVEY DATA

How long did you
spend at ARBS?



VISITOR SURVEY DATA

How would you rate ARBS to



WHAT WAS THE HIGHLIGHT OF YOUR VISIT?

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“The entire event went really well and everything just worked. I’m a very happy attendee as I know I was able to get a lot of value from this year’s event. I’m pleased to know that I will have another opportunity to participate in 2018. I will be there for sure, and ensure I’m able to participate for the full three days next time. Well done on bringing this massive event together, and thank you.”

“The exhibition highlighted to me how well an exhibition can be presented. Companies had excellent displays and we found that we could benefit from attending this exhibition.”

“As a first time attendee I found the product expectations and exhibitors stands were amazing.”

“It was a great opportunity to observe the range of different products that are out there and compare quality between manufacturers.”

“Useful to see products used on jobs, in the flesh, rather than in a technical brochure... great to put faces to names of suppliers etc.”

“Discussing the latest technologies in natural refrigerants with world and local industry and government leaders was probably the highlight for me...it really opened my thinking to future possibilities for my business and personal responsibilities towards the environment.”

“The ARBS exhibition is a credit to our industry. It demonstrates the professional and technically advanced nature of the HVAC&R industry in Australia. Something we can all be proud of.”

“Refreshed industry contacts, learnt about new technologies and products, had a pleasant experience.”

“We use arbs as a networking and chance to meet our suppliers to see new and upcoming products and it’s a great to talk to others about issues within our trade.”

“The seminars are a good way to catch up with current industry practices. The exhibition is a one-stop-shop for all things related to the HVAC industry.”

“This was my first time there and now don’t intend to ever miss another one. It was excellent.”

“Very impressed with the amount of exhibitors and the effort put into their stands. Great source of information.”

“The whole industry seemed to be packed into one huge room. Plenty of new things to see and discover and some old faces as well.”



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EXHIBITOR STATS

NUMBER OF EXHIBITS = 322

NUMBER OF INTERNATIONAL
EXHIBITS = 59

COUNTRIES REPRESENTED = 14

CHINA, NEW ZEALAND, ITALY, THAILAND,
TAIWAN, KOREA, USA, UNITED KINGDOM,
VIETNAM, TURKEY, INDIA, GERMANY,
FRANCE, SOUTH AFRICA

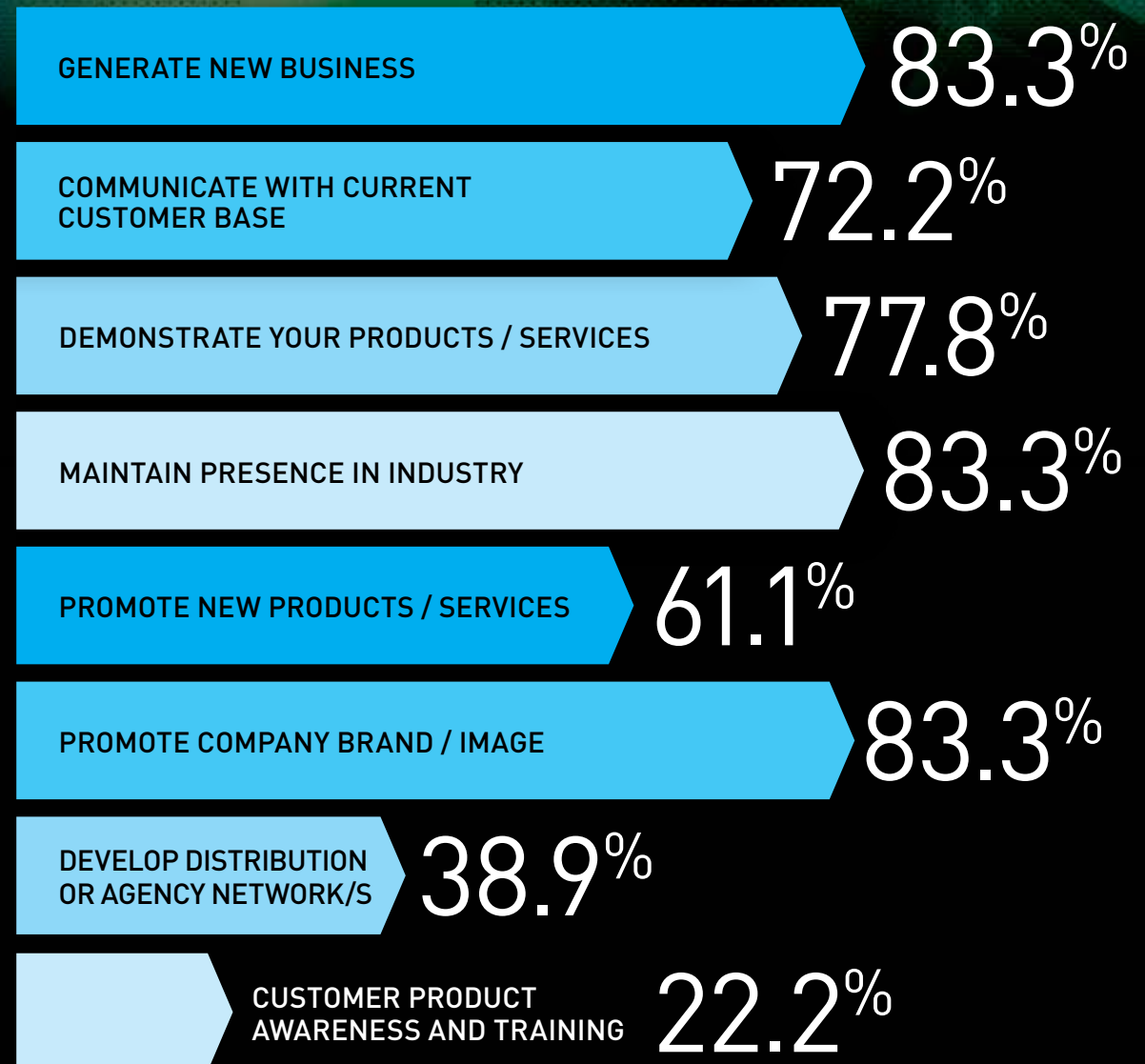


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EXHIBITOR STATS

What were your
main reasons for
exhibiting in 2016



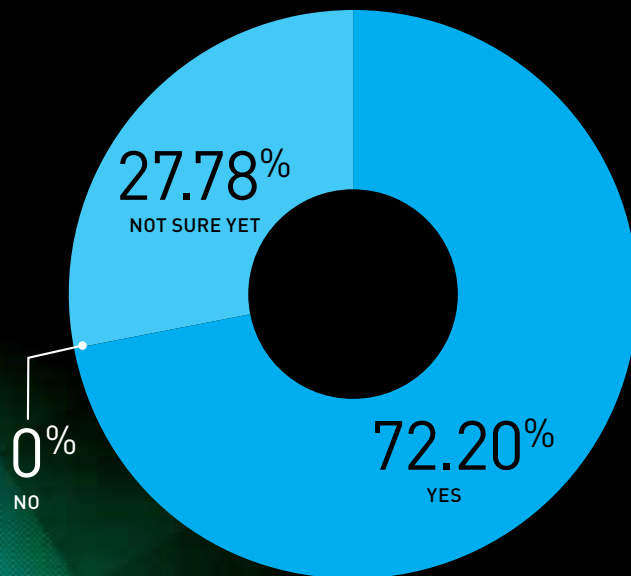
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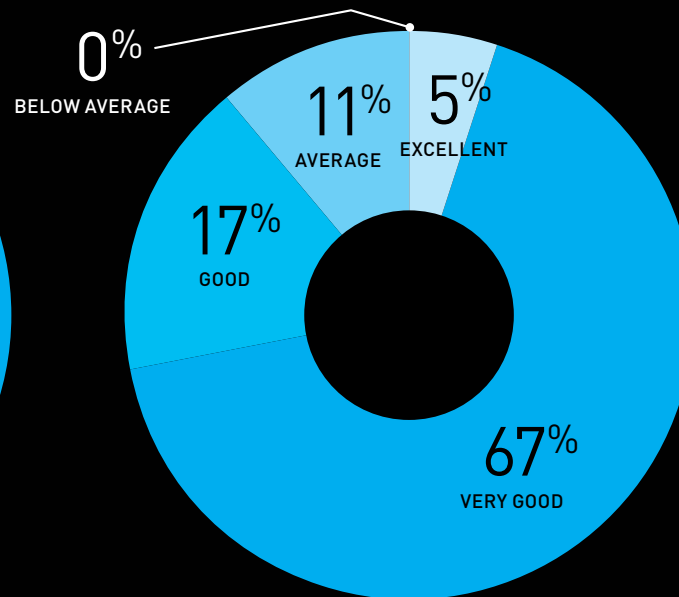


EXHIBITOR STATS

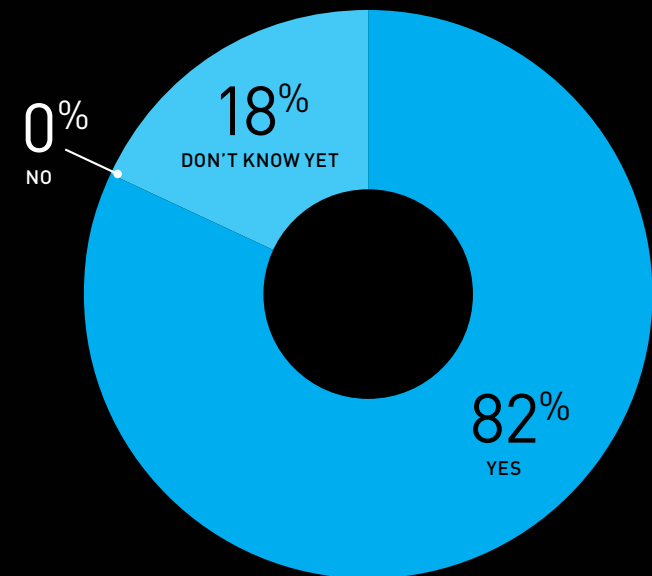
Was ARBS Successful for you?



How would you rate the quality of visitors



Do you intend to Exhibit in 2018?



SOME EXHIBITOR FEEDBACK

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“An impeccable show that reaches potential Buyers”

“Congrats on a great event. We very much enjoyed it”

“We really appreciate what you did at ARBS 2016. It's really a great exhibition for all of us in the industry. We met a lot of clients and hope see you guys again at next ARBS”

“Thank you for organising the ARBS 2016. And congratulations for the great success. All event staff are very professional, friendly, and helpful. I really enjoyed the time at this event”

“Congratulations for organising a great show, we received great interest of our products and I believe our product presentation at the ARBS product presentation theatre was a great success. Can't wait to do this again in two years”

“Best ARBS for us ever...and congratulations on such a great 3 days”

“Thanks for putting on a good exhibition last week. Always a big effort. Our team was pretty happy with it”

“We were extremely pleased with the show and will certainly be attending the next event”

“We had a fantastic response from this years ARBS and would like to know as soon as you have stands available for the next event in 2018”

“ARBS 2016 was a great success for CAREL in all possible measurements. Our brand in Australia / New Zealand is going from strength to strength and ARBS is an important part of our strategy”

