

Business values soars by more than 50 per cent at AIME 2005

Independent research released by Reed Travel Exhibitions reveals 98.3 per cent of visitors to AIME 2005 were satisfied the event helped them to meet their business objectives.

Visitor, Hosted Buyer and exhibitor surveys were conducted by independent research company, Micromex Marketing Services.

95 per cent of Hosted Buyers agreed it was beneficial to attend AIME on a yearly basis and 95 per cent of exhibitors said it was beneficial to their business to exhibit at AIME.

"The results show that overall satisfaction for AIME 2005 was extremely high," said AIME event director, Rosemarie Sama. "Even more importantly, the results show that satisfaction levels are even higher than for AIME 2004."

The average estimated value of business placed at AIME or expected following the mart by trade visitors was up by 50 per cent on 2004 to US\$209,684.

"Buyers and visitors are spending more money at AIME which is good news for the industry. This year's total estimated value of business placed, or to be placed as a result of AIME 2005, by visitors and Hosted Buyers is valued at more than US\$590 million, a 52 per cent increase on estimate for AIME 2004," Sama said.

"The research results are an endorsement of the AIME business and marketing plans that have helped us better target key market segments and expand the event to become more international. These strategies continue to strengthen AIME's position in the global meetings and incentive industry.

AIME 2005 was a record breaking event. Exhibitor numbers rose by 9 per cent to 827 and Hosted Buyer numbers by 13 per cent to 425. There were 178 new exhibitors and 128 exhibitors from Europe, the Americas and Africa. Exhibitors from Australia, Asia, New Zealand and the Pacific accounted for 84 per cent of exhibitors.



AIME 2005 research results

Exhibitor Objectives

- 95% To promote company/products
- 94% To generate new sales leads
- 89% To maintain status as key player in the industry
- 79% To strengthen relationships with current customers
- 73% To keep up with the competition

Business Leads Generated by Exhibitors

- 79% 1 - 20 leads
- 13% 21 - 40 leads
- 4% 41 - 60 leads
- 3% 61 - 100 leads
- 2% 100 + leads

Categories of buyers exhibitors prefer to meet

- 86% Corporate
- 79% PCOs / Meeting Planners
- 68% Incentive Houses/Agencies
- 66% Event Management Company
- 62% Association
- 47% Government/Education
- 32% Exhibition Organiser
- 30% Outbound Travel Agency
- 19% PR/Marketing/Advertising Agency
- 14% Inbound travel agency
- 10% Sales Promotion Agency

Industry sectors exhibitors wish to meet:

- 87% Pharmaceutical/Medical/Chemical
- 78% Electronics/Communication/IT
- 78% Financial/Insurance/Property
- 69% Automotive
- 54% Manufacturing/Industrial
- 53% Government Administration
- 51% Cosmetic
- 49% Management

Exhibitors want to see Australasian buyers from:

- 79% New South Wales
- 78% Victoria
- 64% Australian Capital Territory
- 63% Queensland
- 60% New Zealand
- 58% South Australia
- 54% Western Australia
- 42% Northern Territory
- 39% Tasmania
- 34% Pacific region

Exhibitors want to see International buyers from:

- 38% Asia
- 35% Europe
- 31% North America
- 12% Southern Africa
- 11% South/Central America
- 10% Middle East



Hosted buyer research results

Exhibitors most interested in

- 72% Melbourne/Victoria
- 71% Asia
- 67% Sydney/NSW
- 56% Brisbane/Gold Coast
- 55% New Zealand
- 48% Perth/WA
- 26% UK / Europe
- 24% North America

Main benefits of the Hosted Buyer Program

- 98% Meet new suppliers
- 94% Identify new products
- 87% Network with colleagues
- 82% Learn about industry trends
- 74% Meet existing suppliers