

EXHIBITION DIRECTOR'S SUMMARY

This year's highly successful edition of WineTech 2007, The Australian Wine Industry Trade Exhibition, in Adelaide was the largest wine technology exhibition ever held in Australia. The exhibition was presented by The Australian Wine Industry Technical Conference (AWITC) and Wine Industry Suppliers Australia (WISA), and managed and promoted by Reed Exhibitions - Australia.

Results of our independent post-show surveys demonstrate very high levels of satisfaction from WineTech 2007 exhibitors. 81% of survey respondents were either satisfied or very satisfied with the overall event. The comments and feedback on the quality and quantity of visitors were overwhelmingly positive, with an exceptional total of 70% of survey respondents indicating they would exhibit at WineTech again, while a further 21% stated they "possibly will".

The collocation of WineTech 2007 with AWITC was again a key factor in driving the attendance of senior wine industry professionals at the exhibition. Aided by the conference and exhibition taking place under one roof, considerable efforts were made to ensure frequent and extended attendance at the exhibition by the 1677 AWITC delegates. Exhibitor feedback suggests that this objective was achieved, with exhibitors placing particular emphasis on the value of staging the vibrant AWITC Welcome Reception on Sunday evening within the exhibition halls.

WineTech 2007 was actively promoted to trade visitors as well as to the AWITC delegates. The results were spectacular, with a total of 2365 trade visits as a result of Reed Exhibitions' extensive marketing campaign. The high audience quality was shown by 17.8% of visitors coming from interstate or overseas and over 30% being either senior management, grape growers or winemakers.

The success of WineTech 2007 could not have been achieved without the support of our exhibitors. The range of products on display and the quality of the exhibits drew praise from delegates and trade visitors alike. I would like to thank all the exhibiting companies for your considerable investment and commitment to making your participation a success.

Reed Exhibitions and our partners at AWITC and WISA look forward to working with you at the next edition of WineTech, to be held from 25 - 28 July 2010 at the Melbourne Exhibition & Convention Centre.

Please do not hesitate to call me or any of my team if you require additional information on the statistics contained in this Post-Show Report.



John Gorton
Exhibition Director - Industrial
Reed Exhibitions - Australia



WineTech
THE AUSTRALIAN WINE INDUSTRY TRADE EXHIBITION

POST SHOW REPORT

Presented by



Australian Wine Industry
Technical Conference



WISA
Wine Industry Suppliers
Australia Inc.

*Please note statistics sourced from WineTech 2007 CAB Audit & Micromex Post-show Survey

29 JULY – 1 AUGUST 2007

ADELAIDE CONVENTION CENTRE • ADELAIDE • SOUTH AUSTRALIA

www.wine.reedexhibitions.com.au

The Reed Exhibitions Team

WineTech 2007 Team

John Gorton	Exhibition Director - Industrial
Frank Matus	Account Manager
Paul Baker	Senior Account Manager
Patrick Bell	Marketing Manager
Veronica Ling	Exhibition Co-ordinator
Robert McIndoe	Operations Manager



From left to right: Mark Cherrington, Patrick Bell, Robert McIndoe, Veronica Ling, Paul Baker, John Gorton, Agnes Wychodil, Frank Matus, John Pospisil

Spotlight on the Visitors

(Please note that a sample size of 300 visitors responded to the survey)

- 93% of visitors stated they were "satisfied" or "very satisfied" with WineTech 2007.
- 79% of visitors "agree" or "strongly agree" that WineTech is a "must attend" event.
- 91% stated that the variety of exhibits was "good" or "excellent".

DID YOU MEET YOUR OBJECTIVES?

THE THREE MOST IMPORTANT OBJECTIVES FOR ATTENDING WERE:

To keep abreast of industry trends	81%
To look for new products	78%
Networking	63%

PERCENTAGE THAT ACHIEVED THEIR OBJECTIVE:

To keep abreast of industry trends	83%
To look for new products	73%
Networking	82%

- 61% of visitors spent 2 - 4 hours at the exhibition.
- 67% of those visitors who received an exhibition directory said they would use it to contact exhibitors after the exhibition. 58% said they would keep the directory for more than 9 months.
- 73% of visitors indicated that they intend to visit the next WineTech

ANTICIPATED EXPENDITURE

- 62% of visitors surveyed had direct authority or influence for purchasing the types of goods or services seen at WineTech 2007.
- The mean amount spent by visitors with purchasing authority or influence and who purchased or ordered something at the exhibition was \$90,405.
- 54% of visitors with purchasing authority or influence organised a quote or appointment, while 80% saw something they were likely to buy after the exhibition.

Spotlight on the Exhibitors

(Please note that a sample size of 80 exhibitors responded to the survey)

- 81% of exhibitors stated they were "satisfied" or "very satisfied" with WineTech 2007.
- 70% of exhibitors indicated that they intend to exhibit at the next WineTech, while a further 21% stated they "possibly will".

DID YOU MEET YOUR OBJECTIVES?

THE THREE MOST IMPORTANT OBJECTIVES FOR ATTENDING WERE:

Promote company & product awareness	99%
Generate new sales leads	90%
Maintain status as a player in the industry	86%

PERCENTAGE THAT ACHIEVED THEIR OBJECTIVE:

Promote company & product awareness	78%
Generate new sales leads	64%
Maintain status as a player in the industry	72%

HOW DID YOU RATE THE VISITORS?

(This following ratings are on a scale of 1-5 where 5 is excellent)

Quality of Visitors	3.8
Quantity of Visitors	3.4
Orders Anticipated	3.4
Sales Leads	3.4

HOW DID YOU RATE OUR SERVICE?

Promotion of the Event	3.9
Venue	3.9
Exhibition Layout	3.8
Organisation of the Event	3.5





"The show has been really good for us, with a combination of a lot of overseas people, as well as local people. We've seen a lot of interest in both the equipment and the consumables side of the business. From the first day, we've had a lot of people coming through, saying they were eager to buy, and to buy things now".

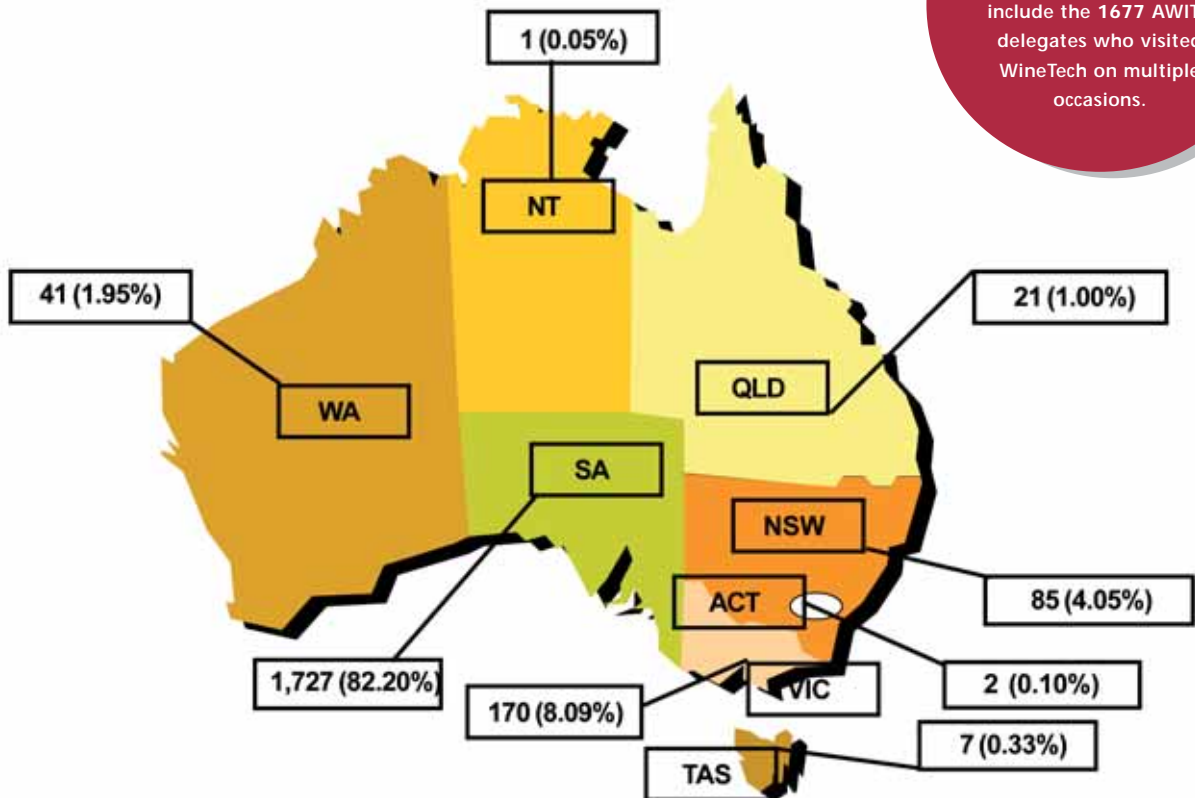
Marco Guglielmucci, JB Macmahon

STATE/COUNTRY BREAKDOWN*

State/Country	No of Attendees	% of Attendees
VIC	170	8.09%
NSW	85	4.05%
QLD	21	1.00%
SA	1,727	82.20%
WA	41	1.95%
TAS	7	0.33%
ACT	2	0.10%
NT	1	0.05%
Total Australia	2,054	97.77%
New Zealand	19	0.90%
Other Overseas	28	1.33%
Total Attendees	2,101	100%

Note: *All figures are CAB Audited.

BREAKDOWN OF ATTENDANCE BY STATE



Please Note

Total CAB Audit attendance figures do not include the 1677 AWITC delegates who visited WineTech on multiple occasions.

JOB FUNCTION*

Job Function	No of Responses	% of Attendees
Bottling and Packaging Staff	40	1.90%
Bottling Hall Employee	6	0.29%
Brewmaster	1	0.05%
Cellar Manager	44	2.09%
Cellar Staff	60	2.86%
Chemist, Lab Staff	27	1.29%
Director/GM/MD/CEO/Senior Management	293	13.95%
Electrical Engineer	7	0.33%
Grape Grower	146	6.95%
Maintenance Engineer, Supervisor, Fitter	52	2.48%
Packaging Engineer & Designer	19	0.90%
Plant Manager	19	0.90%
Production Engineer, Manager	15	0.71%
Project Engineer, Manager	21	1.00%
Production Manager	39	1.86%
Purchasing	37	1.76%
Quality Assurance/Quality Control	16	0.76%
Refrigeration Engineer	11	0.52%
Research & Development	30	1.43%
Sales & Marketing	243	11.57%
Scientist	10	0.48%
Student	60	2.86%
Technical Sales	53	2.52%
Technician	24	1.14%
Truck Fleet Manager	6	0.29%
Viticulturalist	70	3.33%
Vineyard Manager	69	3.28%
Vineyard Staff	57	2.71%
Warehouse Manager	8	0.38%
Winemaker	248	11.80%
Winery Engineer	14	0.67%
Other	191	9.09%
Blank	165	7.88%
Total Responses	2101	

PRODUCT INTEREST*^

Product Interest	No of Responses	% of Attendees
Agitators	46	2.2%
Bacteria	95	4.5%
Barcoding	141	6.7%
Barrels	259	12.3%
Baume Recorders	69	3.3%
Bottling Machinery	257	12.2%
Bottling Contractors	164	7.8%
Carton Packaging Machinery	150	7.1%
Chemicals	211	10.0%
Closures	283	13.5%
Compressors	57	2.7%
Computer Hardware/Software	147	7.0%
Containers/Packaging Materials	214	10.2%
Conveying Equipment	78	3.7%
Cooling Technology	138	6.6%
Corks & Plastics	212	10.1%
Crushers & De-stemmers	185	8.8%
Dispensing & Vending Equipment	39	1.9%
Earth Filters	116	5.5%
Educational Facilities	71	3.4%
Environmental Services	117	5.6%
Enzymes	85	4.0%
e-Business	149	7.1%
e-Retailing	127	6.0%
Fencing/Trellis Systems	106	5.0%
Fermenters	138	6.6%
Filtration	252	12.0%
Financial Services	43	2.0%
Generators	42	2.0%
Glass	174	8.3%
Harvest Technology	177	8.4%
Human Resources	53	2.5%
Ingredients & Flavourings	70	3.3%
Insulation	62	3.0%
Irrigation Equipment	172	8.2%
Sprinklers & Piping	67	3.2%
Label Printing	280	13.3%
Laboratory & Sampling Equipment	163	7.8%
Marketing	289	13.8%
Materials for Boxes, Crates & Pallets	85	4.0%
Material Handling	124	5.9%
Micro-Ox	65	3.1%
Mixers	38	1.8%
Moisture Testing Equipment	91	4.3%
Netting	86	4.1%
Plant & Maintenance Equipment	190	9.0%
Presses	157	7.5%
Production & Processing Equipment	201	9.6%
Pruners	164	7.8%
Pumps, Motors, Meters & Monitors	202	9.6%
Quality Control Products	105	5.0%
Recycling	91	4.3%
Refrigeration	150	7.1%
Sanitation & Washing	93	4.4%
Storage & Fermentation Tanks	187	8.9%
Tank Engineering	84	4.0%
Temperature Systems	111	5.3%
Trade Journals	97	4.6%
Transport & Freight	91	4.3%
Vineyard Products	333	15.8%
Waste Management	166	7.9%
Water Purification	102	4.9%
Wine Making Equipment	444	21.1%
Yeast	153	7.3%
Total Responses	9108	

Note: *All figures are CAB Audited. ^Multiple responses were received for this question

INDUSTRY CATEGORY*

Industry Category	No of Responses	% of Attendees
Contractors & Consulting	111	5.27%
Education & Government	45	2.14%
Environment & Health	12	0.57%
Grape Growing	294	13.99%
Horticulture/Farming	38	1.81%
Machinery Equipment	71	3.38%
Maintenance	41	1.95%
Manufacturing	126	6.00%
Materials Handling & Warehousing	15	0.71%
Packaging	168	8.00%
Power Utilities	0	0.00%
Printing & Publishing	38	1.81%
Process Control & Automation	31	1.48%
Security	3	0.14%
Telecommunications & IT	6	0.29%
Test & Management	18	0.86%
Tooling	4	0.19%
Transport/Distribution/Logistics	27	1.29%
Wine Making	621	29.56%
Other	151	7.19%
Blank	281	13.37%
Total Responses	2101	

Marketing Activities for WineTech 2007

Below is an overview of marketing activities undertaken by Reed Exhibitions to attract a high-quality audience of wine industry professionals to WineTech 2007.

DIRECT MAIL

Approximately 13,000 trade invitations were distributed to industry personnel using targeted mailing lists, including past visitors, trade magazine subscribers, association members and externally sourced lists. These were released to the industry approximately five weeks prior to the exhibition. A further 35,000 were sent to exhibitors for distribution to customers.

EMAIL MARKETING

An extensive email marketing campaign was used to both encourage new visitors and remind all registered visitors to attend the exhibition. An email invitation was sent to past visitors to WineTech and other related exhibitions approximately 8 weeks prior to WineTech 2007. Targeted reminder emails were then sent out to both registered visitors and non-registered prospects at 5 weeks, 10 days, and 3 days prior, and then each day of the exhibition.

ADVERTISING

To target potential WineTech visitors, a wide ranging advertising campaign commenced 5 months prior to the show. The campaign incorporated a combination of trade magazine, newspaper, radio and online advertising.

TRADE PUBLICATIONS

Advertisements were placed in the following industry magazines. A further 20,000 trade invitations were also inserted into those publications marked with an asterisk (*).

- Australian & New Zealand Grapegrower & Winemaker *
- The Australian & New Zealand Wine Industry Journal *
- The Australian & New Zealand Wine Industry Directory
- Australian Viticulture *
- National GrapeGrowers *
- Australian Vignerons *
- Australia's Wine Business Magazine *
- The Wine Marketing Report



NEWSPAPER

Coverage in regional and metro press proved to be highly effective in generating awareness of WineTech 2007. In addition to 3 advertisements (20cm x 4 column) in the Adelaide Advertiser, another 8 advertisements (20cm x 4 column) were placed in the regional newspapers listed below.

Newspaper	Main Coverage	June 15 - 21	July 22 - 28	Total Ads
Adelaide Advertiser	Adelaide	1	2	3
The Murray Pioneer	Renmark	-	1	1
Barossa & Light Herald	Tanunda	-	1	1
Naracoorte Herald	Naracoorte	-	1	1
Murray Valley Standard	Murray Bridge	-	1	1
Hills & Valley News	Blackwood	-	1	1
Flinders News	Port Pirie	-	1	1
Southern Times	Morphett Vale	-	1	1
Border Watch	Mt Gambier	-	1	1
Total		1	10	11

RADIO

An extensive radio campaign in the week before the start of WineTech 2007 was included in the marketing mix for the exhibition. The Adelaide metropolitan stations used included 5MMM FM, MixFM and the Australian Traffic Network, while 5SE (Mt Gambier), 5CS / Magic, 5MU / Power and 5RM / Magic were all used in regional areas. A total of 184 thirty second ads were aired, evenly distributed across these stations, and running predominantly during the breakfast session.

ONLINE

In an effort to expand our online marketing presence, banner advertising was placed on prominent wine industry e-newsletters Daily Wine News and Australia's Wine Business "The Week That Was". Online advertising was also placed on the popular website, Wine Diva.

PUBLIC RELATIONS

Our public relations consultant - Spitfire Communications - undertook a comprehensive campaign covering industry, regional and mainstream media. Extensive editorial coverage of WineTech 2007, individual exhibitors and products and parallel events was secured in all key wine industry trade journals and in the mainstream media.

MATCH MAKER PROGRAM

The Match Maker Program was again part of WineTech in 2007. This provided visitors the service of matching their product interests with the products and services on display.



WineTech has been a really good show for us. We've had a lot of interest from new customers, and a lot of contact with existing customers. We've seen both large and small customers, all the majors have come through, plus quite a few enquiries from the smaller customers, so a very worthwhile event for us. We'll definitely be at the next one.

John McGovern, Cooperages



"We've been very excited by the level of enquiries we've had at our stand, and our staff has been very happy with the numbers coming through. We've been really pleased with how the stand has worked, with good crowds coming through at regular intervals".

Darren Oemcke, Provisor

"The show's been fantastic. The bringing together of both the exhibition and the conference has brought a number of key players from existing customers, as well as potential customers. The number of international visitors has been great, particularly as we are involved in establishing our international business".

”

Wayne Shub, Memstar



WineTech
THE AUSTRALIAN WINE INDUSTRY TRADE EXHIBITION



EXHIBITION AUDIT REPORT

Reed Exhibitions



WineTech
THE AUSTRALIAN WINE INDUSTRY TRADE EXHIBITION

WineTech 2007

Organiser: Reed Exhibitions - Australia

Date of exhibition: July 30 - August 1, 2007

Location: Adelaide Convention Centre
North Terrace, SA, Australia

Presented by



Australian Wine Industry
Technical Conference

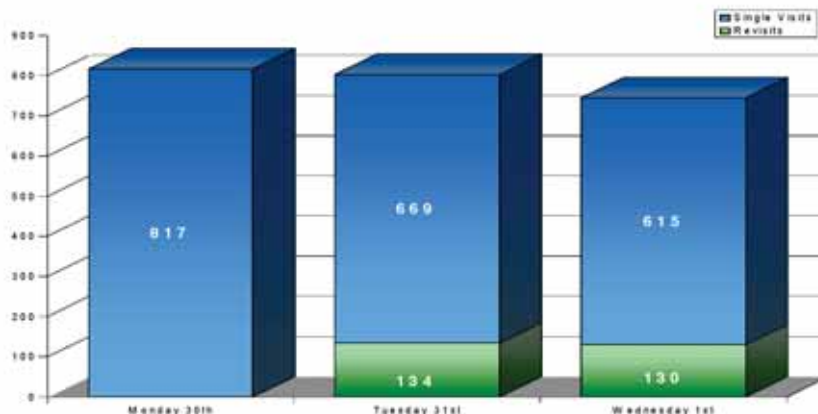


Summary of Attendance*

Total Single Visits	2,101
Revisits	264
Total Trade Visits	2,365

	<u>Single</u>	<u>Revisits</u>	<u>Total</u>
Monday 30th July, 2007	817	0	817
Tuesday 31st July, 2007	669	134	803
Wednesday 1st August, 2007	615	130	745
Totals	2,101	264	2,365

* A summary of the number of trade visitors who attended the show, reported by day (one entry only per day) and categorised as first time visits and attendees who have revisited the exhibition on subsequent days. Reported attendance does not include exhibitors.



Please Note

Total CAB Audit attendance figures do not include the 1677 AWITC delegates who visited WineTech on multiple occasions.

Audit conducted by Circulations Audit Board
Level 8, 15 Blue St, North Sydney, NSW, 2060

WineTech 2010

25-28 July 2010, Melbourne Exhibition and Convention Centre, Victoria

For WineTech 2010 details or to book your space, contact Paul Baker at Reed Exhibitions
T: 02 9422 8822 E: paul.baker@reedexhibitions.com.au