

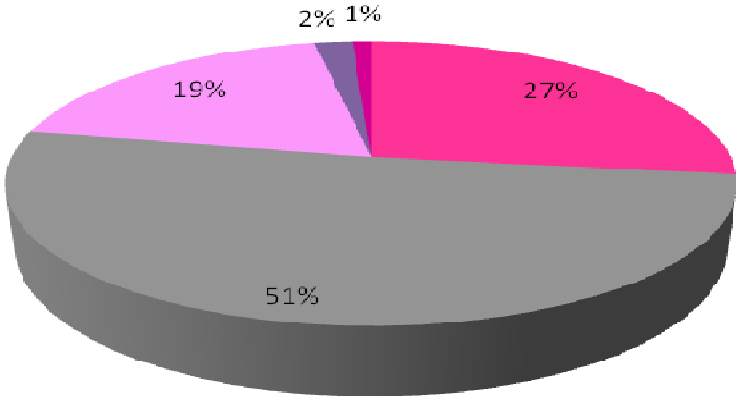


### Now for the Stats - RSVP Melbourne 2009

The RSVP Melbourne 2009 event took place in the heart of the global financial downturn, and we were faced with many challenges, however with all this adversity RSVP Melbourne 2009 still managed to produce a number of successful outcomes. Over 3,000 event industry professionals descended upon RSVP Melbourne 2009 in June 2009 to meet, network and do business with over 187 of Victoria's leading event suppliers

### What the visitors said:

**How would you rate the effectiveness of RSVP Melbourne 09 to source new services and suppliers?**



■ Excellent ■ Good ■ Average ■ Poor ■ Very Poor

### They loved RSVP Melbourne 2009:

Great showcase of ideas for events in the future. I will definitely be referring to information collected on the day when I choose my next venue, caterer or entertainment - **Australia Post**

Entertaining, informative, innovative - and great networking! See you again next year for sure! – **Bristol-Myers Squibb Pharmaceuticals**

Great experience to attend, lots to see and do, and lots of great ideas for future events - **Coca-Cola Amatil**





I thoroughly enjoyed the convention and found that I have gained a number of great contacts that I am sure to use in the future! – **AXA**

It was well worth while attending. It gave me some ideas for future events and put me in touch with some great suppliers. The RSVP booklet is great - gives a good summary of all exhibitors - **Ericsson Australia**

Impressive with event knowledge all in the one centre - **Fuji Xerox**

Great way to learn about what is new in the industry and pick up fresh ideas! - **Cricket Australia**

A great way to be exposed to fresh new ideas for events and to meet suppliers that have something different to offer – **NAB**

And they'll be coming back for more: 72% of attendees this year were so impressed with the offering they requested to be automatically pre-registered for RSVP Melbourne 2010.

### Who will be coming back to RSVP Melbourne 2010

• **ABN AMRO • ACMI • ALLENS ARTHUR ROBINSON • ANZ • AUSTRALIA POST • AFL • BMW AUSTRALIA • BP • COCA-COLA AMIATIL • COLES • COMMONWEALTH BANK • CONNEX • DETPAK • ERNST & YOUNG • FAIRFAX DIGITAL • FORD AUSTRALIA • FREEHILLS • GOLDMAN SACHS JBWERE • GUCCI • HEARTKIDS • HSBC • IMG WORLD • KPMG • LEVIS • MACQUARIE GROUP • MCDONALDS • MYER • NAB • NINE NETWORK • PANASONIC • PRICEWATERHOUSECOOPERS • SHELL • PUMA • STARLIGHT CHILDRENS FOUNDATION • TELSTRA • TEN NETWORK • THE CANCER COUNCIL • VODAFONE •**

### Why they came....

84% of our visitors RSVP'd to source new ideas for all their event needs. They came to RSVP Melbourne to...

- 40% to source venues and restaurants
- 33% to source entertainment companies
- 24% to source caterers
- 23% to source gift companies
- 20% to source event management companies
- 15% to source florists





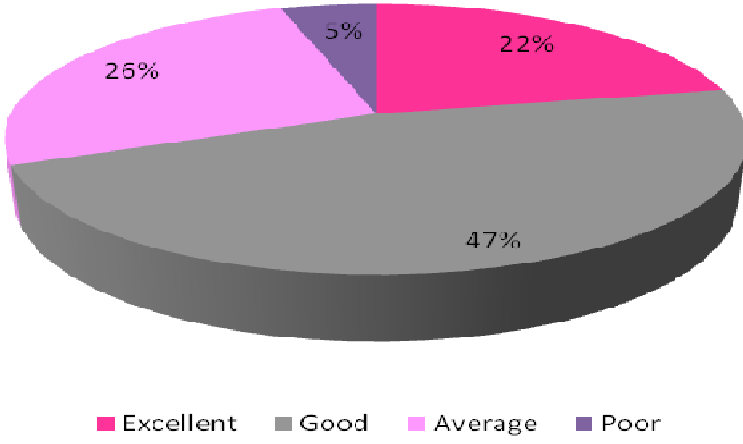
And our visitors want to see more....their feedback has specifically noted that they would love to see more corporate gift companies, entertainment companies, stationery and invite designers, graphic designers, teambuilding companies and transport options at the show for 2010; so if your company falls in to one of these categories, there's even more reason to contact either :

Liam O'Reilly – 02 9556-7985 or [loreilly@etf.com.au](mailto:loreilly@etf.com.au)

Helen Kwiecien – 03 9321 6753 or [hkwiecien@etf.com.au](mailto:hkwiecien@etf.com.au)

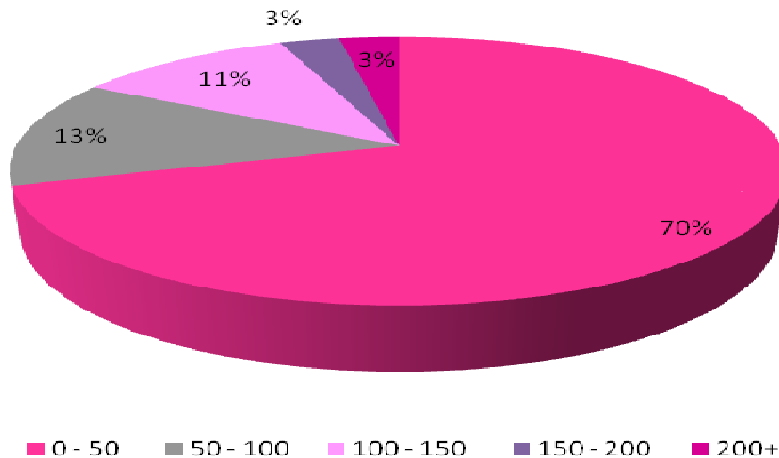
**And now news from our 2009 exhibitors.....**

**Overall satisfaction with exhibiting at RSVP  
Melbourne 09**





### Qualified leads obtained by exhibitors



### Here's what some of our exhibitors had to say....

We received fantastic feedback at the show and we already received work at the end of the day! - **Select One Catering**

RSVP is a great way to launch a new business being surrounded by many potential clients as well as being a great networking opportunity. - **BarNone Events**

In the past I have spent hundreds of dollars advertising our business, with the hope that our target audience will take notice. RSVP is a terrific way to not only directly market to your target audience and also gain contact details and leads at the same time. Why spend thousands of dollars marketing your business to thousands of people that may have no need for your services when you can exhibit at RSVP and know that every person that walks into the venue is a prospective client. The hard work has been done for you. - **Highlander Bar**

RSVP's strong brand recognition and marketing partnerships/initiatives is what attracts us to exhibiting at this show - **Business Events Geelong**

Over 200 new leads, Wow that has to make the show worthwhile! - **Luna Park Melbourne**

RSVP has been a tremendous success for us; delivering many quality leads we may not have had access to without the expo. Highly recommended - **Red Spice Road / Apples and Pears Entertainment Group**

Stop Press! RSVP is a dynamic and individual event which will ensure you get the sales leads you are looking for - **Fenix Events**





## Now that you have the facts - it's your turn to RSVP.... (if you haven't already!)

With the events industry becoming increasingly competitive can you afford to miss out on this unique opportunity to meet 3,500 + corporate event planners face to face?

With part of the floor plan already allocated now's your chance to join the likes of:

- ACTION EVENTS • LUNA PARK MELBOURN • BALLOONAVERSA • BACKDROPS FANTASTIC • BELL CITY
- BOGAN BINGO • BALWYN EVENTS • DECORATIVE EVENTS • STAGING RENTALS • BALLOONS BY DESIGN • CITY OF GRETAER BENDIGO • COYOTE EVENTS • CRABAPPLE CUPCAKES • DEFINITELY CHOCOLATE • EXCEL EVENTS • EVENT EQUIPMENT • FOSTERS GROUP • G1 GROUP • GREATER SHEPPARTON EVENTS • KINPIN BOWLING • LORD IVY ART LOUNGE • MELBOURNE SHOW GROUNDS • MELBOURNE PHOTOBOOTH • MAREKAI • MELBOURNE AQUARIUM • MUSIC THEATRE AUSTRALIA • NEVERFALL SPRINGWATER • POKER NIGHT • ROCHFORD YARA VALLEY • ROYAL MAIL HOTEL • SHANN ECO BAGSS • TRYBOOKING.COM • TASMANIAN CONVENTION BUREAU • THE BLUES TRAIN • THE BANNER LADY • WINES BY DESIGN •

to name but a few....and experience what exhibiting at RSVP Melbourne can bring to your business in 2010.

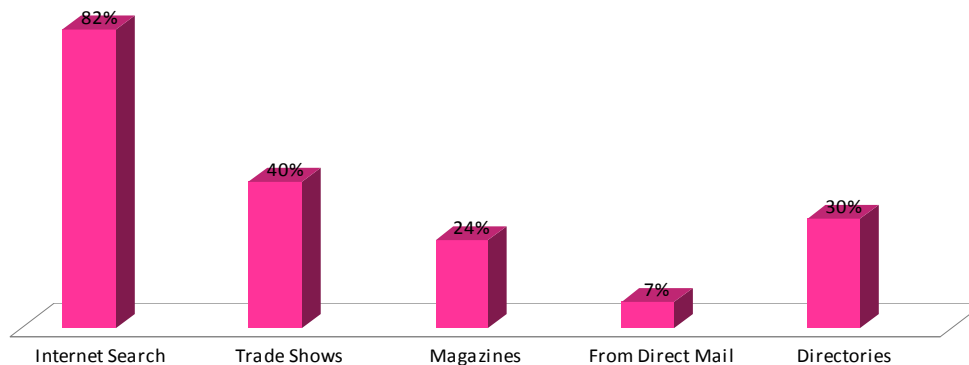
**Leading up to RSVP Melbourne 2010 event we will maximise all our efforts to reach the target market and ensure that they are present at the event.**

A dedicated multi-media marketing campaign makes sure we attract the top buyers. The year round campaign guarantees that RSVP is one of the most important dates in their busy diaries.





**How do the visitors usually source event suppliers, venues, products, etc?**



With the above graph in mind, our extensive and diverse marketing campaign comprises of the following components:

- **Industry Magazine Advertising** – High visibility advertising in all key trade publications including. SPICE News, Executive PA, Event Connection and Third Sector
- **Website listing** – A functional website with searchable exhibitor's list and product categories.
- **Direct Mail Campaign's** – High impact direct mail pieces are sent to our database
- **Public Relations Campaign** – Industry publication will promote RSVP and exhibitors encouraging decision makers to attend the show
- **Exhibition Coaching-** We offer the services of a dedicated Exhibition coach who will assist the exhibitors with all their challenges leading up to the show.
- **E-mail News up dates** – Fresh and informative email reminders to our targeted database.
- **Targeting** your specific target market
- **Telemarketing** – Constantly up dating the database and informing the visitors about the event
- **DL inserts** into Magazines – inserts in all the trade publications
- **Sponsorship** Opportunities to maximise marketing spend
- **Key Visitors Campaign** - This elite core will be personally invited to attend the show
- **Online Marketing** – We will enable you to invite your own clients to attend the show and visit your stand





With stand packages available to suit all budgets and special payment terms available call or email for your RSVP Melbourne 2010 Exhibitors Sales Kit:

Liam O'Reilly – 02 9556-7985 or [loreilly@etf.com.au](mailto:loreilly@etf.com.au) – Executive Sales Manager

Helen Kwiecien – 03 9321 6753 or [hkwiecien@etf.com.au](mailto:hkwiecien@etf.com.au) – Executive Sales Manager

Delwin Kriel - 02 9556 7983 or [dkriel@etf.com.au](mailto:dkriel@etf.com.au) - Event Manager

*All statistics provide in this report have been sourced from an in depth survey with visitors and exhibitors post the show – conducted by Info Salons*

