



## EXHIBITION SURVEY - AT A GLANCE

This report contains some key results taken from a survey of LHA readers made up of end-users, buyers and specifiers of equipment across more than 20 different industries. All contacts are located in Australasia and Asia Pacific. Over 25% of recipients who clicked the link completed the questionnaire. The primary reason for the survey was to 1) establish if there is a need/desire for a full-line equipment event and 2) better understand which elements would maximise its success with visitors.

- *Would you attend a dedicated exhibition for the APAC region's Lifting Sector located in Australia?*

YES – 90%

- *Which is your preferred location?*

MELBOURNE – 30%

SYDNEY – 29%

BRISBANE – 15%

- *Which month would you prefer to attend an expo?*

MARCH – 19%

MAY – 18%

- *Are you more likely to attend?*

ANNUAL EVENT – 53%

BI-ANNUAL EVENT – 44%

- ***Would prefer the expo to move or stay in one location?***

**MOVE – 55%**

**STAY – 41%**

- ***What type of equipment would you most like to see exhibited?***

**RIGGING GEAR – 71%**

**HOISTS – 58%**

**GANTRIES & JIBS – 44%**

**PORT & TRAVELLING CRANES – 25%**

**PICK & CARRY/MINI-CRANES – 40%**

**ACCESS PLATFORMS (EWPS) – 55%**

**JACKS/ROLLERS/AIRBAGS – 42%**

**OVERHEAD CRANES – 36%**

**LOAD RESTRAINTS – 46%**

**SHUTTLE LIFTS & STRADDLE CARRIERS – 18%**

**INDUSTRIAL CRANES SYSTEMS – 44%**

**SAFETY EQUIPMENT/SERVICES – 68%**

**FORKLIFTS/TELEHANDLERS/REACHSTACKERS – 38%**

**ATTACHMENTS & ACCESSORIES – 65%**

- ***Would more likely attend because?***

***(Part One) Show Duration:***

**TWO DAY EVENT – 45%**

**ONE DAY EVENT – 31%**

**TICKED BOTH – 11%**

**LEFT BLANK – 13%**

***(Part Two) Added Opportunities:***

**PAID WORKSOPS – 7%**

**PRE-SHOW APPOINTMENT SCHEDULING – 4%**

**ONSITE TRAINING – 30%**

**FREE TECHNICAL FORUMS – 38%**

**COMBINED CONFERENCE – 24%**

- **Primary reasons for attending?**

**JOB SEEKING – 4%**

**TRAINING OPPORTUNITIES – 35%**

**INDUSTRY KNOWLEDGE – 70%**

**NETWORKING – 57%**

**SPECIFY & SOURCE EQUIPMENT – 40%**

**PURCHASE EQUIPMENT – 63%**

***Additional Comments:***

**EQUIPMENT HIRE**

**FINANCE OPTIONS**

