



# Country Week Facts 2008

## Facts from the Exhibition & Event Association of Australia

- 83% of all visitors to a trade show have the authority to purchase or are a decisive influence in the purchasing decisions of the company
- Visitors use trade shows to review products and services and make purchases. 71% of visitors spend half a day or more at a trade show.
- 23% of visitors spend multiple days at a trade show
- 21% of visitors decided to attend the show because they had attended the same event before
- Of exhibiting companies surveyed, the average expenditure on exhibitions was 9% of the marketing budget. However 23% of their business is attributed to exhibitions

## 2007 Country Week Expo Statistics

- over 6,000 people visited the Expo
- 56% of visitors were aged between 25 and 50
- 45% of visitors were planning to visit one or more of the communities represented at Country Week after gaining information at the Expo
- Major professions of visitors includes; Teachers, Nurses, Sales, Engineers, Administration Workers, Electricians, Accountants and Builders

## Country Week success

- Country Week has built a significant presence with 5 years experience in the Tree and Sea Change Market.
- Over 9,000 visitors with a genuine interest in relocation and regional New South Wales.
- Growing demand for real estate, lifestyle and employment information on areas other than the Sydney.
- An aggressive marketing campaign, ensuring you the right audience

## Why Exhibit at Country Week?

- Country Week provides the ideal platform to launch your latest products and services.
- Raise industry awareness of your company
- An opportunity to increase the brand recognition of your products and/or services
- An environment to generate leads and establish or enhance your customer database
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- Make face to face contact with potential buyers
- Conduct market research
- Identify new agents and distributors
- Attract media attention
- Meet more buyers in three days than any other sales medium can offer

## Added Benefits of Exhibiting

- Media Opportunities
- Expo Guide Listing
- Web Site Listing
- Welcome and Networking Drinks
- Gala Awards Dinner
- Marketing Tips
- Advertising and Sponsorships

Country Week 2008  
The Tree and Sea Change Expo  
19 - 21 September 2008  
Brisbane Convention & Exhibition Centre

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