



Post Show Newsletter Show Statistics

Print & Communication Technology
Sunday 11 - Tuesday 13 June, 2006
Auckland Showgrounds.

Dear Exhibitor

At last... we are happy to report the attendance statistics for this year's successful show. We apologise for the delay however the collation process is rather long winded. The dmg team would like to thank you once again for your participation in this year's event.

From our point of view the event this year was a resounding success. The quality of stand presentation from all exhibitors this year was fantastic and no doubt helped to present your product and gather the leads needed. Our visitors have certainly confirmed this to us in their visitor feedback. Total attendee numbers were **3,181**. The quality of the visitors was certainly maintained from all accounts. I have heard from many exhibitors letting us know how successful the show was for them. For me, that's all that really counts!

With an average 14% visitor increase recorded over both the Sunday June 11 and Tuesday June 13, the event would have easily surpassed the 4347 attendance recorded in 2002. However, disruption from the Auckland power outage on the Monday meant overall attendance finished about a quarter down on 2002's figures.

Nonetheless, we are very pleased with the quality of visitors, the standard of exhibits and the variety of products on show. But most of all, we were impressed with the industry and how philosophical people were with the city-wide power disruption. We thank everyone involved for your assistance and for working with us to deliver the best possible outcome for our visitors.

Printech boasted a world-class quality of exhibits illustrating continuing growth in the printing and graphic arts industry. It was interesting to note the growth in several "non-traditional" sectors that has occurred since the last Printech in 2002. Change has been particularly marked in digital and wide format printing.

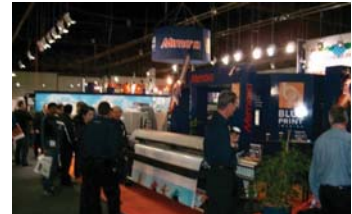
The exhibition was an excellent opportunity for exhibitors to showcase market-leading products alongside a range of innovative solutions and applications focused on maximising efficiency and cost-savings for their clients. In addition to the exhibitors themselves, the seminar series sponsored by Canon proved very popular with attendees.

Thank you to those who completed our Exhibitor Feedback surveys. If you would like to comment further on any subject please do not hesitate to give me a call or send an email to irenesmith@nz.dmgworldmedia.com Several exhibitors remarked that four years is a long time in the digital industry. We invite you to give us feedback on whether you might be interested in participating in a digital & consumable focused show in between "Printech's". If you would like to be involved in a focus group on this, please let me know.

Until the next show, I wish you all a very prosperous time.

Irene Smith
Exhibition Sales Manager

KEY STATISTICS



73% of respondents to our visitor survey agreed with the statement 'Printech is a must attend event'.



80% of respondents stated that they intended to visit the next Printech in 2010.



65% of visitors surveyed stated they held direct authority or influence for purchasing the types of good or services seen at the exhibition.

Source: Micromex Marketing Services
2006 Visitor Survey.

PRINTECH 2006

Show Statistics

VISITOR DEMOGRAPHICS INFORMATION

Total Attendees to Printech 2006 were 3181.

Visitor numbers				
Attendance	Sunday	Monday	Tuesday	Total
Revisits	0	36	127	163
First Visits	795	206	1201	2202
Total	795	242	1328	2365

Company Activity

	%
Commercial Printer	25.4
Graphic Design	9.6
Copy Centre	9.6
Advertising/Design Agency	5.8
Graphic Supplier	4.7
Screen Printer	4.6
Labels	4.4
Paper Supplier	3
Publisher	2.7
Print Broker/Consultant	2.6
Educational Establishment	2.5
Business Forms	2.1
Bank/Financial Institution	0.9
Local or Central Government	0.4
Other	21.6

Attendance by Region

Region	%
Auckland	74.2
Hamilton - Thames	6.9
Tauranga – Bay of Plenty	2.8
Napier – New Plymouth	3.0
Wanganui – Palmerston North	2.4
Wellington	4.3
Nelson – Marlborough – West Coast	0.5
Christchurch – Canterbury	3.5
Dunedin – Invercargill	1.8
Northland	0.7

Purchasing power of 2006 visitors

\$250,000 +	24.2%
\$100,000 - \$249,000	7.5%
\$50,000 - \$99,999	9.1%
\$10,000 - \$49,999	12.9%
\$5,000 - \$9,999	7.8%
\$0 - \$4,999	8.8%

63% of respondents to the visitor survey organised a quote or appointment at Printech. This was an 11% from previous show.



More than 90% of respondents to the visitor survey stated they were likely to make contact with an exhibitor after the exhibition

Top 10 Products of Interests

Digital Printing	15.3%
Printing Machinery & Equipment	10.3%
Computer Graphics	10.2%
Finishing Equipment	8.7%
Printing Accessories	7.0%
Graphics Materials & Suppliers	6.3%
Paper	6.2%
Design Equipment	6.1%
Copy Equipment	5.6%
Inks & Chemicals	5.1%

PRINTECH 2006

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PURCHASING INFORMATION

80% of respondents to the visitor survey saw something they were likely to buy after the Exhibition.

Of those respondents that attended a workshop or seminar 86.4% rated them as Good or Excellent.

Buyers Guide

56% of those respondents who had received a 'Buyers Guide' said that they would use it to contact exhibitors after the Expo.

19.3% of respondents to our visitor survey expect to keep the Buyers Guide for over 12 months. 2.8% expect to keep it for 9-12 months, 19.3% for 5-8 months, 24.8% for 1-4 months and 33.9% for less than a month.

Apart from themselves, 41.3% of respondents to the visitor survey expect between 1-3 additional people to have access to the Buyers Guide. 23.9% expect between 4-6 people and 20.2% expect 7+

Source: Micromex Marketing Services 2006 visitor survey

More images from the show:

