



Growing exhibitor numbers for inaugural Perth Event Show

ORGANISERS of the inaugural Perth Event Show in Western Australia say it's slowly but surely building an impressive exhibitor base as they gear up for their first state-based business events exhibition.

Billed as a trade show for local, national and international buyers, the event has so far attracted 43 companies out of an expected 90 to 100.

However, Richard Campbell, director of long established and well-known exhibition company CMS Events knows that patience is a key part to building any event.

"It has been an interesting process so far," he said. "The initial support and eagerness by potential exhibitors blew us away a bit, but at the same time re-assured us that the event was right for Western Australia.

"Since those early days, bookings have been slow but sure, and we are more than happy with the enquiry level, but it is the decision process which is interesting. Companies have been very interested in how we're marketing the event and the projected attendance models to ensure they are making an informed attendance decision.

"From my past experience, this show has some great figures going for it. The

well-established client base of the Perth Convention Bureau (PCB) and the ability to finely tune the target market gives us confidence we will attract around 3000 plus very qualified delegates. When people understand this, their decision becomes easier — but it is a labour intensive process (to communicate it)," said Campbell.



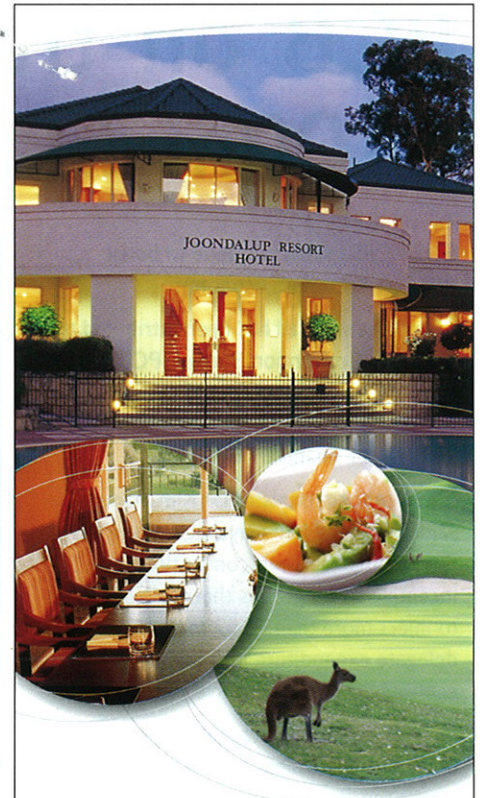
Richard Campbell,

The initial speaker line-up has been described as "impressive". Currently, the show organisers are busy finalising a line-up that will assist in attracting the right delegates. They say the support of speakers and entertainment bureau ICMI has been tremendous, with four presenters keen to show Perth what they have to offer.

There will be presentations by Rachel Robertson, only the second female to successfully lead the Australian Antarctic Research Expedition; Robyn Moore, Australia's most in-demand female presenter; and WA mountaineer Patrick Hollingworth, who has scaled Mount Everest.

Besides the main stage, seminars will be presented on the educational stage and there will be food and wine tasting.

The show will be held at the Perth Convention and Exhibition Centre (PCEC) from May 6-7.



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