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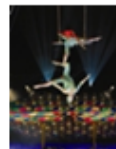
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## The Perth Events Show on track to impress

[Mon 07/02/2011 11:18:26]

The inaugural **Perth Event Show** is slowly but surely building an impressive exhibitor base as the organisers gear up for their first state based business events exhibition, says event director Richard Campbell.

"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 reassured 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 inquisitive of the marketing in place and the projected attendance models, and rightly ensuring they are making an informed decision.

"From my past experience, this show has some great figures going for it. The well established client base of the **Perth Convention Bureau** and the ability to finely tune the target market gives us confidence of attracting around 3000 plus very qualified people. When people understand this their decision becomes easier, but it is very much a labour intensive process.

Currently the organisers are busy also finalising the line up which will assist in attracting the right people to the event.

The support of speakers and entertainers bureau **ICMI** has been tremendous, with four presenters keen to show Perth what they have to offer.

The inaugural event includes the self styled and unique **Beechworth Baker**, Tom O'Toole who will deliver his own motivational style at the breakfast launch.

He will be backed up with a lunch time presentation by **Robyn Moore**, Australia's most in demand female presenter as well as **Rachel Robertson**, the 2nd female ever to successfully lead the Australian National Antarctic Research Expedition, who will talk on leadership, and WA mountaineer **Patrick Hollingworth**, who has scaled Mount Everest- These two will virtually deliver on experiences from the bottom to the top of the world.

Besides the main stage, seminars will be presented on the educational stage as well as food and wine tasting. Casual performers will also entertain throughout the venue, showing off their style in aisles of the exhibition.

Discover Western Australia's best options for business events, all at the **Perth Convention and Exhibition Centre** at the Perth Event Show on May 6 and 7.

Besides finding out about the latest offers from venues, seeing the best innovations in staging and presentations, there will be experts on show to solve your next event needs.

The Perth Event Show will be held on May 6-7 2011 at the Perth Convention and Exhibition Centre, Spice Magazine and SpiceNews.com.au are proud media partners for this event. For more information on participating in this event, [click here.](#)