



EXHIBITION SURVEY - AT A GLANCE

This report contains 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 for 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 CRANE 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

