

**MCEC MELBOURNE**

**10,900SQM**  
OF EXHIBITION SPACE

**15,914**  
ATTENDEES



DAY 1: 2757  
DAY 2: 4439  
DAY 3: 5953  
DAY 4: 2765

**VISITORS**



AUSTRALIA

**TOTAL 15,530**

VIC 12,472 NSW 1,340  
QLD 903 SA 326  
WA 193 TAS 194  
ACT 88 NT 14



JOB FUNCTION

**3081** CEO/Director/General Manager/  
Managing Director/Owner  
**2136** Engineer/Technical Manager  
**841** CAD/CAM/Designer/IT

**348**  
EXHIBITORS



**7ZONES**



MACHINE TOOLS



ADDITIVE MANUFACTURING



AUSTRALIAN MANUFACTURERS PAVILION



MANUFACTURING SOLUTIONS



ROBOTICS & AUTOMATION



WELD & AIR SOLUTIONS



PLASTICS TECHNOLOGY

**4DAYS**

TUE WED THU FRI

**21** SESSIONS  
FUTURE SOLUTIONS  
SPEAKER PROGRAM



**4** NETWORKING  
EVENTS



INTERNATIONAL

**TOTAL 15,914**

AUSTRALIA 15,530  
INTERNATIONAL 384



INDUSTRY

**2709** General Engineering/Manufacturing  
**1295** Machinery & Equipment  
**1090** Building/Construction  
**452** Automotive/Road Transport  
**452** Aerospace



**ONLINE**

WEBSITE STATS  
(JAN 15 – MAY 12, 2023)

TOTAL USERS  
**90,000**

NEW USERS  
**87,052**

ENGAGED SESSIONS  
**75,503**

ENGAGEMENT RATE  
**53.37%**

ENGAGEMENT SESSION PER USER  
**0.86**

AVERAGE ENGAGEMENT TIME  
**1M 59s**

TOTAL EVENT COUNT  
(ALL ACTIONS ON WEBSITE BY USERS)  
**2,268,273**

CONVERSIONS  
(HS NEWSLETTER SIGN UP, HS EXHIBITOR FORM, PROSPECTUS DOWNLOAD)  
**463**

TOTAL PAGE VIEWS  
**274,000**



**SOCIAL MEDIA**

AMW SOCIAL MEDIA  
(APRIL/MAY) PAID.

LINKEDIN PAGES VIEWS  
**3,237**

UNIQUE VISITORS  
**1,500**

FOLLOWERS  
**430**

POST IMPRESSIONS  
**26,940**

REPOSTS  
**41**

TWITTER IMPRESSIONS  
**4,796**

PROFILE VISITS  
**1,039**

MENTIONS  
**41**

FOLLOWERS  
**60**

FACEBOOK IMPRESSIONS  
**7,900**

PAGE VISITS  
**1,026**

FOLLOWERS  
**96**

PAGE LIKES  
**71**



**REGISTRATION**

TOTAL ONLINE REGISTRATIONS VISITORS AND EXHIBITORS

**24,308**

TOTAL ONLINE REGISTRATIONS VISITORS

**21,067**

TOTAL VISITORS

**15,914**

REGISTRATIONS THROUGH TAG DIGITAL

**6,782**

TOTAL VISITS TO THE SHOW

**17,351**

TOTAL EXHIBITORS

**348**

TOTAL AREA (OVER)

**10,900SQM**

TOTAL SESSIONS DELIVERED

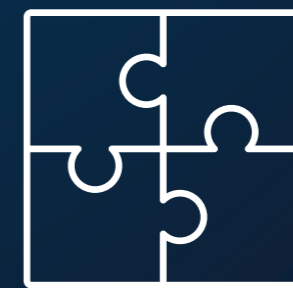
**21**

TOTAL NETWORKING EVENTS

**4**

TOTAL ONLINE IMPRESSIONS

**3,269,669**



**ONSITE BUILD**

TOTAL CRANE LIFTS

**210**

TOTAL RECYCLED METAL

**12 TONNES**

TOTAL LENGTH OF ELECTRIC CABLES LAID

**17 KMS**

TOTAL LIGHT FITTINGS

**1,500**

TOTAL HOURS OF SECURITY

**1,018**

VALUE OF THE TOTAL TECHNOLOGY DISPLAYED

**\$80M**

TRUCKLOADS OF GEAR USED FOR THE BUMP IN AND BUMP OUT

**56**

FURNITURE DELIVERED THROUGHOUT THE SHOW

**30 TONNES**

STAFF OVER THE 12 DAYS

**518**

TOTAL WORKING HOURS

**4,089**

SHELL SCHEME STANDS, UPGRADES AND FEATURE BUILDS, OVER

**4,000SQM**

CARPET TILES

**14,137SQM**

DISPLAY FABRICS INSTALLED

**135**

RIGGED BANNERS, OVER

**100**

PRINTED PANELS, OVER

**800**



**MAP YOUR SHOW**

NUMBER OF DOWNLOADS OF THE MOBILE APP, PROVING TO BE EXTREMELY HELPFUL TO CONTRACTORS AS WELL

**1,535**

MY SHOW PLANNER PROFILES CREATED BY VISITORS AND VISITOR PROSPECTS

**19,236**

EXHIBITORS ATTENDED

**1,435**

NUMBER OF RSVPs RECEIVED FOR THE PRE-SHOW EXHIBITOR SUPPORT SESSIONS

**535**

INDIVIDUAL BRANDS PROMOTED BY EXHIBITORS IN THE DIGITAL DIRECTORY LISTINGS

**773**

CHILDREN UNDER 15 YEARS ACCOMPANIED AN ADULT INTO THE EXPO

**130**

STUDENTS WHO VISITED THE SHOW OVER

**500**

LUNCH VOUCHERS USED AT THE MOVE IN KIOSK FROM SATURDAY TO MONDAY

**973**

HOURS WORKED BY THE LUP REGO AND SCANNER SUPPORT STAFF, FROM SUNDAY 7TH TO FRIDAY 12TH MAY – IT WAS THEIR BIGGEST SHOW EVER IN TERMS OF SCANNERS USED.

**639 HOURS**