

AUTOMOTIVE AFTERMARKET TRADE SHOW

THE OFFICIAL INDUSTRY EVENT 2007

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AAAA Trade Show sets industry benchmark

The great depth and quality of the exhibitors' showcase at the recent AAAA Trade Show in Melbourne attracted a record breaking number of visitors and set a new benchmark for the scope and presentation of trade shows in Australia's \$8 billion automotive aftermarket.

A total of 10,768 registered visits were counted at the gates of the three day AAAA Trade Show, and this is more than a 70% increase on the 2005 AAAA Trade Show held in Sydney. "The AAAA made a promise to exhibitors that we would place significant focus in our campaign on capturing industry qualified visitors to this event," said AAAA Executive Director Stuart Charity.

"Working with our industry based Trade Show committee members, and applying the knowledge gained from previous research, the team developed and implemented new ideas. The Australian and international companies that booked display space are delighted with this outcome. We have had many positive comments about the high number and quality of the visitors as 'business prospects' visiting the stands.

"Exhibitors presented a very professional show and offered a huge range of products and services of excellent quality. It proved to be the great business opportunity that we had planned and we thank all 400 exhibitors – large and small – for their highly professional efforts," said Stuart Charity.

Red Line Oils Marketing Manager Brian Antunovich said the show was absolutely outstanding from an exhibitors' viewpoint. "We had huge numbers and the quality of the enquiries was far better than we had expected. Our team was blown away by the great attitude of the AAAA people and that of the Australian Exhibitions & Conferences team - all our enquiries were handled courteously and efficiently and always with a smile. All we need now is the booking form for the next one!" he said.

AAAA Industry Awards

"The AAAA Awards to Industry presented at a special breakfast and the Awards Banquet were another highlight. With capacity crowds, including more than 600 guests at the banquet, we took a few moments to recognise some of the people and businesses that have made outstanding contributions to the industry," said Stuart Charity.

"Another highlight of the 2007 event was the much anticipated AAAA Trade Show awards for best exhibits and products on display. Some exhibitors work especially hard to make a first class presentation and this made the judges' task difficult this year.

"Special activities that brought favourable comment from visitors included the free tours of specialist exhibits, the free bus services bringing visitors in from Victorian regional centres, regular tours to the new Kangan Batman TAFE Automotive Centre of Excellence, and the new Collision Repair Expo, which featured more than 50 exhibits in adjacent halls of the Melbourne Exhibition Centre," said Stuart Charity.

Future AAAA Expos

In keeping with research that continues to show that the industry wants a show every two years, AAAA will stage its next exhibition of Australian and international automotive aftermarket products and services in April 2009.

“To build on the success of the 2007 event in the future, we will expand the AAAA trade show program. We will re-brand the show as the ‘Australian Auto Aftermarket Expo’ to distinguish it from other events and allow it to grow in exciting new areas. Combined with our Collision Repair Expo, it will be the best business development and networking event in the industry,” said Stuart Charity.

“The AAAA National Council congratulates everyone involved in presenting the AAAA Trade Show 2007 and thanks all 10,768 industry people from across Australia and overseas who registered and attended. It was a great industry effort and highlights the benefit of all sectors of the industry working together for the common good,” he said.



High quality exhibitor stands attracted 10,768 registered delegates to the AAAA Trade Show 2007.

Further information:

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