

Post-show Report 2021

pacprintTM
2021 (2022)

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Results from PacPrint 2021

The following report represents the results from PacPrint 2021. 222 Visitors and 52 Exhibitors responded to our survey to provide much of the information included in this report.

We hope you find this report informative and it provides you with a thorough overview of the Exhibition.

If you require any further information regarding this report please contact the PacPrint team.





Focus on Exhibitors At PacPrint 2021

// OBJECTIVES IN EXHIBITING

Promote company and product awareness	94.23%
Generate new sales leads	94.23%
Maintain status as a player in the industry	76.92%
Promote new products/services	63.46%
Increase sales	63.46%
Launch a new product/service	42.31%
Write sales orders on site	26.92%
Seek agent/distributor/reseller	5.77%
Other	1.92%

**Multiple responses could be ticked*



85% – 98%
of exhibitors

were satisfied or very satisfied
they had achieved these goals

// RATING OF THE EXHIBITION

Description	Satisfaction Mean
Cleaning	4.20
Security	4.35
Organisation of the event	4.62
Exhibition layout	4.37
Electrical installation	4.08
Promotion of the event	4.29
Venue	4.59

Mean ratings: 1 = Very Poor, 5 = Excellent



\$50 million

of sales were made
on the show floor



With PacPrint 21/22 being the first major show in the region since the pandemic, I think the whole industry was unsure how the event would be attended. It was incredibly exciting to see our stand buzzing not only with familiar faces we have not been able to see in person for month or years, but a significant amount of new businesses that have appeared on the scene since PrintEx 2019. I have absolute confidence that trade show events have a very necessary place in the way we interact with our customers both present and future. A huge thanks to the Visual Connections team for persisting with the promotion of the event in those uncertain times. There is no doubt that the show will be heralded as being worth the wait!

Ben Eaton, Starleaton



WHAT OUR EXHIBITORS HAD TO SAY....



PacPrint was the relaunch we needed following Covid. Everyone that attended was there for a purpose and was engaging. We didn't see too many people just wanting a chat. Put very simply it was the best show we have ever exhibited at.

Peter Wagener, EuroPoles



It was great to see the industry so engaged in the 'new'. It was clear to us that customers want innovation and partnership. We are glad for the opportunity to participate in PacPrint.

**Tony Bertrand
Ball & Doggett**





Gulmen Digital was extremely satisfied with the client attendance and interest, it was great to see crowd back as it was post covid. We look forward to the 2025 PacPrint demonstrating interesting innovation in NSW.

**Eddie Gulmen,
Gulmen Digital**



PacPrint to me was a refreshing reminder that to me that there are more Print Geeks out there and the industry is buzzing. The chance for like mind to connect, share, explore and geek out on what is currently available and what the future could look like.

**Leon Wilson,
REVOLUTION PRINT**



WHAT OUR VISITORS HAD TO SAY....



This was my first time. I work in marketing and was attending as a company representative for Kick Collective (NSW Silver Designer of Year award winner). It was great to see a different side to the industry I wasn't aware of.



Key Statistics from PacPrint 2021

7,000

There were **7,000** total visits
over the four days of PacPrint 2021



72%

OF VISITORS RATED THIS PACPRINT
THE SAME OR BETTER THAN PREVIOUS
PACPRINT OR PRINTEX SHOWS,
WITH 27% SAYING IT WAS BETTER.



70%

of Visitors were
Satisfied or Very
Satisfied with
PacPrint 2021



70%

of Visitors stated
they held direct
authority or
influence for
purchasing goods
or services seen at
PacPrint 2021

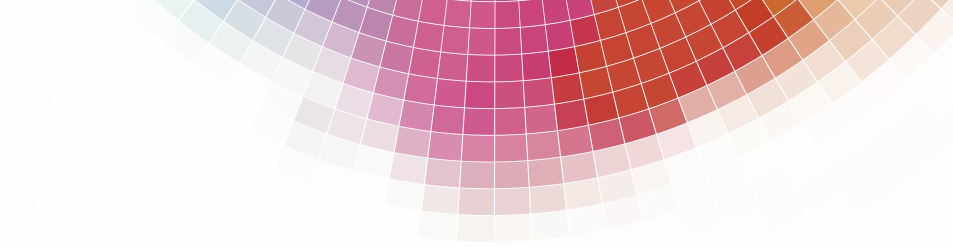
65%

Quality of Visitors
was extremely
high with 65% of
attendees being
CEO, Managing
Directors, Manager
or Owner of their
business.



// WHICH CATEGORY BEST DESCRIBES YOUR INDUSTRY/BUSINESS

Digital Printing	17%
Signage	10.6%
Commercial Printing – General and Promotional	10.4%
Other	7.3%
Designers – Graphic	5.6%
Packaging	5%
Label Printing	4.4%
Large Format Printing	4.3%
Supplier – Equipment, Consumables	3.8%
Printing – Books, Magazines, Periodicals and Newspapers	2.7%
Corporate	2%
Vinyl	1.7%
Acrylic	1.6%
Direct Marketing, Advertising, Marketing	1.6%
Print Broker	1.4%
Offset, Pad Printing	1.2%
Screen Printing	1.2%
Heat Transfer	1.1%
Software	1.1%
Banner	1%
Copying	1%
Display	1%
Engraving, Laser, Etching	1%
Flatbed Printing	1%



Government	1%
Sublimation	1%
Photography, Photo Library	0.8%
Embroidery	0.6%
Industry Associations	0.6%
Promotional Items	0.6%
Publishing – Books, Magazines, Newspapers	0.6%
Mailhouse	0.5%
Multimedia	0.5%
Trade Binding and Finishing	0.5%
Awards and Trophy	0.4%
Print Buyer	0.4%
Stationary, Business Forms	0.4%
Greeting Cards, Calendars and Diaries	0.3%
Illuminated Signage, Neon, LED, Light Boxes	0.3%
Internet Web Design and Production	0.3%
Laminating	0.3%
Plotters, Cutters	0.3%
Braille and Tactile Signs	0.2%
Prepress House, Services Bureau	0.2%
Substrates	0.2%

Smaller categories were made up of:

- Componentry Systems
- Inplant
- Routing

// TRADE VISITOR ANALYSIS BY STATE/COUNTRY BREAKDOWN

VIC	68.75%
NSW	13.22%
QLD	6.66%
SA	3.52%
WA	1.95%
TAS	1.81%
ACT	0.62%
NT	0.22%
Total Australia	96.75%
New Zealand	2.34%
Other*	0.91%
Total	100%



Marketing Activities for PacPrint 2021

Direct Mail

A large quantity of Visitor Invitations were direct mailed using targeted mailing lists which also included relevant industry associations members and mailing lists.



Email Marketing

A focused EDM campaign was developed to reach all sectors of the relevant industries. This program was focused at attracting new visitors and also as a reminder to pre-registered visitors.



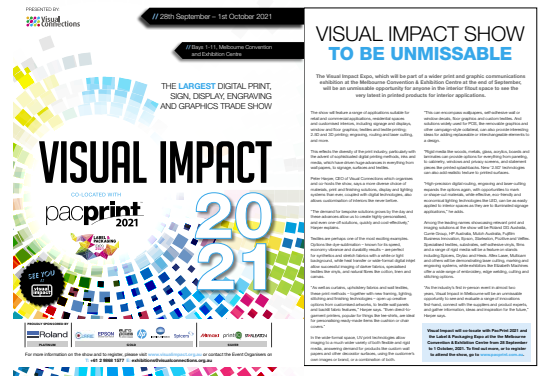
Advertising

A widespread advertising campaign was designed to attract visitors to the exhibition which incorporated Trade Publications, Online on industry websites and E-newsletters and was also supported by industry associations on their websites.



Public Relations

Public Relations Agency, Frampton PR, were engaged to initiate an extensive PR campaign across both industry and mainstream media. Events surrounding the exhibition, exhibitors and products were covered in all printing and graphic communications industry trade magazines and mainstream media



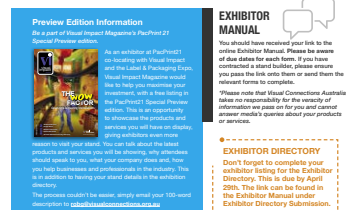
Social Media

LinkedIn, Facebook and Twitter groups were established with regular posts to highlight all aspects of the exhibition both before, during and after, to foster discussion and increase awareness of the event.



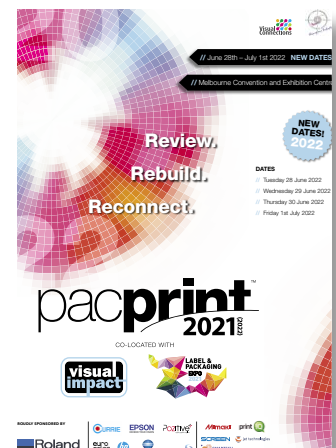
Exhibition Directory

The Exhibition Directory was distributed to all visitors at the exhibition. The Directory was a useful tool for all visitors with a profile and quarter page ad on each exhibitor as well as categories and brand index.



Website

The PacPrint website was a popular tool providing information for both visitors and exhibitors about the event. All exhibitors were listed on the site with an online profile and an opportunity to upload product profiles and brochures.



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 **Roland**

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GOLD



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Organisers

PacPrint 2021, Visual Impact 2021 and Label & Packaging Expo 2021

was presented by two leading industry associations:

Visual Connections Australia Ltd and
Print & Visual Communications Association.



Exhibition Management



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