



Positive feedback from **THE Expo**

THE FOUR-YEARLY TRANSPORT AND Heavy Equipment Expo was a success when it came to the Mystery Creek Events Centre in Hamilton.

This year's event took place on 5-7 March and was the only New Zealand event of its type that was jointly endorsed by the Motor Industry Association, NZ Truck-Trailer Manufacturers Federation, and NZ Equipment Suppliers Association.

The Expo is considered a place for people within the transport and heavy equipment industries to meet and to be updated on industry changes and new product developments all in one place. In 2009, the focus of THE Expo was extended to include the forestry, quarry, and contracting and hire industries to make the event more comprehensive.

Feedback from both exhibitors and visitors on the final day was extremely positive. The total number of attendees over the three days was 13,222.

The main sponsor of The Expo was New Zealand Truck and Driver Magazine. Their General Manager, Dave Jackson, said, "The enquiry level across the board has been

exceptional. Feedback to us has been that The Expo is a good quality show, and the exhibitors are extremely positive."

Southpac Trucks General Sales Manager, Richard Smart, agreed, "We received a lot of unexpected business and have made a number of sales off our site of both new and used trucks."

Some exhibitors were at first concerned because attendance was down for the first day of the 2009 show versus the previous show in 2005. Total attendance over the three days in 2005 was 15,592.

However, total attendance this year was 13,222. Despite the lower attendance figures, feedback from the exhibitors after the show was that the leads generated from this year's show were very good and that a higher percentage of the participants in 2009 were members of the industry.

Patrick Duncan, National Sales Manager from Hendrickson Asia Pacific Ltd. supported these findings by saying, "For us, the show was good. We had more products on display than some of our competitions and got some very good leads."

Fredrik Sandberg, Managing Director at Hammar New Zealand Limited, also agreed that the show was a success and was pleased that it was not cancelled because of the current economic climate like other events around the world.

He said, "Overall, I was very pleased with the organisation of the show. The Expo is a great opportunity to meet existing customers and show our latest developments as well as meet potential customers to show what advantages Hammar can offer."

Mr Sandberg believed that the 2009 Expo was more successful than the 2005 show. Hammar was able to use The Expo to get the message across to customers that although these are difficult economic times that they are in it for the long-term. He felt that visitors, hopefully, came away believing that Hammar is the sideloader supplier to rely on, that they focus on the New Zealand market, and that they will be there tomorrow too.

The 2009 Expo provided a very good venue to get messages like these across and generate quality leads throughout the industry. **TBT**