Melbourne 2014
Post-Expo Report

“The largest and best loved parenting Expo in Australia”

24-26 October 2014
Melbourne Convention
and Exhibition Centre
Our Visitors

“expecting my second child I was surprised and pleased it wasn’t just for first time parents. I brought more for my 4 year old than my baby!”

“Our Exhibitors

“It was great that you weren’t pushed into buying anything. People were happy to just tell you about the product and give you advice.”

“We’ve been very happy! We thought we’d try it out to see how it would work for us and it has been really good to connect with Mums, Dads and parents.

Julia
Waverley Private Hospital

“It has been absolutely amazing, directly into our target market so we’re really happy with the reception. We’ve been so busy, we’ve loved it!

Bruce and Claire
KneePal

“MyGov, Victoria

“By talking to ten customers here, they’ll probably talk to at least another ten friends. It’s been massive, this interaction with such an engaged audience, that are happy to be here, is exactly why we’re here.”
Visitor Insights

Melbourne 2014

**Visitors**

<table>
<thead>
<tr>
<th>Day</th>
<th>Visitors</th>
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<tbody>
<tr>
<td>Friday</td>
<td>4,748</td>
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<tr>
<td>Saturday</td>
<td>8,268</td>
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<tr>
<td>Sunday</td>
<td>7,701</td>
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<td><strong>Total</strong></td>
<td><strong>20,717</strong></td>
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Certified attendance figures

Visitors Melbourne 2014

- 38% Parent of Young Child
- 35% Expecting First Child
- 14% Parent & planning/expecting
- 6% Grandparent
- 4% Planning First
- 3% Family, Friend or Other
Visitor Insights

Melbourne 2014

Our extensive research gives clear profiles at each Expo

Approx. Visitor Spend

$5.5 million
Post-Expo spend expected to be much higher

Key Statistics:

★ 58% were high income earners with salaries over $75,000
★ 45% were expecting at the time of their visit
★ 35% of all visitors were expecting their first child
★ 19% were from outside of Melbourne itself

The profile of a typical visitor to Melbourne 2014

A majority of our adult visitors were parents of a young child and within that group, 70% had a child under 12mths old.
**Create Love Nurture**
- Our unique magazine proves to be a popular resource for Expo visitors
- 62,693 online views
- Coupon offers drove ‘at-Expo’ results

**Lead Generation Scanners**
- These unique scanners allowed Exhibitors to capture an increased number of leads
- 146,000 leads captured collectively
- Up 43% on last year

**Parcel Minding Service**
- Visitors who used the service found it to be a very positive experience, helping to maximise their time.

**PBC Expo Website**
Leading up to the Expo:
- Attracted over 66,913 unique visitors up 42%
- 368,526 page views up 73%
- Page views on Exhibitor content 14,270
- PBC Expo website also drove 17,383 click throughs to exhibitor sites.

**PBC Expo Facebook**
- 119,730 Engaged users who actively liked, clicked or shared a post
- Total likes at the end of the Melbourne Expo were 57,538
- Over 1,756,524 Post reach
- AND over 3397328 impressions

**Integrated Social Media campaigns**
- Instagram, Twitter & Pinterest complemented the mix, driving increased engagement with our raving fans and for proactive exhibitors

**Direct Marketing**
- 54,044 unique subscribers for our eNewsletter campaign
- 85% thought information in eNewsletters right for them
In Summary

With great enthusiastic crowds our Melbourne Expo was a brilliant way to finish the 2014 circuit. Once again the research has shown that we are consistently seen as the place to gain information not just on products, but services for growing families too.

From all of the Pregnancy Babies & Children’s Expo team, thank you for participating in the Expo and contributing to the outstanding visitor experience achieved. As always, we look forward to sharing the journey with you for the 2015 Expo circuit and beyond.

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<th>2015 Expo Dates!</th>
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<td><strong>FEBRUARY</strong></td>
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<td>7-8</td>
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<tr>
<td>Special Edition</td>
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<tr>
<td>Melbourne</td>
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<td><strong>APRIL</strong></td>
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<tr>
<td>10-12</td>
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<tr>
<td>Adelaide</td>
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<td><strong>MAY</strong></td>
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<td>22-24</td>
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<td>Sydney</td>
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<td><strong>JUNE</strong></td>
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<td>19-21</td>
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<td>Brisbane</td>
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<td><strong>JULY/AUGUST</strong></td>
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<td>Perth</td>
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<td><strong>OCTOBER</strong></td>
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Po Box 126, Semaphore, SA 5019
(08) 8242 8400