



Partnering with Image Expo

POST SHOW REPORT

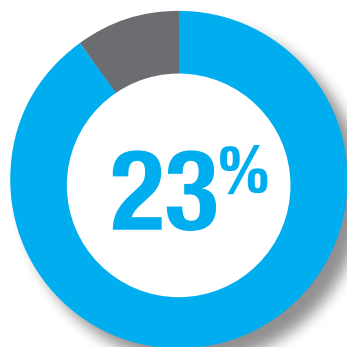
The following report represents the results from Visual Impact Sydney 2018.

VISUAL IMPACT SYDNEY

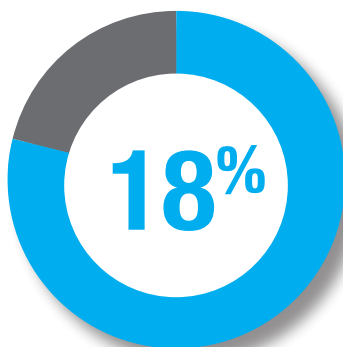
2018

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 Visual Impact team at: exhibitions@visualconnections.org.au



23% of visitors heard about Visual Impact from Suppliers



18% of visitors heard about Visual Impact through Visual Impact Magazine

2,750

There were a total of **2,750** visitors over the three days of Visual Impact Sydney. **82%** of these visitors were from NSW.

PROUDLY SPONSORED BY:



PLATINUM



GOLD



TRADE VISITOR ANALYSIS BY INDUSTRY CATEGORY

Acrylic	3.36%
Aluminium Composite Panel	2.05%
Awards & Trophy	0.92%
Advertising	2.37%
Agency (Creative; Research; Consulting)	1.45%
Architecture	0.81%
Associations	0.28%
Braille & Tactile Signs	0.32%
Commercial Printing	4.06%
Designers – Graphic	5.37%
Digital Printing	15.69%
Direct Marketing	1.02%
Direct to Garment Printing	1.52%
Display Stands & Systems	1.52%
Education & Training	0.81%
Embroidery	0.85%
Engraving/Laser/Etching	3.75%
Flatbed Printing	1.38%
Heat Transfer Presses	1.59%
Illuminated Signage/Neon/LED/Light boxes	1.13%
Industry Supplier	2.58%
Inkjet	0.99%
Label printing	1.06%
Laminating	1.10%
Large Format Printing	5.58%
Marketing	1.52%
Media	1.06%
Packaging	1.20%
Photography / Photo Library	0.57%
Plotters / Cutters	0.88%
Promotional items	1.20%
Retail	1.94%
Routing	0.46%
Screen Printing	1.87%
Signage	16.61%
Software	0.81%
Specifier	0.04%
Sublimation	0.78%
Substrates	0.67%
UV Flatbed Printers	0.64%
Vinyl	2.51%
Other	5.69%



50% OF VISITORS WERE MANAGERS, OWNERS, CEO'S OR RESPONSIBLE FOR PURCHASING

NUMBER OF EXHIBITORS 106



WHAT OUR EXHIBITORS "HAD TO SAY"

“Whilst the number of visitors appeared to be down, the quality of the visitors was very good. We had a solid show, sold equipment off the stand and are still working with lots of leads. It was a very positive experience and we are looking forward to the next show.”

RON KING – WILENCO

“Visual Impact 2018 was a major success for Positive. Not only did we have equipment sales during the show on the booth, but we were run off our feet talking with visitors about our entire product range. I have to say, the “buzz” around the show was unlike what we have experienced in other years, which is a great sign for the health of the industry. A fantastic show, with excellent results.”

PHILIP TRUMBLE – POZITIVE SIGN & GRAPHIC SUPPLIES