

# VISUAL IMPACT

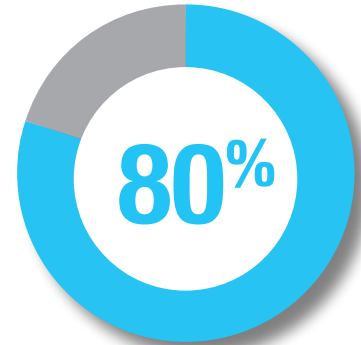
## Sydney 2023

Envision your Success

### Post Show Report

**4,000**

Just short of **4,000** attended the show of which **936** were Exhibitors

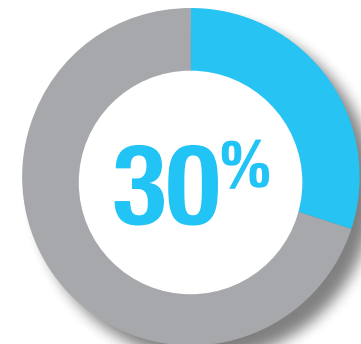


**80%** of Exhibitors were not only happy with the quantity of Visitors, but were also satisfied or very satisfied of the quality of the visitors and the sales leads this provided

The following report represents the results from **Visual Impact Sydney 2023**.

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 Connections team:

[exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)



**30%** of Exhibitors received over 100+ Sales Leads across the 3 day show.

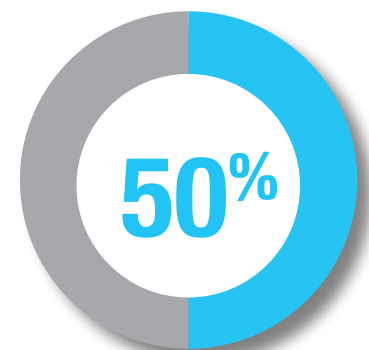
Visitor numbers **were up 10%** on 2018  
Visitor numbers **were up 21%** on 2017



**70%** of Visitors were Satisfied or Very Satisfied with Visual Impact Sydney 2023.

**72%** of Visitors rated this Visual Impact the same or better than previous Visual Impact shows, with **27%** saying it was better.

**82%** OF VISITORS STATED THEY HELD DIRECT AUTHORITY OR INFLUENCE FOR PURCHASING GOODS OR SERVICES SEEN AT VISUAL IMPACT SYDNEY 2023, WITH 45% BEING A CEO OR OWNER.



**50%** of Exhibitors intend to exhibit at Visual Impact Brisbane in 2024.

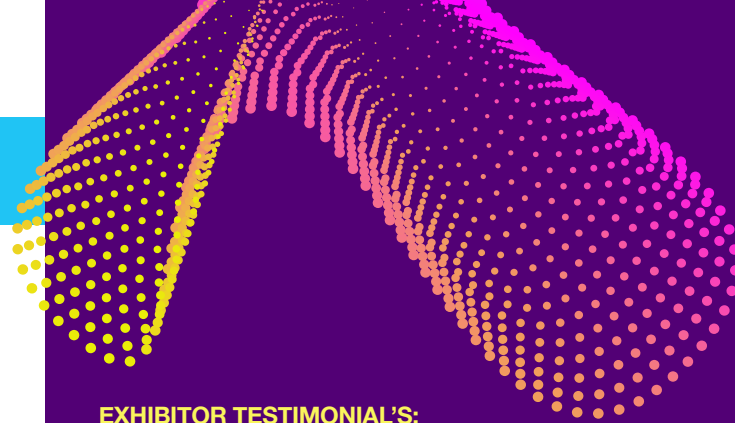


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## WHICH CATEGORY BEST DESCRIBES YOUR INDUSTRIES BUSINESS?

Acrylic	1.49%
Advertising	2.00%
Agency (Creative; Research; Consulting)	1.80%
Aluminium Composite Panel	0.82%
Architecture	0.55%
Awards & Trophy	0.90%
Braille & Tactile Signs	0.16%
Commercial Printing	6.39%
Designers – Graphic	4.47%
Digital Printing	18.42%
Direct Marketing	0.24%
Direct to Garment Printing	1.49%
Display Stands & Systems	0.78%
Education & Training	1.25%
Embroidery	0.86%
Engraving / Laser / Etching	2.78%
Flatbed Printing	0.55%
Heat Transfer Presses	0.86%
Illuminated Signage / Neon / LED / Light Boxes	1.80%
Industry Supplier	3.14%
Inkjet	0.47%
Label Printing	1.33%
Laminating	0.08%
Large Format Printing	5.21%
Marketing	1.10%
Media	0.59%
Other	8.43%
Photography / Photo Library	2.16%
Plotters / Cutters	0.27%
Print Packaging	1.69%
Promotional Items	1.29%
Retail	1.69%
Routing	0.12%
Screen Printing	1.53%
Signage	18.11%
Software	0.59%
Specifier	0.04%
Sublimation	0.98%
Substrates	0.35%
Textiles	1.14%
UV Flatbed Printers	0.35%
Vinyl	1.72%



### EXHIBITOR TESTIMONIAL'S:

“ It is always a highlight of the year to be able to participate in industry events like the Visual Impact Sydney show. Not only does it give us a chance to network with colleagues but it's an invaluable opportunity to gain insight into the latest innovations and developments in the print world.

Velflex made the call to return as an exhibitor although we expected it to be quieter than PacPrint last year, however, we were pleasantly surprised. Our stand was a constant hub of activity, the team was run off their feet doing demos and we have been flat out doing quotes ever since.

It was certainly a success for us and an invaluable event in our business calendar, we look forward to Brisbane next year. ”

**Velflex, Ben Carroll**

“ Visual Impact 2023 was a tremendous success for Celmac. We seemed to have both quantity and quality of people coming through. We sold several pieces of equipment off the stand and have a lot of leads to follow up too, which I expect a lot to close over the coming few days.

I personally can't think of anything Visual Connections could do better. In regards to what you do right, that's easy. You are approachable, with great staff. ”

**Celmac, Jonny Rumney**



### VISITOR TESTIMONIAL'S:

“ Coming out of the pandemic, I think we were all excited to get amongst real people again. It was a great show with the right amount of everything on show. Well done to Peter, Sarah and the team for putting on such a great event. ”

**Art and Soul, John Nicolas**

“ The show highlighted the best of our industry and operators/ suppliers passion for their products and services to the Australian and New Zealand markets. Innovation is constantly evolving and these shows present the latest of technologies for consumers and industry members. ”

**Ecolean, Mark Easton**

“ Thanks to Visual Connections for organising yet another great Visual Impact show in Sydney last month. From Signarama Australia, we truly appreciate the support we get from VC in arranging space for us to bring owners from across the country together to meet, share ideas at the same time as being able to interact with all the key suppliers, to see all the latest equipment and products developments. Visual Impact is an invaluable event for our industry. ”

**Signarama, Matt Fitzpatrick**

