



# EXHIBITION REPORT

Air Conditioning, Refrigeration  
and Building Services

arbs2014



# arbs2014

Air Conditioning, Refrigeration and Building Services trade exhibition

## MELBOURNE CONTINUES TO IMPRESS

The Melbourne Convention and Exhibition Centre buzzed from the morning of the show until the last visitors were encouraged to leave at 4pm on Thursday 22nd May. Visitor numbers were steady across the three days, totaling 7,774 – around 5% higher than the 2012 show, which had eclipsed previous records.

Long term ARBS exhibitor Kevin Marr, Managing Director, Carel Australia triumphantly stated “Our experience at ARBS has continually improved and is always a very important event on our calendar. However this year’s ARBS has by far exceeded our expectations in terms of number of visitors and the level of interest in our solutions. Fantastic for our brand awareness. Please pass on our congrats to your team. The numbers speak for themselves.”

And this from another long term exhibitor – “Well done to you and your team, I do believe that this was the best show for Recom and we enjoyed our time in Melbourne very much.” Peter Frey, Recom Engineering.

ARBS 2014 in Melbourne delivered the perfect combination of products, technology, information and networking opportunities that accurately conveyed the exhibition theme “connecting your industry”.



## EXHIBITION FACTS

**VENUE:** Melbourne Convention & Exhibition Centre,  
South Wharf, Melbourne Victoria

**OPEN DAYS:** Tuesday 20th May, 2014  
Wednesday 21st May, 2014  
Thursday 22nd May, 2014

**FLOOR AREA:** Exhibition: 9 bays = 13,500 m<sup>2</sup>  
Seminar rooms: Clarendon Rooms  
Levels 2 & 5 = 2,665 m<sup>2</sup>



## A FEW WORDS FROM THE ARBS CHAIRMAN



ARBS 2014 in Melbourne was an impressive exhibition – it looked sensational with exhibitors putting in that extra effort to inspire the attendees. The range of products and services on display demonstrated that our industry is flourishing with a large cross section of manufacturers and suppliers offering comprehensive industry solutions.

The supporting seminar program was once again well received and attended by over 900 delegates. Keynote speakers Paul Edwards (MIRVAC) and The Honorable Matthew Guy, Minister for Planning (VIC) both provided insights into sustainable development, responsible planning, and the commitment to optimising scarce resources and limiting the impact of emissions.

The carbon tax was again under the microscope as were refrigerant regulations and new developments in HFO's and their future impact on the industry.

The 2014 Awards program saw some hotly contested categories particularly in the product submissions with a record number of entries recorded. My congratulations go to the worthy winners in each category. Mc'd by funny man Shane Bourne, the awards presentation gala dinner was a well attended success with over 420 people dining in style at the Savoy Ballroom of Melbourne's Grand Hyatt hotel.

The ARBS Team of Sue Falcke, Jane Burren, Melinda Taranto, Tanya Duncan & Liz Small should be congratulated for their hard work in bringing together the Exhibition, the Seminar program and the Awards program and dinner.

ARBS 2014 according to all accounts from exhibitors, visitors and organisers was an unreserved success and we look forward to the opportunity of building on and exceeding these results in 2016.

**Ian Hopkins**  
**CHAIRMAN**



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# VISITOR BREAKDOWN STATS

TOTAL VISITS = 7,774

TUESDAY 20TH MAY

2,583

WEDNESDAY 21ST MAY

3,124

THURSDAY 22ND MAY

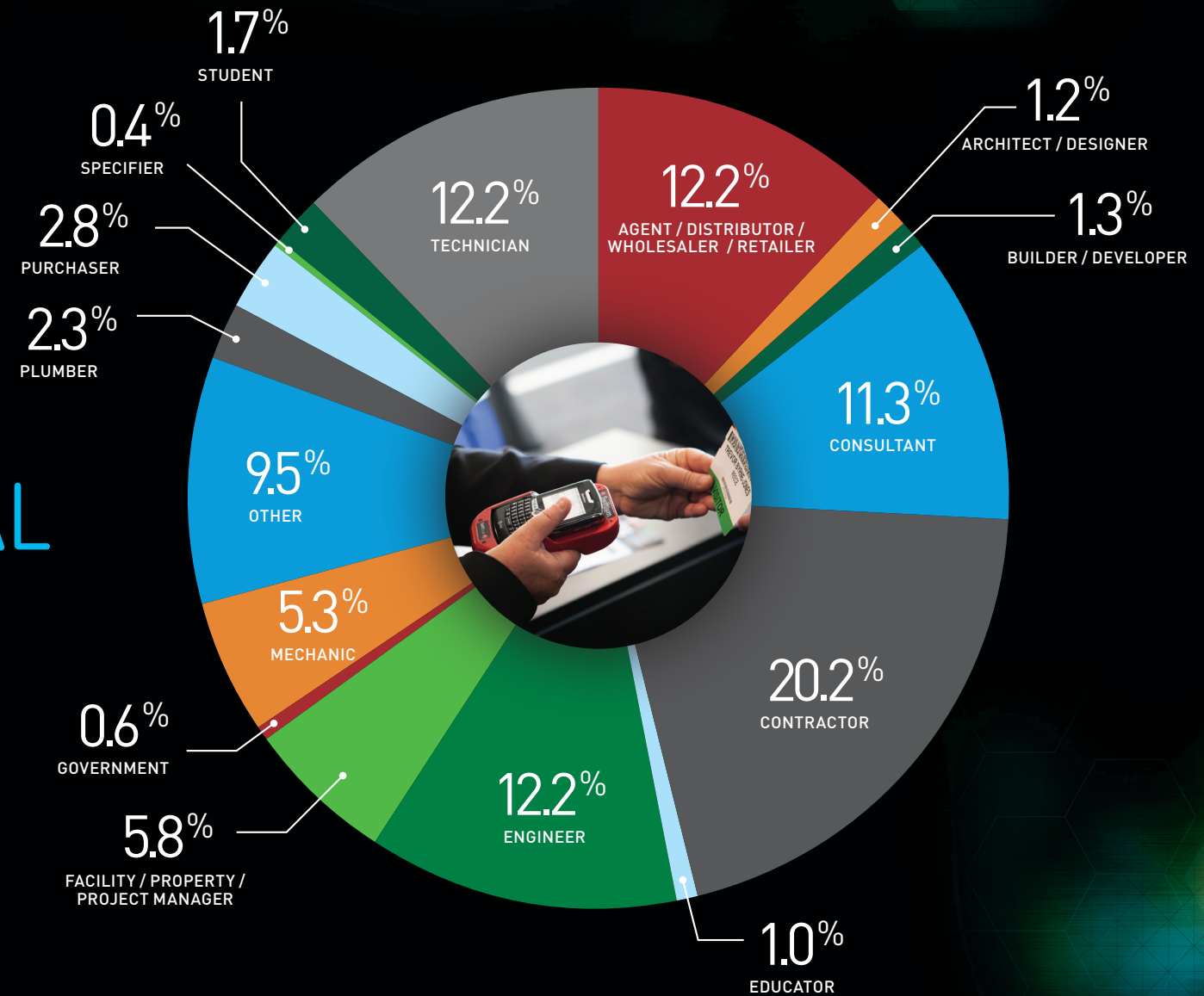
2,067



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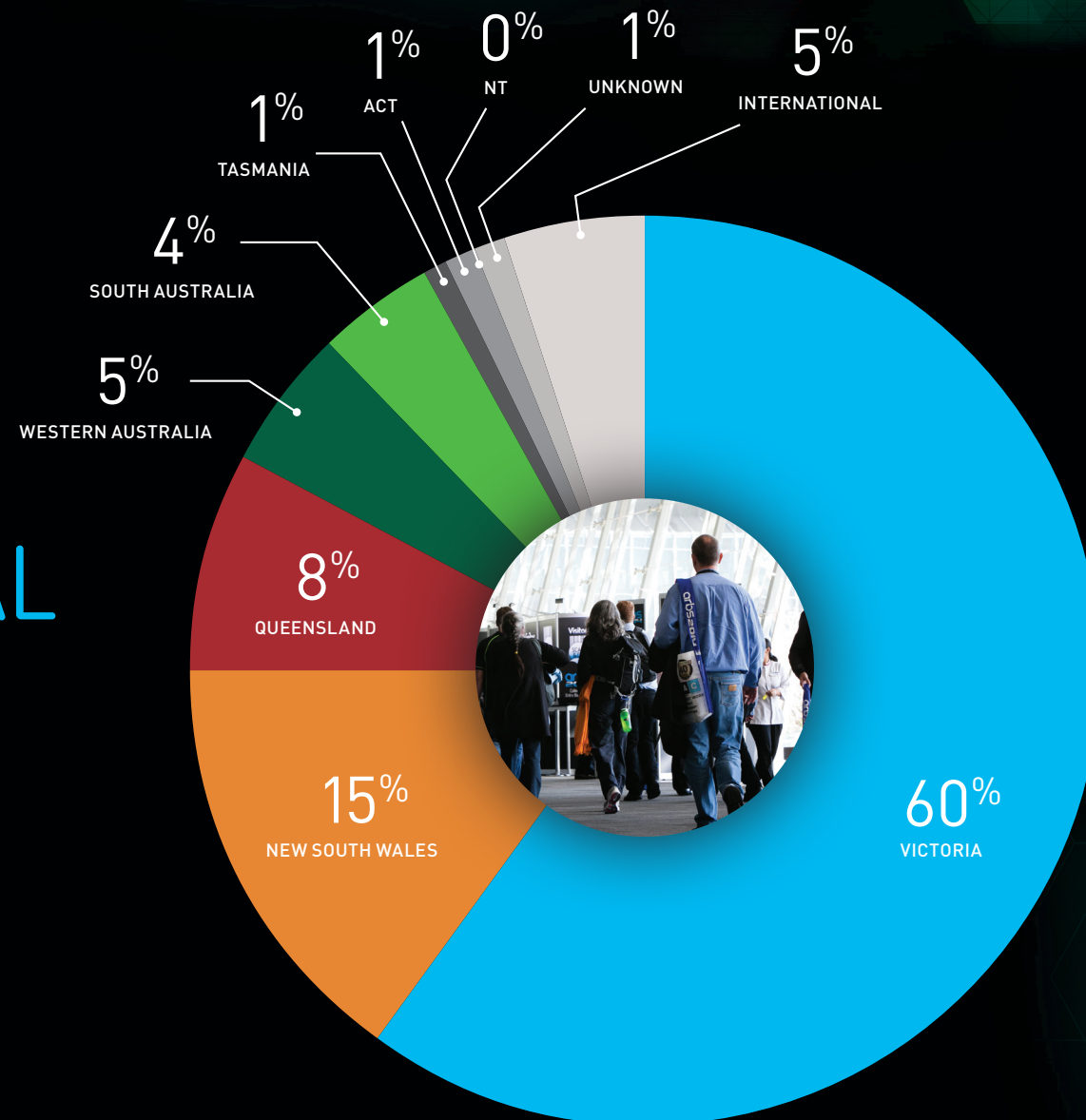
## VISITOR PROFESSIONAL PROFILE



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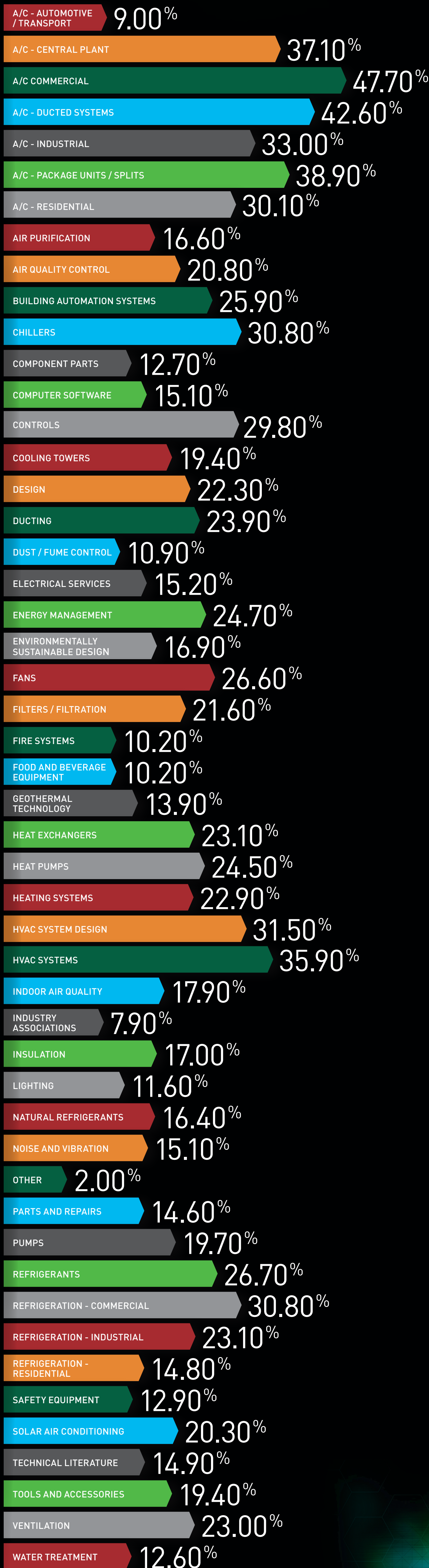
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## VISITOR GEOGRAPHICAL LOCATIONS





# PRODUCT INTEREST CATEGORIES







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# VISITOR SURVEY DATA

WHY DO YOU  
ATTEND ARBS?

VISIT CURRENT  
SUPPLIERS

39.40%

SOURCE NEW  
SUPPLIERS

31.20%

SOURCE NEW BUSINESS  
OPPORTUNITIES

26.40%

SEE NEW TECHNOLOGIES  
OR PRODUCTS IN ACTION

71.80%

OTHER

2.0%

NETWORK WITH  
INDUSTRY PEERS

40.7%

## VISITOR SURVEY DATA

DID YOU FIND ANY  
PRODUCTS OR SERVICES  
THAT YOU WOULD  
USE OR BUY IN THE  
NEXT 2 YEARS?

DEFINITELY

31.90%

VERY LIKELY

30.90%

LIKELY

27.70%

NOT LIKELY

6.30%

NO

3.20%

# VISITOR SURVEY DATA

WHAT INDUSTRY  
THEMES ARE OF  
INTEREST TO YOU?

SUSTAINABILITY

33.60%

OTHER

0.90%

ENERGY EFFICIENCY

50.50%

EDUCATION /  
TRAINING

18.00%

COMMISSIONING

26.30%

CLIMATE  
ADAPTATION

18.80%

CARBON  
EMISSIONS

13.90%

BUILDING COMPLIANCE  
AND REGULATIONS

27.70%



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# VISITOR SURVEY DATA

HOW LONG DID YOU  
SPEND AT ARBS?

LESS THAN 4 HOURS

17.10%

HALF A DAY

33.40%

ONE DAY

27.10%

ONE AND A  
HALF DAYS

8.10%

TWO DAYS

7.80%

TWO AND A  
HALF DAYS

3.00%

THREE DAYS

3.60%

OTHER

0.90%

# VISITOR SURVEY DATA

HOW DID YOU  
RATE ARBS TO...



MAKE NEW  
BUSINESS  
CONTACTS

EXCELLENT

19%

VERY GOOD

42%

GOOD

31%

MEET WITH  
EXISTING  
BUSINESS  
CONTACTS

EXCELLENT

28%

VERY GOOD

45%

GOOD

19%

FIND NEW  
PRODUCTS  
AND SERVICES

EXCELLENT

25%

VERY GOOD

41%

GOOD

27%

FIND NEW  
TECHNOLOGY

EXCELLENT

24%

VERY GOOD

38%

GOOD

28%

NETWORK WITH  
INDUSTRY

EXCELLENT

22%

VERY GOOD

41%

GOOD

27%

LEARN AT  
INDUSTRY  
SEMINAR  
PROGRAM

EXCELLENT

7%

VERY GOOD

15%

GOOD

22%

SEE  
DEMONSTRATIONS  
OF PRODUCTS  
OR SERVICES

EXCELLENT

15%

VERY GOOD

37%

GOOD

30%

UPDATE YOUR  
KNOWLEDGE ON  
PRODUCTS AND  
TECHNOLOGIES

EXCELLENT

21%

VERY GOOD

42%

GOOD

29%



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# VISITOR SURVEY DATA

DID YOU FIND A  
SUPPLIER YOU WOULD  
USE IN THE NEXT  
2 YEARS?

DEFINITELY

27%

VERY LIKELY

32%

LIKELY

31%

NOT LIKELY

6%

NO

3%





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## SOME COMMENTS FROM VISITORS

"Was my first time there and now don't intend to ever miss another one. It was excellent."

"I have to say the best business exhibition show I have been to in the last 5 years it was excellent, a great insight into what is out there that I would not have been exposed to at my current work place."

"Brilliant!"

"It was very good as usual, but too much to see in the 2 hours available."

"All companies and products on display were followed up with good personal service and information as requested at the time."

"Excellent effort in all respects. Well done. Excellent & quality presenters."

"Well organised with a variety of exhibitors to provide an adequate interest to all viewer categories."

"I believe this is one of the better trade shows I have been to. I go to many trade shows in Industries such as electrical, oil & gas and mining."

"Very productive for future business."

"Well set out displays and very interactive, my team enjoyed the event!"

"Found it very helpful to our business and customers needs."

"I had a really good time exploring the sites and meeting people I can't wait to go again."

"Great first time experience at the show, definitely heading to the next one!"

"ARBS is a great event."

"I have visited exhibitions in Europe & USA and was very impressed by the quality of the ARBS 2014 exhibitor stands, all were of world quality. Well done."

"Overall it was a good beneficial day. Got a lot out of the exhibitors and would like to thank them all for getting out of their way to educate us on what's around in the industry."

"Great displays and cross sectional representation of the trades."

"Best year yet, had the most productive time spent with regards to products, suppliers & networking."

"It was the first visit this year. I saw so many things that I was not aware of.. So I will definitely be going again next year. Just need to keep up with what is going on..."

"I really enjoyed it, and made some great contacts. Thanks for putting on a good show."

"ARBS is great for me and the industry anyone with business improvement in mind is foolish if they don't attend. Keep me registered."





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## EXHIBITOR STATS 2014

**Number of Exhibitors** = 252  
**International Exhibitors** = 35

**Countries represented:** China, Thailand, Germany, Malaysia, India, Singapore, USA, Italy, Brasil, Korea, New Zealand, Taiwan, Canada, Austria.





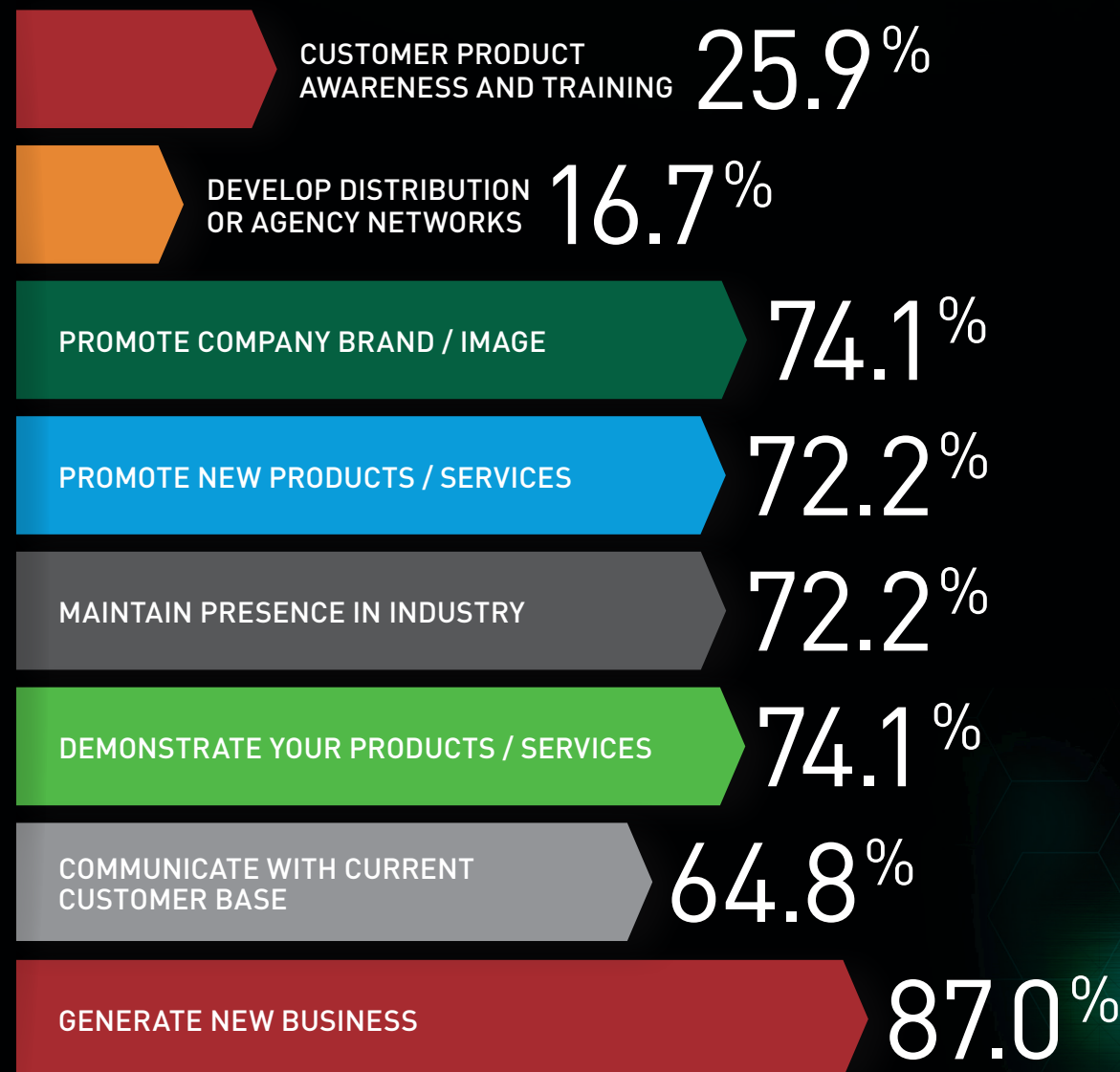


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# EXHIBITOR STATS 2014

WHAT WERE YOUR  
MAIN REASON/S  
FOR EXHIBITING  
AT ARBS 2014?





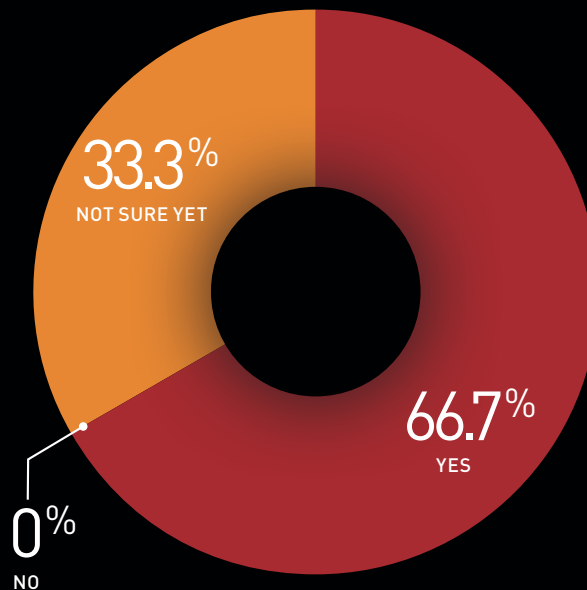
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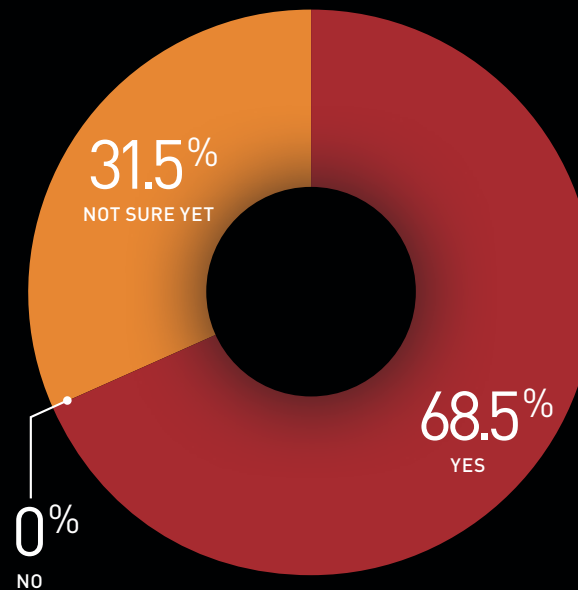
## EXHIBITOR STATS 2014



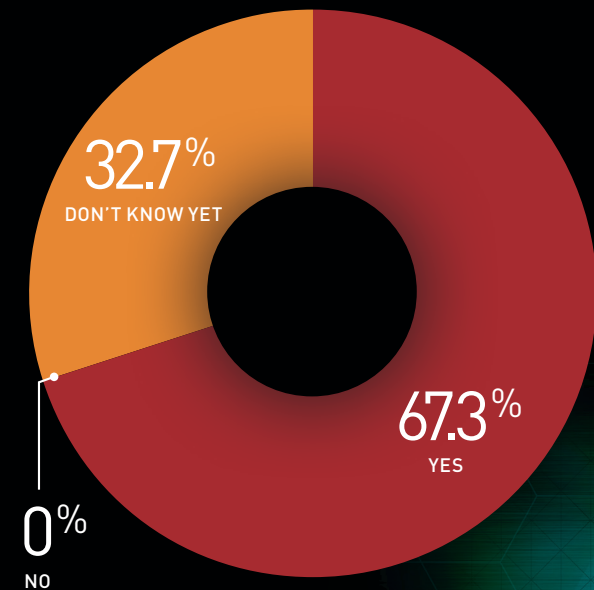
WAS ARBS 2014 A SUCCESSFUL  
SHOW FOR YOUR COMPANY?



DID YOU ACHIEVE YOUR  
EXHIBITING OBJECTIVES?



DO YOU INTEND TO EXHIBIT  
WITH ARBS IN 2016?





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## SOME EXHIBITOR FEEDBACK

"ARBS 2014 was a very good show for us. The people through were great and the location and venue is also great."

"Great support from the organizers, good value for money, thanks for providing trackers free of charge - it's very valuable for us."

"It was a high quality exhibition with many companies making great efforts and investments to showcase the products - ARBS has come a long way!!"

"Well organised - an impressive event."

"Well organised and well attended."

"Very impressive with all companies making a major effort to present excellent stands. Cannot comment on the speakers as too busy on the stand."

"Great event, genuine business interest, will do this again for sure - great to see it come to MEL."

"We ended with a very good show. Worked on many levels for us."

"I feel any Melbourne show is much better than Sydney - I feel that the venue in Sydney inhibits people from attending so having it in Melbourne 2016 is good."

"ARBS was a very well organized show."

"This was our first show, so we are unsure of any results as yet. However, the total presentation was quite good."

"It was a great success for our company and we had a lot of interesting potential and existing customers on the stand."

"I thought it was very well organised and run show - the best I have been involved in."

"..well done to you and your team, I do believe that this was the best show for Recom and we enjoyed our time in Melbourne very much."

"Very well run event, great communication, before and during."

"Well organised, good venue."

"Our experience at ARBS has continually improved and is always a very important event on our calendar. However this year's ARBS has by far exceeded our expectations in terms of number of visitors and the level of interest in our solutions. Fantastic for our brand awareness. Please pass on our congrats to your team. The numbers speak for themselves."

