



EXHIBITION AUDIT REPORT

Australian
EXHIBITIONS
& Conferences

furnitex09

+ DECORATION
+ DESIGN MELBOURNE

Furnitex 2009

co-located with Decoration + Design Melbourne

Organiser: Australian Exhibitions & Conferences Pty Ltd

Date of exhibition: July 16 - 19, 2009

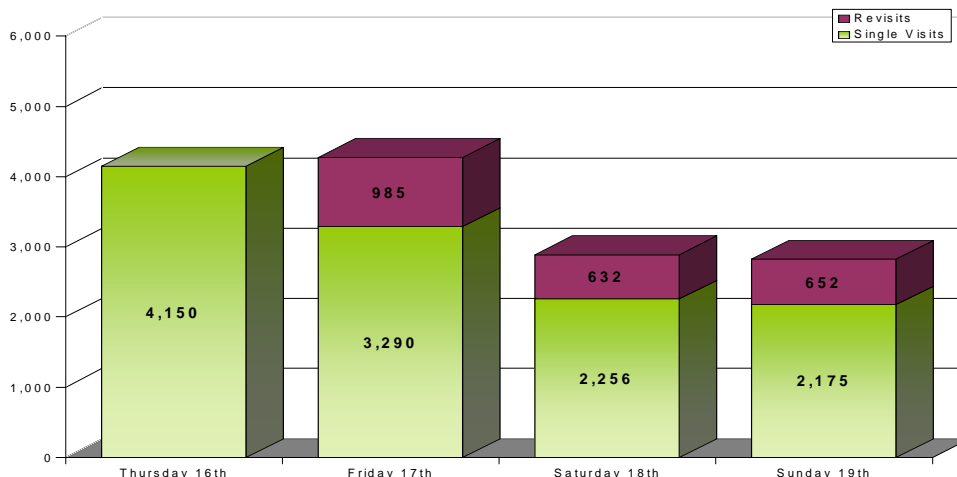
Location: Melbourne Exhibition Centre,
Southbank, Victoria, Australia

Summary of Attendance

Total Single Visits	11,871
Revisits	2,269
Total Trade Visits	14,140

	<u>Single Visits</u>	<u>Revisits</u>	<u>Total</u>
Thursday, 16th July, 2009	4,150	0	4,150
Friday, 17th July, 2009	3,290	985	4,275
Saturday, 18th July, 2009	2,256	632	2,888
Sunday, 19th July, 2009	<u>2,175</u>	<u>652</u>	<u>2,827</u>
Total Trade Visitors	11,871	2,269	14,140

**A summary of the number of people who attended the exhibition, reported by day (one entry only per day) and categorised as single visits and attendees who have revisited the exhibition on subsequent days. The reported attendance does not include exhibitors or trade guests.*





Analysis of Attendance by Geographic Area

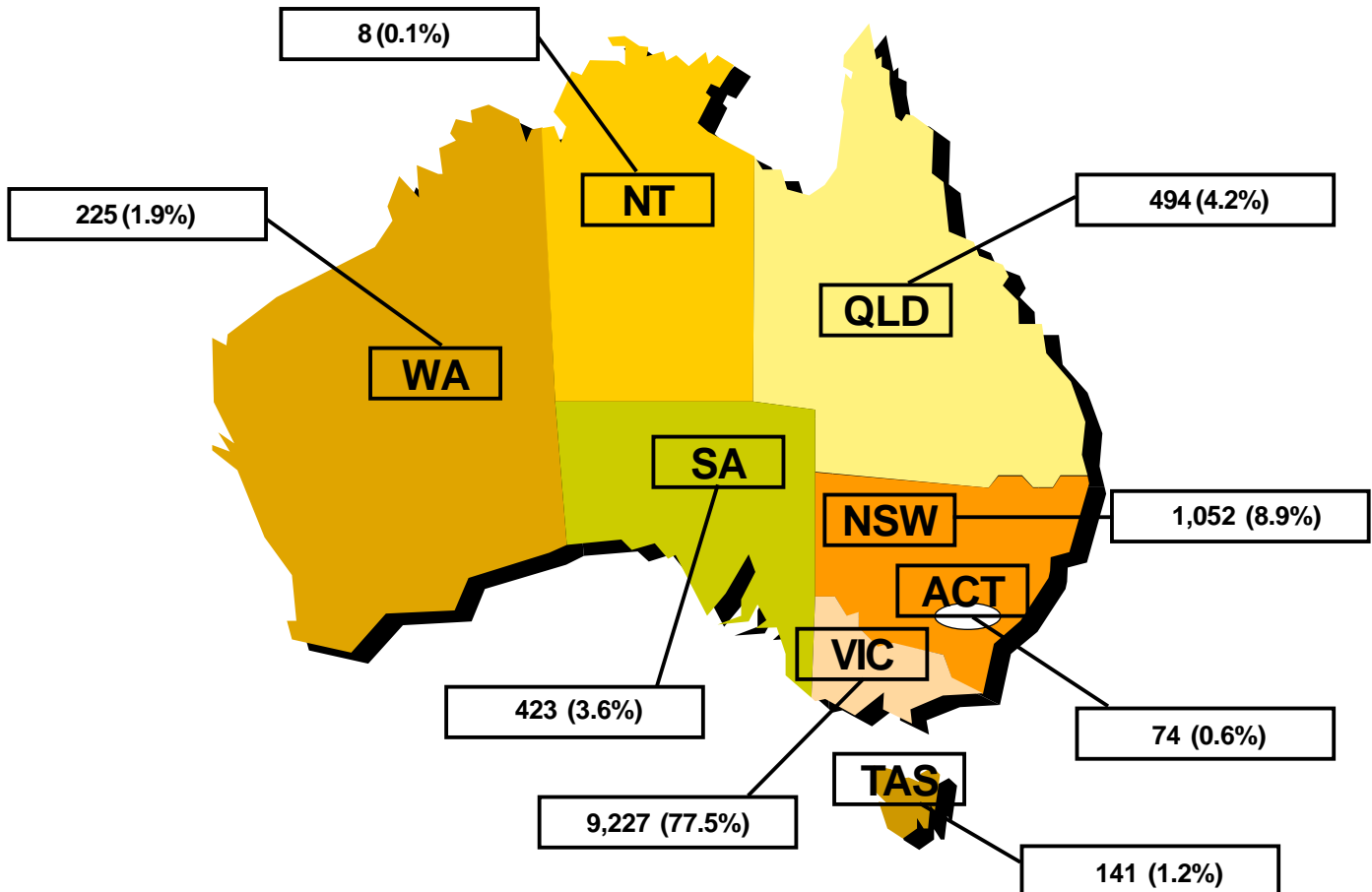
Domestic

State Breakdown	Number of Attendees	% of Attendees
VIC	9,227	77.5%
NSW	1,052	8.9%
SA	423	3.6%
QLD	494	4.2%
TAS	141	1.2%
WA	225	1.9%
ACT	74	0.6%
NT	8	0.1%
Total Australia	11,644	98.0%
New Zealand	113	1.0%
Other Countries	114	1.0%
Total Attendance	11,871	100%

International

International Breakdown	O/S Attendees	% of O/S Attendees	International Breakdown	O/S Attendees	% of O/S Attendees
Bangladesh	1	0.4%	New Zealand	113	50.2%
China	33	14.5%	Papua New Guinea	1	0.4%
Egypt	1	0.4%	Singapore	7	3.1%
Fiji	1	0.4%	South Africa	3	1.3%
Germany	1	0.4%	Sultanate of Oman	1	0.4%
Hong Kong	3	1.3%	Thailand	6	2.6%
India	3	1.3%	United Arab Emirates	1	0.4%
Indonesia	6	2.6%	United Kingdom	4	1.8%
Malaysia	18	7.9%	USA	5	2.2%
Netherlands	1	0.4%	Vietnam	14	6.2%
New Caledonia	4	1.8%	Total Attendees	227	100%

Breakdown of Attendance by State

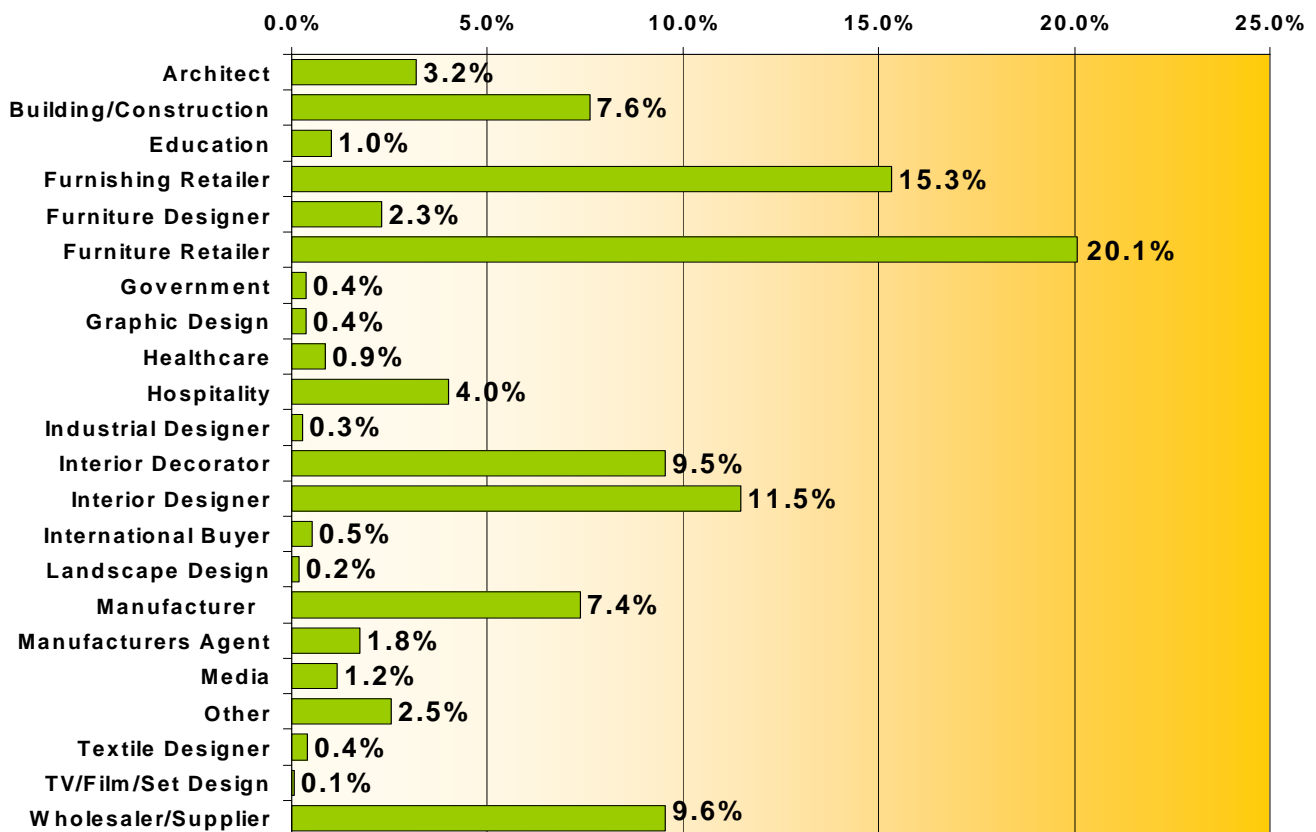




Analysis by Industry Sector*

Industry Sector	No of Responses	% of Attendees *
Architect	376	3.2%
Building/Construction	906	7.6%
Education	120	1.0%
Furnishing Retailer	1,820	15.3%
Furniture Designer	274	2.3%
Furniture Retailer	2,384	20.1%
Government	45	0.4%
Graphic Design	42	0.4%
Healthcare	102	0.9%
Hospitality	477	4.0%
Industrial Designer	31	0.3%
Interior Decorator	1,132	9.5%
Interior Designer	1,364	11.5%
International Buyer	63	0.5%
Landscape Design	22	0.2%
Manufacturer	874	7.4%
Manufacturers Agent	208	1.8%
Media	138	1.2%
Other	301	2.5%
Textile Designer	48	0.4%
TV/Film/Set Design	9	0.1%
Wholesaler/Supplier	1,135	9.6%
Total Responses	11,871	100%

* Analysis by Industry Group had multiple responses - % based on single visits





What has been verified in this audit?

The CAB Exhibition Audit provides verified analysis of the attendance volume of visitors to an exhibition or event. The audit conducted for Furnitex 2009 co-located with Decoration + Design Melbourne, July 2009 provides detail of the total attendance, attendance per day and demographic data - geographical analysis and analysis by industry sector of attendees.

Furnitex 2009 co-located with Decoration + Design held in Melbourne presented all attendance and financial records to establish the Daily Attendance and Total Attendance figures.

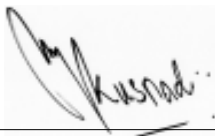
Organiser:



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Date of Next Event: Furnitex & Decoration Design 2010, July 15-18, 2010

Next Venue: Melbourne Exhibition Centre,
Southbank, Victoria, Australia



Authorised for issue by the Circulations Audit Board August 11, 2009

All data published in this Certificate of Attendance has been audited by the CAB Auditors and is authorised for issue by the Exhibition Division of the Circulations Audit Board as at August 11, 2009. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance of this exhibition.

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No attempt has been made to rank the information contained in this report in order of importance as the CAB believes this is a judgment to be made by the user.