

SAFETY FIRST CONFERENCE & EXPO

9 – 12 MAY 2017

Melbourne Convention & Exhibition Centre

safetyfirstexpo.com.au

2017 EXHIBITOR PROSPECTUS

Co-located with

NIMW
NATIONAL MANUFACTURING WEEK

**aus-
tech**

ISSA CLEANING
& HYGIENE EXPO

Organised by

 Reed Exhibitions

AUSTRALIA'S INDUSTRIAL SAFETY EVENT

Following on from the success of the past two years the Safety First Conference & Expo returns to Melbourne from 9-12 May 2017.

Co-located with National Manufacturing Week, the largest manufacturing exhibition in Australia, Safety First Conference & Expo will once again feature a dedicated exhibition showcasing the latest technologies, products and services to improve safety standards and reduce safety expenditure.

In 2017, our conference will deliver strong, high quality and focused safety insights, training, networking and discussion centered around the specific challenges of heavy industries. Presentations and workshops will focus on helping industrial businesses build a safety leadership culture, empowering employees to embrace safety at work.

Safety First Conference & Expo is the only event tailored to the specific safety needs of heavy industries.

Who Should Exhibit

If your company manufactures or distributes products or services to heavy industries then Safety First Conference & Expo is for you. Exhibition categories include:

- + Personal Protective Equipment
- + Machine Safety
- + Fire & Life Safety
- + Workplace Health & Wellness
- + ICT for Safety
- + Electrical Safety
- + Safety Services
- + General Safety

Why Exhibit

Co-location with NMW, Australia's largest manufacturing exhibition, AusTech – Australia's premier Advanced Manufacturing and Machine Tool Exhibition and ISSA Cleaning & Hygiene Expo.

One-to-one meetings and other matchmaking services

Superior marketing to your target audience

Superior FREE education content on the exhibition floor for visitors

Exciting practical demonstrations from top suppliers and associations for visitors



About The Visitors

664

safety professionals
attended in 2015

44%

organised a quote or appointment

66%

intend to make a purchase after the event

83%

are likely to recommend the event to colleagues

62%

agree that Safety First Conference & Expo
is a must attend event

Top objectives in attending are to **look for new products** and **to keep abreast of industry trends**

Potential access to **over 10,000** manufacturing industry professionals who attend National Manufacturing Week.

Who Will Be There

Safety First Conference & Expo will target a high quality heavy industry focused audience including:

Job functions

- + Health & Safety Managers
- + C-Level Executives
- + Directors
- + Owners
- + Purchasing Officers
- + Project Managers
- + Production Managers
- + Risk Managers
- + Logistic and Transport Specialists
- + Maintenance/Operations Managers
- + Training Managers
- + Warehouse Managers
- + Foremen
- + Site Managers
- + Site Inspectors
- + Building Managers
- + Government Agencies

Industry sectors

- + Manufacturing
- + Mining and Resources
- + Infrastructure, Building, Construction
- + Engineering, Technology and Research
- + Bulk Handling
- + Energy Generation, Distribution and Transmission
- + Transport, Distribution, Logistics, Materials Handling, Warehousing

Safety First Conference & Expo will target a high quality audience, including these job functions and industry sectors

WHAT THIS

MEANS FOR

YOU

- + **MORE** buyers and decision makers
- + **MORE** sales leads and new business
- + **MORE** face-to-face networking opportunities

Safety First Conference & Expo Delivers Business Growth Opportunities

Safety First Conference & Expo is the only safety event in Australia focused on the specific safety needs of heavy industries. According to Safe Work Australia's 2013-14 industry statistics report, heavy industries account for around 31% of serious safety claims across all business sectors. The high risk and unique safety challenges in these sectors means they have a strong demand for guidance from thought leaders in safety processes and safety related technology offerings.

Co-location with Australia's largest manufacturing exhibition gives exhibitors access to **over 10,000** manufacturing industry buyers and decision-makers.

Manufacturing is the major industry seeking safety products and services, the Australian Safety industry revenues estimated at \$1.7 Billion in the manufacturing sector alone.

Safety First Conference & Expo is a unique opportunity to:

- + **NETWORK** and do business with your target market
- + **GENERATE** new sales leads
- + **PROMOTE** your company, products or services
- + **LAUNCH** new innovative products

BOOK NOW

Stands are booked on a first come first served basis, so talk to us about your preferred stand location now.

Contact us:

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