

GROUND BREAKERS ROCK SYDNEY SHOWGROUND AIMEX 2011

The largest ever trade show to be held in Australia has wrapped up at Sydney Showground. Held over four days from 6 – 9 September, AIMEX 2011 is one of the world's top mining exhibitions.

Spread over eleven venues, equating to more than 50,000 square metres of exhibition space, AIMEX 2011 attracted more than 600 exhibiting companies making it the biggest in the event's history – 20% larger than the previous AIMEX show in 2007.

With a choice of 20 versatile indoor and outdoor venues, Sydney Showground offered the event organiser - Reed Mining Events, a true partnership approach in overcoming the event's logistical challenges to deliver a world class Show.

Paul Baker, Exhibition Director for Reed Mining Events, said Sydney Showground is the obvious location for AIMEX due to its ability to meet the event's demanding logistical schedule and exhibitor requirements.

"No other venue in Australia could cater for an event like AIMEX. The coordination of the show was a true collaboration between Reed Mining Events and the Sydney Showground team, from the logistically challenging move-in through to the creation of the many catering and entertainment precincts," said Mr Baker.

"AIMEX 2011 has been a true gathering of the Australian mining industry. This year's show has been the most successful yet, with unprecedented levels of visitation generating significant business opportunities for exhibitors."

Peter King, RAS Chief Executive said "Sydney Showground prides itself on being able to attract and promote world class exhibitions and events - AIMEX is a great example of this,"

"Sydney Showground provides a diverse range of venues to accommodate and deliver unique and challenging business events such as AIMEX. Our professional staff provide flexibility and solutions based thinking, ultimately delivering creative and high quality customer experiences," said Peter King.

"Our people are meticulous in their approach. We go out of our way to ensure everything is tailored to the requirements of our valued clients. Every conceivable detail is taken care of."

Sydney Showground engineers ensured heavy machinery that is rarely permitted by traditional exhibition venues was accommodated for. Eight cranes weighing up to 200-tonnes each were used to mount machinery onto metal plates to evenly distribute the weight and protect the venue floor structure. Other machinery was craned into the venues in multiple pieces and then assembled.

To ensure all oversized machinery was off the roads by 5am during the bump-in and out, Australia Avenue was transformed into an exhibitor queuing bay and Grand Parade was used as an oversized vehicle holding bay and second loading dock.

The Dome, with a ceiling height of 42 metres, showcased drill rigs, a 143-tonne mining truck and numerous double storey stands offering visitor hospitality. The interconnecting exhibition halls, the Howie, Badgery and Charles Moses pavilions extended the show by housing exhibitors showing off the latest in mining technology.

Outdoor beer gardens with live entertainment, a variety of catering outlets and a restaurant serving a range of traditional international cuisine satisfied the hungry exhibitors.

“Sydney Showground has been an extremely cooperative and accommodating venue and delivers the needs of our exhibitors in ways we rarely see in this industry,” said Mr Baker.

Sydney Showground

Sydney Showground is renowned for delivering the best event experiences in Australia with its collaborative and flexible approach, award-winning in-house catering team and over 20 versatile venues located in the geographic heart of Sydney. From conferences to product launches, film shoots to exhibitions, intimate corporate events to large outdoor concerts and sporting matches, we offer a choice of outstanding indoor and outdoor spaces, which can be tailored to your specific needs.

For further information, interview requests and a selection of hi-res images;

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