

SYDNEY SHOWGROUND CELEBRATES PUBLIC EVENT SUCCESS

The Event and Exhibition industry has recorded a bumper weekend at Sydney Showground, Sydney Olympic Park, with two new public events surpassing all expectations.

Running from Friday March 6 until Sunday the 8th, **CraftFest** and the **Sydney Tattoo and Body Art Expo** both exceeded their projected attendance, gate revenue and food and beverage consumption.

Peter King, Chief Executive of the Royal Agricultural Society of NSW, the venue operator of the Showground, says both public events defied the current economic climate.

"All we are hearing about at the moment is how tough things are. The success of CraftFest and the Sydney Tattoo and Body Art Expo is reason to celebrate and recognise the benefits of creating interactive consumer exhibitions and fairs," said Mr King.

"Aimed at very different market segments and consumers both events were proactively and innovatively promoted and advertised. People want to be entertained, they want to get out and about and they want to receive their information in an interactive format, in an accessible location," said Mr King.

CraftFest in particular were aggressive in their spend and reach, which proved to be a great success.

Gary Fitzroy from Expertise Events, creators of CraftFest, says the weekend event was the second major public show that his company has held at Sydney Showground.

"I'm thrilled with the success of the show, and our projected numbers were exceeded by 13%," said Mr Fitzroy.

"CraftFest's success proves that even in this economic climate, if organisers commit to proactive marketing a new show can be a success. Sydney Showground is a great location to hold our event and being in the centre of Sydney's population base is crucial to building a successful public show like CraftFest."

Mike Sedin from Conference & Exhibition Organisers, developers of the **Sydney Tattoo and Body Art Expo**, says the weekend crowd was beyond his wildest expectations.

"Just under 14,000 people attended the Expo, along with tattooists' from all around Australia, Japan, Germany and America. It really was a bumper crowd and I'm certain next year I'll require even more floor space to cater for the crowds and make room for an increase in exhibitor numbers,

"Sydney Showground was a fantastic venue, it met all of our needs and the location was very central," said Mr Sedin.

Peter King says these are just two of the many recent success stories at Sydney Showground.

"Come and talk to us at Sydney Showground, we can help you learn from these stories and build a successful event and reach your target market."

About Sydney Showground

Located in the geographic heart of Sydney, award-winning Sydney Showground comprises 20 unique venues which can be customised to suit any style of business event, from 50 to 4000 people. Continuous investment in infrastructure; state-of-the-art management systems; flexible indoor/outdoor spaces; highly awarded catering; and staff dedicated to providing client solutions means dependable, reliable quality every time.

Media enquiries:

Philippa Lampe

RAS Manager Media & Public Relations

P 02) 9704 1453

M 0419 483 407

E plampe@rasnsw.com.au