



CEMAT CASE STUDY

Client: CeMAT Australia is organised by Hannover Fairs Australia, a subsidiary of Deutsche Messe. CeMAT is planned and delivered in multiple locations around the globe.

Venue: The Dome and Hall 2A

Visitor Attendance: 4,577

Number of Exhibitors: 131* (*a 96% increase on 2022)

Event Goals: Meet Visitor target of 3,000 pax
Have national and international attendance
Grow the event with new features

Overview: CeMAT AUSTRALIA is Australia's Leading Trade Show for Intralogistics, Robotics and Automation, Warehousing, Supply Chain Management and Materials Handling. It showcases the latest industry innovations and insights on the warehouses of the future.
In July 2023, CeMAT Australia returned to the Sydney Showground after seven years interstate.

EVENT CONSIDERATIONS

- + Easy access (large machinery and vehicles)
- + High ceilings
- + Ability to have moving vehicles within the venue
- + Product demonstrations on the show floor
- + Sponsorship opportunities
- + Space to accommodate sponsored networking events and training
- + Easy access to airport and good transport options for local visitors



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DELIVERABLES – ABOVE AND BEYOND

- + Sydney Showground was selected for its proximity to the new Western Sydney Airport and the Moorebank Intermodal Precinct, both currently part of key Australian freight infrastructure projects.
- + Venue flexibility allowed for an additional half hall being added to the plans six months after going to contract.
- + Early access to exhibition suppliers enabled custom built stand requirements were met.
- + Dual bump-in from both sides of the Hall provided maximum efficiency, assisting with the extensive movement of freight while also reducing the time required for bump in.
- + Sydney Showground's extensive menu range provided catering from breakfast options to 'lunch on the go' for delegates attending offsite tours, and evening networking cocktails within the exhibition.

EVENT OUTCOMES

- + The number of exhibitors this year was a 96% increase on 2022.
- + The venue's state-of-the-art facilities and strategic location accommodated the diverse requirements of the exhibitors, attendees, and allowed for live demonstrations.
- + The Showground's adaptability allowed Hannover Fairs Australia to showcase cutting-edge intralogistics solutions in an engaging and immersive manner.
- + The visitor attendance of 4,577 far exceeded expectations. Logistics played a pivotal role, and the Sydney Showground's easy accessibility from major transportation hubs, abundance of parking facilities, and streamlined support, underscored its role as a logistical hub.
- + This ensured the event was easily accessible to both local and international attendees, further enhancing its success.
- + The versatility of the venue allowed for new features to be incorporated into the event such as the Forklift Challenge and the Industrial Transformation Knowledge Theatre program.
- + Hannover Fairs Australia has committed to three events over 6 years - 2023, 2025 and 2027.

TESTIMONIAL FROM THE CLIENT

"CeMAT Australia 2023 exceeded all expectations and was a resounding success, thanks to the exceptional collaboration between Hannover Fairs Australia and the remarkable Sydney Showground. The venue played an instrumental role in elevating the entire event experience."

Managing Director – Hannover Fairs Australia