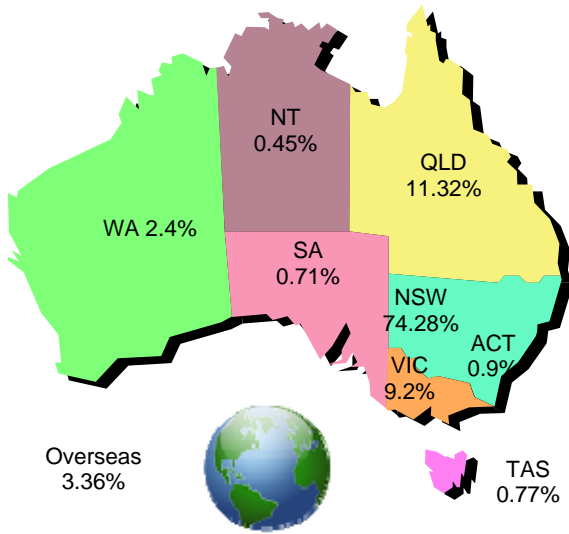




## VISITOR STATISTICS & POST FAIR FACT SHEET

The AUSTRALIAN SHOE FAIR attracted over 1,600 visitors from Australia and overseas. 117 Exhibitors took part in the fair, with many reporting good sales and a high quality of visitors.

### CATCHMENT



### FREE WORKSHOPS

This year's Seminar Series attracted over 145 attendees. International trainer Mark Davis from the Davis Consulting Group presented four workshops on business topics including marketing methods and selling skills. The Seminars were well received by all Visitors and proved to be a great add on at the fair.

### EXHIBITOR STAND AWARDS

#### Best stand 18m<sup>2</sup> and Under

Honourable Mention – Marine Distributors

WINNER – Tech Sport Group

#### Best stand over 18m<sup>2</sup>

Honourable Mention – Billie Group

WINNER – Birkenstock Australia

#### Best stand – New Exhibitor

Honourable Mention – Foot Works

WINNER – Ash Shoes

### INTERNATIONAL ATTENDANCE

54 Visitors travelled from across the globe to visit the Fair including: Canada, China, France, Hong Kong, Hungary, India, Indonesia, Italy, Japan, South Korea, Malaysia, New Zealand, Sweden, Taiwan and the United Kingdom.

### TESTIMONIALS

"Exhibiting at the 2011 Sydney Australian Shoe Fair was an outstanding success for our company."  
*Footcare International*

'Good fair. Covered costs in the first day'.  
*Austral Trading*

### ATTENDANCE BY CATEGORY

