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MEDIA RELEASE

ETF ACQUIRES AUSTRALIAN EVENTS EXPO (AEE)

Exhibitions and Trade Fairs Pty Limited (ETF) and Sydney Convention and Visitors Bureau (SCVB) are pleased to announce that the Australian Events Expo (AEE) previously owned by SCVB has been acquired by ETF.

AEE has been running for nearly fifteen years, initially as the Ideas Fair and then Sydney on Sale. The Expo was re-launched in 2006 as the Australian Events Expo with the first show held in 2007.

AEE is an annual trade exhibition for decision makers and planners across the range of corporate, incentive, meetings, conference, community and special events industries. Providing an industry platform for exhibitors to display the latest developments within their portfolio of products and services, AEE brings buyers and sellers together.

Matthew Walton the General Manager of ETF said that the Company had managed AEE for the past two years and that it would be business as usual for the visitors and exhibitors of this high profile exhibition.

"There are many synergies with other exhibitions that ETF owns and manages and we are delighted to be in a position to take our experience with AEE to another level. ETF has been part of the exhibitions industry for thirty years and we are committed to investing in and developing AEE as a national exhibition under our management."

According to Jon Hutchison the Managing Director of SCVB: "The recent expansion of ETF's trade show operations has presented an excellent opportunity for the SCVB to realise the value of its asset, while at the same time providing for the continued growth and prosperity of the Australian Events Expo."

Under the Sale Agreement, the SCVB will continue to be heavily involved with AEE, managing and expanding the Expo's hosted buyer program, and maintaining a strong presence on the show floor.

"We are very proud of the success we have achieved with AEE and its predecessor Sydney on Sale" Mr Hutchison said. "We look forward to watching AEE expand further over coming years and to the SCVB's continued participation in such an important industry event".

ETF Event Manager Louise Brooks said: "This year ETF presented AEE as an inaugural Expo, opening the doors to a crowded foyer of hosted buyers, media and VIPs. The initial buzz was encouraging following two busy event days. Building on the heritage of Sydney on Sale, for the first time Sydney played host to a truly national event with destinations, venues, bureaus and suppliers from across the country on show. As a launch event, we have set the foundation and plan to build on this platform and look forward to welcoming the industry back in 2008 and beyond."

The acquisitions bring to 26 the number of trade shows and consumer exhibitions under ETF management. Others include The Australian International Motorshow, The Australian Motorcycle Expos (Melbourne, Brisbane), AUSPACK and the National Tradesman's Expos. ETF has also been re-appointed to manage the prestigious Liquefied Natural Gas exhibition in Algiers in 2010.

AEE Event facts

Held: 21 - 22 May 2008

Venue: Sydney Convention & Exhibition Centre, Darling Harbour

Visitor Profile: Trade

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