

Exhibitor Prospectus  
Mining & Energy New South Wales Exhibition  
22 – 24 September 2009



At the coalface of NSW 's mining industry



NEW SOUTH WALES  
MINING & ENERGY

REED**MINING**EVENTS

Muswellbrook Showground, Muswellbrook, New South Wales

[www.miningandenergynsw.com.au](http://www.miningandenergynsw.com.au)



NEW SOUTH WALES  
MINING & ENERGY

## Spotlight on the New South Wales Mining & Energy Industry



### Mining is one of the most significant industries in New South Wales:

The total value of mineral production in NSW was around A\$9.2 billion in 2004-05, and projected to rise further in 2005-06. Coal dominates the NSW industry, accounting for about 75 per cent of the State's mining income and about 20 per cent of its export income.\*

There are numerous approved coal mine developments within a relatively small radius of Muswellbrook. Developments include the following: Muswellbrook Coal Company, Drayton Coal Extensions, Liddell Coal, Mt Arthur Coal, the Mount Pleasant Project, Bengalla Mining Company, Anvil Hill Project and more.

Don't miss the opportunity to have a presence at the heart of the coal mining industry in NSW! Mining companies operating in and around the Upper Hunter include Anglo Coal, BHP Billiton, Centennial Coal, Coal & Allied & Xstrata Coal.

Mining Quarrying Services & Suppliers (MQS&S) was first launched back in 1990 in the Hunter Valley. When the show moved to Bayswater in the late 90s the name was changed to Mining & Energy to encompass the power generation industry. Today M&E focuses on mining, energy & engineering services and supply.

**If you are a supplier for this growing industry sector, exhibiting at Mining & Energy NSW 2009 offers a cost effective opportunity to access your target customers. Book your stand now!**

\* Source: Department of State and Regional Development, NSW Government published statistics

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## Marketing M&E NSW 2009 to the right people

Your investment at M&E NSW 2009 buys so much more than just an exhibition space. Reed Exhibitions is committed to undertaking an extensive marketing campaign that will target the right customers for you. Our marketing activities will include:

- Enhanced trade visitor marketing campaign
- Direct mail
- Direct email
- Trade magazine advertising
- Regional newspaper advertising
- Website with on-line registration
- Public relations
- 'Meet the Buyer' appointment scheduling
- Official Exhibition Directory
- Telemarketing
- Electronic media
- Outdoor signage at major transport hubs

## Who will visit M&E NSW 2009?

**M&E NSW will attract quality trade visitors from the following sectors:**

- Agriculture
- Blasting & Demolition
- Communications
- Construction
- Consulting
- Contracting
- Drilling
- Education
- Engineering
- Environmental / Waste Management
- Exploration
- Financial Institutions
- Government
- Import / Export
- Maintenance
- Materials Handling / Logistics
- Minerals Processing
- Mining
- Oil & Gas
- Power Distribution
- Power Generation
- Process / Control & Instrumentation
- Production / Refining
- Quarrying
- Telecommunications / IT
- Transport / Distribution / Storage
- Utilities

## Why should your company exhibit at M&E NSW 2009?

- Increase productivity
- Introduce new products
- Interact with a highly targeted audience
- Directly influence decision makers
- Gather qualified leads
- Establish a new company image
- Meet your customers face to face

## Consider the facts from M&E NSW 2005:

**80%** of 2005 visitor respondents surveyed held authority or influence for purchasing the types of goods and services as seen at the exhibition. \*\*

**75%** of 2005 visitor respondents rated the exhibition as good to excellent. \*\*

**72%** of 2005 visitor respondents spent 3 or more hours at the exhibition. \*\*

There were over **3500 visits** by mining industry professionals to M&E 2005\*\*\*

\*\*Source: Reed Exhibitions M&E 2005 Visitor Survey

\*\*\*Source: CAB Audit



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## About the Organiser

Reed Exhibitions is the world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business.

Every year we run over 500 events in 38 countries, bringing together over 6 million active event participants worldwide. With over 2,600 employees in 39 offices around the globe we serve 47 industries worldwide.

Our network of offices and promoters extends to 65 countries. With more market-leading events than any other organiser, nobody delivers more business contacts than Reed Exhibitions.

## REEDMININGEVENTS

Reed Exhibitions is Australia's leading organiser of industrial exhibitions. M&E NSW sits alongside our market-leading portfolio of mining industry exhibitions.



**GME**  
**Goldfields Mining Expo**  
 28-30 October 2008, Kalgoorlie, WA  
 26-28 October 2010, Kalgoorlie, WA



**QREX**  
**Queensland Resources Expo**  
 21-23 July 2009, Rockhampton, Qld



**M&E SA**  
**Mining and Energy South Australia**  
 27-29 October 2009, Adelaide, SA



**QME**  
**Queensland Mining and Engineering Exhibition**  
 27-29 July 2010, Mackay, Qld



**AIMEX**  
**Asia Pacific's International Mining Exhibition**  
 6-9 September 2011, Sydney, NSW

[www.reedminingevents.com.au](http://www.reedminingevents.com.au)



## M&E NSW – at the coalface of NSW’s mining industry

Exhibitors at M&E NSW 2009 will gain direct access to the rapidly growing coal mining sector of the Upper Hunter Valley. The exhibition is located at the heart of the dynamic mining and power generation industries in response to industry demand.

M&E NSW forms part of Reed Mining Events’ portfolio of leading mining industry exhibitions. In NSW, Reed Mining Events run two major events in every four years. M&E will be staged two years after the highly successful Asia-Pacific’s International Mining Exhibition (AIMEX) held in Sydney in September 2007.

**With over 230\* exhibitors in 2005, M&E NSW has become a must attend event for all buyers, specifiers and industry professionals to come together to keep abreast of the latest products and technology as well as to network with industry colleagues in a vibrant business environment.**

\*Source: Reed Exhibitions database

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Visit

[www.miningandenergynsw.com.au](http://www.miningandenergynsw.com.au)  
for all the latest information on  
M&E NSW 2009, including:

UPDATED FLOORPLAN

CONFIRMED EXHIBITOR LIST

SPECIAL FEATURES

SHOW NEWS UPDATES



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**NEW SOUTH WALES  
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**TO BOOK YOUR STAND  
CONTACT:**

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## MINING & ENERGY NEW SOUTH WALES 2009

Supported by:



Muswellbrook Shire Council



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### Dates & Times

Tuesday 22 September	9am – 6pm
Wednesday 23 September	9am – 6pm
Thursday 24 September	9am – 4pm

### Venue

**Muswellbrook Showground,  
Muswellbrook, New South Wales**

### Accommodation in Muswellbrook

Exhibitors are advised to book accommodation early to avoid difficulties in meeting your requirements.

For travel and accommodation enquiries please contact Muswellbrook Visitor Information Centre:

P: 1800 065 773 or +61 2 6541 4050  
E: [visitorcentre@muswellbrook.org.au](mailto:visitorcentre@muswellbrook.org.au)

[www.miningandenergynsw.com.au](http://www.miningandenergynsw.com.au)