

TIMBER EXPO

STATISTICS

Launch Show - September 2011



the timber industry under one roof

Summary:

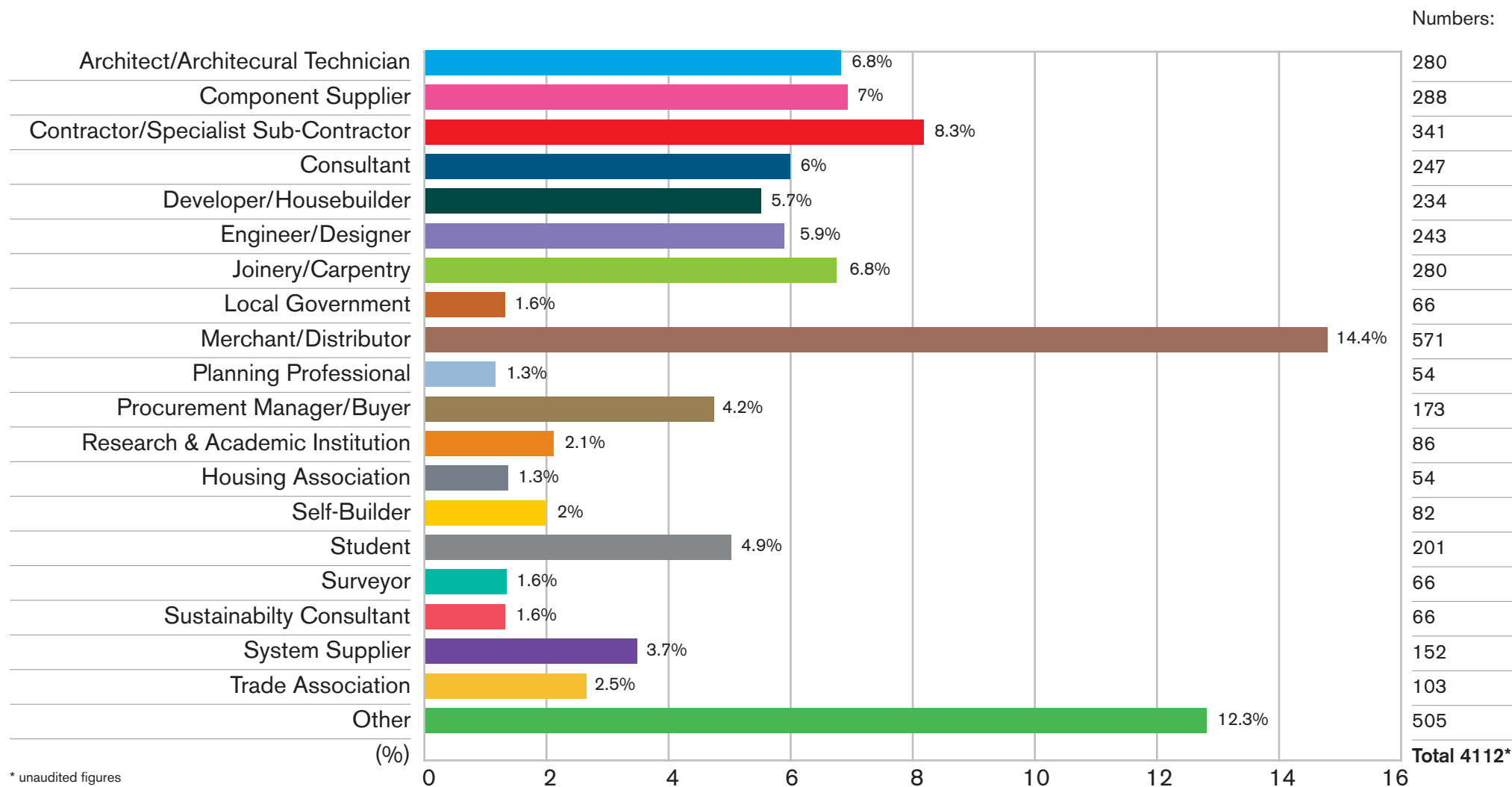
- These are the official figures for Timber Expo 2011
- 5414 people pre-registered
- 4112 people attended the show*
- These figures include VIP's, visitors, exhibitors and speakers

www.timber-expo.co.uk

VISITOR PROFILE

TIMBER EXPO | Ricoh Arena – Coventry
27 & 28 SEPTEMBER 2011
www.timber-expo.co.uk

Timber Expo 2011 Attendees (%)

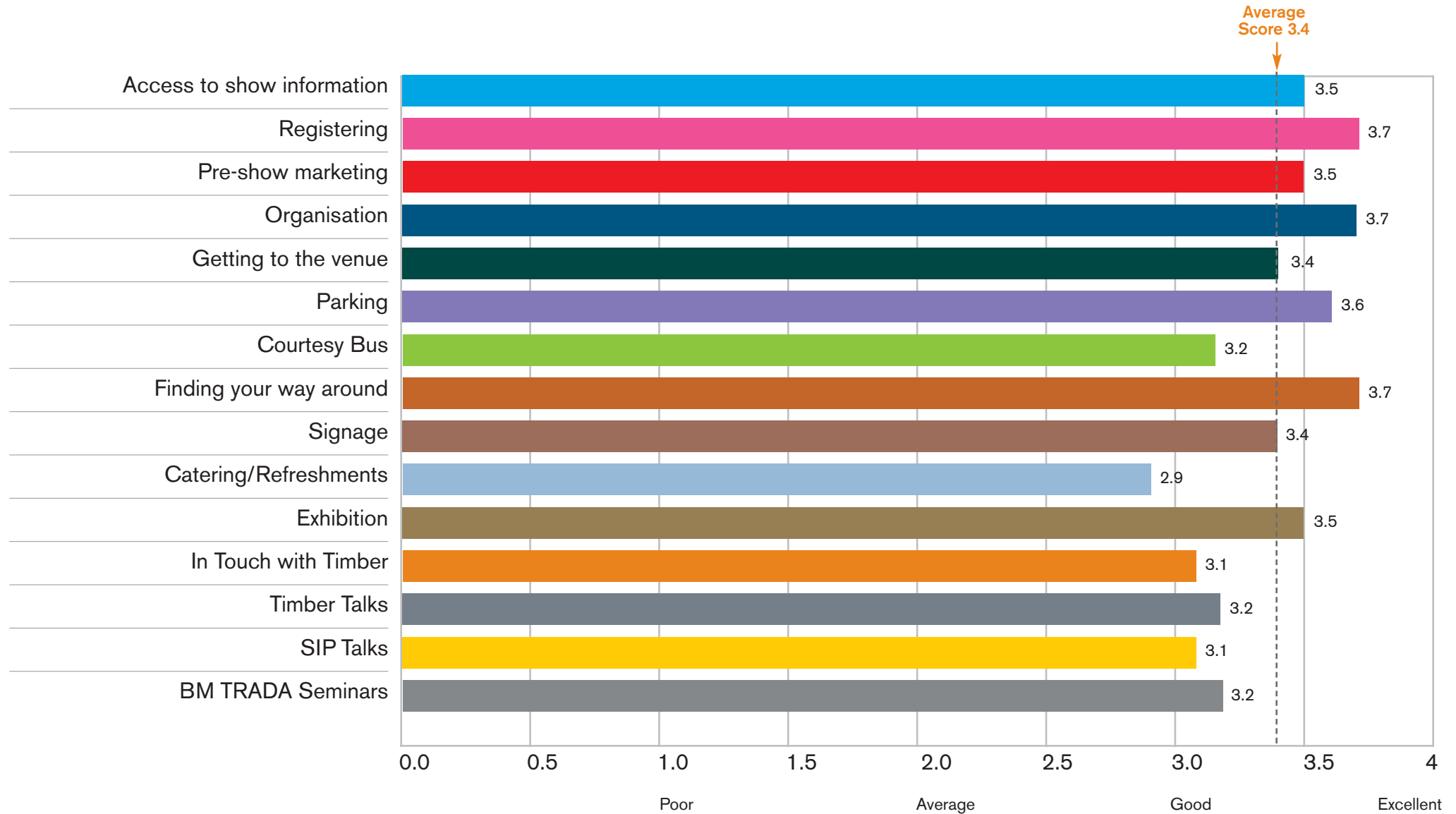


* unaudited figures

VISITOR VIEW

TIMBER EXPO | Ricoh Arena – Coventry
27 & 28 SEPTEMBER 2011
www.timber-expo.co.uk

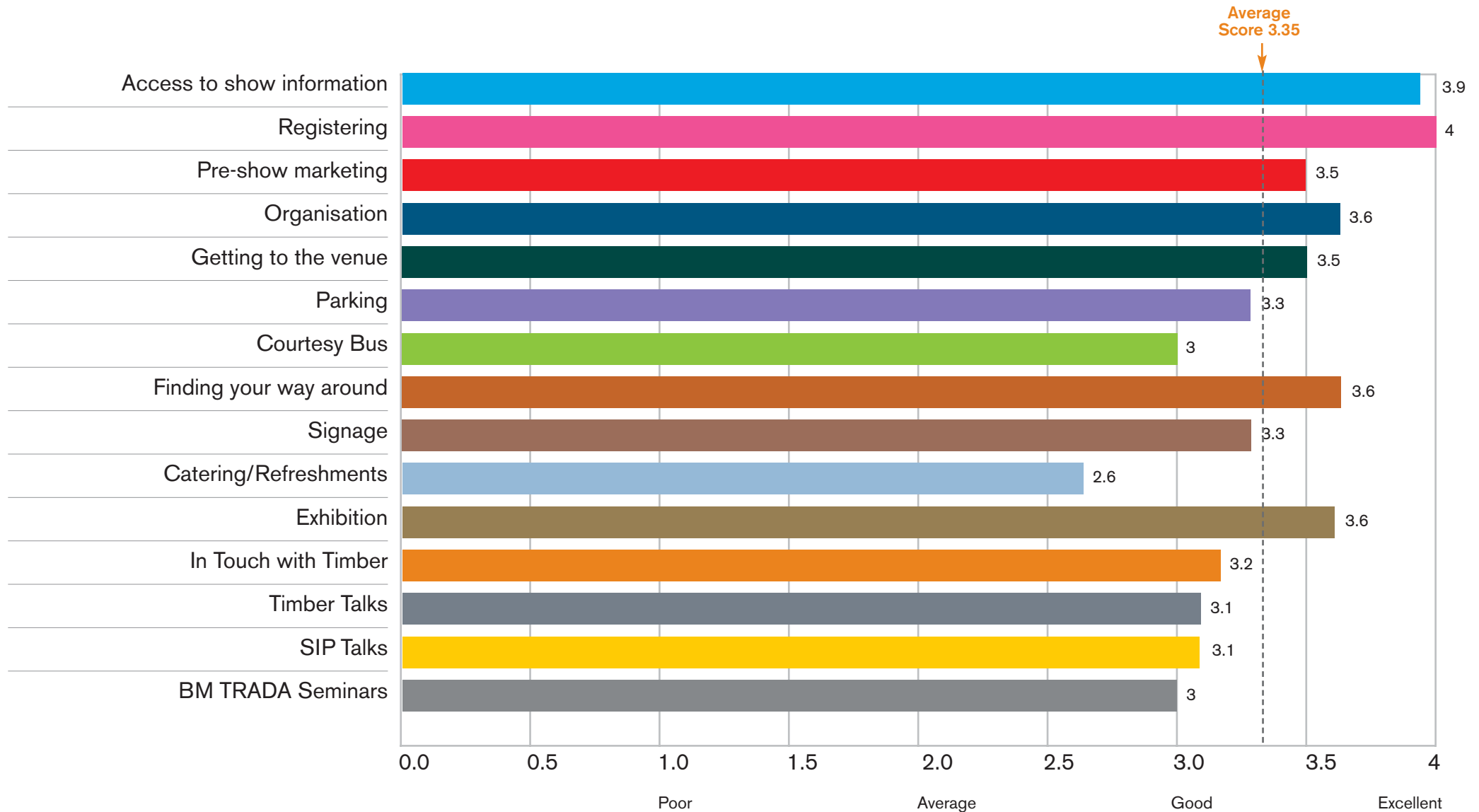
Visitor Score (out of 4)
102 visitor respondents to the online feedback form



EXHIBITOR VIEW

TIMBER EXPO | Ricoh Arena – Coventry
27 & 28 SEPTEMBER 2011
www.timber-expo.co.uk

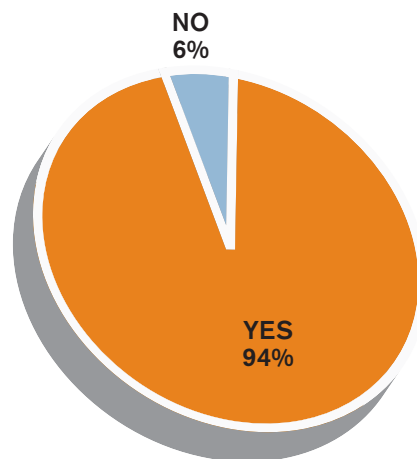
Exhibitor Score (out of 4)
32 exhibitor respondents to the online feedback form



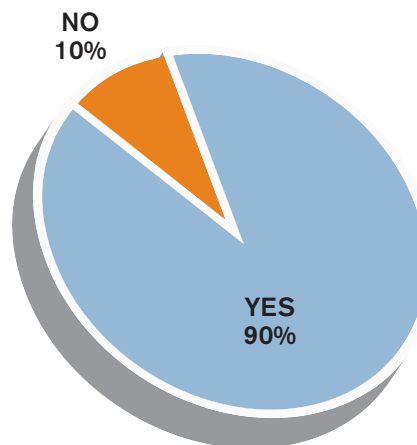
2012 VIEW

TIMBER EXPO | Ricoh Arena – Coventry
27 & 28 SEPTEMBER 2011
www.timber-expo.co.uk

What our exhibitors and visitors said:



Would you **visit** again in 2012?



Would you **exhibit** again in 2012?



Exhibitors:

"When we first heard that Timber Expo was going to be a very focused show, we felt it was the event we needed to be at to showcase the learning and innovations that we have generated in the last 6 years. It has been a great event and the footfall has been fantastic. We feel this is one of the better events in the UK for showcasing our business."

Nick Milestone – Managing Director of B&K Structures



"2011 Timber Expo generated a lot of high quality leads from people who are genuinely interested in timber and we have received a lot of enquiries. We are so pleased with it we have taken an extra 50% increase in space for 2012. We feel it is important for James Lathams to be at Timber Expo next year and we are looking forward to it already."

Chris Sutton - Director of James Latham



"I have to say in terms of the organisation and everything pre-show it has been fantastic, lots of opportunities and assistance to help us get to our customers and generate that all important footfall. Our initial feedback is it is just the right target audience - a mix of existing and new customers. All in all it has been a very successful show for us and we are really pleased."

Liz Richards – Marketing Director of Timbmet



Visitors:

"Excellent show. Focussed on timber and fixings, so almost every stand had something of interest."

Ian Keetley - AIN Designs



"I wish I had more time at the show than I had allocated myself! Will not make that mistake next year!"

John Lelieveld - Nicks & Company



"Timber Expo had a good range of talks and seminars, which made a two day visit worthwhile."

Roger Coppock - Head of Specialist Advisors at Forestry Commission