



Monday, 17 July

11:15am

What Exhibitions Can Do for an Association

Linda Gaunt, Australian Dental Industry Association &
Troy Williams, Australian Dental Industry Association

2:25pm

Easily Attract & Retain Members with Online Professional Development

Lee Goldsworthy,
Course Genius

11:55am

10 Marketing KPIs Every Association Should Be Measuring

Angie Karpouzis, Aptify

4pm

Affordable PR Strategies for the Long Term

Jo Scard, Fifty Acres - The Communications Agency

1:45pm

Keeping Women in the Resources Industry: A Case Study of AMMA's Virtual Mentoring Program

Melissa Richardson, Art of Mentoring & Tara Diamond, Australian Mines and Metals Association

4:40pm

Revenue Streams and Investments for Sustainability

Stephen Tait, Randwick Waverly Community Transport



What Exhibitions Can Do For An Association

Troy Williams
Chief Executive Officer
Australian Dental Industry Association

Linda Gaunt
Exhibition Strategy Manager
Australian Dental Industry Association

Australian Dental
Industry Association

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ADIA & Exhibitions

Who We Are —

ADIA is the peak business organisation representing manufacturers and suppliers of products to oral health professionals.

Our Mission —

To help our members grow sustainable businesses through representation, promotion, information and education.

Our Vision —

An industry that empowers oral health professionals to advance the health and well-being of all Australians.

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ADX Sydney Dental Exhibition

What it is —

- Australia's premier dental event receiving the highest level of both exhibitor and visitor approval.
- The nation's largest healthcare trade show.

Understanding Its Scale —

- 500+ exhibition booths, 100+ exhibitors and 400+ companies represented.
- 8,000+ participants from across the community.

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An Empowerment Tool

Over the course of a decade exhibitions have:

- Provided the free-flowing cash to develop new services.
- Ensured that we are relevant to members.
- Raised the profile of both the association and the industry.

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What Exhibitions Will Do

Provide long-term **income** to invest in new services

Develop an **understanding of the market** in which your industry operates and what drives sales.

Provides significantly increased opportunities for **member engagement**.

Virtually guarantees **membership retention** thus provides stability.

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Why Convene An Exhibition?

If a financial return is your organisation's
key motivator, think again.

Why Convene An Exhibition?

The first thing that needs to be considered is why is the association considering a exhibition?

- Is there a market gap?
- Is there the opportunity to strengthen relationships with members?
- Is this a sector that's suited to an exhibition?
- What is it – a consumer event or a business to business event?

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Why Convene An Exhibition

The Exhibitor —

- Are there existing events?
- Is the market suited to exhibitions?
- Is this a marketing or sales event?
- What is their appetite for costs?

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Why Convene An Exhibition

The Exhibitor —

- Are there existing events?
- Is the market suited to exhibitions?
- Is this a marketing or sales event?
- What is their appetite for costs?

The Visitor —

- Why do I need to go?
- What will I see?
- What are the other reasons to go:
Knowledge, networking, holiday?

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What Can They Do For Your Association

How will an convening an exhibition help your organisation and ensure it's sustainable over the long-term?

- Provide the association with the opportunity to fill a market gap
.... your association is driving the market.
- Develop a member benefit in the form of a sales / marketing platform
– your members depend on the association.

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Australian Dental
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The Location

**Remember, this isn't a tourist event
but a sales / promotional event.**

The Location

Location is everything.

It is the one decision that has made great exhibitions and killed great exhibitions.

For new exhibition, getting this right provides a solid foundation for future success.

It needs to be considered from the perspective of the **exhibitor** and the perspective of the **visitor**.

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The Location

The Exhibitor —

- Where are their clients?
- Where are their staff?
- What are the logistical costs?
- Commercial / legal constraints.

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The Visitor —

- How much time will I spend there?
- What are the travel costs?
- What else is there to see do?

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The Location

The Exhibitor —

- Where are their clients?
- Where are their staff?
- What are the logistical costs?
- Commercial / legal constraints.

The Outcome—

- This may dictate whether your event is held in one city or rotated

The Visitor —

- How much time will I spend there?
- What are the travel costs?
- What else is there to see do?

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What Can They Do For Your Association

The selection of city is driven by the membership's commercial needs first and foremost.

- The association develops an understanding of its members' market.
.... and you have responded to allow members to exploit it.

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The Venue

**50 Semitrailers and more space
that you think you will need.**





The Venue

Venues are often chosen for the wrong reason.

For a large exhibition the logistics are the major factor.

For the organiser there are issues such as space and time.

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The Venue

Logistics —

- Has it held trade shows before?
- How will it handle stand construction?
- What are the delivery and storage arrangements like?

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Space & Time—

- Allow 2+ days prior to and after the event.
- Allow 2.5x more space than sold.
- Consider exhibitor storage

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What Can They Do For Your Association

Issues associated with venue selection deepen your association's understanding of its members cost pressures.

- Your association has developed an understanding of their business' logistics
.... and you have responded to reduce additional costs for members.
- Exhibitions are expensive for business to attend.
.... and you have supported business by minimising their costs where possible.

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The Timing

What are you doing over 26-28 March
.... 2023?

The Timing

When the exhibition will be held may not necessarily be an issue that you have a lot of flexibility over.

Your event needs to fit in around industry schedules, venue schedules both within Australia and globally.

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The Timing

Your Members' Issues —

- What is the Australian calendar like?
- What is the global calendar like?
- Is the financial year a consideration?

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Your Members' Issues —

- What is the Australian calendar like?
- What is the global calendar like?
- Is the financial year a consideration?

The Venue —

- Does it have availability and space?
- Book two to five years ahead; however, this can't always be guaranteed.

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What Can They Do For Your Association

For business time is money and an Association that delivers its exhibitions with an understanding of this will always have an appreciative membership.

- A poorly timed exhibition can be of no benefit to members
.... *Support them by convening the event when it best suites them.*

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