



2008 International Trailer, Truck & Equipment Show
May 8th, 9th, 10th, 2008 - Melbourne Showgrounds

MEDIA RELEASE

MELBOURNE SHOW VOTED A HUGE HIT

19th May 2008

The dynamics, quality and sheer size of the inaugural International Trailer, Truck & Equipment Show caught everyone by surprise, even the organisers were overwhelmed by the industry's high level of enthusiasm and support.

Visitors from around Australia and overseas flocked in their tens of thousands to witness the largest dedicated road transport equipment show the country has ever staged.

It was estimated that half a billion dollars of the latest in road transport technology was on display thanks to the hundreds of exhibitors who participated in and took ownership of the event.

Hundreds of trailer combinations ranging from tankers, curtain siders, tippers, skels, drop decks, wideners, extendables and logging jinkers in semi, B-double, B-triple to road train configurations lined the streets and grassed areas of the 19 hectare Melbourne Showgrounds site. Some 54 trailer manufacturers displayed their brands to trade visitors who explored all the latest designs at the one location.

The Exhibition Pavilion alone housed over sixty trailer configurations, making it the largest single trailer display ever to be assembled indoors in the history of the industry.

All the major truck manufacturers also rolled out to support the event, and in a big way, with world-class displays. Some, like the PACCAR and Daimler Truck Group, took up entire buildings, whilst others showcased major exhibits ranging from heavy duty rigs to light vehicles.





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As for the ancillary equipment providers they packed out the many show halls and the Grand Pavilion, the trade mark of the newly renovated Showgrounds site.

Trade visitors were genuinely impressed by the immense diversity, innovation and presentation of the exhibits, saying the show resembled the style of major events held in Europe. In fact many commented that the quality of the stands was the highest ever seen in this country.

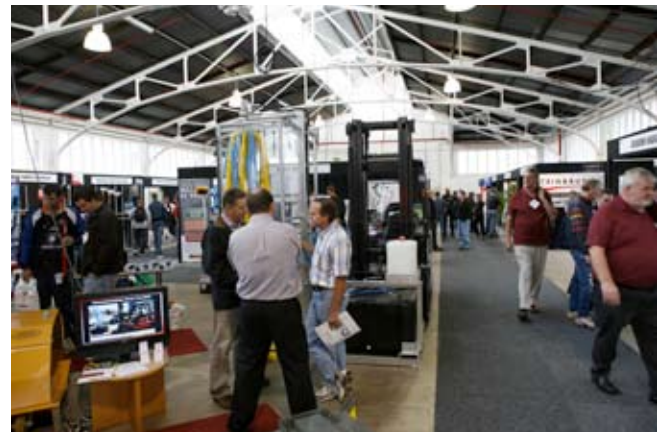
Exhibitor sales also exceeded expectations with most companies reporting 'best ever' results from a trade show that delivered quality patrons.

The Show was judged a huge success by the exhibitors, trade visitors, organising committee and sponsor associations with over 35,000 turning up, plus more than 2,000 exhibiting personnel attending, all to witness history in the making.

And with the spacious layout of the Melbourne Showgrounds, there is plenty of potential for the event to grow in the coming years.

Talking of being judged, the show concluded with a spectacular Expo Awards presentation held at the Flemington Event Centre. Over 700 attended the dinner dance, which awarded excellence to companies for their display, innovation and customer service approach.

Judges representing the Victorian Transport Association, the Truck Industry Council and the Commercial Vehicle Industry Association of Victoria selected the finalists based on design innovation, effective use of space, product and staff presentation, approach to customer service, product knowledge plus many other criteria.





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And the winners were:

Caterpillar of Australia, for the Best Ancillary Equipment Display – Customer Service Approach.

Jost Australia, for the Best Ancillary Equipment Display.

Membrey's Transport and Crane Hire, for the Best Industry Service Provider.

Byford Equipment, for the Best Trailer Display – Customer Service Approach.

MaxiTRANS, for the Best Industry Trailer Display.

Isuzu Australia, for the Best Truck Display – Customer Service Approach.

Mercedes-Benz Australia Pacific, for the Best Industry Truck Display.

As for the scheduled 2010 ITTE trade event, organisers say there is already a large waiting list for additional exhibitor space.

For more information on the 2010 show please contact Ana Vranjkovic on 61 (3) 9690 8766 or email ana@primecreative.com.au.

