

VISUAL IMPACT

Brisbane 2024

Post Show Report

presented by



The following report represents the results from **Visual Impact Brisbane 2024**.

We hope you find this report informative, and it provides you with a thorough overview of the Exhibition. If you require any further information regarding this report, please contact the Visual Connections team.

exhibitions@visualconnections.org.au



2,500

Just short of 2,500 attended the show.



VISITOR NUMBERS

were up **20%** on 2018

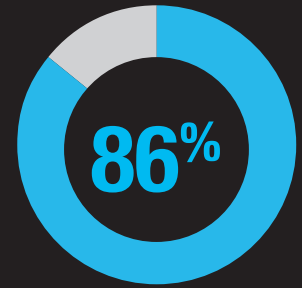
75% of Visitors were Satisfied or Very Satisfied with Visual Impact Brisbane 2024.

66% of Visitors stated that Visual Impact Expo is a must attend event

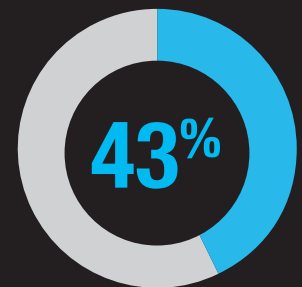
88% of Visitors stated they held direct authority or influence for purchasing goods or services seen at Visual Impact Brisbane 2024



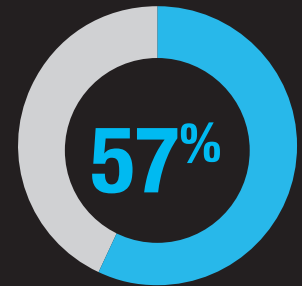
87 COMPANIES EXHIBITED IN 2024, COMPARED TO 68 EXHIBITING COMPANIES IN 2018. **THIS IS AN INCREASE OF 27%**



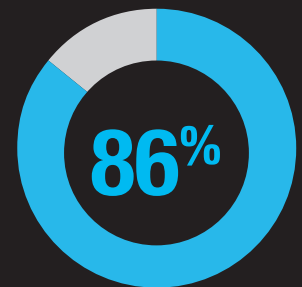
86% of Exhibitors were not only happy with the quantity of Visitors, but were also satisfied or very satisfied of the quality of the visitors and the sales leads this provided.



43% of Exhibitors received over 100+ Sales Leads across the 3 day show.



57% of Exhibitors reported an increase in leads/sales compared to previous Visual Impact Shows.



86% of Exhibitors were either satisfied or very satisfied with Visual Impact Brisbane 2024

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WHICH CATEGORY BEST DESCRIBES YOUR INDUSTRY/BUSINESS?

Acrylic	1.11%
Advertising	2.11%
Agency (Creative; Research; Consulting)	1.05%
Aluminium Composite Panel	0.95%
Architecture	0.32%
Awards & Trophy	1.00%
Braille & Tactile Signs	0.47%
Commercial Printing	5.27%
Designers - Graphic	3.48%
Digital Printing	18.25%
Direct Marketing	0.74%
Direct to Garment Printing	2.53%
Display Stands & Systems	0.53%
Education & Training	1.21%
Embroidery	0.63%
Engraving / Laser / Etching	3.01%
Flatbed Printing	1.05%
Heat Transfer Presses	0.84%
Illuminated Signage / Neon / LED / Light Boxes	1.79%
Industry Supplier	4.69%
Inkjet	0.32%
Label Printing	1.48%
Laminating	0.05%
Large Format Printing	4.38%
Marketing	0.58%
Media	0.79%
Other	7.33%
Photography / Photo Library	0.32%
Plotters / Cutters	0.16%
Print Packaging	0.84%
Promotional Items	1.58%
Retail	2.69%
Routing	0.53%
Screen Printing	1.95%
Signage	21.99%
Software	0.53%
Specifier	0.05%
Sublimation	0.63%
Substrates	0.53%
Textiles	0.84%
UV Flatbed Printers	0.16%
Vinyl	1.21%

EXHIBITOR TESTIMONIAL'S:

“ We found that the quality of attendees at our stand was above what we would normally see. We ended up with sales at the show, as well as a good number of quality leads, of which some have turned into sales already. We're looking forward to PacPrint 2025! ”

Wilenco, Ron King

“ The 2024 Visual Impact Trade Show in Brisbane was extremely successful for Graphic Art Mart. It gave us the opportunity to engage with customers and showcase a range of new products in both the consumables and equipment space. We were also able to support the various global brands we represent across the sign and display industry. Being the first trade show in Brisbane since COVID, we were pleased with the level of traffic and leads generated which, in many cases have been converted into sales. ”

Graphic Art Mart, Mark Canavan

“ Visual Impact Brisbane was one of the best shows we have exhibited at for many years! Visitors came through at a steady rate which ensured we kept busy throughout the three days. The quality of visitors was excellent, with genuine sales on the stand and some great prospects for future sales too! ”

Sign Essentials, Sean Strange



VISITOR TESTIMONIAL'S:

“ Once again VI have put on a very professional and informative trade show in Brisbane. The sign industry is very diverse and the show managed to cover and represent the majority of facets within the industry. It is great to see the commitment of the larger suppliers like Roland, Mutoh and Pozitive, for example, supporting the industry with an excellent selection of equipment and helpful technical expertise. I would also like to congratulate Peter Harper on his retirement from VI, Peter has been very committed to the VI brand and promoting our industry as a whole for many years. ”

Elanora Signs & Engraving Pty Ltd, Stephen Macquarie

“ I always anticipate industry events with excitement, and Visual Impact in Brisbane this July certainly lived up to expectations. The venue and event layout were excellent, and the range of suppliers was impressive. As always, I gained valuable insights, appreciated the new equipment and solutions showcased, and particularly enjoyed the abundant networking opportunities with industry peers. Building on the momentum from drupa, this show felt like one of the best yet. ”

Kwik Kopy Australia, Sue Waite

“ We attend as many shows as we can and missed these during Covid. The VI Brisbane show improves year on year, with a great selection of vendors. Seeing both suppliers and catching up with others in the industry is always good. The opportunity to keep in touch with new tech as well as have the chance to network is invaluable to small businesses such as ours. We look forward to attending more VI shows around the country. ”

Mallard Signs & Engraving, Daryll de Mink

