25-27 July 2023
The Dome, Sydney Olympic Park
Industry 4.0, Intralogistics, Robotics and Automation, Warehousing, Supply Chain Management and Materials Handling

Postshow Report

#CeMATAus
Reach & Engagement

There were 5,723 Registrations for CeMAT Australia 2023, converting to 4,557 Attendees arriving throughout the event. This is an 80% registration to attendee rate, well above industry average.
## Comparisons to 2022

<table>
<thead>
<tr>
<th>Size of Event</th>
<th>Exhibitors</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2022 Size (SqM)</strong></td>
<td>1647</td>
<td>67</td>
</tr>
<tr>
<td><strong>2023 Size (SqM)</strong></td>
<td>3347</td>
<td>131</td>
</tr>
<tr>
<td><strong>Increase</strong></td>
<td>1700</td>
<td>64</td>
</tr>
<tr>
<td><strong>% Increase</strong></td>
<td>103%</td>
<td>96%</td>
</tr>
</tbody>
</table>

#CeMATAus
## Overall Website Statistics

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Total Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb - July</td>
<td>39,469</td>
<td>106,941</td>
</tr>
</tbody>
</table>
# Most Viewed Pages

<table>
<thead>
<tr>
<th>Page</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>25,829</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>13,001</td>
</tr>
<tr>
<td>Tickets</td>
<td>8,470</td>
</tr>
<tr>
<td>Agenda</td>
<td>6,224</td>
</tr>
<tr>
<td>About</td>
<td>4,857</td>
</tr>
</tbody>
</table>
# Top eDMs by Open Rate

<table>
<thead>
<tr>
<th>Time</th>
<th>Date</th>
<th>Subject</th>
<th>Sent</th>
<th>Open %</th>
<th>Click %</th>
<th>CTR %</th>
<th>Bounces</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00</td>
<td>29/3/2023</td>
<td>The first of the amazing speakers confirmed for CeMAT Australia 2023 have been revealed</td>
<td>16,682</td>
<td>19.71</td>
<td>1.43</td>
<td>4.23</td>
<td>119</td>
</tr>
<tr>
<td>14:00</td>
<td>20/7/2023</td>
<td>CeMAT Australia is Next Week - Register Now</td>
<td>18,615</td>
<td>17.41</td>
<td>3.69</td>
<td>6.03</td>
<td>148</td>
</tr>
<tr>
<td>14:00</td>
<td>20/4/2023</td>
<td>Meet some of the amazing speakers at the biggest CeMAT Australia ever</td>
<td>16,349</td>
<td>14.95</td>
<td>1.61</td>
<td>4.73</td>
<td>86</td>
</tr>
<tr>
<td>14:00</td>
<td>13/7/2023</td>
<td>It's 2 weeks until CeMAT 23 - Register now</td>
<td>18,839</td>
<td>14.91</td>
<td>4.05</td>
<td>6.31</td>
<td>224</td>
</tr>
</tbody>
</table>
Social Media

LinkedIn (Feb - July 2023)
- 5,547 page views
- 2,430 unique visitors
- 258 custom button clicks
- 2,225 followers
- 848 new followers
- 63,176 organic impressions
- 206,766 sponsored impressions

Facebook
- 469 likes
- 512 followers

Top 5 LinkedIn Visitor Cities

<table>
<thead>
<tr>
<th></th>
<th>City</th>
<th>Visitor Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sydney</td>
<td>33.4%</td>
</tr>
<tr>
<td>2</td>
<td>Melbourne</td>
<td>19%</td>
</tr>
<tr>
<td>3</td>
<td>Brisbane</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>Auckland</td>
<td>2.2%</td>
</tr>
<tr>
<td>5</td>
<td>Perth</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
Job Titles of Visitors

Breakdown of Job Titles

- Upwards of 20% of visitors were Directors or CEOs
- Upwards of 45% were Managers, from many sectors and industries
- Other highly present roles included Engineers, Supervisors, Administrators, Technicians, Drivers and Specialists
Industry Sectors

Breakdown of Attending Industry Sectors

- The highest portion of attendees were from the Logistics sector.
- The Logistics, Warehousing and Supply Chain sectors made up nearly 75% of all attendees.
- Other highly present sectors included Manufacturing, Communications and Transport.
Attending Companies

Some of the companies that attended the event include:
Bringing together forklift operators from across the country, the inaugural Australian Forklift Championships at CeMAT Australia were a great success.

The competition garnered interest from Channel's 9 and 7, and was featured on Channel 7's 6pm news, and attracted competitors from many companies, including Woolworths, QANTAS, Toro and Lion.
Swisslog, a provider of automated intralogistics solutions, is launching a new range of digital logistics leadership at CeMAT 2023, stand B12, at Sydney Olympic Park, July 25-27.

Swisslog will be launching new AutoHQ solutions, showcasing its refreshed and future-focused branding, displaying a live demo of its CarriPick modular storage and order picking system, and hosting thought leadership speaking sessions.

Tompkins, a global technology and consulting company, is expanding its robotic solutions portfolio with the new FlexPQ product series, including a line of PickPQ (the autonomous mobile robot) and StowPQ (the robotic storage system).

Tompkins Robotics has set the bar high with its new FiqPQ series, which is a line of PickPQ (an autonomous mobile robot) and StowPQ (a robotic storage system).

Attendees of CeMAT Australia can see examples of this system in the Tompkins Robotics stand D31 from Tuesday, July 25 to Thursday, July 27.

There are two models in the FiqPQ series: the standard PickPQ, which can carry 60 kg of orders, and the PickPQ+, which handles up to 100 kg of orders.

Industrial transformation

On Thursday, July 27 at CeMAT Australia 2023, the event Knowledge Theatre program will be dedicated to Industrial Transformation, focusing on the future of technology-driven leadership and best practice throughout the materials handling, logistics, and supply chain management and logistics sector.

Tompkins offers a comprehensive and practical approach to leveraging digital technologies to create step-change improvement in industrial operations and is a leader in providing comprehensive solutions to help clients achieve their goals.

From digital twins to AI and machine learning, energy management, and the race to carbon neutrality, Industry 4.0 is increasingly raising the bar for warehouse manufacturers in the present and going forward and is shaping the new-advancing industry transformation.
CeMAT AUSTRALIA will return to Sydney on 25-27 July 2023 at The Dome, Sydney Olympic Park. Backing up the success of CeMAT 2022 in Melbourne, CeMAT Australia is set to reclaim its place as the platform for the latest industry innovations and for exchanging ideas and insights on the warehouse of the future.

The CeMAT exhibition will be a one-stop-shop of the leading technology and service providers in intralogistics, robotics and automation, warehousing, supply chain management and materials handling. CeMAT will showcase innovation and best practices in a wide variety of settings and sectors - from e-commerce to manufacturing, from the food industry to resources.

As well as cutting-edge product demonstrations on the show floor, visitors will also be able to access our Knowledge Theatre, which will offer attendees insights, inspiration and practical take-away solutions to challenges facing decision makers and front-line professionals in the logistics and warehousing industry.

SYMBIOiTECH

CeMAT AUSTRALIA IN SYDNEY, 25-27 JULY 2023

The World's Leading Trade Fair for Intralogistics, Materials Handling and Supply Chain Management

CeMAT is the internationally acclaimed trade fair for materials handling, intralogistics and supply chain management, providing a fantastic opportunity for the exhibition of a wide range of solutions, connect with a number of business leaders and decision makers, and share and discuss innovations in the industry.

Come to The Dome, Sydney Showground to take hold of the perfect opportunity to meet with the Asia-Pacific's Logistics and warehousing elite and to create lasting relationships.

Visit ingynt booth, Symbiotec's partner that uses lighting as the wireless IoT network backbone for smarter buildings, enabling applications such as asset tracking, indoor navigation, occupancy analytics and much more.

Australia's Leading Trade Show for Intralogistics, Robotics and Automation, Warehousing, Supply Chain Management and Materials Handling

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#CeMATAus
CeMAT AUSTRALIA & Key Trends in Supply Chain & Logistics Recruitment with Logistics Executive Group

In this episode at Supply Chain Partners TV & Podcast, we are joined by Kim Winter, the Founder & Group Managing Director of Logistics Executive Group, the Recruitment Hub Sponsor of CeMAT AUSTRALIA.

Dr Sharyn Grant, Founder of Supply Chain Partners, and Kim discuss CeMAT AUSTRALIA, the origins of Logistics Executive Group and Key Trends in Supply Chain and Logistics Recruitment.


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SIEMENS

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  The driver's choice

- DEXION
  Smarter thinking.

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- LOGISTICS EXECUTIVE

Forklift Sponsor

- HUBTEX AUSTRALIA
  Official Pallet Sponsor

- HEXCORE