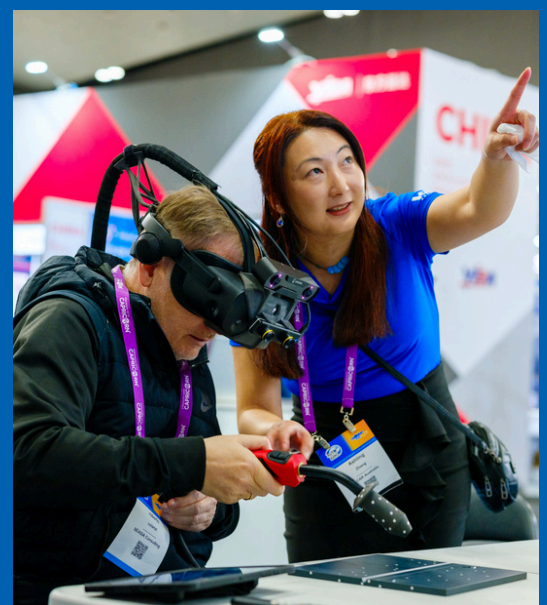




2024 POST-EVENT REPORT

MELBOURNE CONVENTION & EXHIBITION CENTRE

APRIL 11TH - 13TH 2024



Event Organiser:



An Initiative of



AUSTRALIAN AUTOMOTIVE
AFTERMARKET ASSOCIATION

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2024 HIGHLIGHTS

With all of the 21,000sqm floorspace sold and fully utilised, Exhibitors, Sponsors, Trainers and Presenters brought their A-game to Expo 2024. The combination of expertise and energy from all participants created what was a genuinely remarkable Expo. Anecdotal and survey feedback clearly indicates that against a range of metrics, Expo 2024 was a huge success.

RECORD BREAKING ATTENDANCE

- 13,282 visitors - our biggest expo ever; up 119% on 2022 and 33% on 2019.
- Record breaking conversion of pre-registrations - 82% pre-registered attended.
- Attendance from Victorian trade similar to 2022, with 37% attending from other States.
- Improved spread across age groups, with 18-29 y/o increasing from 9% in 2019 and 14.4% in 2022 to 15%, and 30-39, 40-49 and 50-59 almost equal at approx. 23% each.
- Attendance at the training and education programs was strong; attendance of over 400 at the 'Global Automotive Aftermarket Trends' session was outstanding, and there was attendance of over 3,300 across all sessions.

VISITOR SURVEY RESULTS

546 people completed the Visitor survey, some of the results are as follows:

- 90% were very satisfied or satisfied with Expo
- 90% would recommend Expo to a colleague
- 87% strongly agreed or agreed that Expo unites the entire auto aftermarket supply chain under one roof
- 74% strongly agreed or agreed that Expo is the only event that connects the whole automotive aftermarket community
- 80% strongly agreed or agreed that Expo helps me see all the products and services I need
- 70% strongly agreed or agreed that Expo helps me solve issues today and take on challenges ahead

2024 ATTENDANCE

13,282	OVERALL TOTAL - TRADE VISITS (ATTENDEES + EXHIBITORS = TRADE VISITS)
9,405	TOTAL UNIQUE ATTENDEES (NO REVISITS AND NO EXHIBITORS)
7,421	TOTAL UNIQUE AAAE ATTENDEES
1,984	TOTAL UNIQUE CRE ATTENDEES
3,877	TOTAL EXHIBITORS

TOTALS PER DAY

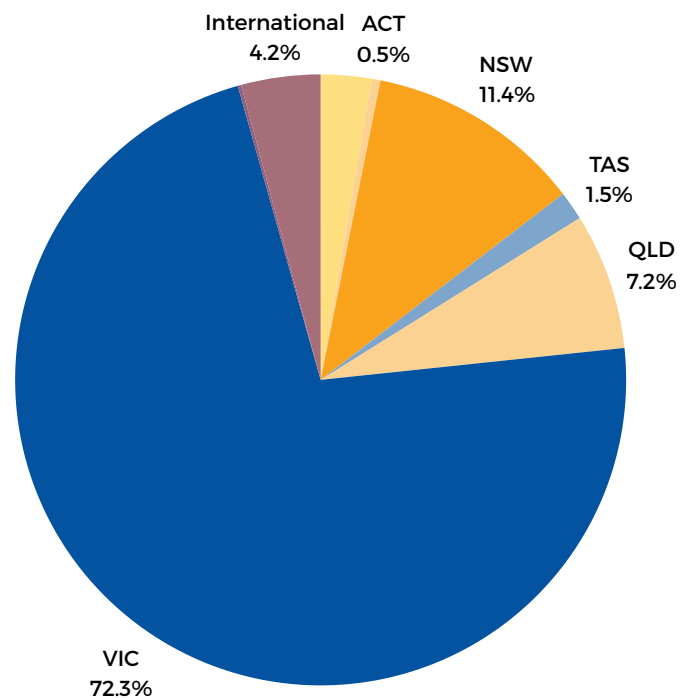
89	3,852	4,594	4,747
WEDNESDAY* TRAINING ONLY	THURSDAY	FRIDAY	SATURDAY

VISITOR INSIGHTS

BY STATE

The attendee data reveals good representation from various regions, with VIC boasting the highest turnout, followed by NSW and QLD.

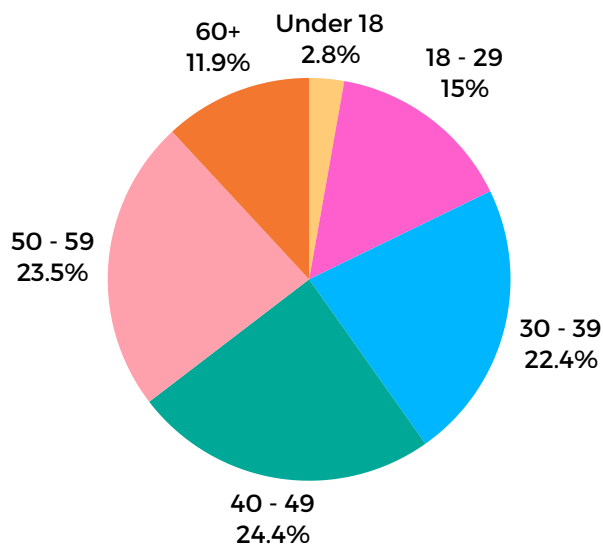
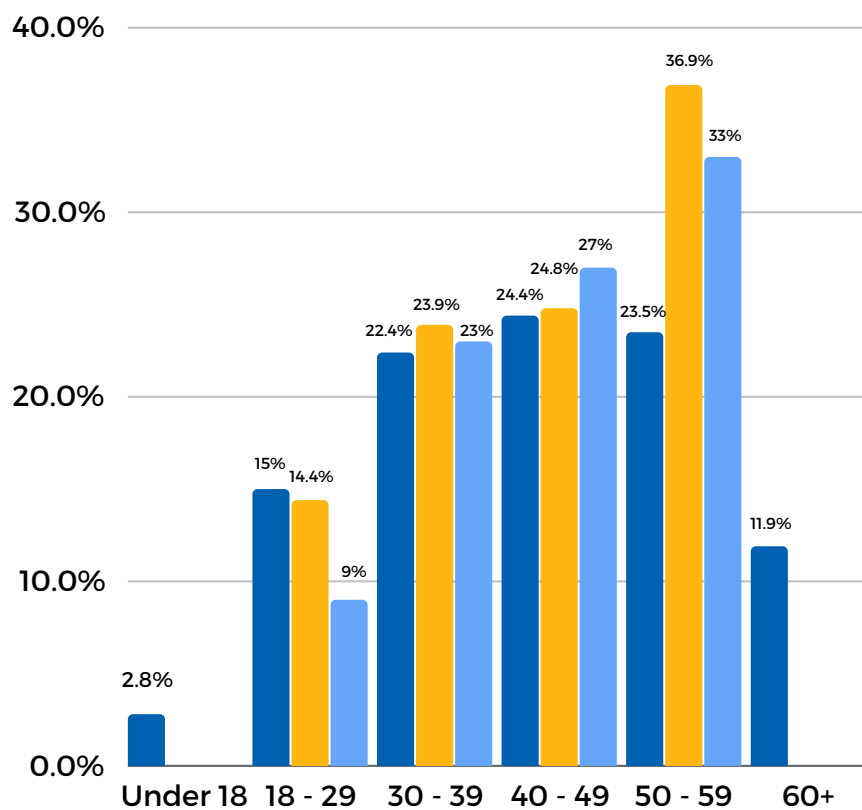
State	2024	2022	2019
ACT	0.5%	0.5%	1%
International	4.2%	unavail.	6%
NSW	11.4%	14.2%	14%
NT	0.2%	0.1%	0.0%
QLD	7.2%	7.1%	7%
SA	2.7%	2.5%	4%
TAS	1.5%	1.2%	1%
VIC	72.3%	73.5%	67%



VISITOR INSIGHTS

BY AGE

The data illustrates the age distribution of attendees at the Expo, revealing a diverse range of participants across various age groups. Notably, the largest demographic falls within the 40-49 age bracket, followed closely by those aged 50-59 and 30-39. There was a slight increase in the number of 18-29 year olds who attended.



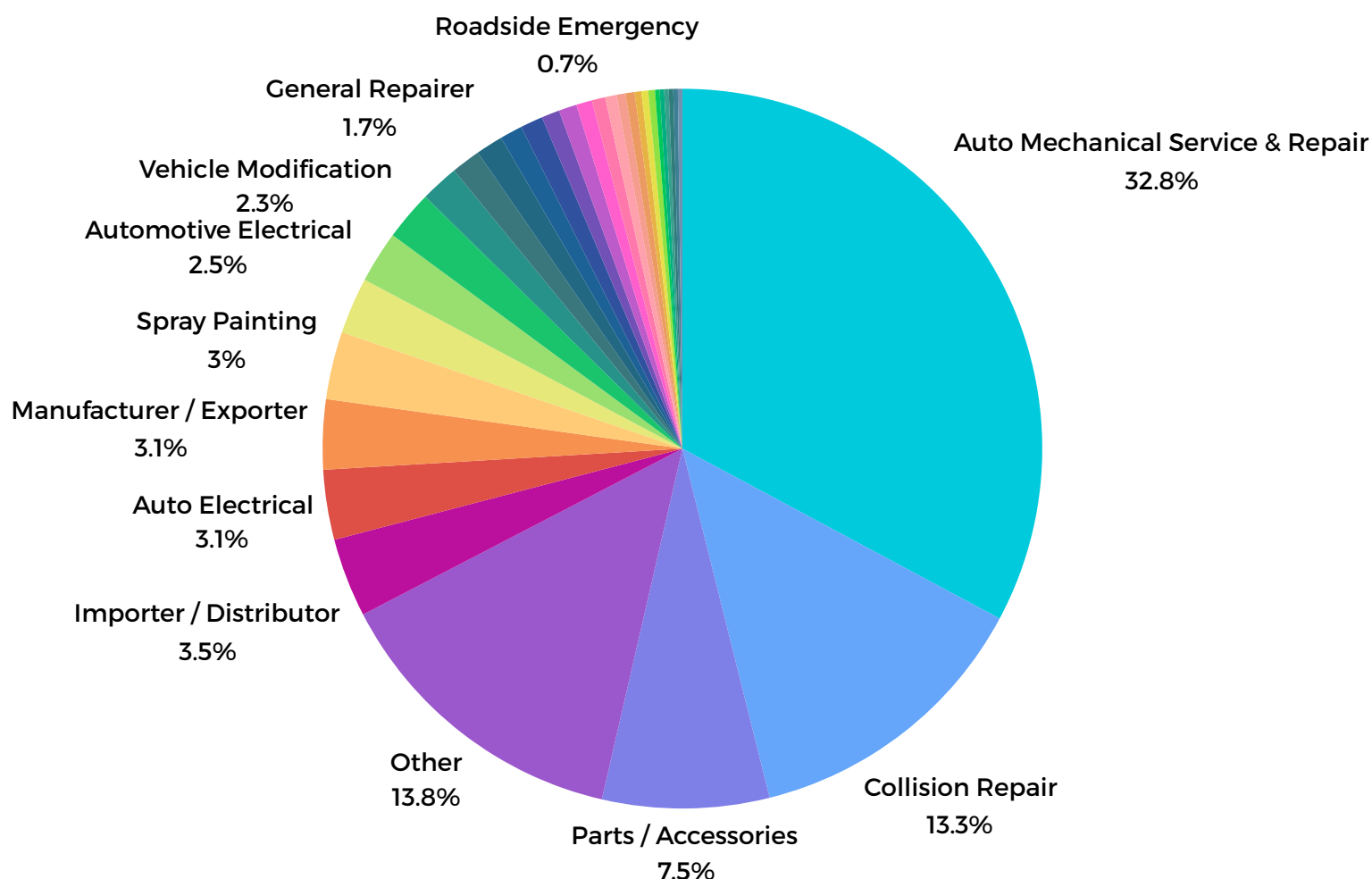
2024 2022 2019

VISITOR INSIGHTS



BY INDUSTRY SECTOR

The data shows a strong representation of Automotive Mechanical Service and Repair sector, leading at 32.8%, followed by Collision Repair at 13.3%. Key categories like Parts/Accessories (7.5%) and Importer/Distributor (3.5%) highlight product offerings, while specialties such as Spray Painting (3%) and Vehicle Modification (2.3%) contribute to the attendee diversity.



The "Other" category comprises of roles such as Automotive Business Consultant, Fleet Maintenance Manager, Education, Simulation Hardware Engineering, Lubricants, IT/Tech and more.

SESSION ATTENDANCE



BUSINESS EDUCATION PROGRAM

Session	Registered	Attended
Global Automotive Aftermarket Trends - Get the Edge	811	420
Skills Shortages - 5 Top Tactics to Find and Keep Good Talent in Your Business	551	218
Stop Charging an Hourly Rate	560	209
Right to Repair Fair and Open Competition - are we there yet?	495	200
Local Area Marketing - Top 3 Tips for Achieving Your Goals	577	196
Demonstrating Australia's Motor Vehicle Information Scheme	533	139
Prepare Your Workshop For Electrification Getting ready for EV's. When, how and what?	544	136
You've Earned a Holiday and Yes, You Can Take It	353	111

TECHNICAL TRAINING PROGRAM (\$)

Session	Registered	Attended
EV Diagnostic Challenges, Thermal Management Mastery & Network Troubleshooting	182	161
Adblue & Diesel Aftertreatment Diagnostics in 2020 Engines + Linbus Diagnostics	119	115
Network Diagnostics	123	114
How to Condemn a Control Module	97	89
Parasitic Draws	60	54
Circuit Analysis	56	47

SESSION ATTENDANCE



ADAS TECHNOLOGY AND EXPO ELECTRIFIED ZONES

Session	Registered	Attended
ADAS Technology Zone Sessions	799	248
Expo Electrified Zone Sessions	660	327

COLLISION REPAIR TRAINING PROGRAM

Session	Registered	Attended
Solving The People Puzzle - Attracting, Recruiting, Developing & Retaining A Team Fit For The Future	450	140
Open Your Business Revenue Stream And Step Off the Hamster Wheel	422	108
EV System Repair & Component Replacement	293	93
EV Battery Handling & Service In Collision Repair	272	84
I-Car: Static ADAS Calibrations, Challenges and Pitfalls	237	76
I-Car: Measuring, Anchoring and Pulling	199	50
I-Car: Mixed Attachment Methods for Steel Panel Replacement and Sectioning	219	39
Electric/Hybrid Vehicle Awareness (\$)	20	16

VISITOR FEEDBACK



Positive Testimonials:

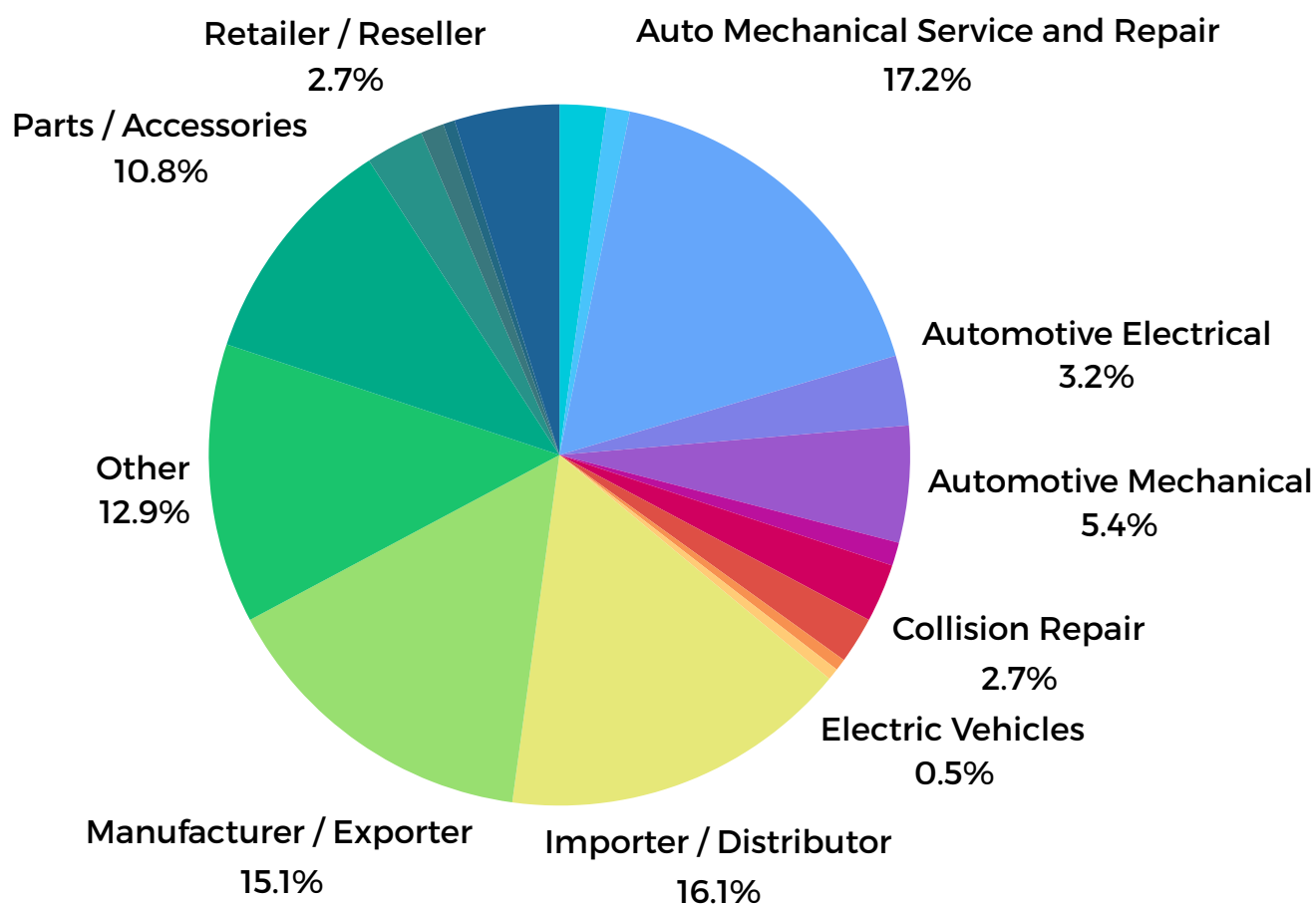
1. The Auto Aftermarket Expo is the perfect opportunity to see cutting edge technology and industry developments under one roof, while chatting to industry peers. It's a fun, upbeat atmosphere, and it highlights that our industry is far more glamorous and glitzy than many would realise.
2. Attending the expo, I met a lot of knowledgeable people who, without the expo I might never of met. They made the most of limited time that I had to spend with each manufacturer/supplier. Would definitely recommend to anyone, who is looking to to continue in the automotive industry.
3. The show has continually improved over the years. I along with my industry colleagues were impressed. Keep up the good work and momentum.
4. The expo was a great event for anyone new & existing in the automotive industry. Ability to meet suppliers, like minded businesses & new potential suppliers is great for business. Definitely will be attending the next expo.
5. The business training helped me to start to run my business better and realize that while I'm a successful technician, a business coach and a mentor is needed to be a successful business owner.
6. We travelled interstate for our first AAAA Expo and it was absolutely worth it. The Business Education Program gave loads of useful information and ideas, on issues we are all facing. Looking forward to 2026!
7. This was the best expo I have been to. The business education component was so well put together, and so relevant to our current industry issues. I am feeling motivated for improvement in the business.
8. The AAAA have done it again, getting so many businesses and products together under the one roof is a monumental achievement, this show is always on my must attend list for the year.
9. I found the expo sensational, a great platform to network and discover new products and machinery. Overall a great experience .
10. A great Expo for the Automotive repair trade that I never miss. Well worth the trip from country Victoria.
11. AAA Expo, you're not a mechanic if you don't go

EXHIBITOR INSIGHTS



BY INDUSTRY

Major categories include Auto Mechanical Service and Repair (17.2%), Importer/Distributor (16.1%), and Manufacturer/Exporter (15.1%). Notable specialties like Parts/Accessories (10.8%) and Workshop Equipment (4.72%). Overall, the data shows that the event provides attendees with a comprehensive view of the industry's latest offerings.

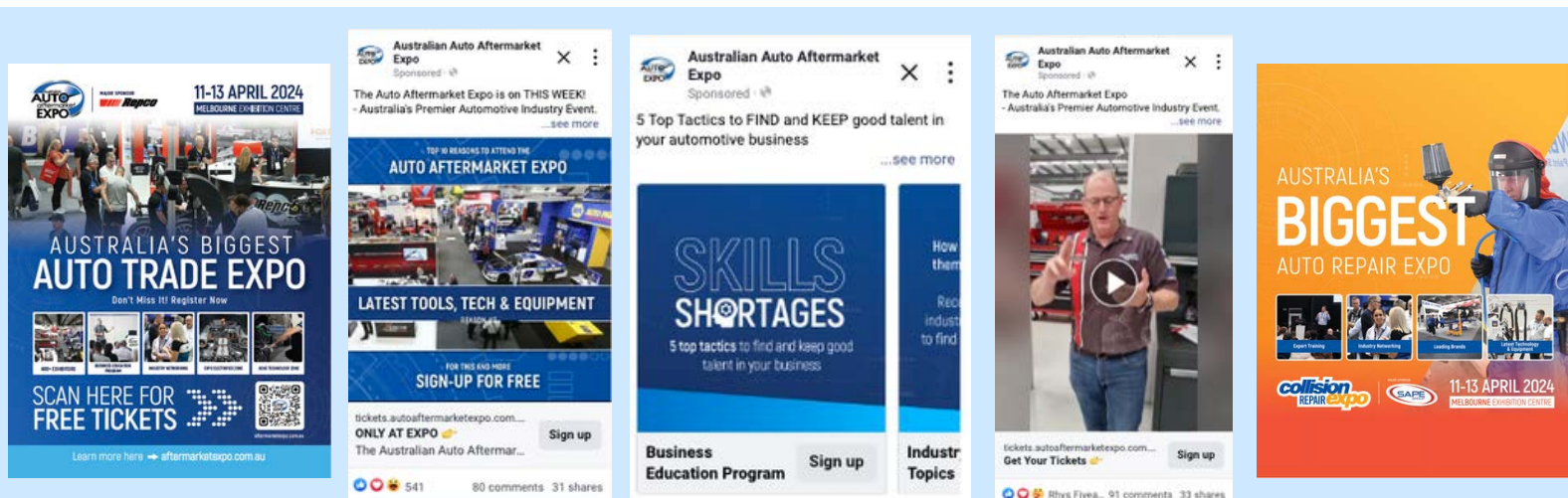


MARKETING



A comprehensive marketing campaign was implemented for AAAE/CRE to maximise industry awareness and drive attendance to the event. The strategy incorporated a multi-channel campaign that ran from October 2023 into post event communications. The campaign was clearly successful in attracting a record number of attendees and a high quality of attendees as confirmed by exhibitor feedback. It included:

- **227+ articles (iSentia media report)**
- **80+ advertisements**
- **\$1.1m media coverage PR value (iSentia)**
- **2.9mil media coverage reach (iSentia)**
- **42 eDMs with average 35% open rate and 16% click rate plus 22 eDMs to registered people to secure attendance**
- **Digital marketing focus**
 - **over 16mil impressions and 1.6mil social accounts reached**
 - **over 214k clicks and 336k page views achieved**
- **Targeted digital and direct marketing activity throughout**
- **Increased PR and media output**
- **Fresh photography and videography**
- **Great industry engagement and support.**



AAAE & CRE SPONSORS



THANK YOU TO OUR SPONSORS



Major Corporate Sponsor



Major Sponsor



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Show Bag Sponsor



Seminar Sponsor



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Awards Banquet – Platinum Sponsor

DAYCO

Australian Auto Aftermarket Excellence
Awards Banquet – Gold Sponsor



Australian Auto Aftermarket Excellence
Awards Banquet – Silver Sponsor

ZEDER
CORPORATION

Australian Auto Aftermarket Excellence
Awards Banquet – Bronze Sponsor



Awards Banquet Pre Dinner Drinks
Sponsor



Manufacturing Award Sponsor



Export Award Sponsor



Excellence in Marketing Award Sponsor



Women at the Wheel Award Sponsor



Automotive Education Excellence Award
Sponsor

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