

Dear Exhibitor,

Thank you for participating in SILMO 2017. It was a pleasure having you exhibit with us and we look forward to working with you in 2018!

Now that the show is over, I wanted to share with you some of the events that took place and some of the headwinds we faced in the few months leading to our show.

As you may know, we worked with ODMA in relation to their 2013 and 2015 shows.

On 16 December 2016, ODMA rushed up to the Federal Court without any notice to us and obtained an injunction, which restrained us from using the email and marketing lists we had created for SILMO 2017. This meant that we could not send emails or any other correspondence (for example, by mail) to those lists. ODMA claimed that we had used and were using their email lists to promote SILMO 2017. We had not and did not.

There were lots of rumours about SILMO 2017 before ODMA went to Court. We heard people saying that SILMO was only partly sold and there were even rumours that we were being reckless with your money in not cancelling the show. Of course, in the end, SILMO Sydney would have been even more successful if not for the fact that ODMA's actions restrained us from promoting to particular lists.

In March last year, there were also rumours that ODMA planned to commence legal proceedings against us. It is curious that they did not do so until the last day of the legal term (in December, when most lawyers are away on holidays) when our office was shut and many of us were away (I was away in Thailand with my family celebrating my son's 21st). We even wrote to their new event organisers about those rumours in May 2017 but no one responded.

When we found ourselves in Court, we were upfront and open about the way we had put together our lists. Every opportunity was provided to ODMA to access our computer systems; their forensic computer expert (or his staff) attended our premises three times! In the end, they could find nothing, because there was nothing to be found. We had not done anything wrong.

As you would imagine, the case disrupted our operations – we could not (and did not), for example, promote the show to our exhibitor and potential exhibitor lists – and our people had to focus on putting together evidence for the case. ODMA's actions not only affected SILMO 2017 negatively but also, by extension, affected its own members (some of whom exhibited at SILMO 2017) and members of the broader industry. The question is, why did ODMA do what it did and why in the way it did?

Ultimately, the Federal Court found that the injunction could not be sustained and got rid of it. You can find the full judgment by following this link [HERE](#). But even when ODMA was told that it had lost on 3 March 2017, it told the Federal Court that it wanted to consider an appeal and sought a stay of the orders until 7 March 2017 (two days before SILMO 2017 opened). Of course, they never appealed.

Although we were successful in having the injunction discharged, we had little or no time left to promote SILMO 2017 to our lists that had been subject to the injunction. Also, because of the rumours that were floating around alleging our show would be cancelled by the Court's orders, some exhibitors pulled out.

The effects of ODMA's legal action were exacerbated by media publications (on the Mivision website) about the case. It was a shame that the story, which otherwise detailed the

timetable imposed by the Court (where they had gotten that information remains unknown) had no context and very little explanation about the injunction or the way it was obtained. We were also in a position where we had to increase our marketing spend to visitors. As a number have now highlighted in our post show research you would have been hard pressed not to know about SILMO, but how much damage did ODMA do to attendance in their actions?

Now that you know the background, I hope you will agree that what was achieved at SILMO 2017 was remarkable. I also hope that you support the fact that we did not bow to the actions of ODMA, conduct which seems very anti-competitive and monopolistic. We invested considerable expense in legal costs to defend ourselves in the Court for something we didn't do! We also increased our marketing spend substantially to get more coverage where possible. Whilst our visitor numbers were softer than expected, we feel proud of the numbers we achieved given the circumstances and are even more satisfied with the quality of the attendees.

Our aim is to increase involvement from all segments of the industry. We think that more involvement and more competition are necessary for the growth of the industry and is to everyone's benefit. We will continue to work in this vein into the future.

I would like to thank my staff who battled against huge distractions and constraints, our exhibitors who attended and did a fantastic job with the presentation of their stands. I would also like to thank our visitors who came and enjoyed the event.

Feedback from the event has been very positive; the overall view was that SILMO 2017 delivered for buyers and decision makers alike. The quality of buyers, the feedback shows, was very high. We were told that SILMO 2017 had a relaxed and diverse environment, which our visitors really liked.

We are hopeful that ODMA now sees the futility of legal action and the waste of money and effort it entails. We hope that they also see the benefit of increased involvement and competition as a plus for their own members and other members of the industry.

Looking into the future, we see SILMO growing, especially in the absence of these kinds of distractions. We are pleased to announce SILMO Sydney returns to the International Convention Centre Sydney, open Friday to Sunday from the 20th until the 22nd of July in 2018. With this letter you will have found a floorplan and rebook form, including an early bird offer for 2017 exhibitors.

We again thank you for your support and enthusiasm.

Kind regards



Gary Fitz-Roy

Managing Director
Expertise Events