

MEDIA RELEASE FOR IMMEDIATE USE

The Expertise Events journey so far

Emerging from humble beginnings as a small company with just two staff and three events, Expertise Events (EE) has had quite a journey to become the leading Australian independently owned and managed exhibitions and events organiser.

- CEO Gary Fitz-Roy established EE in 1990. The company quickly acquired a reputation for attention to detail and innovation.
- From 1998 through to 2000, EE was the sole appointed exhibition company to work with the Olympic Coordination Authority (OCA) in the preparation and infrastructure of the 2000 Olympic Games. This role was later expanded to stay and manage the Darling Harbour Precinct.
- In 1997 Gary Fitz-Roy published, *Practical Exhibiting in Australia* (a revised edition, *Exhibitions: A Complete Guide* was also published in 2005).
- Late in 2005, the Australian Broadcasting Corporation (ABC) appointed EE as manager of the Sydney, Melbourne and Brisbane Gardening Australia Expos. In less than two years, EE expanded this expo to two more key locations (Perth and Adelaide) making it a national event.
- Each year, EE organises at least one community-based event on a not-for-profit basis. In 2006 EE conducted the Children's Book Council of Australia Trade Fair and Expo. It was the most successful and profitable expo in the event's sixty year history.
- In 2007 EE united with the *Partners of Veterans Association of Australia Inc (PVA)* to organise a national tour of Peac-ed with Love – Story Quilts by War Veteran Families at its national Craft & Quilt Fairs.
- EE supports underdeveloped communities by offering them trade opportunities at events and by sponsoring a number of World Vision programs aimed at aiding sustainable growth. In 2008 the crafts from the Kopanang Project, which assists women affected by HIV in South Africa, featured at the Australasian Quilt Convention (AQC), and the same event in 2007 highlighted the work of the Egyptian Tentmakers.
- EE annually contributes in excess of \$400,000 to community organisations and in kind more than \$2.8 million.
- EE works with many high profile associations including Tourism Australia, Jewellers Association of Australia (JAA) and Society of Motion Picture and Television Engineers (SMPTE) to organise various events including the biannual JAA Australian Jewellery Fair and the biennial SMPTE Conference and Exhibition.
- In addition to these high profile associations, EE has had successful working relationships with iconic brands including:

Australian Women's Weekly
Better Homes and Gardens magazine
Gardening Australia magazine
Home Beautiful magazine
Nine Network Australia – *Getaway, Our House*

- Professional affiliations include:
 - Exhibition and Event Association of Australasia (EAAA)
 - International Association for Exhibition Management (IAEM) USA
 - National Association of Consumer Shows (NACS) USA
 - Society of Independent Show Organisers (SISO) USA



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- Today, EE has more than forty staff who organise over thirty trade and consumer events which attract approximately 3,800 companies and 500,000 visitors each year.

For more information about Expertise Events and the events and exhibitions it organises visit www.expertiseevents.com.au.

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MEDIA ENQUIRIES

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ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call 02 9452 7575.

