



gold coast convention and exhibition centre

T: +61 7 5504 4000  
sales@gccec.com.au  
www.gccec.com.au



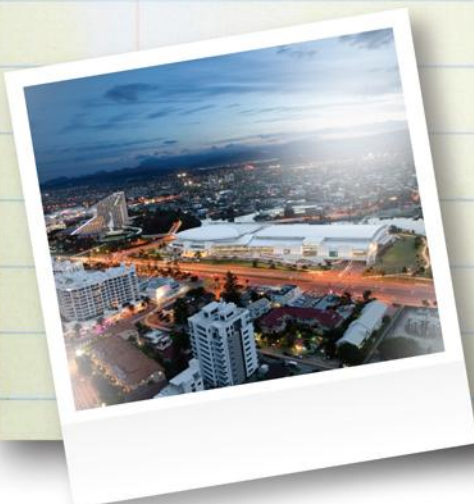
**Prepared by: Gold Coast Convention and Exhibition Centre**

**Client:** Metcash Food and Grocery  
**Event:** Metcash 2012 Food and Grocery Expo  
**Attendees:** Approximately 3,000 independent store owners  
**Days:** 3  
**Date:** 15 - 17 July 2012  
**Budget:** Undisclosed

## THE EVENT

The Gold Coast Convention and Exhibition Centre has been the venue of the Metcash Food and Grocery Expo since 2004, and is by far the biggest event for the Centre both in terms of size and logistics. The expo transforms approximately 10,000 square metres of ground floor exhibition space into a supermarket setup showcasing thousands of current and new wholesale consumer goods to independent retailers from 1400 stores Australia-wide. The expo attracts approximately 3,000 independent retailers who can explore the stands of roughly 300 exhibitors (including Nestle, Cadbury, Simplot, Goodman Fielder and Schweppes), filled with anything and everything required to start a supermarket from fresh produce, groceries and other supermarket consumables to shopping trolleys, checkouts, shelving, refrigeration, fit-out tools and equipment.

Metcash Limited (Metcash) is Australia's leading wholesale distribution and marketing company specialising in grocery, fresh produce, liquor, hardware and automotive parts and accessories. Metcash is the supplier to IGA stores (including Supa IGA and IGA X-press), Lucky 7 (convenience stores), Cellarbrations, IGA Liquor, Bottle-O, Thirsty Camel, Mitre 10 and the Auto Brands Group). Each year the Expo is not only designed to showcase the latest consumer goods, but also give





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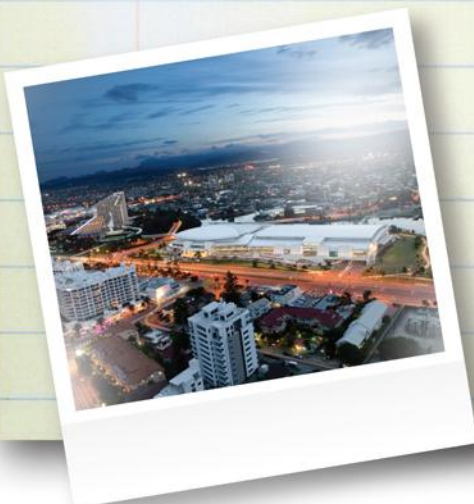


independent store owners scope of merchandise available for their shops from Australia-wide suppliers at discounted and special rates, and knowledge of how to take their business to the next level by not only meeting but also anticipating consumer demands. This is also communicated at a conference level held in conjunction with the Expo. Each morning the IGA National Conference welcomes more than 1,000 retailers, staff and delegates in breakfast and plenary sessions which lead into the opening of the Expo each day. Monday evening is the night of nights where the 'Retailer of the Year' awards are presented, and completing the three-day event is a Gala Night for all retailers, suppliers, staff and delegates to let their hair down.

#### VENUE AND CLIENT

The Gold Coast Convention and Exhibition Centre have shared a longevous relationship with the Metcash Food and Grocery Expo as one of its first clients and largest in-house exhibition. The Expo relocated to the Gold Coast in 2004 shortly after the Centre opened, and has returned to the property each consecutive year since, finding the location convenient and the on-site facilities unrivalled. Situated a short walk to Jupiters Hotel and Casino via a pedestrian bridge, vast accommodation options, the surf beach and the local dining and entertainment precinct, the Centre's location offers convenience for post event components, particularly for the conference and awards dinner taking place next door at Jupiters. The Centre has gone as far as integrating its client's needs into the infrastructure during construction of the property, for instance in 2009 keeping in mind the 'fresh food' section of the exhibition when building its extension. This area requires more power and drainage than any other event in-house and when the Centre built two additional exhibition halls (a 3050 sq m extension), it ensured there were enough floor pits containing drainage and three-phase power to accommodate the structural requirements of the event. Consequently there are approximately 100 floor pits built into GCCEC's two newest exhibition halls.

The Centre's IT Department also builds the online infrastructure required for delegates to place orders directly with exhibitors, thus entitling them to discounted wholesale rates. This





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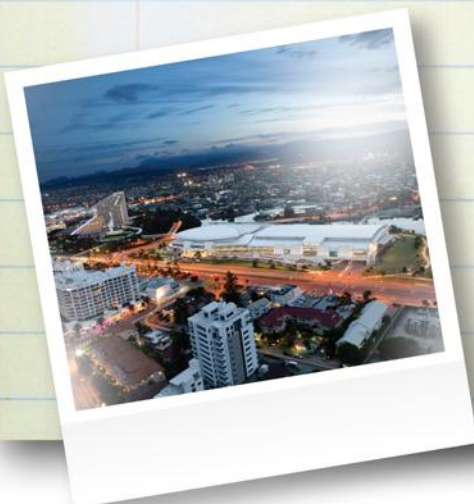


infrastructure makes it possible for 235 laptops to connect to a centralized ordering system server capable of passing millions of dollars worth of orders a day, and print each one to any of the 116 computers onsite. The ordering system is so well configured that at any point in time the Centre's IT team can tell if any of the printers are low on ink, jammed or have lost power. They can also tell if any of the 235 laptops have lost connectivity and are alerted of its location via text message and on large projectors located in the control room, the central nervous system of the event.

### LOGISTICS AND CHALLENGES

Running for three days on the beautiful Gold Coast, the Metcash Food and Grocery Expo encompasses everything required to build a supermarket from scratch, so an intricate setup is not surprising. The exhibition showcases 300 exhibition booths (out of those 74 are custom built to varying sizes and dimensions), approximately 332 exhibitors and attracts roughly 2,600 suppliers. Exponet provides the shell scheme and builds some of the custom booths while others are built by externally contracted companies. There are approximately 200 contractors on-site for the setup plus electricians to connect refrigerated stands and GCCEC on-site support staff. The Expo itself is a five day build and a two day pull-down, although planning takes place well in advance and continues all year round. The setup of the exhibition booths is a complex task because of the volume of stock required to fill the exhibition space – approximately 260 delivery vehicles, ranging in size from semitrailers to delivery vans of equipment and stock, equating to 2 trucks offloading stock every 15 minutes for four days. Stock comes from all around Australia and includes exclusive goods not readily available to Queensland. The build is also complex because of 'fast tracking' the setup to meet time constraints. For example suppliers are restricted to a time limit of 36 hours to set up fridges and cool to correct temperatures which roughly equates to a two week process in a functional supermarket.

Another complexity of the Metcash Food and Grocery Expo to add to the mix are the stringent risks and regulations that go hand in hand with a food exhibition. The risk assessment for this event is bigger and more complex than any other and all factors must be taken into consideration. Under





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state and local legislation an authorised Environmental Health Officer must also inspect the exhibition ensuring it complies with hygiene standards and regulations to protect the safety and interests of the public. A health inspector was onsite for three hours checking the temperature of food, ensuring exhibitors were across health and hygiene procedures and ensuring that all safety measures were up to scratch. Both the venue and the client (including all exhibitors) take this side of the event very seriously because if any health or safety standards are seen to be in breach it could potentially shut down any tasting or preparation of food onsite.

Amongst the hustle and bustle of the various activities on-site, GCCEC's kitchen also catered a full sit down buffet-style lunch for 1500 retailers, delegates and exhibitors combined on Sunday and Monday in its upstairs foyers that included a selection of hot and cold dishes, salads and desserts.

National Retail Marketing Manager Michael Dempsey said that the Expo is very important to Metcash and the independent retailers. "It allows us to foster a close working relationship between the retailers, Metcash and the suppliers," he said. "It lets the retailers to work with suppliers to get the best deals they can for their stores, while purchasing the goods they know their local customers want to buy."

The Expo is a closed show restricted to retailers under the Metcash banner of stores.

- Five days to build the expo and 2 days to take down and remove
- A 35-strong operations team
- 130 Trucks of equipment & stock = four trucks offloading stock every 15 minutes for 4 days
- 10,000 square metres of exhibition space
- 7,400 carpet squares
- Approximately 3000 retailers, staff and delegates and 300 exhibitors (which 74 are custom built stands), and approximately 2600 suppliers registered

**ENDS**

