RAILLIVE 2018 In association with railalliance

20-21 June 2018 – **Quinton Rail Technology Centre, Warwickshire**

POST SHOW REPORT SUMMARY

THE EVENT AT A GLANCE

5000+
VISITORS OVER 2 DAYS

239
EXHIBITORS

30
SPEAKERS

8
LIVE DEMONSTRATIONS

19
LAUNCHES

16
INDUSTRY PARTNERS

20
PRODUCT DEMONSTRATIONS

THE AUDIENCE

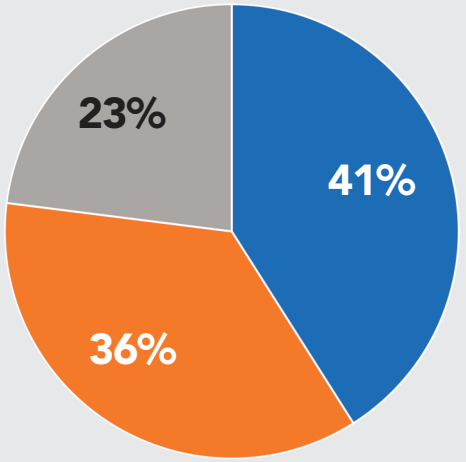
Manager/Executive/Supervisor	30%
Engineer/Technician/Apprentice	22%
Board Level Director/Owner/ Partner	19%
Sales/Marketing	16%
Analyst/Designer/Researcher	3%
Buyer/Specifier/Estimator	3%
Other	7%

WHY THEY VISITED*

86%	To keep up-to-date with industry developments
74%	To find out about products and services
65%	To obtain information to help you do your job
59%	To meet new suppliers
57%	To see demonstrations and displays
54%	To meet current suppliers
27%	To visit the Innovation Zone

*Multiple responses

INFLUENCE ON BUYER DECISION MAKING PROCESS



WHAT ARE VISITORS' EXPECTATIONS AFTER ATTENDING?*

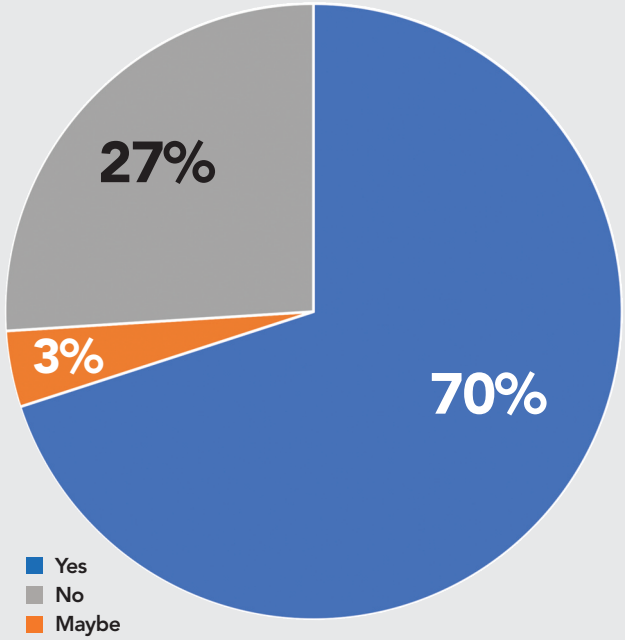
62% Obtain more info on products/services

47% Follow-up on meetings that I had at the event

39% Do business with a new partner/supplier

*Results based on post-event survey respondents (428)

WILL YOU ATTEND IN 2019?



SEE YOU NEXT YEAR

June 19 -20 2019

Quinton Rail Technology Centre, Warwickshire

@raillive19
For more information on sponsorship and exhibiting opportunities contact Julie Howard, julie.howard@bauermedia.co.uk, 01733 468141

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POST SHOW REPORT SUMMARY

HIGHLIGHTS/ DEVELOPMENTS FOR 2018

- ✓ Exhibition structure
- ✓ Innovation Zone
- ✓ Export Hub
- ✓ National Rail Convention
- ✓ On-track features
- ✓ Off-track features
- ✓ British Transport Police demonstrations