

Post Show Report

Trading & Investing Seminars & Expo
Melbourne Convention Exhibition Centre
Friday 7 - Saturday 8 October 2011



5,915

Total visitors

61

Exhibitors

93%

own shares

48%

have superannuation over \$200,000

31%

have trading/investment capital over \$250,000

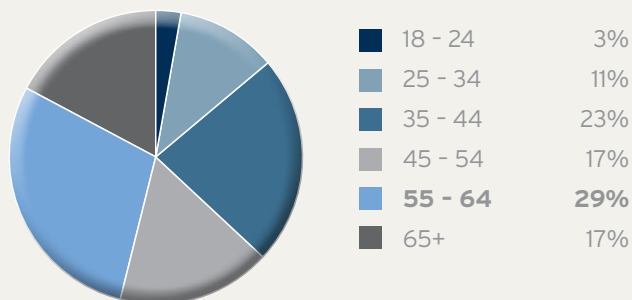
83%

of visitors rated the show a 7 out of 10 or higher

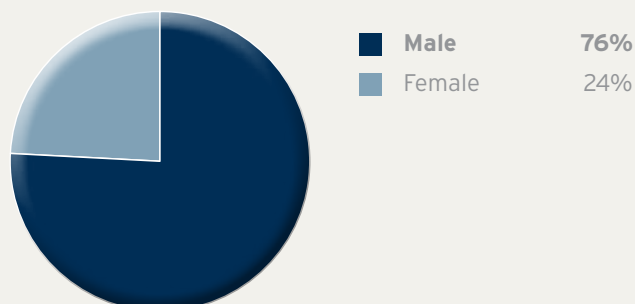
82%

use an online broker

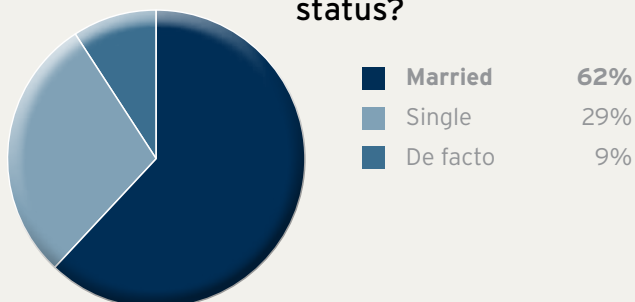
1. Age



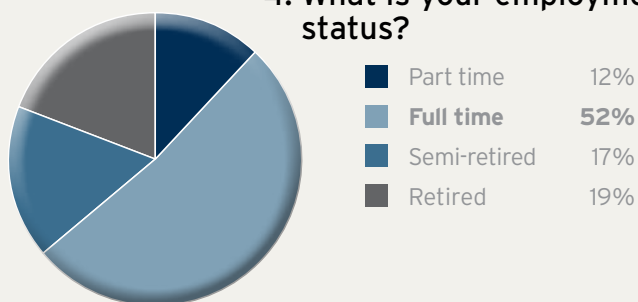
2. Gender



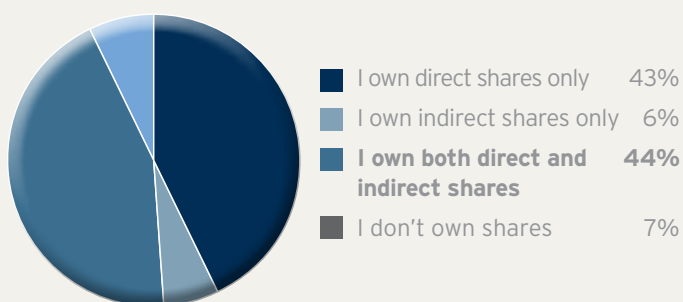
3. What is your marital status?



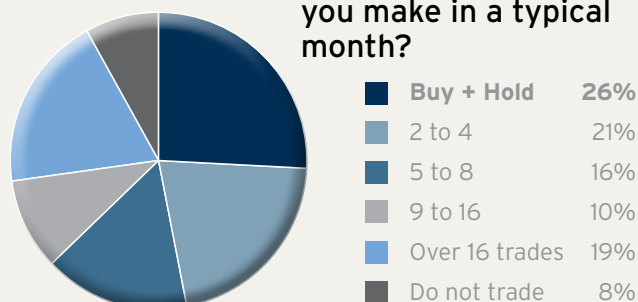
4. What is your employment status?



5. How do you own shares?



6. How many trades would you make in a typical month?



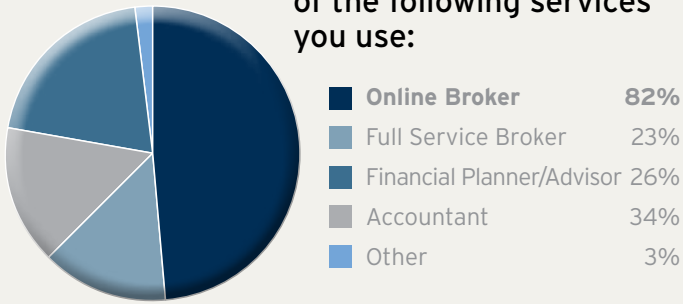
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It's important that investors understand the implications overseas events have on our local economy and stock market. With around 300+ investors attending each of the Melbourne Switzer Panels, it provided a great place to get an informed perspective.

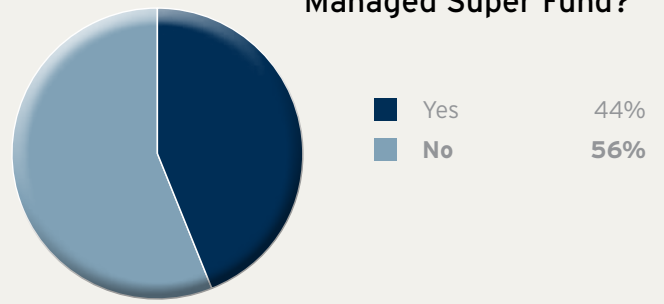
Peter Switzer, Switzer Super Report

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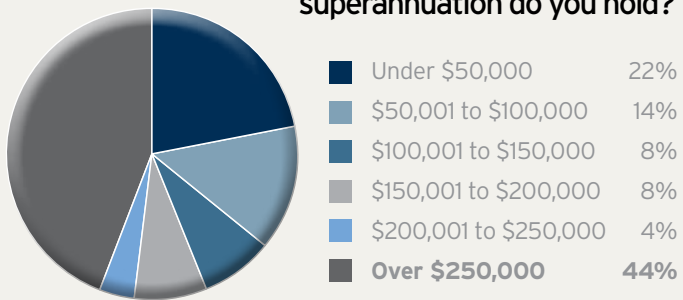
7. Please nominate which of the following services you use:



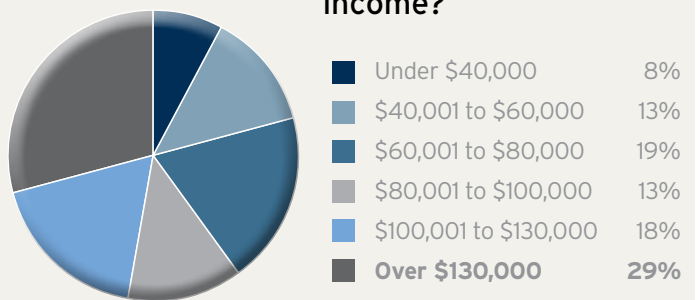
8. Do you have a Self Managed Super Fund?



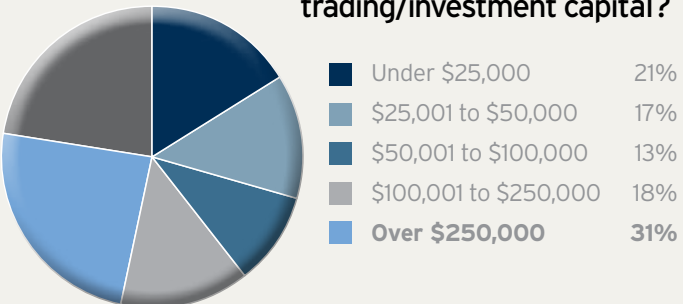
9. What level of superannuation do you hold?



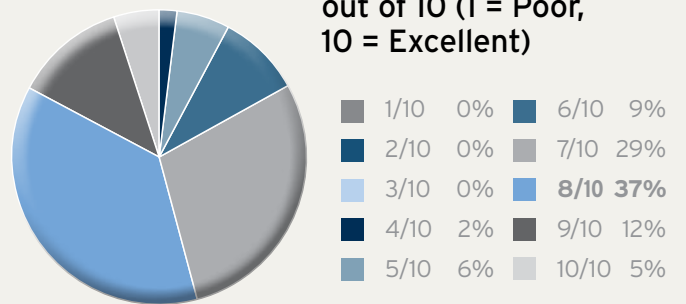
10. What is your household income?



11. What is your level of trading/investment capital?



12. Please rate the show out of 10 (1 = Poor, 10 = Excellent)



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We've been attending the Trading & Investing Expo for years and find it an effective platform to reach out and talk to highly engaged, like minded prospects. The opportunity to interact on a personal level with attendees is highly valued by our business. We can differentiate ourselves from other offerings and leverage off the quality attendees who visit, maximising our investment.

Elio D'Amato, Lincoln Indicators

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EXHIBITOR LIST

ANZ Margin Lending	Educated Investor	MetaStock
Art Equity	Esteem Financials	My ATM
ATAA	eToro	Onelife
Australian Investors Association	First Prudential Markets	Ord Minnett
Australian Shareholders' Association	Fokas Beyond	Premium Investors Limited
Australian Small Scale Offering Board	Forex Journal	RBS Morgans
Australian Technical Analysts Association	ForexCT	Sniper FX
AxiTrader	Funds Focus	Switzer Super Report
Baomoney	FXCM Australia Limited	Tax Biz Australia
Beyond Global Securities	GFT - CFDs & Forex Trading	Teaminvest
Bourse Data Pty Ltd	GO Markets Pty Ltd	The Chinese Investor
Bridges Financial Services	Halifax Investment Services	The Rare Coin Company
Capital CFDs	i-Deal Financial Group	Trader +
City Index	IG Markets	VectorVest
CMC Markets	Interactive Brokers	Wealth Creator
CommSec	Investor Centre	Wealth Focus
David Hunt's Profit Hunters	InvestSMART	Weem Financial Services
Dixon Advisory	Knowledge To Action	Your Trading Room
E*TRADE Australia	Lifestyle Trader	YourTradingEdge
Easy Forex	Lincoln Indicators	



“ The Trading & Investing Expo was an excellent forum for the ASA to introduce and present itself to a broad audience of investors with varying exposure to investment markets and issues. It's also a good opportunity to interact with investment professionals. **Vas Kolesnikoff, Chief Executive, Australian Shareholders' Association** ”

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