



BUILDNZ | DESIGNEX CO-LOCATED WITH THE NATIONAL SAFETY SHOW 2018 | TRADE EXHIBITION

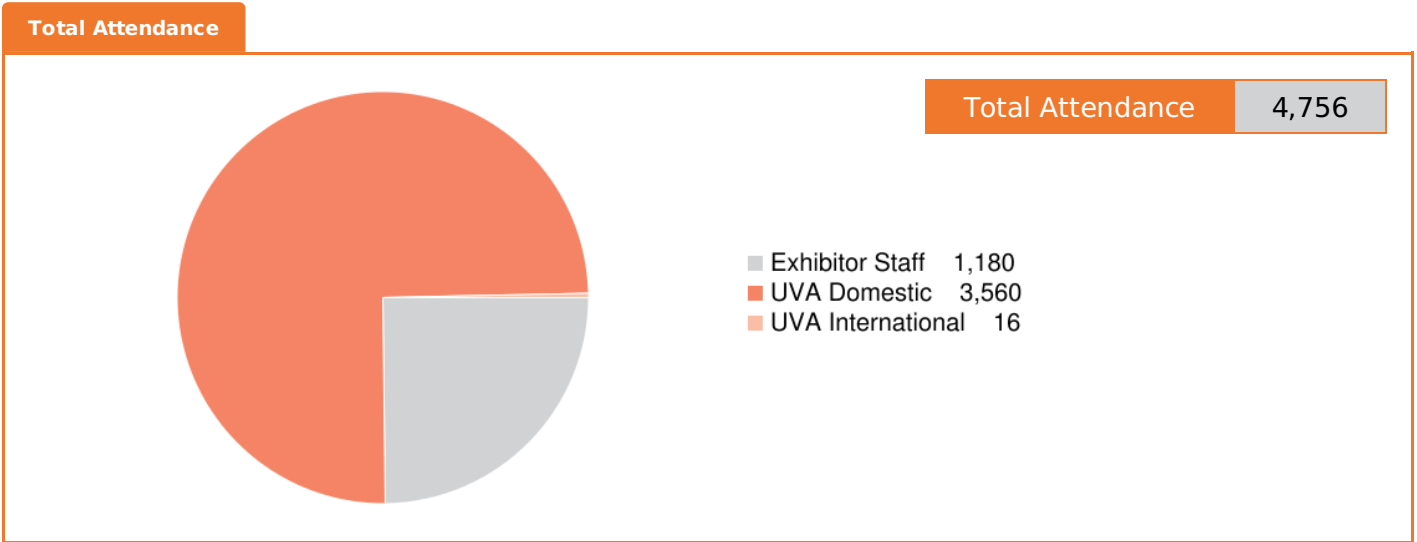
| | | |
|-------------------|--|--|
| EVENT NAME | buildnz designex co-located with the National Safety Show 2018 |   |
| ORGANISER | XPO Exhibitions | |
| EVENT DATE | Jul 04-05, 2018 | |
| VENUE | ASB Showgrounds, Greenlane, Auckland | |

Unique Visitor Attendance (UVA) **3,576**

Statement of Verification Methodology
 UVA - Total number of unique visitors. Each visitor is counted once only for the duration of the event. A visitor is an individual who attends an exhibition to gather information, purchase or contact exhibitors. Visitors do not include exhibitor staff, media, supplier and organiser staff. Attendees are all individuals attending an exhibition and include visitors, exhibitors, media and speakers. Visits and repeat visits are counted as one entry per day. All analysis % are based on the UVA figures, unless otherwise indicated.

ATTENDANCE BREAKDOWN

| Daily Total Visits | | | |
|--------------------|--------------|------------|--------------|
| Daily Visits | UVA | Repeat | Total Visits |
| 04 Jul 2018 | 2,013 | | 2,013 |
| 05 Jul 2018 | 1,563 | 163 | 1,726 |
| Totals | 3,576 | 163 | 3,739 |



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

| | | |
|--------------------------|--------------|--------------|
| Auckland | 2,716 | 76.0% |
| Bay of Plenty | 137 | 3.8% |
| Central Otago | 14 | 0.4% |
| Christchurch | 68 | 1.9% |
| Coromandel | 22 | 0.6% |
| Dunedin | 3 | 0.1% |
| Gisborne | 1 | 0.0% |
| Hawkes Bay | 21 | 0.6% |
| Manawatu-Wanganui | 33 | 0.9% |
| Marlborough | 19 | 0.5% |
| Northland | 43 | 1.2% |
| Orewa | 14 | 0.4% |
| Other Canterbury | 15 | 0.4% |
| Southland | 9 | 0.3% |
| Taranaki - New Plymouth | 25 | 0.7% |
| Taupo | 18 | 0.5% |
| Thames | 12 | 0.3% |
| Waikato | 195 | 5.5% |
| Wairarapa | 4 | 0.1% |
| Wellington | 75 | 2.1% |
| West Coast | 2 | 0.1% |
| Whangaparaoa | 28 | 0.8% |
| Whangarei | 49 | 1.4% |
| Other NZ | 37 | 1.0% |
| Total New Zealand | 3,560 | 99.6% |
| Countries | | |
| Australia | 8 | 0.2% |
| Other Overseas | 8 | 0.2% |
| Total Attendees | 3,576 | 100% |



Combined Attendance

| Combined Attendance | No of Unique Visitors | % of Attendees |
|---|-----------------------|----------------|
| Visitor from BuildNZ DesignEx | 2,678 | 74.9% |
| Visitors from co-located National Safety Show | 898 | 25.1% |
| Total Responses | 3,576 | 100% |

Job Function

| Job | No of Unique Visitors | % of Attendees |
|-------------------------------------|-----------------------|----------------|
| Architect Commercial | 56 | 1.6% |
| Architect Residential | 165 | 4.6% |
| Architectural Draftsperson | 132 | 3.7% |
| Architecture | 1 | 0.0% |
| Builder Commercial | 48 | 1.3% |
| Builder Owner / Manager | 152 | 4.3% |
| Builder Residential | 179 | 5.0% |
| Building Inspector | 11 | 0.3% |
| Building Owners/Manager | 26 | 0.7% |
| Building Supply Merchant | 21 | 0.6% |
| Cabinet Maker / Joiner | 13 | 0.4% |
| Commercial Construction | 1 | 0.0% |
| Commercial Manager | 17 | 0.5% |
| Consultant | 70 | 2.0% |
| Design-Other | 1 | 0.0% |
| Designer | 112 | 3.1% |
| Developer Commercial | 17 | 0.5% |
| Developer Residential | 112 | 3.1% |
| Director / Principal / CEO | 257 | 7.2% |
| Drain Layer | 3 | 0.1% |
| Electrician / Electrical Engineer | 13 | 0.4% |
| Engineer | 44 | 1.2% |
| Estimator | 17 | 0.5% |
| Facility / Venue / Property Manager | 10 | 0.3% |
| Foreman or Site Manager | 16 | 0.4% |
| Gas Fitter | 4 | 0.1% |

| | | |
|---------------------------------|-----|------|
| General Manager | 251 | 7.0% |
| Hardware Distributor | 16 | 0.4% |
| Hardware Manufacturer | 18 | 0.5% |
| Hardware Retailer | 5 | 0.1% |
| Health & Safety Officer | 248 | 6.9% |
| Interior Designer | 55 | 1.5% |
| Kitchen / Bathroom Manufacturer | 6 | 0.2% |
| Maintenance Manager | 13 | 0.4% |
| Managing Director | 18 | 0.5% |
| Marketing Manager | 63 | 1.8% |
| Media | 21 | 0.6% |
| Occupational Nurse | 2 | 0.1% |
| Office Manager | 23 | 0.6% |
| Operations / Logistics | 55 | 1.5% |
| Other | 315 | 8.8% |
| Owner / Partner / Director | 1 | 0.0% |
| Painter / Paper Hanger | 4 | 0.1% |
| Please Select | 1 | 0.0% |
| Plumber | 9 | 0.3% |
| Production Manager | 25 | 0.7% |
| Project Manager | 151 | 4.2% |
| Purchasing Manager | 8 | 0.2% |
| Quantity Surveyor | 16 | 0.4% |
| Residential Construction | 3 | 0.1% |
| Retail Buyer | 12 | 0.3% |
| Risk Manager | 25 | 0.7% |
| Roofing Contractor | 4 | 0.1% |
| Sales | 87 | 2.4% |
| Sales & Sales Manager | 84 | 2.3% |
| Sales Manager | 102 | 2.9% |
| Shop Manager / Head Buyer | 3 | 0.1% |
| Specifier | 6 | 0.2% |
| Staff | 56 | 1.6% |
| Student | 44 | 1.2% |
| Team Leader | 13 | 0.4% |
| Tradesperson or Contractor | 39 | 1.1% |

| | | |
|------------------------|--------------|-------------|
| Trainer | 19 | 0.5% |
| Warehouse Manager | 5 | 0.1% |
| Workshop Supervisor | 7 | 0.2% |
| No Responses Given | 245 | 6.9% |
| Total Responses | 3,576 | 100% |

Buying Decisions

| Buying Decisions | No of Unique Visitors | % of Attendees |
|--------------------------------------|-----------------------|----------------|
| Influence buying decisions | 1,269 | 35.5% |
| No influence on buying decisions | 558 | 15.6% |
| Responsible for buying decisions | 1,311 | 36.7% |
| Responsible for purchasing decisions | 1 | 0.0% |
| None | 7 | 0.2% |
| No Responses Given | 430 | 12.0% |
| Total Responses | 3,576 | 100% |

Buying Interests

| Buying Interests | No of Unique Visitors | % of Attendees |
|--------------------------------------|-----------------------|----------------|
| Agriculture / Forestry / Environment | 25 | 0.7% |
| Architecture | 439 | 12.3% |
| Architecture / Interior Design | 1 | 0.0% |
| Automotive / Mechanical | 21 | 0.6% |
| Baby / Childrens products | 1 | 0.0% |
| Building / Construction | 156 | 4.4% |
| Cleaning | 6 | 0.2% |
| Commercial Construction | 188 | 5.3% |
| Commercial Interior Design | 23 | 0.6% |
| Curtain / Soft furnishing industry | 11 | 0.3% |
| Defence | 14 | 0.4% |
| Design-Other | 51 | 1.4% |
| Duty Free / Souvenir / Tourist | 2 | 0.1% |
| Education & Training | 79 | 2.2% |

| | | |
|---------------------------------------|-----|-------|
| Electrical | 32 | 0.9% |
| Electrical / Electronics | 16 | 0.4% |
| Emergency Services | 4 | 0.1% |
| Engineering | 91 | 2.5% |
| Events | 10 | 0.3% |
| Finance / Insurance / Legal | 3 | 0.1% |
| Flooring | 11 | 0.3% |
| Food / Beverage | 31 | 0.9% |
| Government Department | 33 | 0.9% |
| Health / Medical / Pharmaceuticals | 25 | 0.7% |
| Heating Cooling & Air Conditioning | 20 | 0.6% |
| Heritage Building | 1 | 0.0% |
| Hospitality / Entertainment / Leisure | 2 | 0.1% |
| Hotel / Venue | 6 | 0.2% |
| Influence buying decisions | 4 | 0.1% |
| Investment & Trading | 1 | 0.0% |
| IT / Telecommunications | 19 | 0.5% |
| Machinery / Equipment / Components | 17 | 0.5% |
| Manufacturer / Wholesaler | 1 | 0.0% |
| Manufacturing | 159 | 4.4% |
| Manufacturing / Wholesale | 228 | 6.4% |
| Marketing / Advertising / PR | 11 | 0.3% |
| Media | 33 | 0.9% |
| Metals / Plastics | 4 | 0.1% |
| Mining | 4 | 0.1% |
| Other | 293 | 8.2% |
| Paper / Wood | 2 | 0.1% |
| Petroleum / Coal / Chemicals / Gas | 4 | 0.1% |
| Please Select | 7 | 0.2% |
| Plumbing / Gasfitting | 19 | 0.5% |
| Printing / Packaging | 4 | 0.1% |
| Property / Development / Project Mgmt | 170 | 4.8% |
| Property / Facilities Management | 11 | 0.3% |
| Property Management | 33 | 0.9% |
| Recruitment / Labour | 3 | 0.1% |
| Residential Construction | 503 | 14.1% |

| | | |
|--------------------------------------|--------------|-------------|
| Residential Interior Design | 51 | 1.4% |
| Residential Renovation | 92 | 2.6% |
| Responsible for buying decisions | 4 | 0.1% |
| Retail | 45 | 1.3% |
| Security | 16 | 0.4% |
| Shop / Office Fitting | 16 | 0.4% |
| Transport / Distribution / Logistics | 45 | 1.3% |
| Utilities / Energy | 14 | 0.4% |
| Warehousing / Materials Handling | 26 | 0.7% |
| Waste Management / Recycling | 12 | 0.3% |
| No Response Given | 423 | 11.8% |
| Total Responses | 3,576 | 100% |

Reasons for attending

| Reasons for attending | No of Unique Visitors | % of Attendees |
|---|-----------------------|----------------|
| Evaluate new technology | 17 | 0.5% |
| Source new suppliers | 1,172 | 32.8% |
| To source new suppliers To see new products | 1 | 0.0% |
| Assess whether to exhibit | 1 | 0.0% |
| Evaluate new technology | 2,542 | 71.1% |
| See new products | 102 | 2.9% |
| To see new products | 1 | 0.0% |
| Assess whether to exhibit | 2 | 0.1% |
| Place orders | 131 | 3.7% |
| Contact with Ministers | 1 | 0.0% |
| To study | 1 | 0.0% |
| Other | 139 | 3.9% |
| Total Responses | 4,110 | |

Purchasing Power

| Purchasing Power | No of Unique Visitors | % of Attendees |
|------------------------|-----------------------|----------------|
| 0-499 | 69 | 1.9% |
| 1K-5K | 204 | 5.7% |
| 5K-10K | 196 | 5.5% |
| 10K-50K | 323 | 9.0% |
| 50K-100K | 238 | 6.7% |
| 250K+ | 599 | 16.8% |
| 500-999 | 111 | 3.1% |
| No Responses Given | 1,836 | 51.3% |
| Total Responses | 3,576 | 100% |

How many employees in your Company?

| Company Size | No of Unique Visitors | % of Attendees |
|------------------------|-----------------------|----------------|
| 1 - 5 | 1,307 | 36.5% |
| 6 - 10 | 296 | 8.3% |
| 11 - 20 | 268 | 7.5% |
| 21 - 50 | 377 | 10.5% |
| 51 - 100 | 327 | 9.1% |
| 101 + | 536 | 15.0% |
| No Response Given | 465 | 13.0% |
| Total Responses | 3,576 | 100% |

All data published in this Certificate of Attendance has been audited by the AMAA Auditors and is authorised for issue by the Exhibition Division of the AMAA as at 22 August 2018. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance at this exhibition.

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Authorised for issue: Arry Kusnadi - Head | Media Audit Division 22 August 2018

Organiser



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Registration Statistics
Provider



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: buildnz | designex 2019
Date of Next Event: 23 Jun 2019 - 25 Jun 2019
Next Venue: ASB Showgrounds, Greenlane, Auckland