



BUILDNZ CO-LOCATED WITH THE NATIONAL SAFETY SHOW 2019 | TRADE EXHIBITION

EVENT NAME	BuildNZ co-located with The National Safety Show 2019	 
ORGANISER	XPO Exhibitions	
EVENT DATE	Jun 23-25, 2019	
VENUE	ASB Showgrounds Auckland, New Zealand	

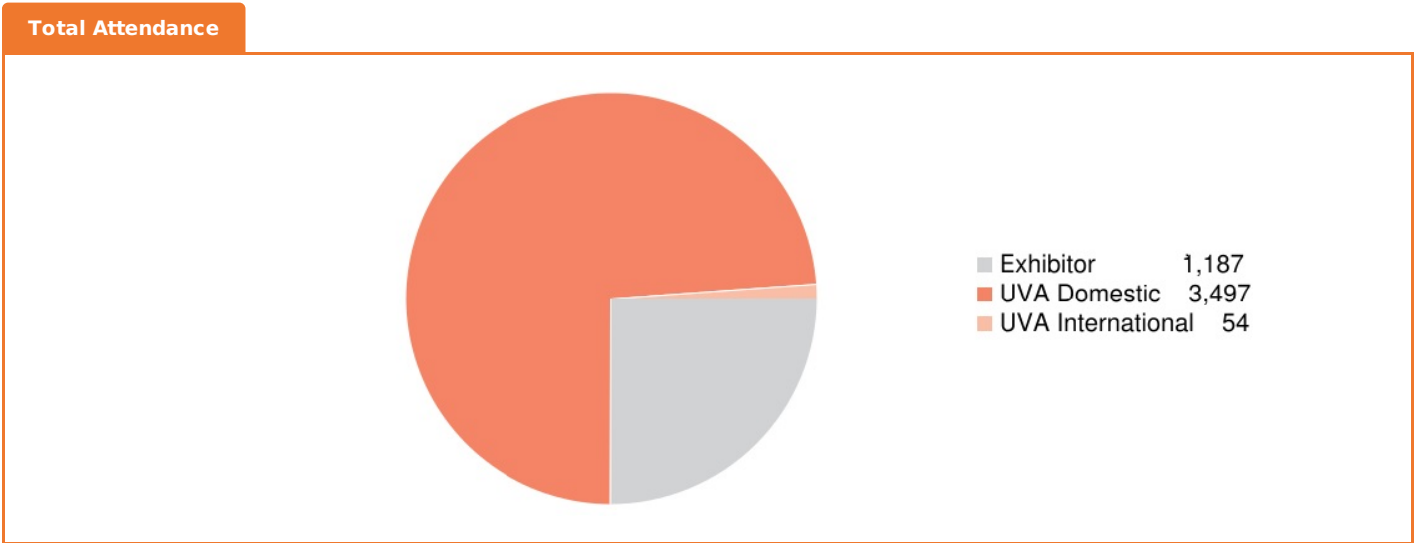
Unique Visitor Attendance (UVA) **3,551**

Total Attendance **4,738**

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

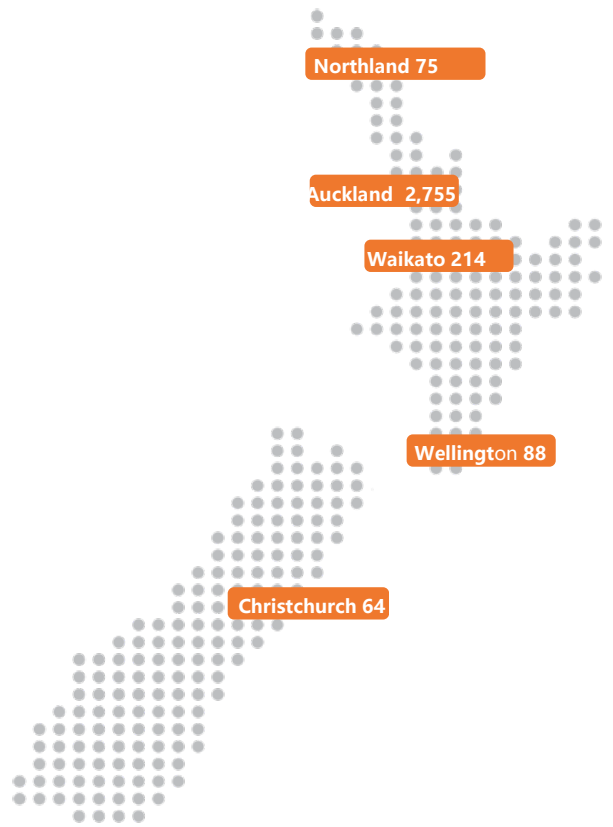
Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
23 Jun 2019	805		805
24 Jun 2019	1,636	42	1,678
25 Jun 2019	1,110	105	1,215
Totals	3,551	147	3,698



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Northland	75	2.1%
Auckland	2,755	77.6%
Bay of Plenty	121	3.4%
Waikato	214	6.0%
Taupo	26	0.7%
Hawke's Bay	27	0.8%
Taranaki	23	0.6%
Manawatu-Wanganui	25	0.7%
Wellington	88	2.5%
Christchurch	64	1.8%
Other South Island	54	1.5%
Other NZ	25	0.7%
Total New Zealand	3,497	98.5%
Other Countries		
Australia	38	1.1%
Other Overseas	16	0.5%
Total Attendees	3,551	100%



Combined Attendance

Combined Attendance	No of Unique Visitors	% of Attendees
Visitor from BuildNZ	2,457	69.2%
Visitors from co-located National Safety Show	1,094	30.8%
Total Responses	3,551	100%

Job Function

Job	No of Unique Visitors	% of Attendees
Director / Principal / CEO	261	7.35%
Health & Safety Officer	254	7.15%
General Manager	215	6.05%
Builder Residential	214	6.03%
Project Manager	148	4.17%
Builder Owner / Manager	138	3.89%
Architect Residential	124	3.49%
Architectural Draftsperson	119	3.35%
Designer	116	3.27%
Sales Manager	105	2.96%
Sales	92	2.59%
Staff	90	2.53%
Sales & Sales Manager	81	2.28%
Developer Residential	77	2.17%
Consultant	74	2.08%
Operations / Logistics	74	2.08%
Marketing Manager	60	1.69%
Architect Commercial	45	1.27%
Interior Designer	42	1.18%
Team Leader	42	1.18%
Engineer	38	1.07%
Builder Commercial	35	0.99%
Tradesperson or Contractor	34	0.96%
Student	33	0.93%
Managing Director	30	0.84%
Risk Manager	29	0.82%
Production Manager	27	0.76%
Building Supply Merchant	26	0.73%
Building Inspector	23	0.65%
Media	22	0.62%
Electrician / Electrical Engineer	21	0.59%
Office Manager	20	0.56%

Building Owners/Manager	19	0.54%
Foreman or Site Manager	19	0.54%
Hardware Distributor	18	0.51%
Quantity Surveyor	16	0.45%
Commercial Manager	16	0.45%
Developer Commercial	15	0.42%
Purchasing Manager	15	0.42%
Trainer	15	0.42%
Maintenance Manager	13	0.37%
Warehouse Manager	13	0.37%
Hardware Manufacturer	12	0.34%
Facility / Venue / Property Manager	12	0.34%
Workshop Supervisor	12	0.34%
Cabinet Maker / Joiner	10	0.28%
Plumber	9	0.25%
Kitchen / Bathroom Manufacturer	8	0.23%
Hardware Retailer	8	0.23%
Specifier	5	0.14%
Retail Buyer	5	0.14%
Estimator	4	0.11%
Occupational Nurse	4	0.11%
Roofing Contractor	3	0.08%
Painter / Paper Hanger	2	0.06%
Gas Fitter	2	0.06%
Shop Manager / Head Buyer	1	0.03%
Other	413	11.63%
No Responses Given	173	4.87%
Total Responses	3,551	100.00%

Buying Decisions

Buying Decisions	No of Unique Visitors	% of Attendees
Responsible for buying decisions	1,326	37.3%
Influence buying decisions	1,288	36.3%
No influence on buying decisions	609	17.2%
No Responses Given	328	9.2%
Total Responses	3,551	100%

Buying Interests

Buying Interests	No of Unique Visitors	% of Attendees
Agriculture / Forestry / Environment	16	0.5%
Architecture	381	10.7%
Architecture / Interior Design	4	0.1%
Automotive / Mechanical	9	0.3%
Building / Construction	181	5.1%
Cleaning	10	0.3%
Commercial Construction	202	5.7%
Commercial Interior Design	20	0.6%
Curtain / Soft furnishing industry	5	0.1%
Defence	27	0.8%
Design-Other	57	1.6%
Education & Training	95	2.7%
Electrical	34	1.0%
Electrical / Electronics	26	0.7%
Emergency Services	3	0.1%
Engineering	110	3.1%
Events	5	0.1%
Finance / Insurance / Legal	3	0.1%
Flooring	20	0.6%
Food / Beverage	63	1.8%
Government Department	36	1.0%
Hardware	1	0.0%
Health / Medical / Pharmaceuticals	36	1.0%

Heating, Cooling & Air Conditioning	16	0.5%
Heritage Building	2	0.1%
Homewares	1	0.0%
Hospitality / Entertainment / Leisure	5	0.1%
Hotel / Venue	3	0.1%
IT / Telecommunications	12	0.3%
Machinery / Equipment / Components	13	0.4%
Manufacturing	169	4.8%
Manufacturing / Wholesale	217	6.1%
Marketing / Advertising / PR	6	0.2%
Media	40	1.1%
Metals / Plastics	6	0.2%
Mining	2	0.1%
Paper / Wood	7	0.2%
Petroleum / Coal / Chemicals / Gas	14	0.4%
Plumbing / Gasfitting	29	0.8%
Printing / Packaging	14	0.4%
Property / Development / Project Mgmt	139	3.9%
Property / Facilities Management	29	0.8%
Property Management	34	1.0%
Recruitment / Labour	5	0.1%
Residential Construction	512	14.4%
Residential Interior Design	22	0.6%
Residential Renovation	80	2.3%
Retail	53	1.5%
Security	11	0.3%
Shop / Office Fitting	11	0.3%
Transport / Distribution / Logistics	55	1.5%
Utilities / Energy	11	0.3%
Warehousing / Materials Handling	33	0.9%
Waste Management / Recycling	9	0.3%
Other	319	9.0%
No Response Given	328	9.2%
Total Responses	3,551	100%

Reasons for attending

Reasons for attending	No of Unique Visitors	% of Attendees
Evaluate new technology	2,601	73.2%
Source new suppliers	1,159	32.6%
Assess whether to exhibit	207	5.8%
see new products	94	2.6%
place orders	109	3.1%
Other	174	4.9%
Total Responses	4,344	
Analysis had multiple responses - % based on single visits		

Purchasing Power

Purchasing Power	No of Unique Visitors	% of Attendees
0-499	81	2.3%
500-999	130	3.7%
1K-5K	215	6.1%
5K-10K	223	6.3%
10K-50K	340	9.6%
50K-100K	214	6.0%
100K-250K	243	6.8%
250K+	565	15.9%
No Responses Given	1,540	43.4%
Total Responses	3,551	100%

How many employees in your Company?

Company Size	No of Unique Visitors	% of Attendees
1 - 5	1,203	33.9%
6 - 10	358	10.1%
11 - 20	254	7.2%
21 - 50	382	10.8%
51 - 100	316	8.9%
101 +	571	16.1%
No Response Given	467	13.2%
Total Responses	3,551	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 15 August 2019. 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 15 August 2019

Organiser



XPO
EXHIBITIONS

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Registration Statistics
Provider



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: BuildNZ co-located with The National Safety Show 2020
Date of Next Event: 22 Jul 2020 - 23 Jul 2020
Next Venue: ASB Showgrounds Auckland, New Zealand