

EVENT NAME	BuildNZ co-located with The National Safety Show and Facilities Integrate 2020	<p>FACILITIES MANAGEMENT AND SYSTEM INTEGRATION EXPO</p>
ORGANISER	XPO Exhibitions Ltd	
EVENT DATE	Nov 25-26, 2020	
VENUE	ASB Showgrounds Auckland, NZ	

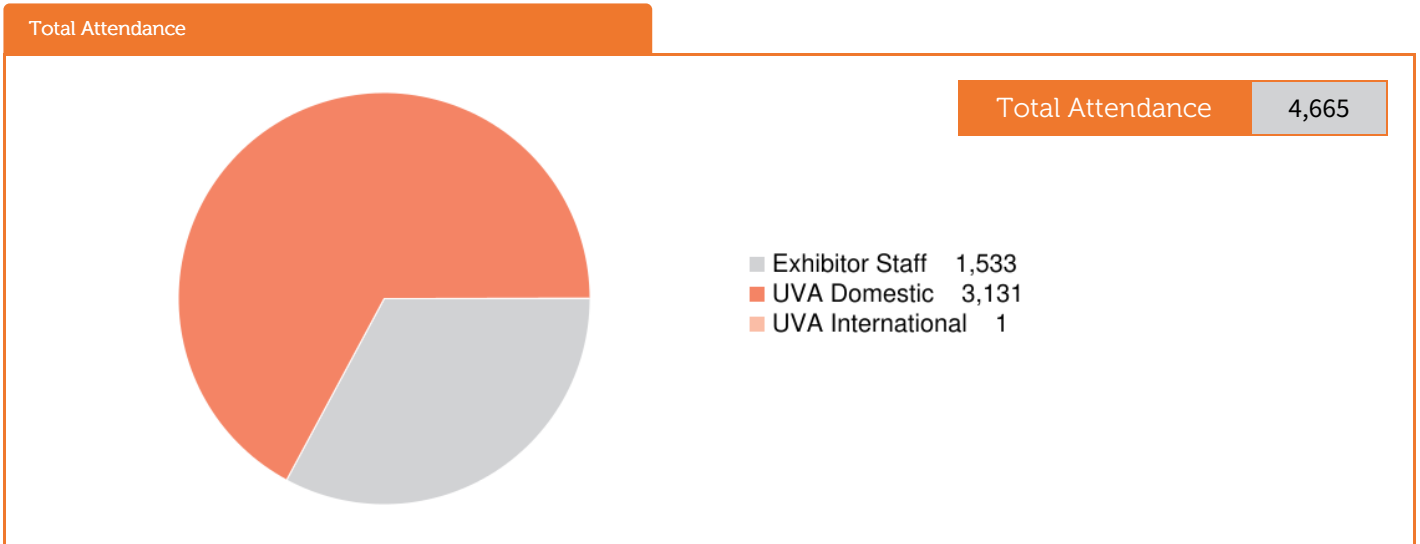
Unique Visitor Attendance (UVA) **3,132**

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
25 Nov 2020	1,576		1,576
26 Nov 2020	1,556	82	1,638
Totals	3,132	82	3,214



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Auckland	2,618	83.59%
Waikato	187	5.97%
Wellington	75	2.39%
Canterbury	54	1.72%
Bay of Plenty	51	1.63%
Northland	38	1.21%
Manawatu-Wanganui	29	0.93%
Otago	20	0.64%
Hawke's Bay	19	0.61%
Taranaki	14	0.45%
Tasman	13	0.42%
Southland	5	0.16%
Nelson	4	0.13%
West Coast	3	0.10%
Marlborough	1	0.03%
Total New Zealand	3,131	99.97%
Countries		
Other Overseas	1	0.03%
Total Attendees	3,132	100.00%



Job Position

Job Position	No of Unique Visitors	% of Attendees
General Manager	157	5.01%
Junior / Intern / Student	58	1.85%
Manager	1,100	35.12%
Other	689	22.00%
Owner/C-Level	900	28.74%
Staff	228	7.28%
Total Responses	3,132	100%

Job Category

Job Category	No of Unique Visitors	% of Attendees
Building & Construction	818	26.12%
Facilities and Building Services	425	13.57%
Architecture & Design	268	8.56%
Trades	243	7.76%
Engineering	184	5.87%
ICT Infrastructure	148	4.73%
Property / Facilities Management	79	2.52%
Operational Technology	65	2.08%
Non-exhibiting supplier	61	1.95%
Manufacturing	43	1.37%
Education & Training	25	0.80%
Transport / Distribution / Logistics	18	0.57%
Health / Medical / Pharmaceuticals	18	0.57%
Affiliated Segments	16	0.51%
Automotive / Mechanical	12	0.38%
IT / Telecommunications	11	0.35%
Agriculture / Forestry / Environment	11	0.35%
Marketing / Advertising / PR/Media	11	0.35%
Utilities / Energy	10	0.32%
Warehousing / Materials Handling	10	0.32%
Food / Beverage	10	0.32%
Defence	7	0.22%
Electrical / Electronics	7	0.22%
Other	632	20.18%
Total Responses	3,132	100.00%

Buying Decisions

Buying Decisions	No of Unique Visitors	% of Attendees
Influence buying decisions	721	23.02%
No influence on buying decisions	454	14.50%
Responsible for buying decisions	870	27.78%
High level of influence	308	9.83%
I am the key decision maker	212	6.77%
Some influence	251	8.01%
No Responses Given	316	10.09%
Total Responses	3,132	100%

Purchasing Power

Purchasing Power	No of Unique Visitors	% of Attendees
\$0 - \$499	75	2.39%
\$500 - \$999	75	2.39%
\$1,000 - \$4,999	189	6.03%
\$5,000 - \$9,999	208	6.64%
\$10,000 - \$49,999	341	10.89%
\$50,000 - \$99,999	240	7.66%
\$100,000 - \$249,999	212	6.77%
\$250,000+	548	17.50%
No Responses Given	1,244	39.72%
Total Responses	3,132	100%

How many employees in your Company?

Company Size	No of Unique Visitors	% of Attendees
Yourself	388	12.39%
1 - 5	703	22.45%
6 - 10	268	8.56%
11 - 20	277	8.84%
21 - 50	312	9.96%
51 - 100	241	7.69%
101 +	647	20.66%
No Response Given	296	9.45%
Total Responses	3,132	100.00%

What are your reasons for attending the event?

Reasons for Attending	No of Unique Visitors	% of Attendees
Evaluate new technology	2,349	75.00%
Source new suppliers	1,101	35.15%
Other	911	29.09%
Assess whether to exhibit	204	6.51%
Place orders	140	4.47%
See new products	51	1.63%
Total Responses	4,756	

Analysis had multiple responses - % based on single visits

Which products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Construction Systems	573	18.30%
Cladding	539	17.21%
Aluminium Joinery	490	15.64%
Builders Hardware	421	13.44%
Commercial	413	13.19%
Insulation	375	11.97%
Architectural Hardware	347	11.08%
Lighting	331	10.57%
Bathroomware	328	10.47%
Kitchen, Benchtops	326	10.41%
Building & Construction	324	10.34%
Hand Tools	324	10.34%

Decking	320	10.22%
Interior Design	318	10.15%
Roofing	282	9.00%
Landscaping	276	8.81%
Appliances	258	8.24%
Heating, Fireplaces	257	8.21%
Flooring	236	7.54%
Power Tools	236	7.54%
BIM	215	6.86%
Protective clothing & shoes (PPE)	215	6.86%
Safety Compliance	212	6.77%
Locks and Latches	206	6.58%
Household Hardware	197	6.29%
Blinds / Curtains / Shutters	188	6.00%
Safety Training & Qualifications	185	5.91%
Carpets, Rugs	171	5.46%
Door / Screens	166	5.30%
Risk assessment	165	5.27%
Surface & Wall Finishes	161	5.14%
Computer Systems	159	5.08%
Solar	159	5.08%
Workplace H & S legislation	159	5.08%
Electrical Products / Services	153	4.89%
Hazardous Substances Safety	152	4.85%
Workplace Safety Systems	150	4.79%
Consultancy	148	4.73%
Height Safety Equipment	148	4.73%
Plumbing Supplies	148	4.73%
Protective Coatings	148	4.73%
Paint and Paint Aids	143	4.57%
SIPs (Structural Insulated Panels)	134	4.28%
First aid products	130	4.15%
Audio Visual	128	4.09%
High Visibility Products	109	3.48%
Automated safety systems	107	3.42%

Office Fitout Systems	103	3.29%
Government	100	3.19%
Other	100	3.19%
Glass	99	3.16%
Stairs	98	3.13%
Software	94	3.00%
Health & Safety Consultancy	92	2.94%
Energy/Sustainability	87	2.78%
Age Care/Health Care	86	2.75%
Education	85	2.71%
First aid training	85	2.71%
Rope access & rigging	81	2.59%
Decorative Accessories	80	2.55%
Retail	80	2.55%
Tiles	80	2.55%
Electrical compliance	79	2.52%
Occupational Health Products	76	2.43%
Pre-Employment Health assessments	70	2.23%
Pools and Pool Accessories	64	2.04%
Safety surfaces and flooring	60	1.92%
Furnishings	56	1.79%
Furniture - Comml, Rsdntl, Hospitality	55	1.76%
ACC savings	52	1.66%
Security	45	1.44%
Entertainment/Leisure/Hospitality	43	1.37%
Fabrics, Textiles	43	1.37%
Fashion, Colour Forecasting	39	1.25%
Shop Fittings	34	1.09%
Gas Suppliers	32	1.02%
Total Responses	13,428	

Analysis had multiple responses - % based on single visits

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 of 26 October 2021. 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: Noverina - CPA, 26 October 2021

Organiser



XPO
EXHIBITIONS

Level 3, Orams Marine Village, 152
Beaumont Street, Westhaven,
Auckland, 1010
+64 9 976 8383
info@xpo.co.nz
www.xpo.co.nz

Registration Statistics Provider



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: BuildNZ co-located with The National Safety Show and Facilities Integrate 2021
Date of Next Event: 03 Nov 2021 - 04 Nov 2021
Next Venue: ASB Showgrounds Auckland, NZ