


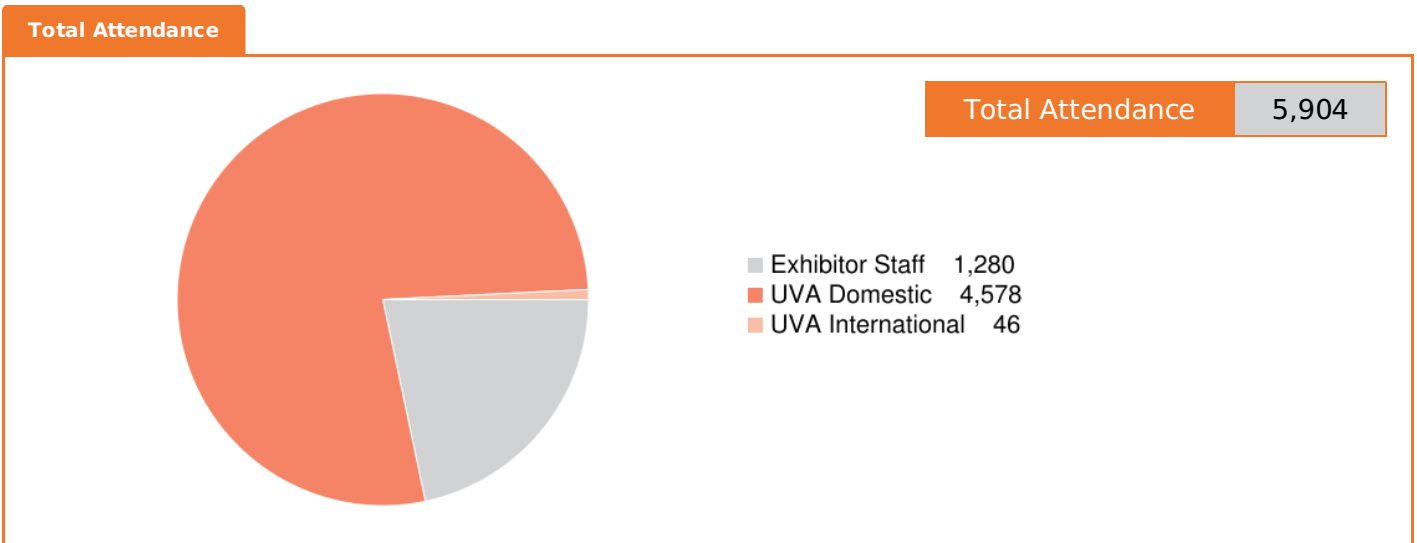
<b>EVENT NAME</b>	EMEX 2018	
<b>ORGANISER</b>	XPO Exhibitions	
<b>EVENT DATE</b>	May 01-03, 2018	
<b>VENUE</b>	ASB Showgrounds Greenlane, Auckland	

Unique Visitor Attendance (UVA) **4,624**

**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
01 May 2018	1,321	-	1,321
02 May 2018	1,931	101	2,032
03 May 2018	1,372	109	1,481
<b>Totals</b>	<b>4,624</b>	<b>210</b>	<b>4,834</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Auckland	3,132	67.7%
Blenheim	30	0.6%
Christchurch	102	2.2%
Dunedin	31	0.7%
Hamilton	492	10.6%
Hastings	23	0.5%
Lower Hutt	34	<b>0.7%</b>
Napier	56	1.2%
New Plymouth	50	1.1%
Palmerston North	77	1.7%
Rotorua	76	1.6%
Taupo	13	0.3%
Tauranga	204	4.4%
Thames	26	0.6%
Warkworth	18	0.4%
Wellington	47	1.0%
Whangarei	74	1.6%
Other Cities	93	2.0%
Total New Zealand	4,578	99.0%
Australia	13	0.3%
Other Overseas	33	0.7%
Total Attendees	4,624	100%



### What best describes your job function?

Business Type	No of Unique Visitors	% of Attendees
CEO/General Manager	697	15.1%
Electrician	78	1.7%
Electronic Technician	68	1.5%
Engineer - Chief	69	1.5%
Engineer - Design	337	7.3%
Engineer - Electronic/Electrical	144	3.1%
Engineer - Hydraulic	13	0.3%
Engineer - Mechanical	351	7.6%

Engineer - Process	81	1.7%
Engineer - Welding	56	1.2%
Fitter/Tuner/Toolmaker	187	4.0%
Machine Programmer	82	1.8%
Maintenance	188	4.1%
Operations Manager	249	5.4%
Owner/Partner/Director	404	8.7%
Pneumatics/Hydraulics	15	0.3%
Procurement	48	1.0%
Production Manager	168	3.6%
Production/Machine Operator	55	1.2%
Project Manager	109	2.4%
Sales & Marketing	364	7.9%
Student	141	3.0%
Welder/Fabricator	86	1.9%
Other	368	8.0%
No Responses Given	266	5.7%
<b>Total Responses</b>	<b>4,624</b>	<b>100%</b>

#### What best describes your business type?

Business Type	No of Unique Visitors	% of Attendees
3D Graphics	41	0.9%
Automotive	106	2.3%
Aviation	70	1.5%
Construction	140	3.0%
Defence	46	1.0%
Education	148	3.2%
Engineering Software & Computerisation	97	2.1%
Fluid Engineering	49	1.1%
Food Manufacturing/Processing	233	5.0%
General Engineering	555	12.0%
Healthcare	128	2.8%
Machine & Metalworking Technology	239	5.2%
Manufacturing	1,361	29.4%
Measurement Control & Instrumentation	73	1.6%
Plant Automation & Maintenance	138	3.0%

Printing & Packaging	64	1.4%
Processing	28	0.6%
Research & Development	195	4.2%
Welding Cutting & Plastics Engineering	94	2.0%
Other	432	9.3%
No Responses Given	387	8.4%
<b>Total Responses</b>	<b>4,624</b>	<b>100%</b>

#### What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,750	37.9%
No influence on buying decisions	759	16.4%
Responsible for purchasing decisions	1,702	36.8%
No Responses Given	413	8.9%
<b>Total Responses</b>	<b>4,624</b>	<b>100%</b>

#### What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	1,079	23.3%
\$0-\$499	177	3.8%
\$500-\$999	187	4.0%
\$1,000-\$4,999	294	6.4%
\$5,000-\$9,999	304	6.6%
\$10,000-\$49,999	556	12.0%
\$50,000-\$99,999	284	6.1%
\$100,000 +	1,010	21.9%
No Responses Given	733	15.9%
<b>Total Responses</b>	<b>4,624</b>	<b>100%</b>

#### Number of employees in your company?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	379	8.2%
1-5	749	16.2%

6-10	433	9.4%
11-20	438	9.5%
21-50	658	14.2%
51-100	501	10.8%
101+	982	21.2%
No Responses Given	484	10.5%
<b>Total Responses</b>	<b>4,624</b>	<b>100%</b>

### What products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
3D Print	1,510	32.7%
Abrasives	370	8.0%
Additive Manufacturing	601	13.0%
Automation Equipment	1,046	22.6%
Bearings	374	8.1%
Cables & Cable Protection	329	7.1%
CADCAM	1,103	23.9%
CIM	87	1.9%
CNC	1,370	29.6%
Communication Equipment	337	7.3%
Compressors	366	7.9%
Computer Systems	571	12.3%
Control Devices	678	14.7%
Cutting Equipment	735	15.9%
Education/Associations	201	4.3%
Electrical Equipment	554	12.0%
Engineering Machinery	1,429	30.9%
Engineering Plastics	695	15.0%
Engineering Supplies	887	19.2%
Fabrication Machinery	833	18.0%
Filtration	278	6.0%
Generators	232	5.0%
Health & Safety Products	582	12.6%
Hydraulics	422	9.1%
Industrial Maintenance	556	12.0%
Industrial Transmission	200	4.3%

Instrumentation	451	9.8%
Labeling & Tracking Devices	536	11.6%
Lubricants & Coolants	372	8.0%
Lubrication/Cooling	248	5.4%
Machine Technology Software	684	14.8%
Materials Handling & Conveying	680	14.7%
Materials Technology	729	15.8%
Measurement & Control	792	17.1%
Metal Working Machinery	1,173	25.4%
Metrology/CMM	250	5.4%
Motors & Motor Control	568	12.3%
Plastics Machinery	492	10.6%
Pneumatics	573	12.4%
Pumps	455	9.8%
Rapid Prototyping	635	13.7%
Robotics	1,044	22.6%
Services	248	5.4%
Software Applications	515	11.1%
Surface Finishing	414	9.0%
Test & Analysis Equipment	496	10.7%
Tooling	913	19.7%
Tools - Hand/Power	876	18.9%
Total Quality Management	270	5.8%
Vacuum Technology	304	6.6%
Valves	326	7.1%
Vibration Calibration & Alignment Technology	281	6.1%
Weighing	236	5.1%
Welding Equipment & Supplies	848	18.3%
Other	70	1.5%
<b>Total Responses</b>	<b>31,825</b>	

Analysis had multiple responses - % based on single visits

### What are your reasons for attending?

Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	1,549	33.5%

To evaluate new technology	3,764	81.4%
To place orders	193	4.2%
To assess whether to exhibit at the next EMEX	215	4.6%
Other	133	2.9%
<b>Total Responses</b>	<b>5,854</b>	

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 at 4 June 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 4 June 2018

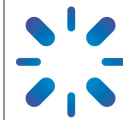
Organiser



**XPO**  
EXHIBITIONS

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Registration Statistics  
Provider



**XPO**  
EXHIBITIONS



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Exhibition & Event  
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**Next Event Name: EMEX 2020**  
**Date of Next Event: 05 May 2020 - 07 May 2020**  
**Next Venue: ASB Showgrounds Greenlane, Auckland**