



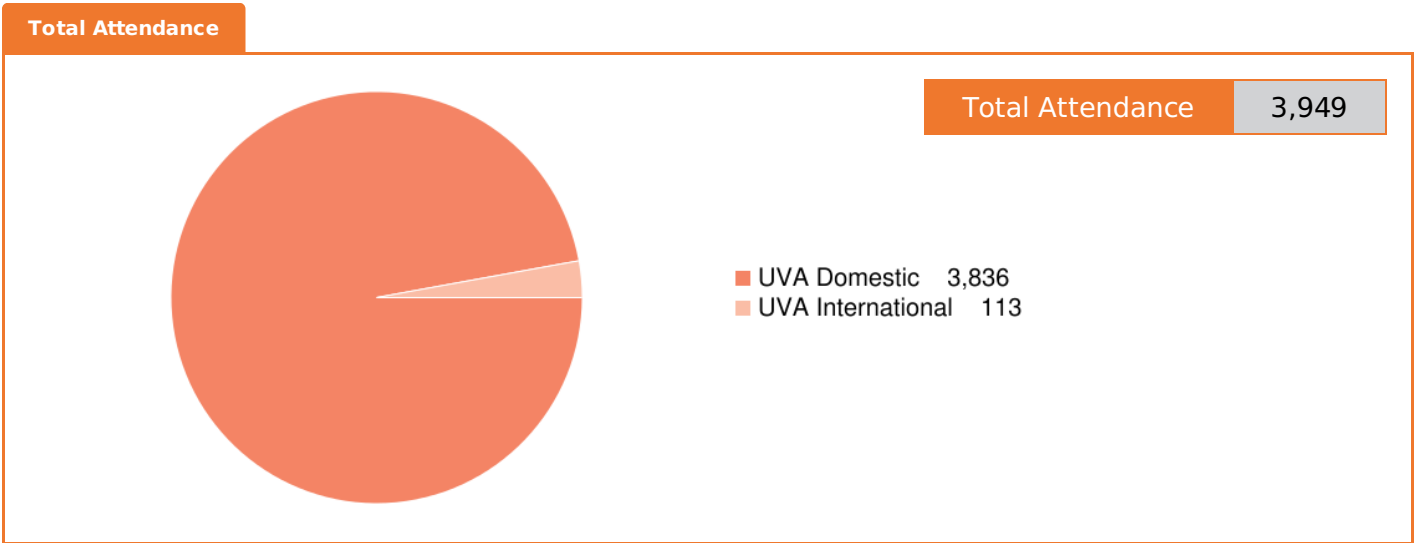
EVENT NAME	Foodtech Packtech 2016 co-located with MHL Expo 2016	
ORGANISER	XPO Exhibitions	
EVENT DATE	Oct 11-13, 2016	
VENUE	ASB Showgrounds, Greenlane, Auckland	

Unique Visitor Attendance (UVA) **3,949**

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, speakers, children.* Visits and repeat visits are counted as one entry per day. All analysis % are based on the UVA figures, unless otherwise indicated.
 *Children are only included in Total Attendance where the organiser can prove they influence purchase decisions.

ATTENDANCE BREAKDOWN

Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
11 Oct 2016	1,208	-	1,208
12 Oct 2016	1,490	65	1,555
13 Oct 2016	1,251	83	1,334
Totals	3,949	148	4,097



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Ashburton	14	0.3%
Auckland	2,674	67.7%
Blenheim	21	0.5%
Christchurch	97	2.5%
Dunedin	13	0.3%
Gisborne	11	0.3%
Hamilton	261	6.6%
Hastings	28	0.7%
Invercargill	15	0.4%
Lower Hutt	23	0.6%
Matamata	11	0.3%
Morrinsville	19	0.5%
Mount Maunganui	31	0.8%
Napier	16	0.4%
Nelson	23	0.6%
New Plymouth	18	0.5%
Palmerston North	27	0.7%
Pukekohe	34	0.9%
Rotorua	17	0.4%
Silverdale	23	0.6%
Tauranga	53	1.3%
Te Puke	28	0.7%
Timaru	11	0.3%
Wellington	37	0.9%
Whangaparaoa	14	0.3%
Whangarei	18	0.5%
Other Centres (count less than 11)	299	7.6%
Total New Zealand	3,836	97.2%
Australia	65	1.6%
China	21	0.5%
Other Overseas	27	0.7%
Total Attendees	3,949	100%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Administrator	19	0.5%
Branch Manager	12	0.3%
CEO/General Manager	656	16.6%
Consultant	7	0.2%
Distribution Manager	10	0.2%
Engineer	10	0.2%
Engineer - Design	10	0.2%
Engineer - Electronic/Electrical	1	0.0%
Engineering Manager	5	0.1%
Facilities Manager	3	0.1%
Food Technologist	94	2.4%
Foreman	2	0.1%
Health & Safety Manager	9	0.2%
Health and Safety Officer	10	0.2%
HR Manager	2	0.1%
Inwards Manager	1	0.0%
Logistics Manager	39	1.0%
Maintenance Manager	6	0.2%
Managing Director	375	9.5%
Marketing	145	3.7%
Operations Manager	52	1.3%
Owner/Director/CEO	53	1.3%
Production	328	8.3%
Project Manager	15	0.4%
Purchasing	181	4.6%
Quality Control	78	2.0%
Research & Development	192	4.9%
Sales and Marketing	510	12.9%
Site Manager	3	0.1%
Storeman	8	0.2%
Supervisor	13	0.3%
Supply chain manager	22	0.6%
Team leader	11	0.3%
Technical / Engineer	521	13.2%

Warehouse Manager	20	0.5%
Other	298	7.5%
No Responses Given	228	5.8%
Total Responses	3,949	100%

In which industry are you employed?

Industry	No of Unique Visitors	% of Attendees
Baking	125	3.2%
Beverage	172	4.4%
Chemicals	51	1.3%
Cosmetics	41	1.0%
Dairy	222	5.6%
Distribution	137	3.5%
Education & Training	18	0.5%
Engineering	24	0.6%
Engineering Consultancy	1	0.0%
Exporting	7	0.2%
Fish or Seafood	43	1.1%
Food Technology & Food Science	8	0.2%
Freight & Transportation	16	0.4%
Frozen Food	39	1.0%
Ice Cream	24	0.6%
Importer	37	0.9%
Industrial Supplier	32	0.8%
Logistics & Freight	45	1.2%
Manufacturing	1,043	26.4%
Meat Processing	203	5.1%
Packaging	17	0.4%
Pet Food	24	0.6%
Pharmaceutical / Medical	76	1.9%
Poultry	29	0.7%
Processing	163	4.1%
Produce	126	3.2%
Professional Services	25	0.6%
Retail	83	2.1%
Shipping	2	0.1%

Supermarket	34	0.9%
Trades & Services	17	0.4%
Warehousing & Distribution	104	2.6%
Wholesale	142	3.6%
Other	531	13.5%
No Responses Given	288	7.3%
Total Responses	3,949	100%

Which of the following products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Abattoir	175	4.4%
Air castor	13	0.3%
Airfreight	80	2.0%
Baking	333	8.4%
Baking Packaging	322	8.2%
Barcode Systems	522	13.2%
Beverage	504	12.8%
Blister Packaging	226	5.7%
Bottles & Jars	462	11.7%
Boxes / Cases / Cartons	716	18.1%
Bulk Materials handling	129	3.3%
Canning	259	6.6%
Chemical handling	81	2.1%
Confectionery	192	4.9%
Confectionery Packaging	244	6.2%
Containers	502	12.7%
Courier	86	2.2%
Cranes	30	0.8%
Dairy	541	13.7%
Distribution	580	14.7%
Engineering	92	2.3%
Fish & Seafood	164	4.2%
Fish & Seafood Packing	183	4.6%
Food Packaging	1,123	28.4%
Forklifts	173	4.4%
Freezing & Refrigeration	327	8.3%

Freight	119	3.0%
Freight & Transportation	145	3.7%
Hand trucks	74	1.9%
Hazardous materials handling	91	2.3%
Identification and Control Equipment	52	1.3%
Industrial storage	55	1.4%
Ingredients	457	11.6%
Labels & Labelling Equipment	1,127	28.5%
Laboratory Equipment & Instruments	402	10.2%
Lifting and Stacking	103	2.6%
Liquid Packaging	559	14.2%
Logistics	262	6.6%
Manufacturing	157	4.0%
Marine transportation	39	1.0%
Materials Handling	800	20.3%
Meat	360	9.1%
Meat Packaging	451	11.4%
Packaging	1,588	40.2%
Packaging Machinery	1,403	35.5%
Packaging Materials	1,098	27.8%
Packaging Systems	1,246	31.6%
Pallet trucks & Palletizers	151	3.8%
Positioning Equipment	74	1.9%
Poultry	170	4.3%
Produce	245	6.2%
Produce Packaging	448	11.3%
Refridgerated Trucking	34	0.9%
Rigging	13	0.3%
Scissor lifts	51	1.3%
Shipping	80	2.0%
Shrink Wrap	372	9.4%
Storage Equipment	174	4.4%
Storage Systems	410	10.4%
Tapes	150	3.8%
Trolleys	74	1.9%
Warehouse Systems	427	10.8%

Warehousing	186	4.7%
Weighing	442	11.2%
Other	112	2.8%
Total Responses	22,260	

Analysis had multiple responses - % based on single visits

What is your purchasing role?

Purchasing Role	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,642	41.6%
No influence on buying decisions	553	14.0%
Responsible for purchasing decisions	1,465	37.1%
No Responses Given	289	7.3%
Total Responses	3,949	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	807	20.4%
\$0-\$499	77	2.0%
\$500-\$999	94	2.4%
\$1,000-\$4,999	208	5.3%
\$5,000-\$9,999	270	6.8%
\$10,000-\$49,999	472	12.1%
\$50,000-\$99,999	316	8.0%
\$100,000 +	1,036	26.2%
No Responses Given	669	16.8%
Total Responses	3,949	100%

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	158	4.0%
1-5	617	15.6%
6-10	426	10.8%
11-20	401	10.1%
21-50	583	14.8%
51-100	489	12.4%
101+	986	25.0%
No Responses Given	289	7.3%

Total Responses	3,949	100%
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What are your reasons for attending?

Reasons for Attending	No of Unique Visitors	% of Attendees
To assess whether to exhibit	361	9.1%
To evaluate new technology	2,987	75.6%
To place orders	183	4.6%
To source new suppliers	1,457	36.9%
Other	177	4.5%
Total Responses	5,165	

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 31 October 2016. 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 31 October 2016

Organiser



XPO
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Registration Statistics
Provider



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EXHIBITIONS



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Next Event Name: Foodtech Packtech 2018
Date of Next Event: 18 Sep 2018 - 20 Sep 2018
Next Venue: ASB Showgrounds, Greenlane, Auckland