

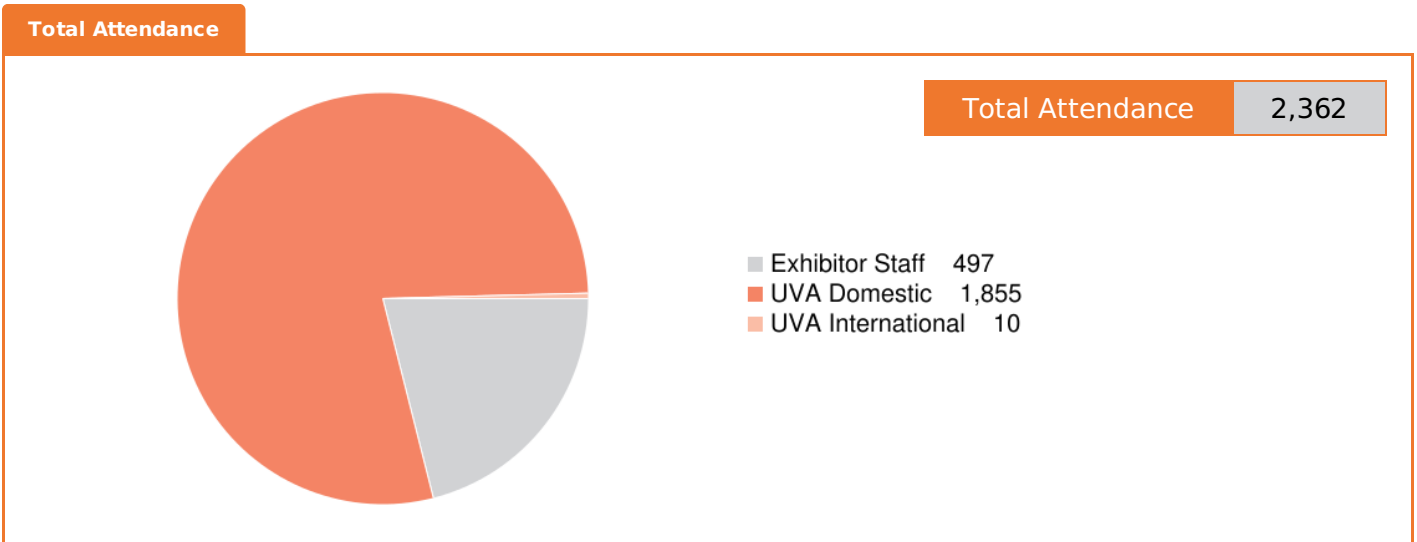
EVENT NAME	SouthMACH 2015	
ORGANISER	XPO Exhibitions	
EVENT DATE	Jul 22-23, 2015	
VENUE	Horncastle Arena Christchurch	

Unique Visitor Attendance (UVA) **1,865**

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
22 Jul 2015	845	-	845
23 Jul 2015	1,020	102	1,122
Totals	1,865	102	1,967



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Ashburton	27	1.5%
Auckland	82	4.4%
Blenheim	23	1.2%
Christchurch	1,356	72.7%
Dunedin	18	1.0%
Invercargill	19	1.0%
Kaipoi	16	0.9%
Palmerston North	10	0.5%
Rangiora	49	2.6%
Rolleston	13	0.7%
Timaru	26	1.4%
Upper Hutt	12	0.6%
Wellington	12	0.6%
Centres less than 10	192	10.4%
Total New Zealand	1,855	99.5%
Countries		
Australia	6	0.3%
Taiwan	4	0.2%
Total Attendees	1,865	100%



What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
CEO/General Manager	281	15.1%
Electrician	36	1.9%
Electronic Technician	26	1.4%
Engineer - Chief	43	2.3%
Engineer - Design	108	5.8%
Engineer - Electronic/ Electrical	65	3.5%
Engineer - Hydraulic	9	0.5%
Engineer - Mechanical	119	6.4%
Engineer - Process	33	1.8%
Engineer - Welding	31	1.6%
Fitter/ Tuner /Toolmaker	44	2.3%

Machine Programmer	22	1.2%
Maintenance	69	3.7%
Operations Manager	72	3.9%
Owner / Partner / Director	149	8.0%
Pneumatics/ Hydraulics	5	0.3%
Production Manager	64	3.4%
Production/ Machine Operator	13	0.7%
Sales & Marketing	191	10.2%
Student/ Academic	91	4.9%
Welder/ Fabricator	39	2.1%
Other	304	16.3%
No Response Given	51	2.7%
Total Responses	1,865	100%

In which industry are you employed?

Industry Analysis	No of Unique Visitors	% of Attendees
Engineering Software & Computerisation	85	4.6%
Fluid Engineering	35	1.9%
General Engineering	484	25.9%
Machine & Metalworking Technology	152	8.2%
Measurement Control & Instrumentation	77	4.1%
Plant Automation & Maintenance	95	5.1%
Processing	78	4.2%
Welding Cutting & Plastics Engineering	56	3.0%
Other	495	26.5%
No Response Given	308	16.5%
Total Responses	1,865	100%

Buying Decision?

Buying Decision	No of Unique Visitors	% of Attendees
Influence purchasing decisions	617	33.1%
No influence on buying decisions	305	16.4%
Responsible for purchasing decisions	633	33.9%
No Response Given	310	16.6%
Total Responses	1,865	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	447	24.0%
\$0-\$499	67	3.6%
\$500-\$999	61	3.3%
\$1,000-\$4,999	105	5.6%
\$5,000-\$9,999	153	8.2%
\$10,000-\$49,999	170	9.1%
\$50,000-\$99,999	97	5.2%
\$100,000 +	294	15.8%
No Response Given	471	25.2%
Total Responses	1,865	100%

Number of employees in your company?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	189	10.1%
1-5	263	14.1%
6-10	173	9.3%
11-20	205	11.0%
21-50	247	13.2%
51-100	156	8.4%
101+	317	17.0%
No Response Given	315	16.9%
Total Responses	1,865	100%

Which of the following products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Abrasives	181	9.7%
Automation Equipment	313	16.8%
Bearings	187	10.0%
Cables & Cable Protection	132	7.1%
CADCAM	326	17.5%
CNC	396	21.2%
Communication Equipment	163	8.7%
Compressors	121	6.5%
Computer Systems	211	11.3%

Control Devices	212	11.4%
Cutting Equipment	246	13.2%
Education/ Associations	83	4.5%
Electrical Equipment	197	10.6%
Engineering Machinery	431	23.1%
Engineering Plastics	187	10.0%
Engineering Supplies	277	14.9%
Fabrication Machinery	232	12.4%
Filtration	55	2.9%
Generators	63	3.4%
Health & Safety Products	165	8.8%
Hydraulics	98	5.3%
Industrial Maintenance	98	5.3%
Instrumentation	80	4.3%
Labeling & Tracking Devices	73	3.9%
Lubricants & Coolants	162	8.7%
Lubrication/ Cooling	86	4.6%
Machine Technology Software	215	11.5%
Materials Handling & Conveying	204	10.9%
Materials Technology	247	13.2%
Measurement & Control	230	12.3%
Metal Working Machinery	380	20.4%
Metrology/ CMM	68	3.6%
Motors & Motor Control	197	10.6%
Plastics Machinery	121	6.5%
Pneumatics	168	9.0%
Pumps	129	6.9%
Robotics	293	15.7%
Services	86	4.6%
Software Applications	157	8.4%
Surface Finishing	106	5.7%
Test & Analysis Equipment	133	7.1%
Tooling	241	12.9%
Tools - Hand/Power	248	13.3%
Vacuum Technology	52	2.8%
Valves	58	3.1%

Vibration Calibration & Alignment Technology	44	2.4%
Weighing	44	2.4%
Welding Equipment & Supplies	207	11.1%
Other	56	3.0%
Total Responses	8,459	

Analysis had multiple responses - % based on single visits

What are your reasons for attending the SouthMACH?

Reasons for Attending	No of Unique Visitors	% of Attendees
To access whether to exhibit at the next SouthMACH	99	5.3%
To evaluate new technology	1,398	75.0%
To place orders	46	2.5%
To see new products	15	0.8%
To source new suppliers	415	22.3%
Other	52	2.8%
Total Responses	2,025	

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 July 2015. 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.

This report is the copyright property of XPO Exhibitions and the AMAA. This document is valid until 31 July 2016. The AMAA cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information published is correct.

Authorised for issue: Arry Kusnadi - Head | Media Audit Division 31 July 2015

Organiser



XPO
EXHIBITIONS

Level 1, 99/107 Khyber Pass
Road, Grafton, Auckland
ph: +64 9 976 8300
info@xpo.co.nz
www.xpo.co.nz

Registration Statistics
Provider



XPO
EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: SouthMACH 2017
Date of Next Event: 24 May 2017 - 25 May 2017
Next Venue: Horncastle Arena Christchurch