

Audit Certificate

SOUTHMACH 2015 | TRADE EXHIBITION

SouthMACH 2015
XPO Exhibitions
Jul 22-23, 2015
Horncastle Arena Christchurch



Unique Visitor Attendance (UVA) 1,865

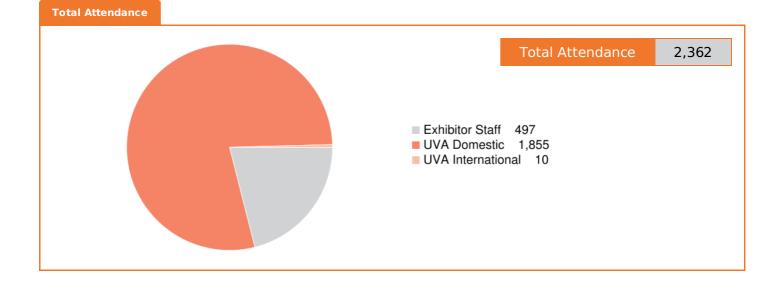
Statement of Verification Methodology

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%	Auckland 82
Dunedin	18	1.0%	
Invercargill	19	1.0%	
Kaiapoi	16	0.9%	
Palmerston North	10	0.5%	
Rangiora	49	2.6%	Blenheim 23
Rolleston	13	0.7%	Rangiora 49
Timaru	26	1.4%	Christchurch 1,356
Upper Hutt	12	0.6%	Ashburton 27 Timaru 26
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 /Tool maker	44	2.3%

51	2.7%
304	16.3%
39	2.1%
91	4.9%
191	10.2%
13	0.7%
64	3.4%
5	0.3%
149	8.0%
72	3.9%
69	3.7%
22	1.2%
	69 72 149 5 64

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%

Cuting Equipment2461.2.8Education' Associations100.0.68Electrical Equipment1010.0.68Engineering Machinery12110.108Engineering Nachinery1220.0.68Engineering Supples27714.94Fabrication Machinery2320.2.44Filtration0.00.0.68Engineering Supples1050.0.68Engineering Supples1050.0.68Fabrication Machinery2320.2.44Filtration0.00.0.68Engineering Machinery0.00.0.68Engineering Machinery0.00.0.68Engineering Machinery0.00.0.68Engineering Machinery0.00.0.68Engineering Machinery0.00.0.68Engineering Machinery0.00.0.68Engineering Gameying0.00.0.68Engineering Gameying0.00.0.68Machina Technology Software0.100.0.68Machina Echnology Colon0.00.0.68Machina Echnology Colon0.00.0.68Machina Echnology Colon0.00.0.68Promotics0.00.0.68Promotics0.00.0.68Promotics0.00.0.68Promotics0.00.0.68Promotics0.00.0.68Promotics0.00.0.68Promotics0.00.0.68Promotics0.00.0.68Promotics0.00.0.68 </th <th>Control Devices</th> <th>212</th> <th>11.4%</th>	Control Devices	212	11.4%
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Materials Handling & Conveying20410.9%Materials Technology24713.2%Measurement & Control23012.3%Metal Working Machinery38020.4%Metrology/CMM683.6%Motors & Motor Control19710.6%Plastics Machinery1216.5%Pneumatics1689.0%Pumps1296.9%Software Applications1578.4%Surface Finishing165.7%Toolis - Hand/Power24112.9%Yacuum Technology24813.3%	Lubrication/ Cooling	86	4.6%
Materials Technology24713.2%Measurement & Control23012.3%Metal Working Machinery38020.4%Metrology/CMM683.6%Motors & Motor Control19710.6%Plastics Machinery1216.5%Pneumatics1689.0%Poumps1296.9%Robotics29315.7%Services664.6%Software Applications1578.4%Toolis F LandyPower12412.9%Toolis - HandyPower24313.3%Yacuun Technology522.8%	Machine Technology Software	215	11.5%
Measurement & Control23012.3%Metal Working Machinery38020.4%Metrology/CMM683.6%Metrology/CMM19710.6%Plastics Machinery1216.5%Pneumatics1689.0%Pumps1296.9%Robotics29315.7%Services864.6%Software Applications1578.4%Tools - Hand/Power1337.1%Tools - Hand/Power24813.3%Yacuur Technology522.8%	Materials Handling & Conveying	204	10.9%
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 169 9.0% Robotics 293 6.5% Services 86 4.6% Software Applications 157 8.4% Surface Finishing 153 7.1% Tooling 241 12.9% Youum Technology 28 3.3%	Materials Technology	247	13.2%
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Motors & Motor Control19710.6%Plastics Machinery1216.5%Pneumatics1689.0%Pumps1296.9%Robotics29315.7%Services864.6%Software Applications1578.4%Surface Finishing1065.7%Tooling24112.9%Toolis - Hand/Power24813.3%Vacuum Technology522.8%	Metal Working Machinery	380	20.4%
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Pneumatics1689.0%Pumps1296.9%Robotics29315.7%Services864.6%Software Applications1578.4%Surface Finishing1065.7%Test & Analysis Equipment1337.1%Tooling24112.9%Yacuum Technology522.8%	Motors & Motor Control	197	10.6%
Pumps1296.9%Robotics29315.7%Services864.6%Software Applications1578.4%Surface Finishing1065.7%Test & Analysis Equipment1337.1%Tooling24112.9%Yacuum Technology522.8%	Plastics Machinery	121	6.5%
Robotics29315.7%Services864.6%Software Applications1578.4%Surface Finishing1065.7%Test & Analysis Equipment1337.1%Tooling24112.9%Tools - Hand/Power24813.3%Vacuum Technology522.8%	Pneumatics	168	9.0%
Services864.6%Software Applications1578.4%Surface Finishing1065.7%Test & Analysis Equipment1337.1%Tooling24112.9%Tools - Hand/Power24813.3%Vacuum Technology522.8%	Pumps	129	6.9%
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Tools - Hand/Power24813.3%Vacuum Technology522.8%	Test & Analysis Equipment	133	7.1%
Vacuum Technology 52 2.8%	Tooling	241	12.9%
	Tools - Hand/Power	248	13.3%
Valves 58 3.1%	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

No of Unique Visitors	% of Attendees
99	5.3%
1,398	75.0%
46	2.5%
15	0.8%
415	22.3%
52	2.8%
2,025	
	99 1,398 46 15 415 52



Audit Certificate

SOUTHMACH 2015 | TRADE EXHIBITION

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.

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

Organiser



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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