



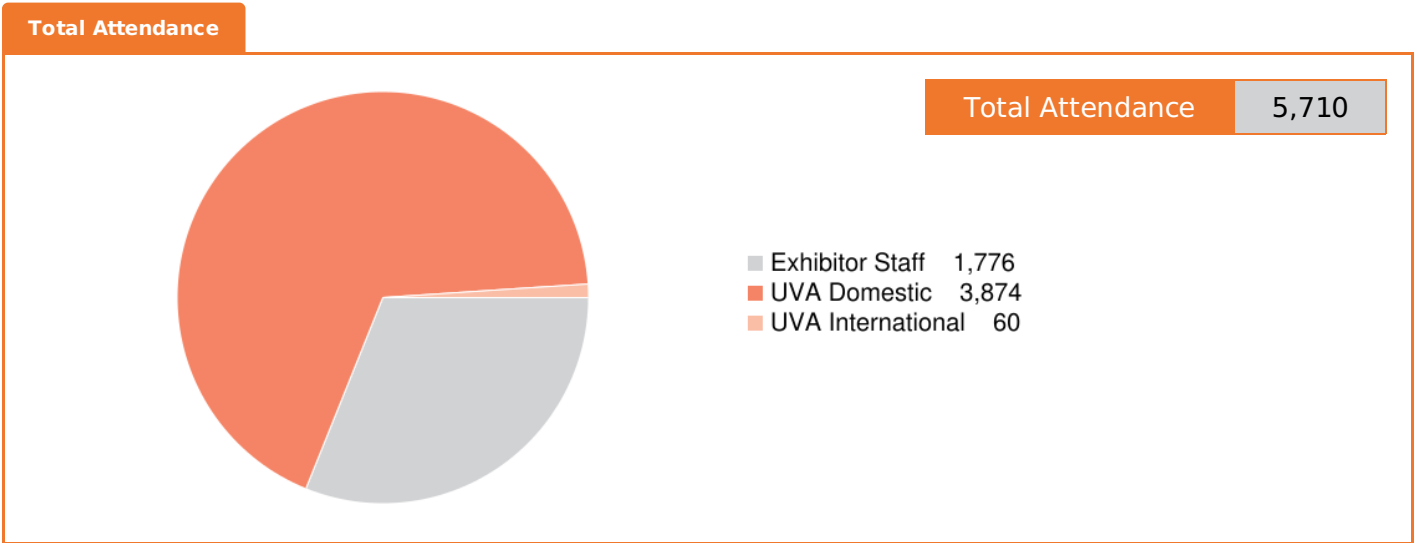
EVENT NAME	Foodtech Packtech 2018 co-located with MHL Expo 2018	 
ORGANISER	XPO Exhibitions	
EVENT DATE	Sep 18-20, 2018	
VENUE	ASB Showgrounds, Auckland	

Unique Visitor Attendance (UVA) **3,934**

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
18 Sep 2018	1,223		1,223
19 Sep 2018	1,431	110	1,541
20 Sep 2018	1,280	111	1,391
Totals	3,934	221	4,155



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Ashburton	7	0.2%
Auckland	2,628	66.8%
Bay of Plenty	16	0.4%
Blenheim	17	0.4%
Cambridge	19	0.5%
Canterbury	20	0.5%
Christchurch	99	2.5%
Dargaville	7	0.2%
Dunedin	17	0.4%
Gisborne	18	0.5%
Hamilton	243	6.2%
Hawera	8	0.2%
Hawkes Bay	60	1.5%
Invercargill	17	0.4%
Lower Hutt	22	0.6%
Manawatu-Wanganui	19	0.5%
Matamata	16	0.4%
Nelson	26	0.7%
Northland	18	0.5%
Palmerston North	41	1.0%
Rotorua	14	0.4%
Taranaki	16	0.4%
Taupo	14	0.4%
Tauranga	85	2.2%
Waikato	58	1.5%
Warkworth	11	0.3%
Wellington	28	0.7%
Whangaparaoa	21	0.5%
Whangarei	36	0.9%
Other Centres (count less than 11)	273	6.9%
Total New Zealand	3,874	98.5%
Australia	40	1.0%
Other Overseas	20	0.5%



Total Attendees 3,934 100%

What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Administrator	18	0.5%
Branch Manager	2	0.1%
CEO/Owner/Director/MD	861	21.9%
Consultant	9	0.2%
Distribution Manager	8	0.2%
Electrician	1	0.0%
Engineer	14	0.4%
Engineer - Chief	2	0.1%
Engineer - Design	13	0.3%
Engineer - Electronic/Electrical	4	0.1%
Engineering Manager	5	0.1%
Facilities Manager	1	0.0%
Food Technologist	109	2.8%
Foreman	2	0.1%
General Manager	238	6.0%
Health & Safety Manager	3	0.1%
Health and Safety Officer	6	0.2%
HR Manager	2	0.1%
Logistics Manager	19	0.5%
Maintenance Manager	3	0.1%
Marketing	138	3.5%
Operations Manager	41	1.0%
Other	244	6.2%
Production	311	7.9%
Project Manager	15	0.4%
Purchasing	148	3.8%
Quality Control	94	2.4%
Research & Development	184	4.7%
Sales	463	11.8%
Site Manager	3	0.1%
Storeman	6	0.2%
Student	25	0.6%

Supervisor	10	0.3%
Supply chain manager	11	0.3%
Team leader	5	0.1%
Technical / Engineer	499	12.7%
Warehouse Manager	19	0.5%
No Responses Given	398	9.7%
Total Responses	3,934	100%

In which industry are you employed?

Industry	No of Unique Visitors	% of Attendees
Baking	94	2.4%
Beverage	145	3.7%
Chemicals	37	0.9%
Cosmetics	26	0.7%
Dairy	258	6.6%
Distribution	109	2.8%
Education & Training	9	0.2%
Engineering	37	0.9%
Exporting	3	0.1%
Fish or Seafood	45	1.1%
Food Technology & Food Science	3	0.1%
Freight & Transportation	6	0.2%
Frozen Food	37	0.9%
Ice Cream	23	0.6%
Importer	24	0.6%
Industrial Supplier	36	0.9%
Logistics & Freight	21	0.5%
Manufacturing	844	21.6%
Meat Processing	164	4.2%
Other	392	10.0%
Packaging	314	8.0%
Pet Food	40	1.0%
Pharmaceutical / Medical	88	2.2%
Poultry	28	0.7%
Printing	74	1.9%
Processing	121	3.1%

Produce	129	3.3%
Professional Services	14	0.4%
Retail	81	2.1%
Shipping	2	0.1%
Supermarket	19	0.5%
Trades & Services	16	0.4%
Warehousing & Distribution	87	2.2%
Wholesale	90	2.4%
No Responses Given	518	13.2%
Total Responses	3,934	100%

What is your purchasing role?

Purchasing Role Analysis	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,582	40.2%
No influence on buying decisions	526	13.4%
Responsible for purchasing decisions	1,308	33.2%
No Responses Given	518	13.2%
Total Responses	3,934	100%

What is your purchasing power?

Purchasing Power Analysis	No of Unique Visitors	% of Attendees
None	848	21.6%
Under \$1000	147	3.8%
\$1,000-\$4,999	187	4.8%
\$5,000-\$9,999	265	6.7%
\$10,000-\$49,999	425	10.9%
\$50,000-\$99,999	281	7.1%
\$100,000-\$250,000	265	6.7%
\$250,000 +	678	17.2%
No Responses Given	1,516	38.4%
Total Responses	4,612	
Analysis had multiple responses - % based on single visits		

How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	143	3.6%
1-5	511	13.0%
6-10	309	7.9%
11-20	310	7.8%
21-50	620	15.8%
51-100	469	11.9%
101+	1,052	26.7%
No Responses Given	520	13.2%
Total Responses	3,934	100%

What are your reasons for attending?

Reasons for Attending	No of Unique Visitors	% of Attendees
To assess whether to exhibit	288	7.3%
To evaluate new technology	2,853	72.5%
To place orders	151	3.8%
To source new suppliers	1,458	37.1%
Other	128	3.3%
Total Responses	4,878	
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 16 October 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 16 October 2018

Organiser



XPO
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Registration Statistics
Provider



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Foodtech Packtech 2020 co-located with MHL Expo 2020
Date of Next Event: 22 Sep 2020 - 24 Sep 2020
Next Venue: ASB Showgrounds, Auckland