

ENGINEERING, MACHINERY & ELECTRONICS EXHIBITION



# VISITOR ATTENDANCE CERTIFICATE

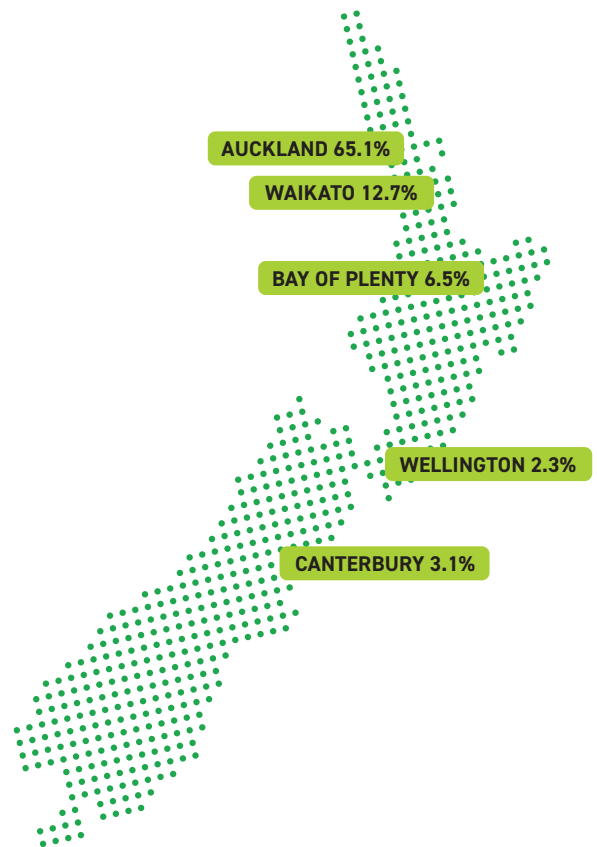
Tuesday 31 May – Thursday 2 June 2022, Auckland Showgrounds

## ATTENDANCE

DAILY VISITS	UNIQUE VISITORS	REPEAT VISITORS	TOTAL VISITS
31/05/22	1203	14	1217
1/06/22	1788	99	1887
2/06/22	1261	99	1360
<b>TOTAL</b>	<b>4252</b>	<b>212</b>	<b>4464</b>

## GEOGRAPHICAL ANALYSIS

REGION	VISITORS	% OF ATTENDEES
Auckland	2768	65.1%
Waikato	538	12.7%
Bay of Plenty	275	6.5%
Canterbury	133	3.1%
Other Regions	114	2.7%
Wellington	99	2.3%
Manawatu-Wanganui	66	1.6%
Northland	64	1.5%
Taranaki	48	1.1%
Hawke's Bay	39	0.9%
Otago	28	0.7%
Southland	20	0.5%
Gisborne	19	0.4%
Marlborough	18	0.4%
Nelson	14	0.3%
Tasman	5	0.1%
West Coast	4	0.1%
<b>TOTAL</b>	<b>4252</b>	<b>100%</b>



## TOTAL ATTENDANCE

### ATTENDEES

Exhibitor Staff	1376
Unique Visitors Domestic	4236
Unique Visitors International	16
<b>TOTAL</b>	<b>5628</b>

## REASONS FOR ATTENDING

REASON	RESPONSES	% OF RESPONSES
To see new products	3743	62.8%
To source new suppliers	1569	26.3%
To place orders	209	3.5%
I'm considering exhibiting at the next event	194	3.3%
Other	155	2.6%
No response given	86	1.4%
<b>TOTAL</b>	<b>5956</b>	<b>100%</b>

## JOB POSITION

POSITION	VISITORS	% OF ATTENDEES
Staff	1537	36.1%
Owner/C-level	1063	25.0%
Manager	1002	23.6%
CEO/General Manager	318	7.5%
Other	157	3.7%
Junior / Intern / Student	175	4.1%
<b>TOTAL</b>	<b>4252</b>	<b>100%</b>

## PURCHASING ROLE

BUYING DECISIONS	VISITORS	% OF ATTENDEES
Influence / recommend purchasing decisions	1771	41.7%
Responsible for buying decisions	1739	40.9%
No influence on buying decisions	693	16.3%
No response given	49	1.2%
<b>TOTAL</b>	<b>4252</b>	<b>100%</b>

## PURCHASING POWER

PURCHASING POWER	VISITORS	% OF ATTENDEES
\$250,000+	865	20.3%
\$100,000 - \$249,999	337	7.9%
\$50,000 - \$99,999	331	7.8%
\$10,000 - \$49,999	557	13.1%
\$5,000 - \$9,999	352	8.3%
\$1,000 - \$4,999	324	7.6%
\$500 - \$999	140	3.3%
\$0 - \$499	175	4.1%
None	1133	26.6%
No Response Given	38	0.9%
<b>TOTAL</b>	<b>4252</b>	<b>100%</b>

## COMPANY SIZE

EMPLOYEES	VISITORS	% OF ATTENDEES
101+	1036	24.4%
51-100	496	11.7%
21-50	641	15.1%
11 to 20	474	11.1%
6 to 10	381	9.0%
1 to 5	1175	27.6%
No response given	49	1.2%
<b>TOTAL</b>	<b>4252</b>	<b>100%</b>

## INDUSTRY

INDUSTRY	VISITORS	% OF ATTENDEES
Manufacturing	670	15.8%
Manufacturing Engineering	627	14.7%
Mechanical Engineering	278	6.5%
General Engineering	271	6.4%
Building & Construction	181	4.3%
Electrical Engineering	178	4.2%
Food Manufacturing	152	3.6%
Research & Development	137	3.2%
Automation & Maintenance	137	3.2%
Automotive	107	2.5%
Education	102	2.4%
Additive Manufacturing	94	2.2%
Engineering Hardware	93	2.2%
Healthcare	91	2.1%
Business Services	78	1.8%
Agriculture / Agritech	75	1.8%
Other Trades	74	1.7%
Plastics Engineering	69	1.6%
Machine & Metal Processing	60	1.4%
Welding & Cutting	60	1.4%
Aviation	50	1.2%
No Response Given	49	1.2%
Defence	43	1.0%
Printing & Packaging	43	1.0%
Software Engineering	43	1.0%
Robotics Engineering	37	0.9%
Computer Engineering	36	0.8%
Marketing / Media	31	0.7%
Engineering Software	30	0.7%
Hydraulic Engineering	29	0.7%
Measurement Control & Instrumentation	25	0.6%
Civil Engineering	22	0.5%
Process Technology	17	0.4%
Environmental Engineering	13	0.3%
Quality Engineering	8	0.2%
Other	291	6.8%
<b>TOTAL</b>	<b>4252</b>	<b>100%</b>

## JOB ROLE (TOP 20)

ROLE	VISITORS	% OF ATTENDEES
Director	445	10.5%
Owner	154	3.6%
Manager	140	3.3%
Engineer	123	2.9%
Managing Director	104	2.4%
General Manager	82	1.9%
CEO	60	1.4%
Production Manager	59	1.4%
Product Development Engineer	55	1.3%
Design Engineer	51	1.2%
Operations Manager	46	1.1%
Director	45	1.1%
Sales	37	0.9%
CNC Machinist	36	0.8%
Mechanical Engineer	36	0.8%
Student	34	0.8%
Engineering Manager	34	0.8%
Automation Engineer	32	0.8%
Machinist	31	0.7%
MD	29	0.7%
Other	2619	61.6%
<b>TOTAL</b>	<b>4252</b>	<b>100%</b>

## PRODUCTS INTERESTED IN

PRODUCT	RESPONSES	% OF RESPONSES
3D Printing	1594	5.3%
Engineering Machinery	1472	4.9%
CNC	1361	4.5%
CAD	1258	4.2%
Automation Equipment	1149	3.8%
Robotics	1016	3.4%
Fabrication Machinery	922	3.1%
Metal working Machinery	894	3.0%
Engineering Supplies	885	3.0%
Tooling	864	2.9%
Welding Equipment and Supplies	817	2.7%
Tools(Hand and Power)	800	2.7%
Cutting Equipment	789	2.6%
Additive Manufacturing	742	2.5%
Engineering Plastics	699	2.3%
Measurement and Control	670	2.2%
Control Devices	667	2.2%
Electrical Equipment	582	1.9%
Computer Systems	581	1.9%
Health and Safety Products	538	1.8%
Rapid Prototyping	532	1.8%
Materials Technology	522	1.7%
Industrial Maintenance	506	1.7%
Materials Handling and Conveyor Systems	495	1.7%
Machine Technology Software	472	1.6%
Motors and Motor control	445	1.5%
Software Applications	444	1.5%
Instrumentation	441	1.5%
Pneumatics	437	1.5%
Contract Manufacturing	401	1.3%
Quality Management	396	1.3%
Hydraulics	391	1.3%
Labelling and Tracking Devices	384	1.3%
Compressors(Air Technology)	374	1.2%
Surface Finishing	372	1.2%
Abrasives	366	1.2%
Plastics Machinery	355	1.2%
Bearings	350	1.2%
Pumps	336	1.1%
Lubricants and Coolants	310	1%
Communication Equipment	308	1.0%
Vacuum Technology	302	1.0%
Test Analysis Equipment	289	1.0%

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← CONTINUED **PRODUCTS INTERESTED IN**

<b>PRODUCT</b>	<b>RESPONSES</b>	<b>% OF RESPONSES</b>
Vibration, Calibration and Alignment Technology	278	0.9%
Valves	277	0.9%
Metrology / CMM	248	0.8%
Filtration	242	0.8%
Education / Associations	238	0.8%
Services	228	0.8%
Generators	218	0.7%
Weighing	200	0.7%
Transmission Equipment	164	0.5%
CIM	116	0.4%
3D Print	13	0.0%
Other	218	0.7%
<b>TOTAL</b>	<b>29968</b>	<b>100%</b>