

CANTERBURY BUILDNZ DESIGNEX 2014 | TRADE EXHIBITION

EVENT NAME Canterbury Buildnz Designex 2014
ORGANISER XPO Exhibitions
EVENT DATE 31 Jul 2014 - 02 Aug 2014
VENUE Horncastle Arena, Addington, Christchurch



Unique Visitor Attendance (UVA)

2,292

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.

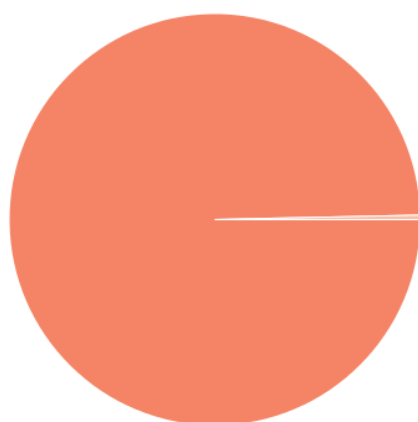
*Children are only included in Total Attendance where the organiser can prove they influence purchase decisions.

ATTENDANCE BREAKDOWN

Daily Total Visits

Daily Visits	UVA	Repeat	Total Visits
31 Jul 2014	800	-	800
01 Aug 2014	1,060	90	1,150
02 Aug 2014	432	101	533
Totals	2,292	191	2,483

Total Attendance

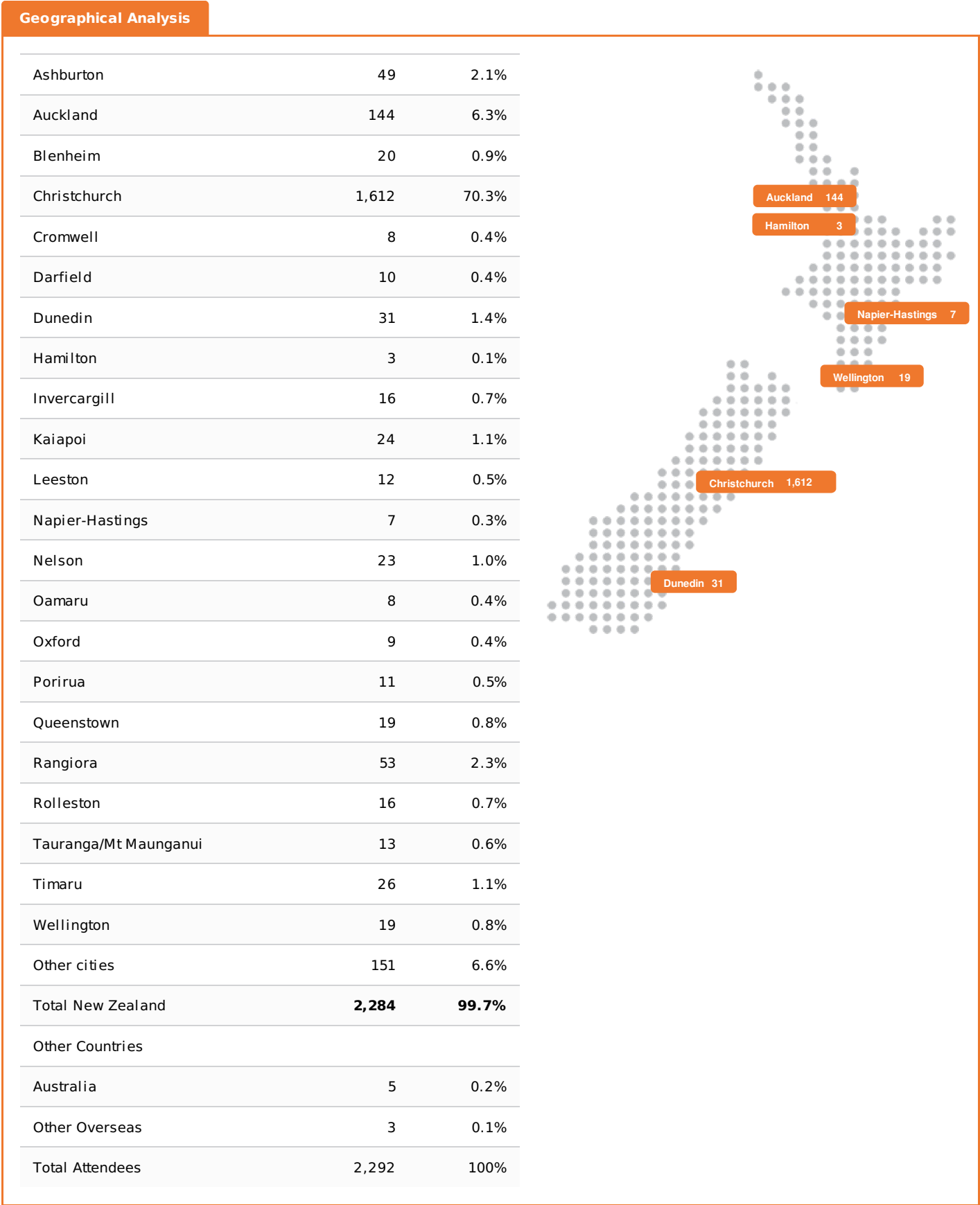


Total Attendance

2,292

■ UVA Domestic 2,284
 ■ UVA International 8

ATTENDEE PROFILE DEMOGRAPHICS



Part of the show I am most interested in

Part Interested In	No of Unique Visitors	% of Attendees
BuildNZ	1,390	60.6%
Designex	560	24.4%
No Responses Given	342	15.0%
Total Responses	2,292	100%

My job function is

Job Function Analysis	No of Unique Visitors	% of Attendees
Architect Commercial	72	3.2%
Architect Residential	87	3.8%
Architectural Draftsperson	80	3.5%
Builder Commercial	78	3.4%
Builder Owner/Manager	186	8.1%
Builder Residential	243	10.6%
Building Supply Merchant	37	1.6%
Cabinet Maker / Joiner	21	0.9%
Designer	85	3.7%
Developer Commercial	17	0.7%
Developer Residential	42	1.8%
Director/Principal/CEO	134	5.9%
Drain Layer	12	0.5%
Engineer	84	3.7%
Facility/Venue/Property Manager	5	0.2%
Gas Fitter	1	0.0%
Hardware Distributor	19	0.8%
Hardware Manufacturer	23	1.0%
Hardware Retailer	17	0.7%
Interior Designer	66	2.9%
Kitchen/Bathroom Manufacturer	13	0.6%
Maintenance Manager	11	0.5%
Marketing Manager	36	1.6%
Media	12	0.5%
Owner / Partner	1	0.0%
Painter/Paper Hanger	14	0.6%
Plumber	15	0.7%

Project Manager	138	6.0%
Purchasing Manager	18	0.8%
Quantity Surveyor	48	2.1%
Retail Buyer	4	0.2%
Roofing Contractor	8	0.4%
Sales	136	5.9%
Sales Manager	106	4.6%
Specifier	13	0.6%
Staff	102	4.5%
Student	64	2.8%
Other	216	9.4%
No Responses Given	28	1.2%
Total Responses	2,292	100%

In which industry are you employed?		
Industry Analysis	No of Unique Visitors	% of Attendees
Architecture	297	13.1%
Commercial Construction	256	11.2%
Commercial Interior Design	34	1.5%
Curtain/Soft furnishing industry	4	0.2%
Design-Other	49	2.1%
Electrical	48	2.1%
Engineering	75	3.3%
Government Department	34	1.5%
Heritage Building	8	0.3%
Hotel/Venue	4	0.2%
Manufacturing/Wholesale	217	9.5%
Media	21	0.9%
Plumbing / Gasfitting	35	1.5%
Property Management	8	0.3%
Property/Development/Project Mgmt	71	3.1%
Residential Construction	601	26.2%
Residential Interior Design	55	2.4%
Residential Renovation	65	2.8%
Retail	65	2.8%
Shop/Office Fitting	18	0.8%

Supermarket / General Store	1	0.0%
Other	206	9.0%
No Responses Given	120	5.2%
Total Responses	2,292	100%

Buying Decisions?

Purchasing Role Analysis	No of Unique Visitors	% of Attendees
Influence purchasing decisions	839	36.6%
No influence on buying decisions	476	20.8%
Responsible for purchasing decisions	857	37.4%
No Responses Given	120	5.2%
Total Responses	2,292	100%

What is your purchasing power?

Purchasing Power Analysis	No of Unique Visitors	% of Attendees
\$0-\$499	29	1.3%
\$500-\$999	56	2.4%
\$1,000-\$4,999	71	3.1%
\$5,000-\$9,999	121	5.3%
\$10,000-\$49,999	188	8.2%
\$50,000-\$99,999	144	6.3%
\$100,000 - \$249,999	172	7.5%
\$250,000 +	380	16.6%
None	555	24.2%
No Responses Given	576	25.1%
Total Responses	2,292	100%

How many employees in your company?

Employee Analysis	No of Unique Visitors	% of Attendees
1	363	15.8%
1-5	642	28.0%
6-10	363	15.8%
11-20	258	11.3%
21-50	286	12.5%
51-100	155	6.8%
101+	105	4.6%

No Responses Given	120	5.2%
Total Responses	2,292	100%

Please indicate your buying interests? Please select as many as appropriate?		
Buying Interests	No of Unique Visitors	% of Attendees
Appliances	461	20.1%
Architectural Hardware	608	26.5%
Audio Visual	238	10.4%
Bathroomware	561	24.5%
Blinds/Curtains/Shutters	281	12.3%
Builders Hardware	749	32.7%
Carpets, Rugs	281	12.3%
Cladding	777	33.9%
Computer Systems	253	11.0%
Decorative Accessories	182	7.9%
Door/Screens	283	12.3%
Electrical Products/Services	332	14.5%
Fabrics, Textiles	110	4.8%
Fashion, Colour Forecasting	100	4.4%
Flooring	374	16.3%
Furnishings	103	4.5%
Furniture - Comml, Rsdntl, Hospitality	77	3.4%
Gas Suppliers	50	2.2%
Glass	149	6.5%
Hand Tools	306	13.4%
Heating, Fireplaces	549	24.0%
Household Hardware	361	15.8%
Insulation	614	26.8%
Interior Design	511	22.3%
Kitchen, Benchtops	564	24.6%
Kitchenware / Chinaware	1	0.0%
Landscaping	393	17.1%
Lighting	598	26.1%
Locks and Latches	326	14.2%
Office Fitout Systems	231	10.1%
Paint and Paint Aids	256	11.2%

Plumbing Supplies	265	11.6%
Pools and Pool Accessories	67	2.9%
Power Tools	492	21.5%
Protective Coatings	217	9.5%
Roofing	376	16.4%
Shop Fittings	75	3.3%
Stairs	115	5.0%
Surface & Wall Finishes	220	9.6%
Tiles	161	7.0%
Other	148	6.5%
Total Responses	12,815	

Analysis had multiple responses - % based on single visits

What are your reasons for attending the buildnz designex?		
Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	892	38.9%
To evaluate new technology	1,657	72.3%
To place orders	79	3.4%
To purchase a stand in the future	259	11.3%
Other	119	5.2%
Total Responses	3,006	

Are you a member of?		
Member Analysis	No of Unique Visitors	% of Attendees
ADNZ	44	1.9%
CBANZ	110	4.8%
DINZ	28	1.2%
FANZ	5	0.2%
NZIA	96	4.2%
PrefabNZ	21	0.9%
RMBF	116	5.1%
No Responses Given	1,872	81.7%
Total Responses	2,292	100%

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 August 7, 2014. 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 August 7, 2014

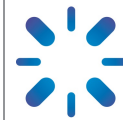
Organiser



XPO
EXHIBITIONS

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Registration Statistics
Provider



XPO
EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Buildnz Designex 2015
Date of Next Event: 21 Jun 2015 - 23 Jun 2015
Next Venue: ASB Showgrounds, Greenlane, Auckland