

EVENT NAME	SouthMACH 2017	SOUTH MACH 17
ORGANISER	XPO Exhibitions	
EVENT DATE	May 24-25, 2017	
VENUE	Horncastle Arena Christchurch	

Unique Visitor Attendance (UVA) **1,647**

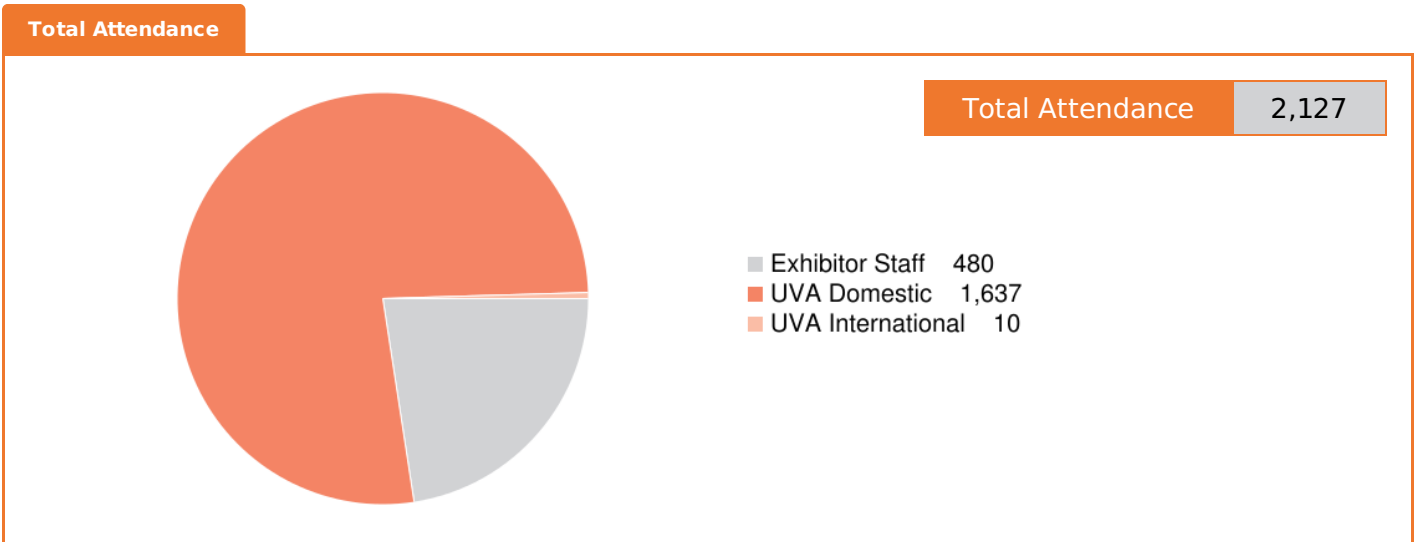
Statement of Verification Methodology

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
24 May 2017	863	-	863
25 May 2017	784	85	869
Totals	1,647	85	1,732



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Amberley	5	0.3%
Ashburton	27	1.6%
Auckland	92	5.6%
Blenheim	9	0.5%
Christchurch	1,155	70.1%
Dunedin	14	0.8%
Fairlie	5	0.3%
Hamilton	8	0.5%
Invercargill	15	0.9%
Kaiapoi	28	1.7%
Leeston	13	0.8%
Lincoln	6	0.4%
Lower Hutt	5	0.3%
Lyttelton	10	0.6%
Nelson	10	0.6%
Oamaru	5	0.3%
Prebbleton	5	0.3%
Rangiora	36	2.2%
Rolleston	10	0.6%
Timaru	47	2.9%
Wellington	13	0.8%
Whangarei	6	0.4%
Other Cities (count less than 5)	113	6.9%
Total New Zealand	1,637	99.4%
Countries		
Australia	9	0.5%
China	1	0.1%
Total Attendees	1,647	100%



How best describes your job function?

Job	No of Unique Visitors	% of Attendees
CEO/General Manager	229	13.9%
Electrician	34	2.1%
Electronic Technician	26	1.6%
Engineer - Chief	37	2.2%
Engineer - Design	114	6.9%
Engineer - Electronic/ Electrical	53	3.2%
Engineer - Hydraulic	9	0.5%
Engineer - Mechanical	141	8.6%
Engineer - Process	42	2.5%
Engineer - Welding	22	1.3%
Fitter/ Tuner /Toolmaker	49	3.0%
General Engineering	1	0.1%
Health & Safety Officer	19	1.2%
Machine Programmer	14	0.8%
Maintenance Engineer / Manager	60	3.6%
Operations Manager	77	4.7%
Owner/ Partner/ Director	133	8.1%
Pneumatics/ Hydraulics	2	0.1%
Production Manager	68	4.1%
Production/ Machine Operator	13	0.8%
Sales & Marketing	163	9.9%
Student/ Academic	39	2.4%
Welder/ Fabricator	29	1.8%
Other	210	12.8%
No Response Given	63	3.8%
Total Responses	1,647	100%

In which industry are you employed?

Industry	No of Unique Visitors	% of Attendees
Engineering Software & Computerisation	90	5.5%
Fluid Engineering	25	1.5%
General Engineering	428	26.0%
Machine & Metalworking Technology	134	8.1%
Measurement Control & Instrumentation	71	4.3%

Plant Automation & Maintenance	111	6.7%
Processing	105	6.4%
Welding Cutting & Plastics Engineering	70	4.3%
Other	466	28.3%
No Response Given	147	8.9%
Total Responses	1,647	100%

Buying Decisions?

Buying Decisions	No of Unique Visitors	% of Attendees
Influence purchasing decisions	649	39.4%
No influence on buying decisions	264	16.0%
Responsible for purchasing decisions	594	36.1%
No Response Given	140	8.5%
Total Responses	1,647	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	408	24.8%
\$0-\$499	50	3.0%
\$500-\$999	72	4.4%
\$1,000-\$4,999	126	7.7%
\$5,000-\$9,999	131	8.0%
\$10,000-\$49,999	167	10.1%
\$50,000-\$99,999	113	6.9%
\$100,000 +	292	17.7%
No Response Given	288	17.4%
Total Responses	1,647	100%

Number of employees in your company?

Company Size	No of Unique Visitors	% of Attendees
Yourself	150	9.1%
1-5	258	15.7%
6-10	120	7.3%
11-20	144	8.7%
21-50	240	14.6%
51-100	188	11.4%

101+	321	19.5%
No Response Given	226	13.7%
Total Responses	1,647	100%

What products are you interested in?

Products	No of Unique Visitors	% of Attendees
Abrasives	177	10.7%
Automation Equipment	366	22.2%
Bearings	176	10.7%
Cables & Cable Protection	118	7.2%
CADCAM	397	24.1%
CIM	28	1.7%
CNC	418	25.4%
Communication Equipment	134	8.1%
Compressors	131	8.0%
Computer Systems	198	12.0%
Control Devices	216	13.1%
Cutting Equipment	238	14.5%
Education/ Associations	94	5.7%
Electrical Equipment	167	10.1%
Engineering Machinery	481	29.2%
Engineering Plastics	229	13.9%
Engineering Supplies	277	16.8%
Fabrication Machinery	231	14.0%
Filtration	54	3.3%
Generators	60	3.6%
Health & Safety Products	200	12.1%
Hydraulics	101	6.1%
Industrial Maintenance	118	7.2%
Industrial Transmission	26	1.6%
Instrumentation	95	5.8%
Labeling & Tracking Devices	94	5.7%
Lubricants & Coolants	179	10.9%
Lubrication/ Cooling	109	6.6%
Machine Technology Software	240	14.6%
Materials Handling & Conveying	215	13.1%

Materials Technology	259	15.7%
Measurement & Control	259	15.7%
Metal Working Machinery	404	24.5%
Metrology/ CMM	85	5.2%
Motors & Motor Control	196	11.9%
Plastics Machinery	151	9.2%
Pneumatics	173	10.5%
Pumps	142	8.6%
Robotics	358	21.7%
Services	103	6.3%
Software Applications	147	8.9%
Surface Finishing	93	5.6%
Test & Analysis Equipment	145	8.8%
Tooling	275	16.7%
Tools - Hand/Power	216	13.1%
Total Quality Management	73	4.4%
Vacuum Technology	53	3.2%
Valves	59	3.6%
Vibration Calibration & Alignment Technology	41	2.5%
Weighing	43	2.6%
Welding Equipment & Supplies	187	11.4%
Other	59	3.6%
Total Responses	9,088	

Analysis had multiple responses - % based on single visits

What are your reasons for attending SouthMACH?

Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	470	28.5%
To evaluate new technology	1,317	80.0%
To place orders	49	3.0%
To assess whether to exhibit	94	5.7%
Other	55	3.3%
Total Responses	1,985	

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 8 June 2017. 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 8 June 2017

Organiser



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EXHIBITIONS

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Registration Statistics
Provider



XPO
EXHIBITIONS



Endorsed by the
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Next Event Name: SouthMACH 2019
Date of Next Event: 22 May 2019 - 23 May 2019
Next Venue: Horncastle Arena Christchurch