

EVENT NAME SouthMACH 2019
ORGANISER XPO Exhibitions Limited
EVENT DATE May 22-23, 2019
VENUE Horncastle Arena Christchurch, New Zealand

**SOUTH
MACH 19**

Unique Visitor Attendance (UVA) **1,385**

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.

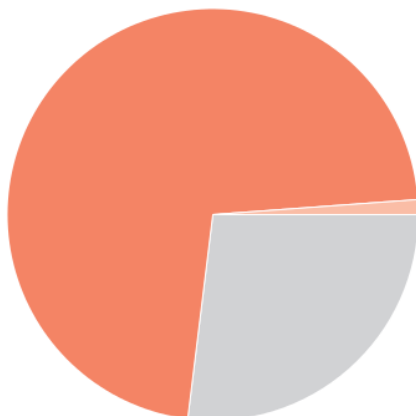
ATTENDANCE BREAKDOWN

Daily Total Visits

Daily Visits	UVA	Repeat	Total Visits
22 May 2019	813		813
23 May 2019	572	78	650
Totals	1,385	78	1,463

Total Attendance

Total Attendance **1,896**

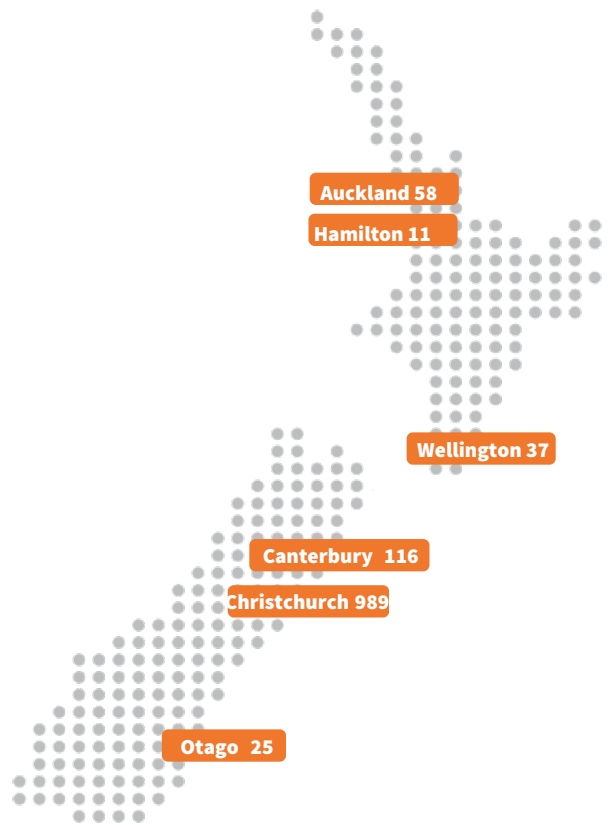


■ Exhibitor Staff 511
 ■ UVA Domestic 1,363
 ■ UVA International 22

ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Christchurch	989	71.4%
Canterbury	116	8.4%
Auckland	58	4.2%
Ashburton	27	1.9%
Kaipoi	21	1.5%
Invercargill	19	1.3%
Wellington	37	2.7%
Blenheim	15	1.1%
Otago	25	1.8%
Hamilton	11	0.8%
Manawatu-Wanganui	10	0.7%
Tasman	7	0.5%
Bay of Plenty	7	0.5%
Greymouth	5	0.4%
Taranaki	5	0.4%
Other Cities (count less than 5)	11	0.8%
Total New Zealand	1,363	98.4%
Countries		
Other Overseas	13	0.9%
Australia	9	0.6%
Total Attendees	1,385	100%



What best describes your job function?

Job	No of Unique Visitors	% of Attendees
CEO/General Manager	210	15.2%
Engineer - Mechanical	139	10.0%
Sales & Marketing	131	9.5%
Owner/ Partner/ Director	111	8.0%
Engineer - Design	83	6.0%
Engineer - Electronic/ Electrical	59	4.3%
Student/ Academic	53	3.8%
Maintenance Engineer / Manager	51	3.7%
Production Manager	50	3.5%
Operations Manager	40	2.9%
Project Manager	39	2.8%
Fitter/ Tuner /Toolmaker	38	2.7%
Welder/ Fabricator	31	2.2%
Electrician	30	2.1%
Electronic Technician	22	1.6%
Engineer - Process	22	1.6%
Engineer - Chief	19	1.4%
Engineer - Welding	19	1.4%
Health & Safety Officer	17	1.2%
Procurement	16	1.2%
Machine Programmer	14	1.0%
Production/ Machine Operator	11	0.8%
Pneumatics/ Hydraulics	5	0.4%
Engineer - Hydraulic	3	0.2%
Other	142	10.3%
No Response Given	30	2.2%
Total Responses	1,385	100%

In which industry are you employed?

Industry	No of Unique Visitors	% of Attendees
Manufacturing	349	25.2%
General Engineering	194	14.0%
Research & Development	82	5.9%
Machine & Metalworking Technology	72	5.2%
Food Manufacturing/Processing	50	3.6%
Education	45	3.2%
Construction	43	3.1%
Plant Automation & Maintenance	39	2.8%
Welding, Cutting & Plastics Engineering	33	2.4%
Automotive	30	2.2%
Measurement, Control & Instrumentation	28	2.0%
Engineering Software & Computerisation	27	1.9%
Defence	26	1.9%
Aviation	25	1.8%
Processing	21	1.5%
Printing & Packaging	21	1.5%
Healthcare	15	1.1%
Fluid Engineering	12	0.9%
3D Graphics	10	0.7%
Other	171	12.3%
No Response Given	92	6.6%
Total Responses	1,385	100%

Buying Decisions

Buying Decisions	No of Unique Visitors	% of Attendees
Influence buying decisions	529	38.2%
Responsible for buying decisions	507	36.6%
No influence on buying decisions	257	18.6%
No Response Given	92	6.6%
Total Responses	1,385	100%

What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
500-999	57	4.1%
1K-5K	103	7.4%
5K-10K	115	8.3%
10K-50K	143	10.3%
50K-100K	72	5.2%
100K-250K	72	5.2%
250K+	171	12.3%
No Response Given	652	47.0%
Total Responses	1,385	100%

Number of employees in your company?

Company Size	No of Unique Visitors	% of Attendees
1-5	282	20.4%
6-10	50	3.6%
11-20	81	5.8%
21-50	172	12.4%
51-100	141	10.2%
101+	298	21.5%
No Response Given	361	26.1%
Total Responses	1,385	100%

What products are you interested in?

Products	No of Unique Visitors	% of Attendees
3D Print	491	35.5%
Engineering Machinery	374	27.0%
CNC	349	25.2%
Metal Working Machinery	327	23.6%
Automation Equipment	313	22.6%
CADCAM	299	21.6%
Robotics	293	21.2%
Measurement & Control	198	14.3%

Additive Manufacturing	196	14.2%
Fabrication Machinery	196	14.2%
Control Devices	188	13.6%
Materials Technology	186	13.4%
Engineering Supplies	180	13.0%
Tooling	180	13.0%
Cutting Equipment	179	12.9%
Materials Handling & Conveying	179	12.9%
Welding Equipment & Supplies	173	12.5%
Tools - Hand/Power	171	12.3%
Machine Technology Software	170	12.3%
Motors & Motor Control	161	11.6%
Computer Systems	160	11.6%
Labeling & Tracking Devices	158	11.4%
Rapid Prototyping	156	11.3%
Engineering Plastics	153	11.0%
Bearings	134	9.7%
Electrical Equipment	132	9.5%
Software Applications	126	9.1%
Pneumatics	124	9.0%
Abrasives	117	8.4%
Plastics Machinery	113	8.2%
Health & Safety Products	109	7.9%
Lubricants & Coolants	108	7.8%
Test & Analysis Equipment	108	7.8%
Communication Equipment	92	6.6%
Compressors	88	6.4%
Pumps	88	6.4%
Industrial Maintenance	87	6.3%
Instrumentation	78	5.6%
Cables & Cable Protection	73	5.3%
Metrology/ CMM	71	5.1%
Hydraulics	69	5.0%
Lubrication/ Cooling	69	5.0%
Services	69	5.0%
Surface Finishing	67	4.8%

Total Quality Management	67	4.8%
Education/ Associations	58	4.2%
Generators	45	3.2%
Vacuum Technology	43	3.1%
Valves	40	2.9%
Filtration	34	2.5%
Vibration, Calibration & Alignment Technology	34	2.5%
Weighing	31	2.2%
CIM	25	1.8%
Industrial Transmission	16	1.2%
Other	37	2.7%
Total Responses	7,782	

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 evaluate new technology	1,099	79.4%
To source new suppliers	369	26.6%
To assess whether to exhibit	69	5.0%
To place orders	44	3.2%
Total Responses	1,581	

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 19 June 2019. 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 19 June 2019

Organiser



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Registration Statistics
Provider



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