

SOUTH MACH

POSTSHOW REPORT



Dear Exhibitor,

Wow! What a show!

On behalf of the SouthMACH team, we would like to extend our thanks to all those who exhibited and supported this year's show. Held at the Horncastle Arena, Christchurch from the 24-25 May 2017, the Mainland's largest event for the manufacturing, engineering and technology industries has been deemed a great success by both visitors and exhibitors. Here are just a few comments:

- **2015 was great but 2017 even better**
- **SouthMACH was a great show and we had excellent sales from it**
- **We really enjoyed the show and are happy with the results**

Attracting more than 100 international and local exhibiting companies across a range of industries and a strong attendance of industry visitors, SouthMACH 2017 has once again proven the South Island; "Heartland of Manufacturing" is in good shape.

The show delivered a broad spectrum of new products and innovations – On display was a showcase of the latest in CNC machinery, Industrial Automation, 3D Printing Technology and much more. Especially the World Class examples of Industrial Collaboration between designers and manufacturers attracted a great deal of attention. New initiatives such as the Apprenticeship Workshop and Speed Dating for employers and students looking at a career in engineering, were very well received. A very busy industry led Seminar program touched on all the current worldwide industry topics from Industry 4.0 and Industrial Internet of Things (IIOT) to Advanced Manufacturing.

Feedback has been extremely positive with exhibitors, although still following up on their leads, already acknowledged the high calibre of the visitors with genuine buying interest.



ATTENDANCE 2017
104 EXHIBITORS, 1,732 VISITORS OF WHICH 1,647 WERE UNIQUE

*Source; 2017 SouthMACH show CAB audited statistics.

EMEX 2018

The organisers are now ramping up for EMEX, New Zealand's largest national technology trade show for the manufacturing, engineering, machinery and electronics industries. The previous EMEX in 2016 included 164 exhibitors and was attended by over 5,000 visitors, the highest in nearly 10 years – and with already over **70% of the floor space confirmed for next year**, 2018 is going to be even bigger.

Held at the ASB Showgrounds, **Auckland 1 – 3 May 2018**, the event will be one you don't want to miss. **Showcase** your latest products and services to industry decision makers, **Educate** new customers on the latest technologies and leading edge innovations and **Sell** directly to a targeted and qualified audience, generate leads and build business relationships.

See www.emex.co.nz for more details.

SOUTHMACH 2019

Re-bookings for SouthMACH have already been strong as exhibitors confirm their prime locations to return to in 2019. If you are wanting to secure your preferred space or wish to discuss other opportunities across the show, please contact

Exhibition Manager - Aad van der Poel
(09) 976 8350 or 021 314 199
aad@xpo.co.nz

Next show dates are 22-23 May 2019.

VISITOR SURVEY KEY FINDINGS*



86.7%

'likely' to 'very likely' to make contact with an exhibitor post show



83.5%

'satisfied' to 'very satisfied' with their overall experience of SouthMACH



75%

found something they are likely to buy after the show



75.5%

'hold direct authority' or 'influence' the purchasing of goods and services seen at the show

2017 MARKETING SUPPORT

SouthMACH received an extensive marketing and promotional campaign. A combination of mass media including multiple insertions in The Press and targeted advertising across leading industry publications was combined with an active social media campaign to reach as many industry professionals as possible. This activity combined with a large direct mail campaign and commitment and support from key trade publications and event partners to promote the show was unprecedented.

Once again we hope that your SouthMACH show experience was a positive one. We look forward to partnering with you again very soon.

Yours Sincerely,
XPO Exhibitions

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