



31st May - 2nd June 2016

ASB Showgrounds, Auckland

Dear Exhibitor,

WOW! What a show!

On behalf of the EMEX Team, we would like to extend our thanks to all those who attended and supported this years show. Held at ASB Showgrounds in Auckland from 31 May – 2 June 2016 the country's largest event for the manufacturing and engineering industry has been called an amazing success by both visitors and exhibitors.

Attracting more than 160 exhibiting companies and a record attendance of over 5,000 visitors, the event was the most successful for many years. We are pleased to have been inundated with feedback that the show delivered a lot more new products and innovations than prior shows - a mix of kiwi made and/or internationally sourced.

Over the three days of EMEX we celebrated this year's dual themes of Additive Manufacturing and Bringing Manufacturing Home. From the Fraser Fire & Rescue fire truck feature to robotics, 3D printers and the latest technology in kiwi made CNC machinery such as Plazmax, there was something for everyone in the industry. Not to mention that the 3 days of seminars were mostly full to capacity with standing room only.

With visitors to EMEX bringing with them in excess of \$422m* of buying power, feedback has been extremely positive with exhibitors now actively following up a high number of quality targeted audience leads. Overall a great success!

*Fresh Info Economic Evaluation Report 2016

See media release from show [MEDIA RELEASE](#)

See official CAB report [OFFICIAL CAB REPORT](#)



ATTENDANCE
160 EXHIBITORS
5,116* VISITORS
*Source: 2016 EMEX CAB audited statistics

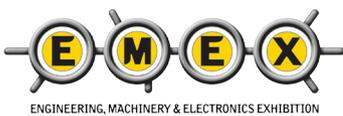
POST SHOW LUNCH FUNCTION, 8th JULY
 You should have received an invitation by now for our post show lunch function. This is a chance to share ideas, network with fellow industry professionals, as well as hear from Dieter Adam, Chief Executive of New Zealand Manufacturers and Exporters Association about the economic outlook for manufacturing. Please rsvp to aad@xpo.co.nz by 5th July

SURVEY RESULTS

With hundreds of visitor surveys completed some of the key findings are extremely positive!

VISITOR SURVEY KEY FINDINGS

- 80% are 'likely' to 'very likely' to make contact with an exhibitor post show (80% 2014)
- 84% were 'satisfied' to 'very satisfied' with their overall experience of EMEX (74% 2014)
- 81% rated the variety of exhibitors as 'good' to 'excellent' (73% 2014)
- 71% 'agree' or 'strongly agree' EMEX is a must attend event (64% 2014)
- 69% 'hold direct authority' for, or 'influence', purchasing decisions (68% 2014)



EMEX 2018 BOOKINGS

Rebookings for **EMEX** have already been strong as exhibitors confirm their prime locations to return to in 2018. If you are wanting to secure your preferred space or wish to discuss other opportunities across the show please contact Exhibition Sales Manager Aad van der Poel on (09) 976 8350 / 021 314 199 / aad@xpo.co.nz, next show dates are **1-3 May 2018**.

www.emex.co.nz

SOUTHMACH 2017 LAUNCH

Following on from a very successful EMEX we are excited to announce the launch of SouthMACH 2017. Held **24-25 May 2017** at the **Horncastle Arena, Christchurch** SouthMACH is the regions premier technology trade show celebrating the heartland of manufacturing. Spaces are limited so be sure to book you space now!

www.southmach.co.nz

MARKETING SUPPORT

EMEX received an extensive marketing and promotional campaign with a combination of mass media including multiple insertions across regional daily newspapers and features within the NZ Herald. Add to this a powerful and targeted advertising campaign across leading industry publications, direct mail, major visitor prizes and an active social media campaign we were able to reach 1000's of industry professionals.

[VIEW CAMPAIGN ONLINE](#)

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

Yours Sincerely,
 XPO Exhibitions

Thank you to all our supporting partners and industry organisations for making this years event a great success.

