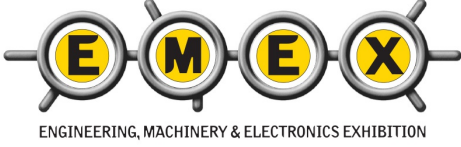


<b>EVENT NAME</b>	EMEX 2016	
<b>ORGANISER</b>	XPO Exhibitions	
<b>EVENT DATE</b>	31 May 2016 - 02 Jun 2016	
<b>VENUE</b>	ASB Showgrounds Greenlane, Auckland	

Unique Visitor Attendance (UVA) **4,969**

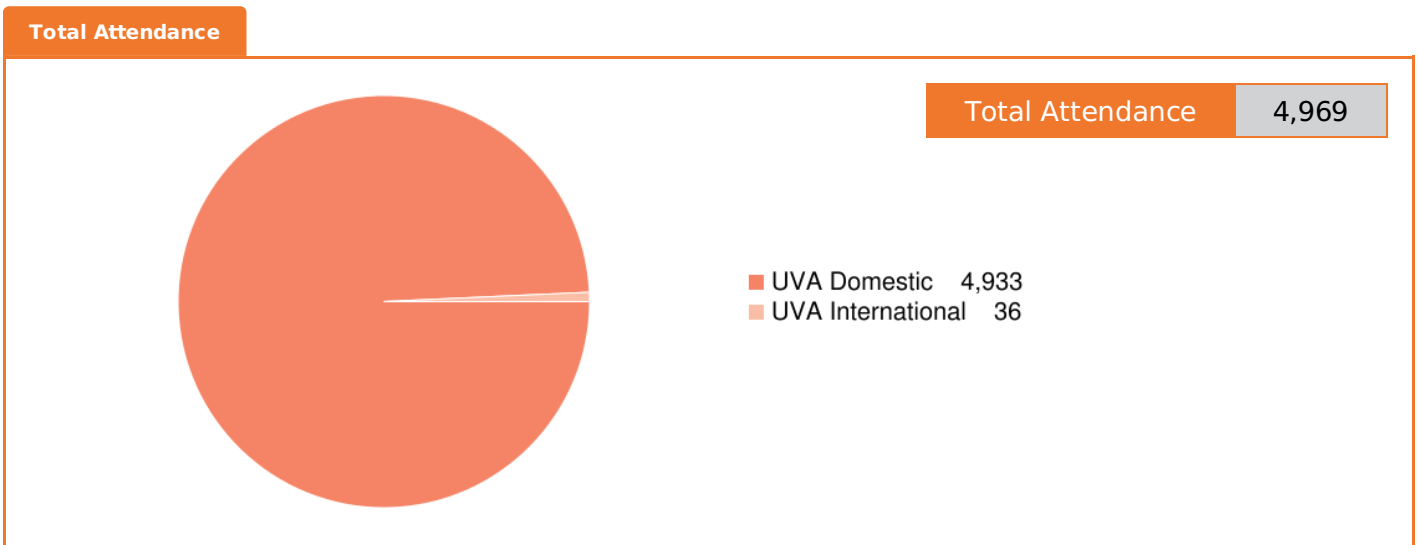
**Statement of Verification Methodology**

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 May 2016	1,353	-	1,353
01 Jun 2016	2,200	57	2,257
02 Jun 2016	1,416	90	1,506
<b>Totals</b>	<b>4,969</b>	<b>147</b>	<b>5,116</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Auckland	3,302	66.5%
Blenheim	21	0.4%
Cambridge	21	0.4%
Christchurch	116	2.3%
Dunedin	21	0.4%
Hamilton	370	7.4%
Hastings	24	0.5%
Kaikati	16	0.3%
Kumeu	15	0.3%
Lower Hutt	30	0.6%
Matamata	16	0.3%
Mount Maunganui	34	0.7%
Napier	36	0.7%
New Plymouth	42	0.8%
Palmerston North	57	1.1%
Pukekohe	30	0.6%
Rotorua	56	1.1%
Taupo	18	0.4%
Tauranga	93	1.9%
Te Awamutu	25	0.5%
Thames	29	0.6%
Tokoroa	21	0.4%
Waiuku	24	0.5%
Warkworth	15	0.3%
Wellington	53	1.1%
Whangaparaoa	18	0.4%
Whangarei	56	1.1%
Other cities (count less than 15)	374	7.5%
Total New Zealand	4,933	99.3%
Australia	19	0.4%
Other Overseas	17	0.3%
Total Attendees	4,969	100%



### What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
CEO/General Manager	726	14.6%
Electrician	66	1.3%
Electronic Technician	65	1.3%
Engineer - Chief	77	1.5%
Engineer - Design	345	6.9%
Engineer - Electronic/Electrical	183	3.7%
Engineer - Hydraulic	17	0.3%
Engineer - Mechanical	390	7.9%
Engineer - Process	104	2.1%
Engineer - Welding	67	1.3%
Fitter/Tuner/Toolmaker	200	4.0%
Machine Programmer	97	2.0%
Maintenance	185	3.7%
Operations Manager	246	5.0%
Owner / Partner / Director	2	0.0%
Owner/Partner/Director	438	8.8%
Pneumatics/Hydraulics	7	0.1%
Production Manager	157	3.2%
Production/Machine Operator	54	1.1%
Sales & Marketing	441	8.9%
Shop Manager / Head Buyer	2	0.0%
Student/Academic	266	5.5%
Welder/Fabricator	143	2.9%
Other	462	9.3%
No Responses Given	229	4.6%
<b>Total Responses</b>	<b>4,969</b>	<b>100%</b>

### In which industry are you employed?

Industry	No of Unique Visitors	% of Attendees
Engineering Software & Computerisation	243	4.9%
Fluid Engineering	72	1.4%
General Engineering	1,244	25.0%
Machine & Metalworking Technology	623	12.5%
Measurement Control & Instrumentation	199	4.0%

Plant Automation & Maintenance	366	7.4%
Processing	292	5.9%
Welding Cutting & Plastics Engineering	189	3.8%
Other	1,405	28.3%
No Responses Given	336	6.8%
<b>Total Responses</b>	<b>4,969</b>	<b>100%</b>

### Buying Decisions?

Buying Decisions	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,988	40.0%
No influence on buying decisions	885	17.8%
Responsible for purchasing decisions	1,772	35.7%
No Responses Given	324	6.5%
<b>Total Responses</b>	<b>4,969</b>	<b>100%</b>

### What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	1,289	26.0%
\$0-\$499	171	3.4%
\$500-\$999	224	4.5%
\$1,000-\$4,999	327	6.6%
\$5,000-\$9,999	395	8.0%
\$10,000-\$49,999	542	10.9%
\$50,000-\$99,999	325	6.5%
\$100,000 +	971	19.5%
No Responses Given	725	14.6%
<b>Total Responses</b>	<b>4,969</b>	<b>100%</b>

### Number of employees in your company?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	427	8.6%
1-5	899	18.1%
6-10	504	10.1%
11-20	548	11.0%
21-50	619	12.5%
51-100	568	11.4%

101+	1,053	21.2%
No Responses Given	351	7.1%
<b>Total Responses</b>	<b>4,969</b>	<b>100%</b>

#### Which of the following products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
Abrasives	514	10.3%
Automation Equipment	1,148	23.1%
Bearings	484	9.7%
Cables & Cable Protection	380	7.6%
CADCAM	1,243	25.0%
CIM	155	3.1%
CNC	1,417	28.5%
Communication Equipment	402	8.1%
Compressors	406	8.2%
Computer Systems	712	14.3%
Control Devices	770	15.5%
Cutting Equipment	814	16.4%
Education/Associations	291	5.9%
Electrical Equipment	635	12.8%
Engineering Machinery	1,619	32.6%
Engineering Plastics	845	17.0%
Engineering Supplies	1,058	21.3%
Fabrication Machinery	895	18.0%
Filtration	276	5.6%
Health & Safety Products	718	14.4%
Hydraulics	499	10.0%
Industrial Maintenance	603	12.1%
Industrial Transmission	232	4.7%
Instrumentation	499	10.0%
Labeling & Tracking Devices	481	9.7%
Lubricants & Coolants	496	10.0%
Lubrication/Cooling	299	6.0%
Machine Technology Software	738	14.9%
Materials Handling & Conveying	758	15.3%
Materials Technology	873	17.6%

Measurement & Control	952	19.2%
Metal Working Machinery	1,245	25.1%
Metrology/CMM	288	5.8%
Motors & Motor Control	643	12.9%
Plastics Machinery	590	11.9%
Pneumatics	624	12.6%
Pumps	499	10.0%
Robotics	1,057	21.3%
Services	340	6.8%
Software Applications	643	12.9%
Surface Finishing	461	9.3%
Test & Analysis Equipment	596	12.0%
Tooling	1,059	21.3%
Tools - Hand/Power	954	19.2%
Total Quality Management	315	6.3%
Vacuum Technology	332	6.7%
Valves	348	7.0%
Vibration Calibration & Alignment Technology	323	6.5%
Weighing	263	5.3%
Welding Equipment & Supplies	917	18.5%
Other	183	3.7%
<b>Total Responses</b>	<b>32,892</b>	

Analysis had multiple responses - % based on single visits

#### What are your reasons for attending the Emex?

Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	1,536	30.9%
To evaluate new technology	4,071	81.9%
To place orders	219	4.4%
To assess whether to exhibit at the next Emex	287	5.8%
Other	146	2.9%
<b>Total Responses</b>	<b>6,259</b>	

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 20 June 2016. 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 20 June 2016

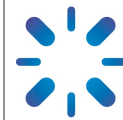
Organiser



**XPO**  
EXHIBITIONS

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www.xpo.co.nz

Registration Statistics  
Provider



**XPO**  
EXHIBITIONS



Endorsed by the  
Exhibition & Event  
Association of Australia

**Next Event Name: EMEX 2018**  
**Date of Next Event: 01 May 2018 - 03 May 2018**  
**Next Venue: ASB Showgrounds Greenlane, Auckland**