

buildnz | designex

POST SHOW REPORT 2017



SUPPORTING PARTNERS



BUILDNZ | DESIGNEX & THE NATIONAL SAFETY SHOW 2017 POST SHOW REPORT

25-27 June 2017 ASB Showgrounds, Auckland

CO-LOCATED WITH

NATIONAL SAFETY SHOW

buildnz | designex

CO-LOCATED WITH
**THE NATIONAL
SAFETY SHOW**

**86% OF VISITORS
'SATISFIED' TO 'VERY
SATISFIED' WITH
THEIR OVERALL SHOW
EXPERIENCE**

On behalf of the buildnz | designex & The National Safety Show team, we would like to extend our thanks to all those who exhibited, visited and supported this year's incredibly successful show. New Zealand's largest event for the build, construction, design and safety industries has been deemed a great success by all visitors, exhibitors, partners, leading trade associations and New Zealand's largest industry brands.

It's often hard to summarise in words how successful an event can be – but we think some of the fantastic images, video streams, social media coverage, NZ Herald and survey feedback do a great job - so let's start with this!

Spread over 4 halls, 12,000 m2 of exhibition space, 270 national and international exhibiting companies, over 80 seminars, workshops, summits and conferences presented by National and International speakers and a strong attendance of industry visitors, buildnz | designex & The National Safety Show 2017 continues to be the leading industry event bar none.

ATTENDANCE 2017

270 EXHIBITORS

5,000 VISITORS

*Source; 2017 buildnz | designex & The National Safety Show CAB audited statistics.

“The attendees were of a high calibre and we were able to network with like minded businesses and stakeholders creating a large number of excellent commercial opportunities and contacts.”

Baz Woodcock, National Sales Manager, Unreal Grass

**NEW ZEALAND'S LARGEST
EVENT FOR THE BUILD,
CONSTRUCTION, DESIGN AND
SAFETY INDUSTRIES HAS BEEN
DEEMED A GREAT SUCCESS BY
ALL VISITORS**

“This years show provided us with a fantastic opportunity to meet and engage with many new clients, as well as network with other industry leaders. We look forward to the next show.”

Paul Swale, Prepare Group

5000
VISITORS

5,000 Visitors -
4,787 Unique



270
EXHIBITORS

National and
International exhibiting
companies

85
SPEAKERS

National and
International speakers

1000
APPRENTICES

The Pledge - 1,000
apprentices in 3 days

12,000m²
4 HALLS

Over 12,000 m2
across 4 of NZ's
largest exhibition
halls

WORLD
LEADING

International Architects,
Professor Mark Burry &
Professor Jane Burry

82
SEMINARS &
WORKSHOPS

82 Seminars, Workshops,
Summits and Conferences

**The Build
Summit**

2 day summit with NZ's
industry leaders and
International guests

**86% OF VISITORS
'VERY SATISFIED'
TO 'SATISFIED' IN
MEETING THEIR
OBJECTIVE OF
'FINDING NEW
PRODUCTS'**

“buildnz | designex & The
National Safety Show was a
great show and we had excellent
sales from it”

buildnz | designex

CO-LOCATED WITH

**THE NATIONAL
SAFETY SHOW**

**The show delivered a
broad spectrum of new
products and innovations**

On display was a showcase of the latest product innovations, new technology and much more. New initiatives such as the BCITO Growth Hub, the PrefabNZ & Unitec interactive display celebrating innovation in prefabricated structures and our new industry led 'Build Summit' conference were very well received. Not to mention the PBI flying acrobats, free on-site health checks with Men's Health Month, Business Mentoring Workshops and VIP networking sessions.



**78% OF VISITORS FOUND
SOMETHING THEY ARE
LIKELY TO ORDER AFTER
THE SHOW**



PREFAB NZ + UNITEC

PrefabNZ was a busy hub for innovative construction - supported by a team of Unitec architectural students



PLEDGING 1,000 NEW APPRENTICES!

We trust you saw our media campaign in the NZ Herald articles and leading trade magazines covering our challenge to the industry to pledge 1000 new apprentices. Thank you to all those visiting companies pledging their desire to take on new apprentices. What a great success and we look forward to bringing this back in 2018.



BCITO GROWTH HUB

A premium destination at buildnz | designex the BCITO Growth Hub focused on growing your business through developing your workforce and providing a networking opportunity with free business mentoring consultations and free industry seminars.



THE BUILD SUMMIT

The inaugural Build Summit, co-located with buildnz | designex was a resounding success. The event brought thought leaders across the New Zealand construction sector to discuss innovation, collaboration and the future of the industry.



MENS HEALTH MONTH

Free onsite Health checks at The National Safety Show. Keeping you fit and healthy with Dr Tom Mullholland



GERMAN NZ CHAMBER OF COMMERCE

"In the German pavilion, we hosted over 13 leading German companies with over 200sqm. Our exhibitors reported they were pleased with the number of quality visitors and key decision makers in attendance. – it was a fantastic show!

Mass Marketing for
buildnz | designex and
The National Safety Show

NZ Herald
nzherald.co.nz
Radio



TARGETED ADVERTISING ACROSS BUSINESS AND SPORTS SECTIONS
SPONSORED STORY AND WEB ADVERTISING
TARGETED ADVERTISING ACROSS RADIO SPORT AND HAURAKI

Industry Magazines for
buildnz | designex and
The National Safety Show

Build Magazine (BRANZ)
Building Today (RMBA)
Architecture NZ
Houses
Joiners Magazine
Interior
NZ Plumber
Urbis
Industrial safety news
SafeGuard magazine
NZ Engineering News
Infrastructure (Asia Pacific)



EXTENSIVE 6 MONTH TARGETED CAMPAIGN INCLUDING ADVERTISING AND EDITORIAL
CONTENT ACROSS NEW ZEALAND'S LEADING INDUSTRY PUBLICATIONS

36,000 Direct Mail

buildnz | designex
The National Safety Show



OVER 22,000 DIRECT MAIL INVITATIONS POSTED
OVER 14,000 DIRECT MAIL INVITATIONS POSTED

Digital Marketing

ArchitectureNow.co.nz
ArchitectureNow eNews
Selector Website
Selector eNews
Building Today website
Build Website (BRANZ)
Productspec EDM
Eboss EDM's
LinkedIn
Google search marketing
Digital re-marketing
FACEBOOK
Exhibitors printed and e-invites
Official Show Guide
VISITOR EMAIL COMMUNICATIONS
Experiential video content



Targeting industry specific professionals with video, edm's and display advertising

Advertising targeted to industry professionals
Paid search marketing targeting industry specific professionals
Promoting buildnz | designex & National Safety Show to previous visitors and relevant industry professionals
SHARING CONTENT WITH OVER 6,000 FOLLOWERS
Invites available to welcome exhibitors key customers
6,000 Official Show Guides available on-site and online 2 weeks prior
INTENSIVE CAMPAIGN TO 40,000+ INDUSTRY PROFESSIONALS - 200,000+ TOTAL EMAILS SENT
Filmed on day one, and shared with the industry at 9am on day 2, encouraging attendance

PR

PR campaign to national media outlets
"THE PLEDGE"

Actively promoting the success story of buildnz | designex and The National Safety Show
A NATIONAL CAMPAIGN TO FIND 1,000 NEW BUILD JOBS OVER 3 DAYS OF THE EVENT

Visitor and Exhibitor
Incentives

WIN A FORD VEHICLE
WIN DAVID TRUBRIDGE'S CORAL PENDANT
Exclusive Accommodation Rates
Industry Education
KEYNOTE SPEAKERS
Free Internet
Exhibitor Function
VIP Program
XPO LEADS APP
BCITO BUSINESS GROWTH HUB
MEN'S HEALTH MONTH
PREFABNZ & UNITECH
Event Partners

Chance to win a Ford Vehicle to the value of \$63,040 + ORC
Visitor pre-registration prize of David Trubridge's Coral Pendant
Discounted rates with hotel partners
Free to attend 3 day seminar program presented by industry peers across 2 seminar halls
International Keynote speakers Professor's Mark and Jane Burry
Available to all exhibitors and visitors
Networking function with complimentary food and beverage
Exclusive invite for key customers to attend exhibitor function
Scan and capture customer contact details, orders, and notes - build your very own database
Free business mentoring sessions and seminar program with BCITO
Free on-site Health check with Men's Health Month
Special feature showcasing preabricated design and building solutions
Personal invites from National associations and event partners to their member lists



buildnz | designex

CO-LOCATED WITH

**THE NATIONAL
SAFETY SHOW**

2017 MARKETING SUPPORT

buildnz | designex & The National Safety Show received the largest marketing and promotional campaign ever launched.

A combination of mass media including multiple insertions in NZ Herald 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.

**78% OF VISITORS
'VERY SATISFIED' TO
'SATISFIED' IN MEETING
THEIR OBJECTIVE
OF 'FINDING NEW
SUPPLIERS'**



The New Zealand Herald

buildnz | designex

THE BUILD SUMMIT

25-27 June 2017
ASB Showgrounds, Auckland

New Zealand's largest build and design Trade Expo

Starts Sunday

- 270+ exhibitors
- 3 full days of Free to attend CPD & LBP seminars
- Pledge an Apprentice
- 6000+ builders, architects, designers, developers already registered

Register to attend for Free

www.buildnz.com

Co-Located with

THE NATIONAL SAFETY SHOW

The largest event in New Zealand dedicated to workplace safety.

Register to attend for Free - www.safetyshow.co.nz

WIN

Register and attend for your chance to win*

T&Cs apply



Go Further

Supported by



Organised by

1000 Apprenticeships in 3 Days at Buildnz

The nation's largest construction trade exhibition and education forum with more than 6000 builders, architects, designers, planners and developers already registered, is set to run this coming Sunday.

The expo provides 3 full days of leading industry education while showcasing the latest technology, products and solutions for residential and commercial build and design from more than 270 participating exhibitors.

"Spread over 10,000sqm our prior Buildnz's are winners of 'Best Overall Show (consumer or trade) in New Zealand' and 'Best Trade Show in Australasia' at the Exhibitions & Events Association of Australasia Awards," says Brent Spillane Managing Director of Buildnz.

Buildnz is this year partnering with BCITO to challenge 6000 show registrants to pledge 1000 apprenticeships over 3 days. Construction, design and trades related industry employers can head to www.buildnz.com/pledge to pledge for one or more new apprentices. They'll be sent an invitation from BCITO who can match them with eligible candidates and take them through the journey and professional framework to take on an apprentice.



"There is no other industry event in New Zealand where the entire industry gets under one roof in this kind of scale," says Spillane.

"This will be a fairly impressive litmus test of what pent up demand and labour shortage there really is out there for apprentices," notes Spillane. "We know taking on competent staff is entirely necessary with the growing construction and design pipeline, and remember even great New Zealanders like Professor Mark Burry (a keynote at the event) had to get their first apprenticeship somewhere – we want the show to deliver future heroes for the industry."

LEADING SEMINARS

With more than 60 industry leading speakers onsite this is the largest lineup in 30 years of Buildnz's history. "We consulted industry leaders and surveyed to prioritise what were the most important speaker topics to

cover for this event."

World renowned architects will feature with (NZ born) Professor Mark Burry and his wife Professor Jane Burry sharing their incredible experience and learnings as architects, researchers and contributors to Antoni Gaudi's Sagrada Familia Basilica.

Other highlights include Professor John Tookey from AUT discussing 'Where will the additional capacity come from?' – a look at the Government's housing construction targets for Auckland. Panuku Development (Auckland Council) will discuss 'Our role in Auckland Developments.' Jerome Partington from Jasmac discusses 'Non toxic building materials' and so much more.

For those looking beyond the free industry seminars on the main floor, the organisers have launched The Build Summit with Conferenz. The summit is a high

level industry leadership forum running across 2 days of the show featuring 30+ speakers

FEATURES & EXHIBITORS

BCITO are running their Business Growth Hub next door to the Registered Master Builders Association. Prefab NZ will be showcasing a prefabricated building structure designed and built onsite by Unitech and University of Auckland students – all supported by Carter Holt Harvey wood products. There's a high number of product launches and technology demonstrations spanning across four exhibition halls. For a full listing of exhibitors and features head to www.buildnz.com

buildnz | designex and The National Safety Show runs from Sunday through to Tuesday at the ASB Showgrounds in Auckland. Free of charge for industry professionals. www.buildnz.com www.safetyshow.co.nz

THE NATIONAL SAFETY SHOW

Co-locating alongside is NZ's largest event dedicated to workplace health and safety.

"When it comes to workplace health and safety, New Zealand has a problem. Every year 50-60 people are killed in workplace incidents, and hundreds more die as a result of work-related ill health. Our work-related fatality statistics are three times as high as the UK and nearly twice as high as Australia. This is just not good enough. Everyone who goes to work deserves to come home healthy and safe."

The National Safety Show showcases workplace health & safety solutions from a vast number of exhibitors as well as 3 consecutive days of free seminars. While the event is a perfect chance for the construction industry at Buildnz next door to assess their risk management, it's not exclusive to that sector. The event organisers are inviting all sector industries the opportunity to get up to speed on the latest Health & Safety at Work Act (HSWA) that only came into effect in April 2016. The organisers run 13 niche sector trade shows so they'll be plenty of cross pollination of industry.

"The onus is on every business owner, director and manager to understand and implement processes to safeguard their workforce and to get serious about workplace health and safety. It's a 'must attend' if only for the seminars and workshops" says Spillane.

*Worksafe NZ



AUCKLAND 2018 SHOW

buildnz | designex RETURNING IN 2018

BUILDNZ | DESIGNEX & THE NATIONAL SAFETY SHOW 2018

XPO EXHIBITIONS ARE EXCITED TO ANNOUNCE BUILDNZ | DESIGNEX & THE NATIONAL SAFETY SHOW RETURN IN 2018 TO AUCKLAND AS THE PIPELINE FOR AUCKLAND'S CONSTRUCTION CONTINUES TO BOOM

With a high number of exhibitors already confirmed for next year, 2018 is set to be even bigger.

SEE YOU JULY 2018!

CONFIRM YOUR STAND POSITION NOW!

www.buildnz.com | www.safetyshow.co.nz

With rebookings already strong as exhibitors confirm their prime locations to return to in 2018 you need to contact the team now to secure your space and other opportunities across the show, please contact:

buildnz | designex Exhibition Manager

Donna Swain

09 976 8330 | 021 520 920

donna@xpo.co.nz

The National Safety Show Exhibition Manager

Deb Haines

09 976 8367 | 021 487 552

deb@xpo.co.nz

buildnz | designex

CO-LOCATED WITH

**THE NATIONAL
SAFETY SHOW**



**71% 'HOLD DIRECT AUTHORITY'
OR 'INFLUENCE' THE
PURCHASING OF GOODS AND
SERVICES SEEN AT THE SHOW**

“buildnz | designex once again proved a great success for our business giving great access to our key target audiences. Bring on next year !!!”

Paul Connolly , CEO ARIDON® SMART WALL SYSTEM

85% OF VISITORS ARE 'VERY LIKELY' TO 'LIKELY' TO MAKE CONTACT WITH AN EXHIBITOR POST SHOW



SEMINAR PARTNERS



buildnz | designex

OVER 80 SEMINARS, WORKSHOPS, SUMMITS AND CONFERENCES

presented by National and International speakers and a strong attendance of industry visitors, buildnz | designex & The National Safety Show 2017 continues to be the leading industry event bar none.

A very busy industry led Seminar program touched on all the current worldwide industry topics from Industry Regulatory Changes, to the new HSWA to Height Access designs to Addressing the Industry Skills Shortage and so much more!

CO-LOCATED WITH

**THE NATIONAL
SAFETY SHOW**



Greg Peterson
Technical Engineer for 3M Fall Protection at 3M



Jerome Partington
Sustainability Manager & Senior Associate Jasmox at Jasmox / Declare



Nick Hubbard
General Manager at Formance



James Fuller
Auckland Branch Manager at Layher Ltd



Paul Kremer
Marketing, Strategy & Sustainability (Aus & NZ) at XLAM



David Trubridge
Director at David Trubridge



Julie Weatherall
Health & Safety Trainer at Safety 'n Action



Greg Ginsberg
Technical Sales Safety Equipment and Textile and Clothing Specialist at Quality Safety



Gary Caulfield
CEO XLAM



Steve Davis
Director at Assemble



Craig Cartwright
Founder of Lift Smart Lift



Martin Ball
Health & Safety Business Consultant at Safety 'n Action



Professor John Tookey
Head of Dept Built Environment Engineering AUT



Gyles Bendall
Public Realm Programme Leader; Place Shaping at Panuku Development Auckland



Phil Gifford
Men's Health Trust



Nick Grace
New Zealand Regional Sales Manager, Honeywell Safety Products



Jim Lin
Manager of Research and Development, Sanlien/Jenlogix



Trevor Pringle
Principal Writer at BRANZ



Chris Jobson
Northern Regional Manager at Site Safe



Paul Swale
Prepare Group



Hamish Ewan
Senior Technical Support & Development Engineer at GIB



Russell Clarke
Project Manager - Assurance Services at BRANZ



Dr Tom Mulholland



Phil Schumacher
Prepare Group



Thomas van Raamsdonk
General Manager at ProClima



Jason Wanden
Project Manager - Assurance Services at BRANZ



Adrian Manassis
Director of Business Development at MYOSH



Andrew Confait
Site Safe General Manager Membership and Policy at Site Safe



John Dunshea
General Manager at Development Programme Office - Auckland Council



Jaco Malan
Market Development Manager at Bostik



Petra Håkansson
MD and Founder at Guardian Angel Security Ltd



Grace Imiolek
Quality and Contract Performance Manager at OK Health Services



INTERNATIONAL & NATIONAL KEYNOTE SPEAKERS

Professor Mark Burry
Professor of Urban Futures
Faculty of Architecture, Building and Planning

Antoni Gaudí's Sagrada Família Basilica: from humble origins to an ambitious conclusion



CK Rahi
Operations Manager at Advance Diagnostics



Greg Peterson
Technical Engineer -3M Fall Protection at 3M



Dr Paul Fitzmaurice (Toxicologist)
Director Research and Development at TDDA Omega Laboratories



Sarah O'Leary
Product Development Manager at MYOSH



Dr. Logan Wait
CEO at EcoPortal



Bronwyn Struthers
Safety and Leadership Specialist



Keith Barnett, Health
Safety and Technical Manager at Safety 'n Action



Professor Jane Burry
Dean of Design / Adjunct
Professor Swinburne University of
Technology / RMIT University



Phil Twyford
Spokesperson Housing, Building
and Construction and Auckland
Issues, Labour Party

buildnz | designex

100% NEW ZEALAND OWNED EXHIBITIONS AND EVENTS

XPO Exhibitions Ltd (XPO) owns and organises a portfolio of 13 of New Zealand's largest and longest-running 'business-to-business' trade show exhibitions and events.

XPO manages a database of more than 220,000 unique industry registrants, across its events with extensive industry media and digital assets.

XPO will help you Showcase, Educate and Sell your products to targeted niche industry attendees covering a broad array of business sectors.



EXPERT TEAM

The XPO experience starts with our team. We have a wealth of experience and expertise and we're committed to helping your company achieve outstanding results.

— BRENT & TONY, XPO Management



Irene Smith



Deborah Haines



Anthony Trigg



Louise Brosnan



Donna Swain



Aad van der Poel



Leroy Chai



Nick Batty



Suzette Ryan



Sandra Gorringe



Salmaan Sham



Litesha Buffett



Emma Nightingale



Derrick Olivier



Bill Spillane

WE LIVE AND BREATHE NZ INDUSTRY

Contact the team now
09 976 8300