



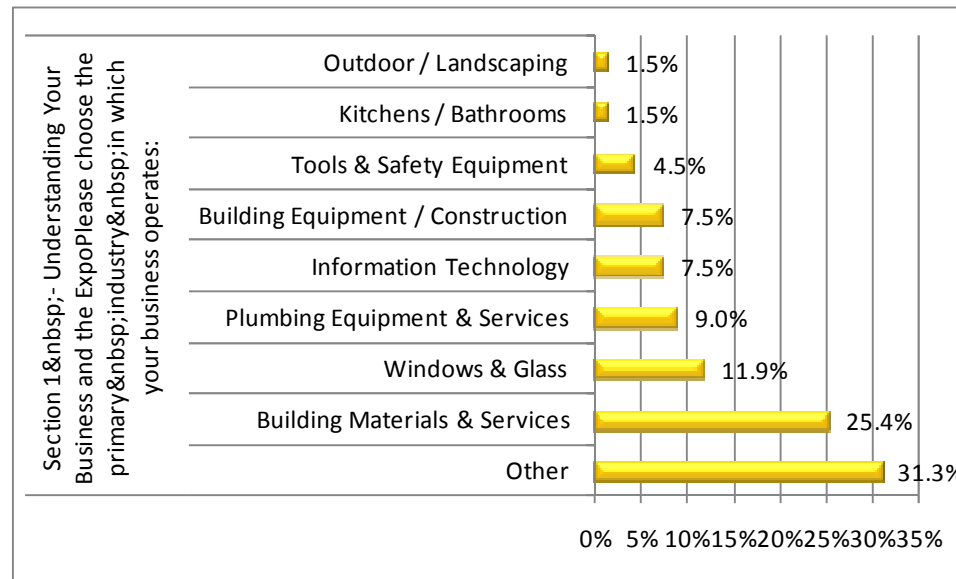
# DesignBUILD 2010

Post Show Report  
August 2010



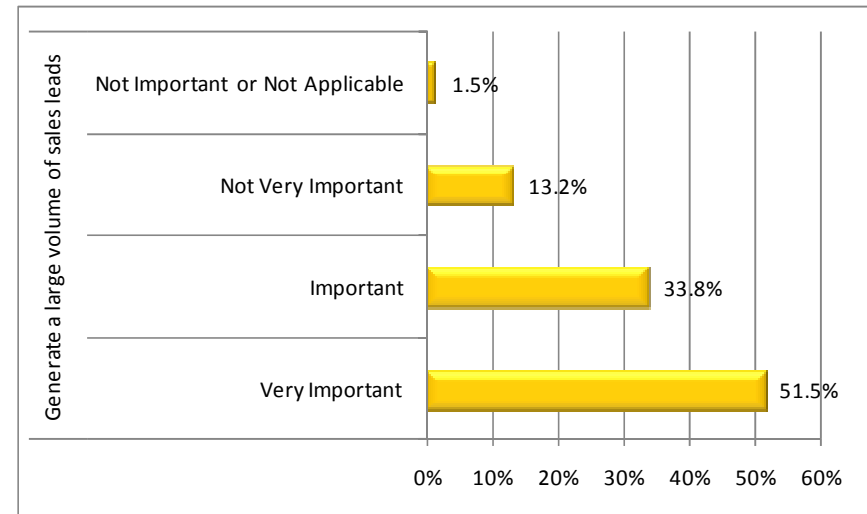
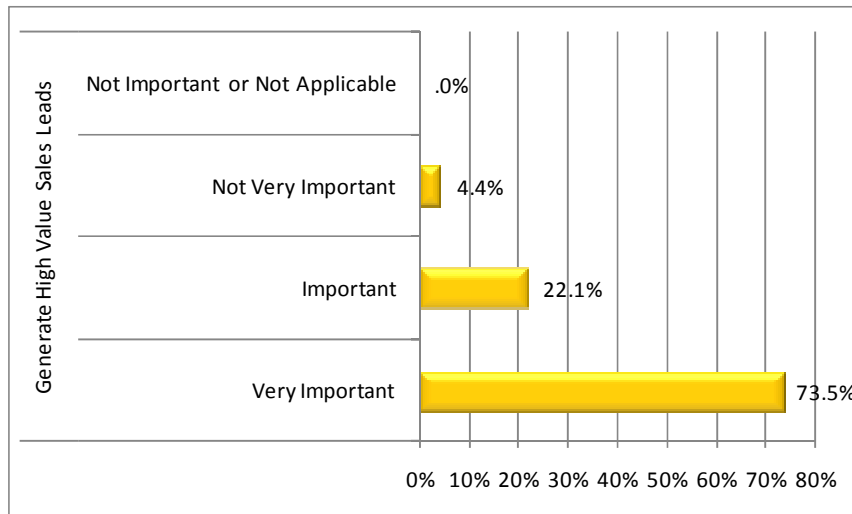
# Exhibitor Analysis

# Industry



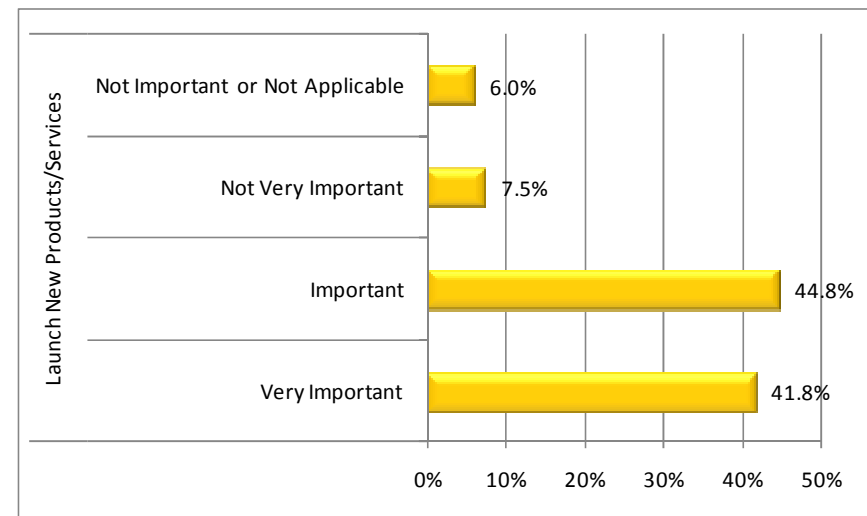
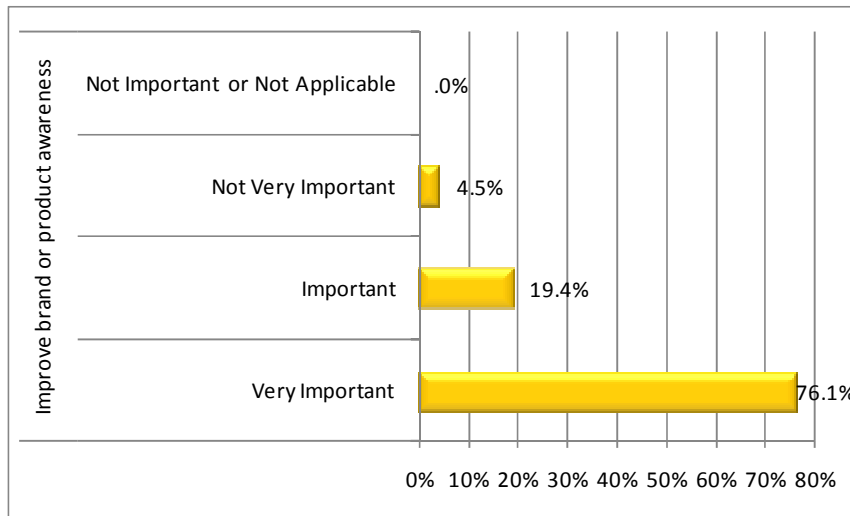
- 31.3% of exhibitor respondents indicated they were from an industry not specified on our list
- 25.4% indicated they were from building materials and services
- 11.9% indicated they were from windows & glass
- 9.0% indicated they were from plumbing and equipment services

# Reasons To Exhibit



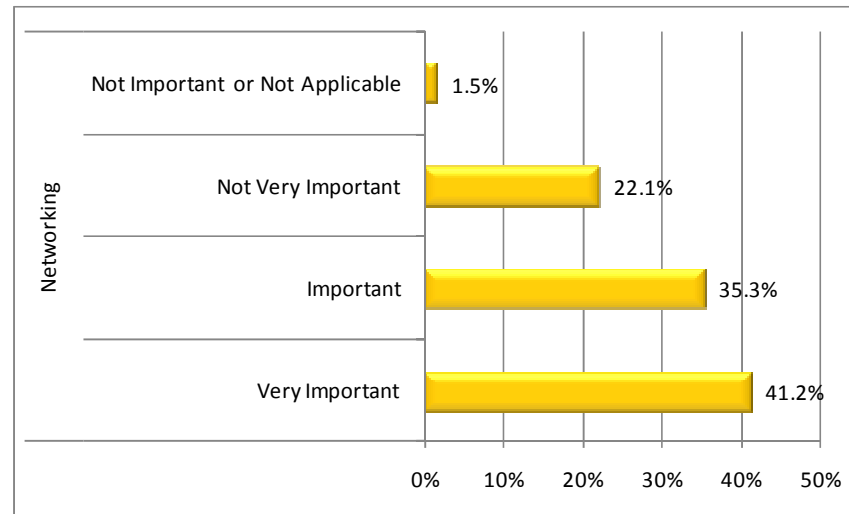
- 95.6% of respondents consider generating high value sales leads as an important or very important reason to exhibit
- 85.3% of respondents consider generating a large volume of sales leads as an important or very important reason to exhibit

# Reasons To Exhibit



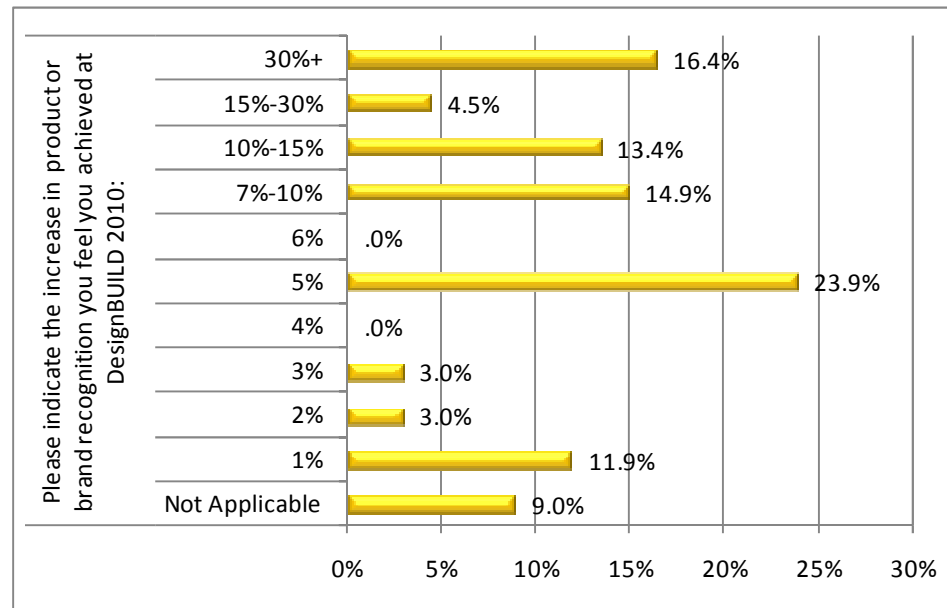
- 95.5% of respondents consider improving brand or product awareness an important or very important reason to exhibit
- 86.6% of respondents consider launching new products/ services an important or very important reason to exhibit

# Reasons To Exhibit



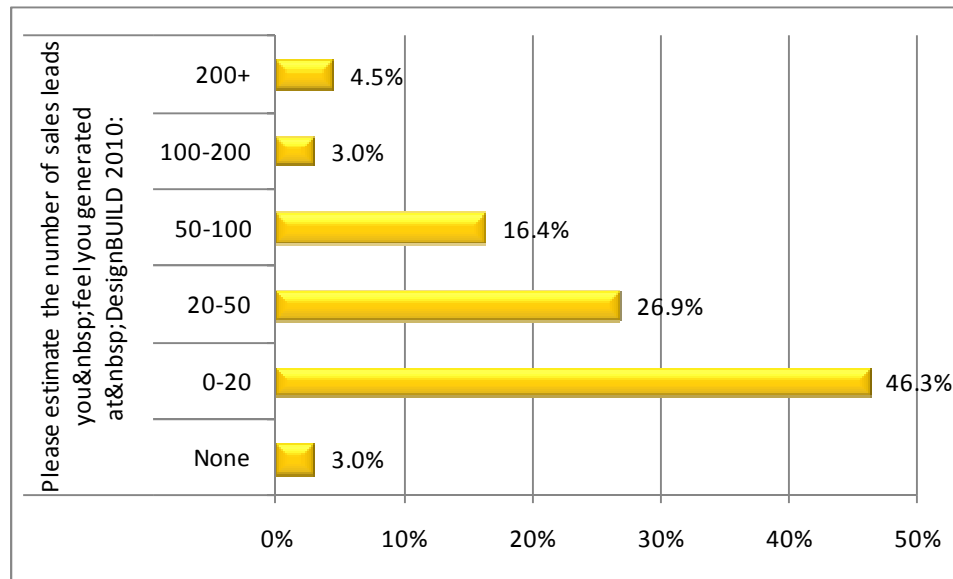
- 76.4% of respondents consider networking an important or very important reason to exhibit

# Show Performance: Brand Awareness



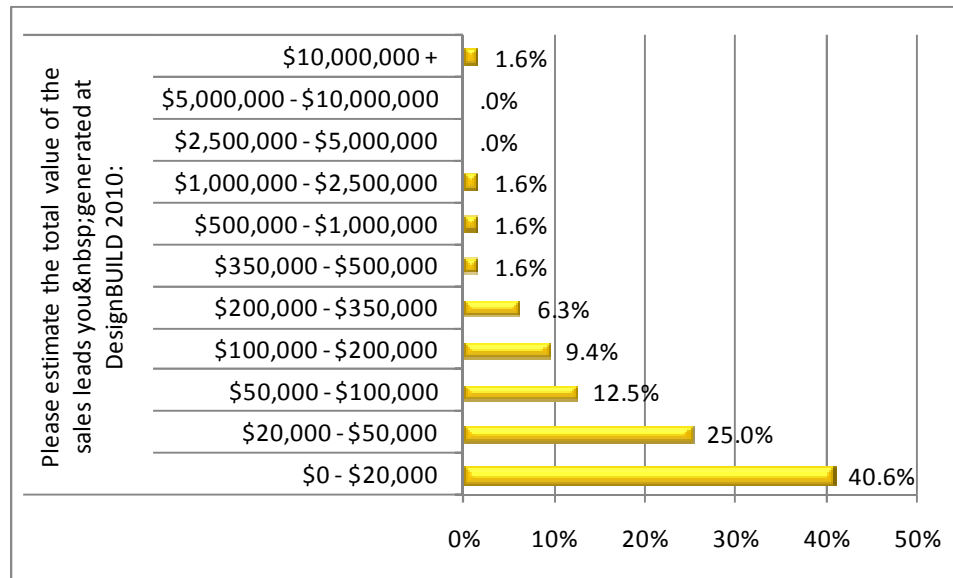
- Of the exhibitors who indicated an increase in brand awareness, the average increase exhibitors felt they generated was 11.4%

# Show Performance: Sales Leads



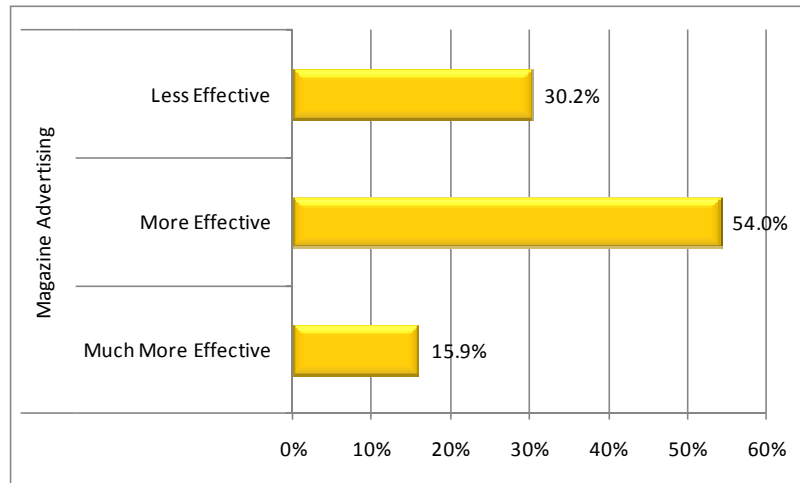
- 97.0% of respondents generated sales leads
- The average number of sales leads generated by exhibitors at the expo this year was 39.8

# Show Performance: Value of Sales Leads

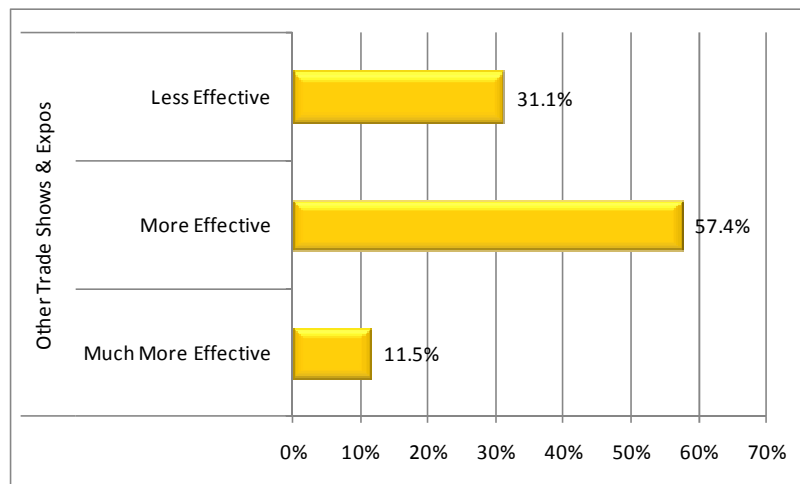


- The statistical average value of sales leads generated by exhibitors in 2010 was \$255,000
  - This is an increase of \$109,000 compared with last year
- It is estimated that \$55.1 Million in sales leads were generated at the expo

# Show Effectiveness Vs Other Media

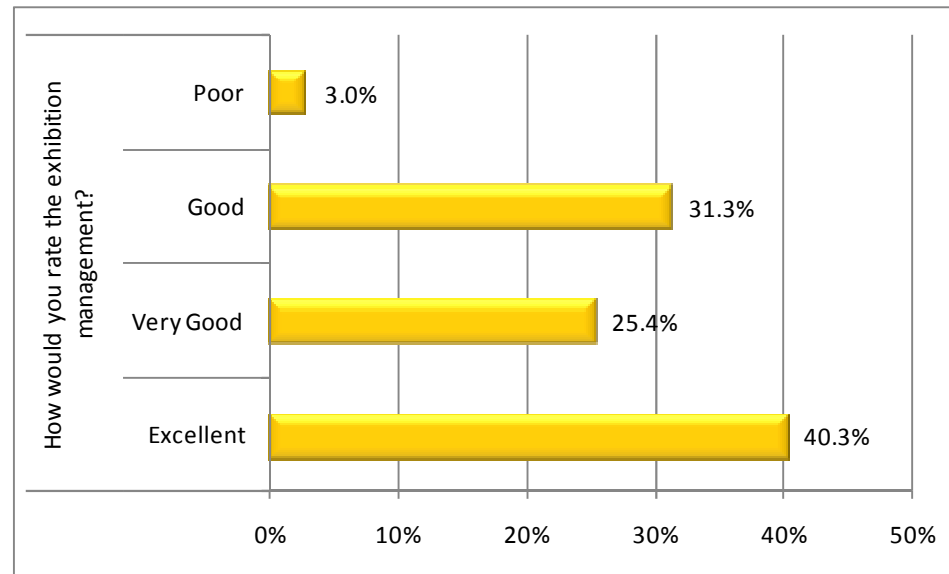


- 69.9% of exhibitor respondents said they find the DesignBUILD expo more effective or much more effective than magazine advertising at generating sales



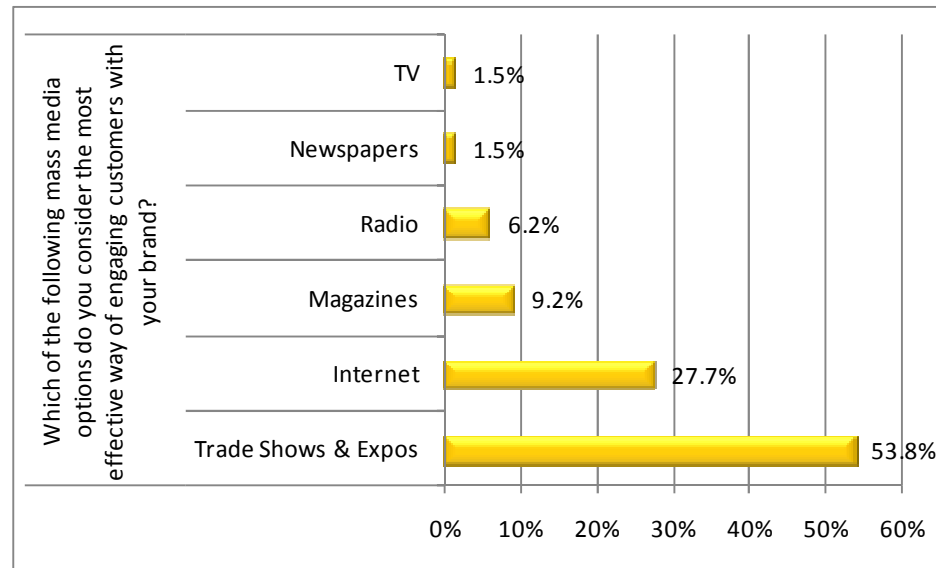
- 68.9% of respondents said they find the DesignBUILD expo more effective or much more effective than other trade shows and expos at generating sales

# Satisfaction: Expo Management



- 97.0% of respondents rated the expo management as good, very good or excellent

# Effective Media: Customer Engagement



- 53.8% of exhibitor respondents said they believe trade shows and expos are the most effective media for engaging customers with their brand



# Exhibitor Testimonials

"We exhibited at DesignBUILD 2010 in Melbourne. We were extremely pleased with the amount of subscriptions we obtained, as well as sales leads. We look forward to exhibiting at DesignBUILD 2011 in Sydney"

"DesignBUILD 2010 was the first trade exhibition our business has participated in. The quality of traffic and leads generated made the expo a great investment and we are already planning to exhibit again with the DesignBUILD team in the near future"

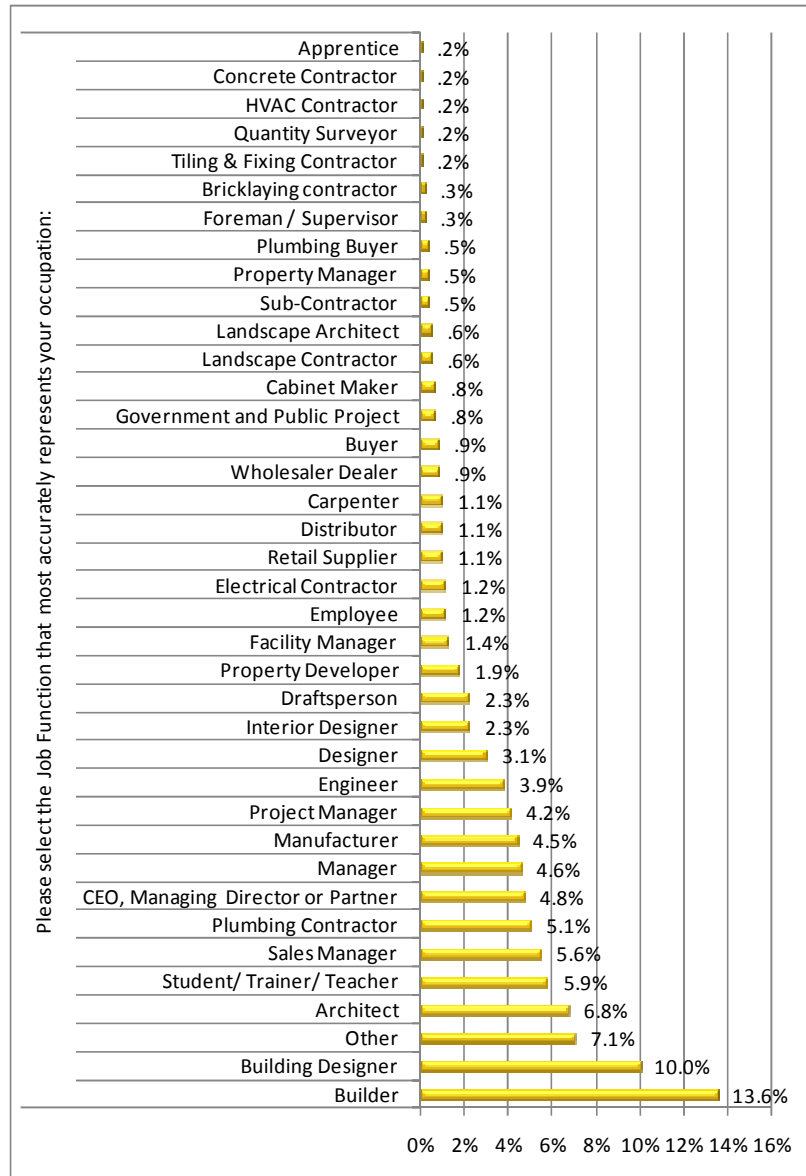
"DesignBUILD is a quality, well run tradeshow that is definitely on the up!"



# Visitor Analysis



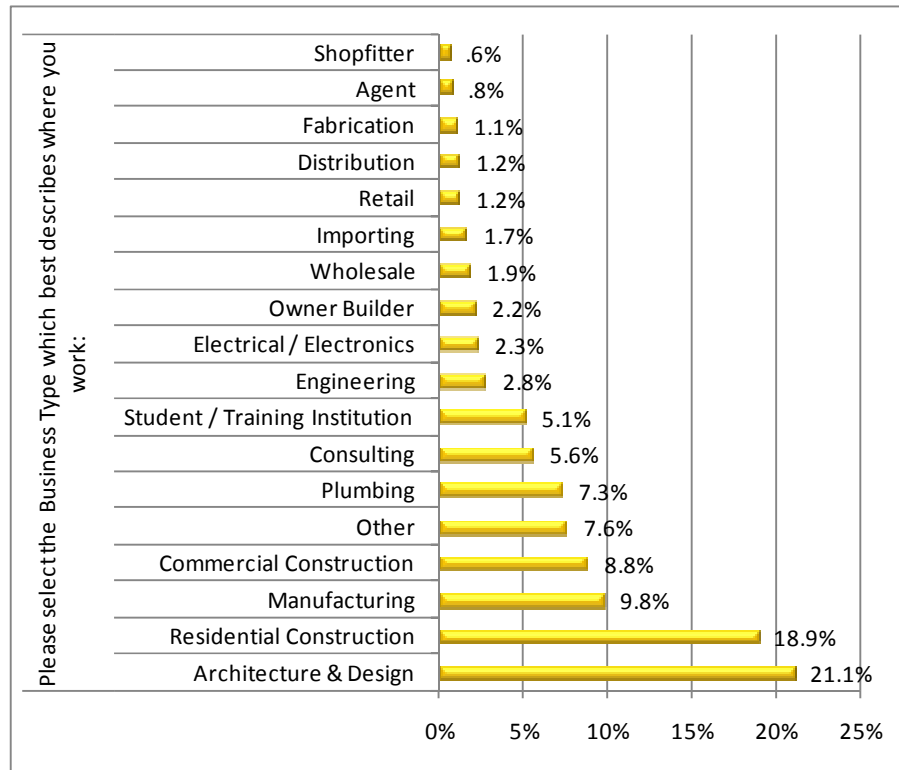
# Visitor Job Function



- 13.6% of visitor respondents indicated they were builders
- 10.0% indicated they were building designers
- 7.1% indicated their job function was not on our list
- 6.8% indicated they were architects
- 5.9% indicated they were students/trainers/teachers

Note: This represents survey response data. Commonwealth Audit Bureau Data is yet to be released.

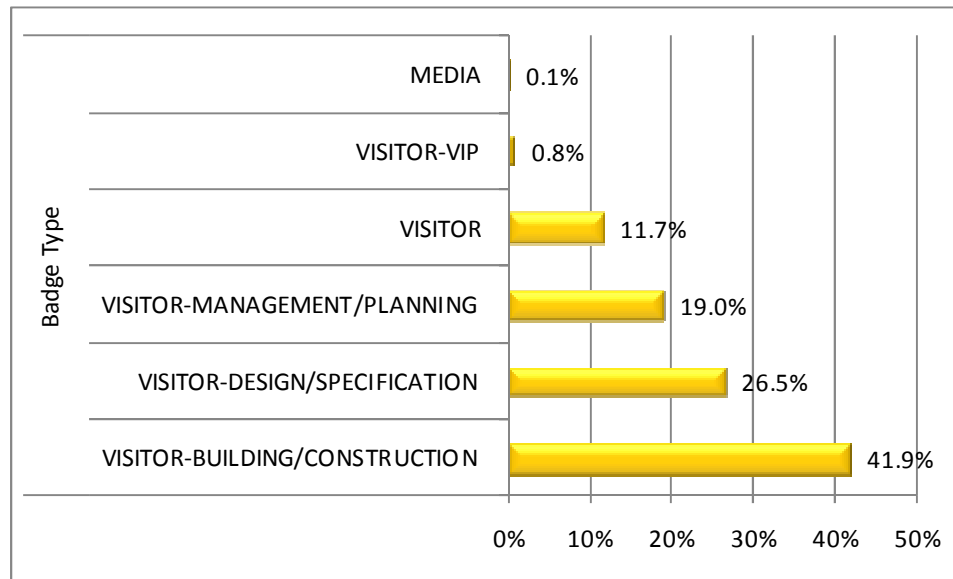
# Visitor Business Type



- 21.1% of respondents said they were from Architecture & Design businesses
- 18.9% said they were from Residential Construction
- 9.8% said they were from Manufacturing
- 8.8% said they were from Commercial Construction
- 7.6% said other

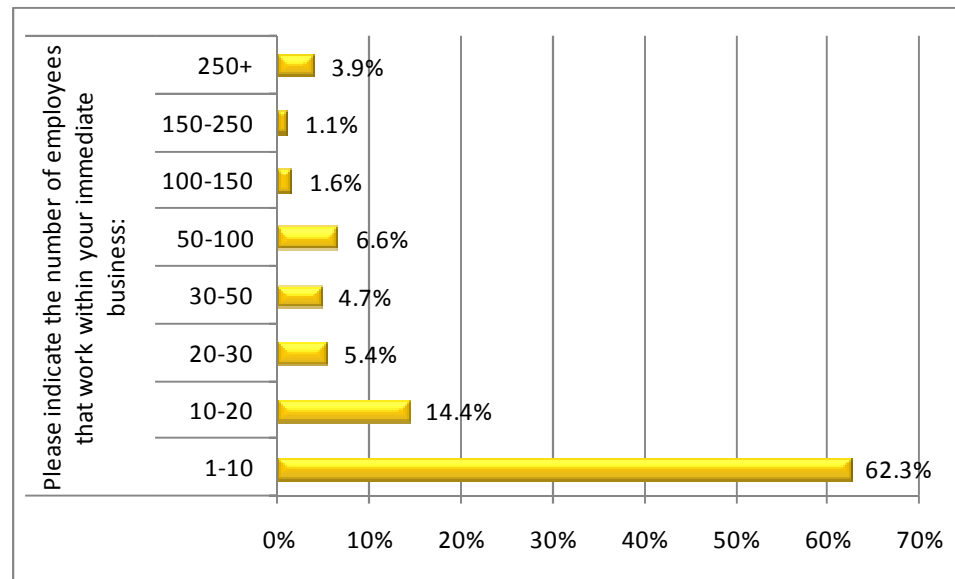
Note: This represents survey response data. Commonwealth Audit Bureau Data is yet to be released.

# Visitor Badge Type



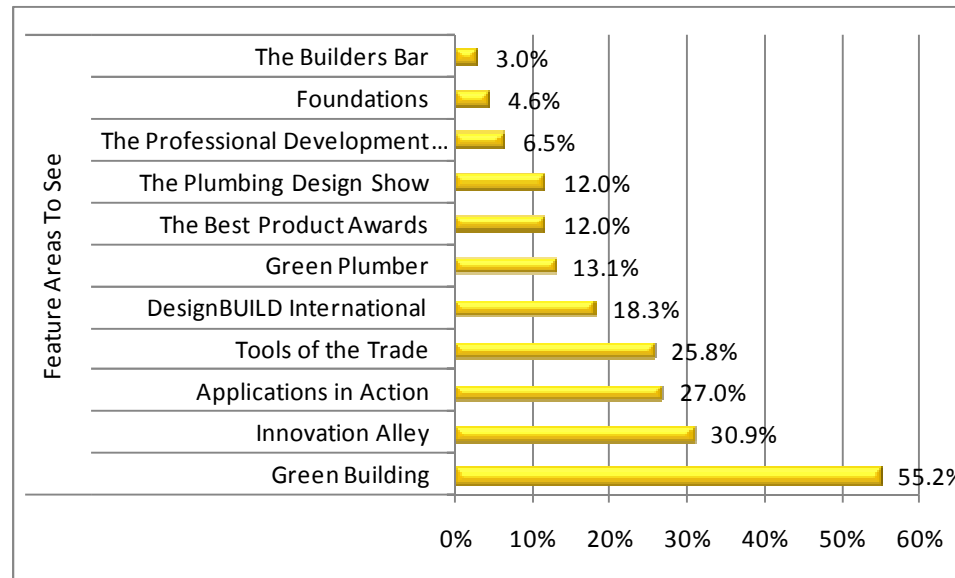
- 41.9% of visitor respondents had a “Building/Construction” badge
- 26.5% had a “Design/Specification” badge
- 19.0% had a “Management/Planning” badge
- 11.7% had a “Visitor” badge

# Visitor Business Size (Employees)



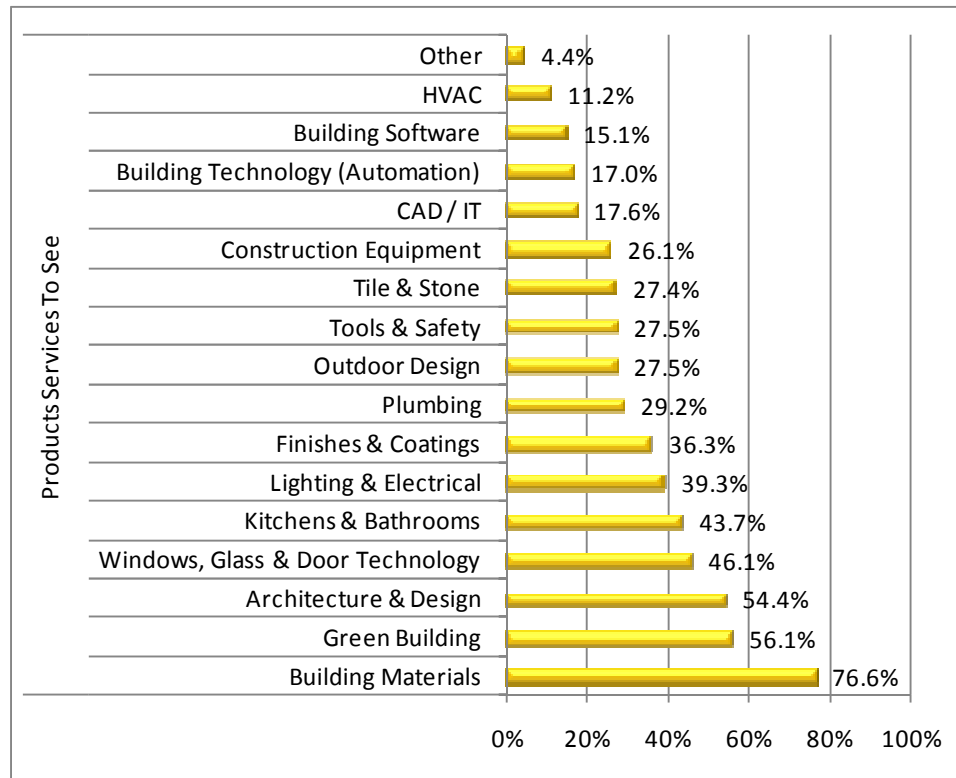
- 62.3% of visitor respondents indicated they were from businesses with 10 or less employees
- 14.4% indicated they were from a business with 10 to 20 employees
- 16.7% indicated they were from a business with 20 to 100 employees
- 6.6% indicated they were from a business with 100 or more employees

# Visitor Feature Attractions



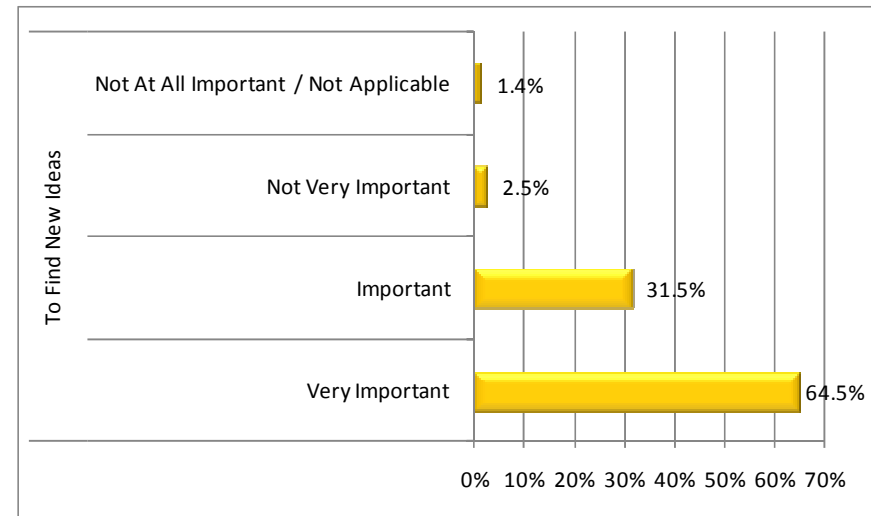
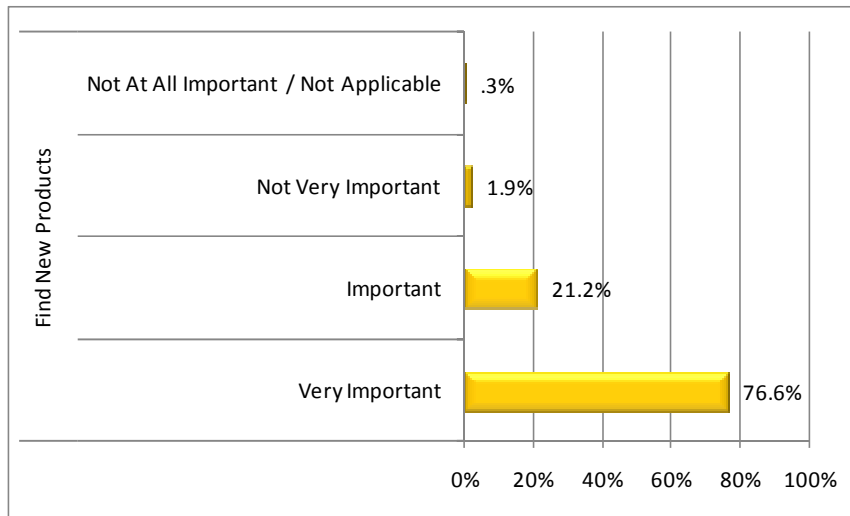
- 55.2% of respondents indicated the Green Building Zone was in their top two features to see at the show
- 30.9% said Innovation Alley was in their top two
- 27.0% said Applications in Action was in their top two

# Visitor Products & Services To See



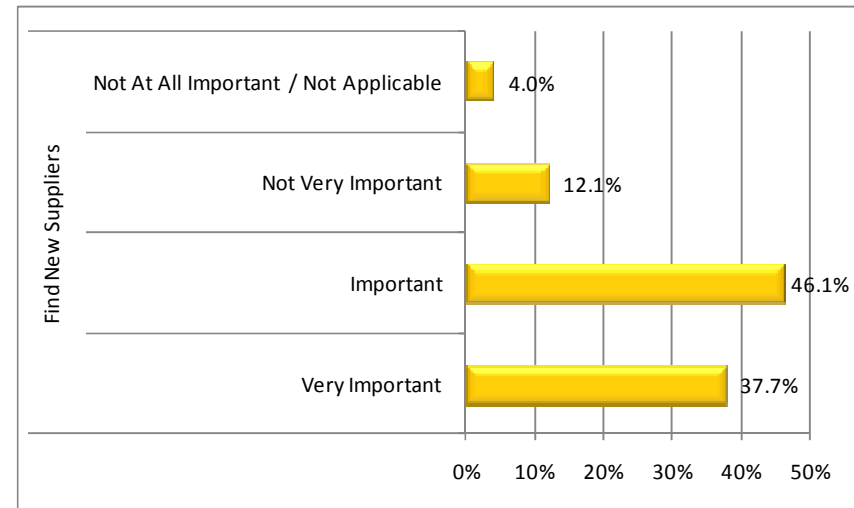
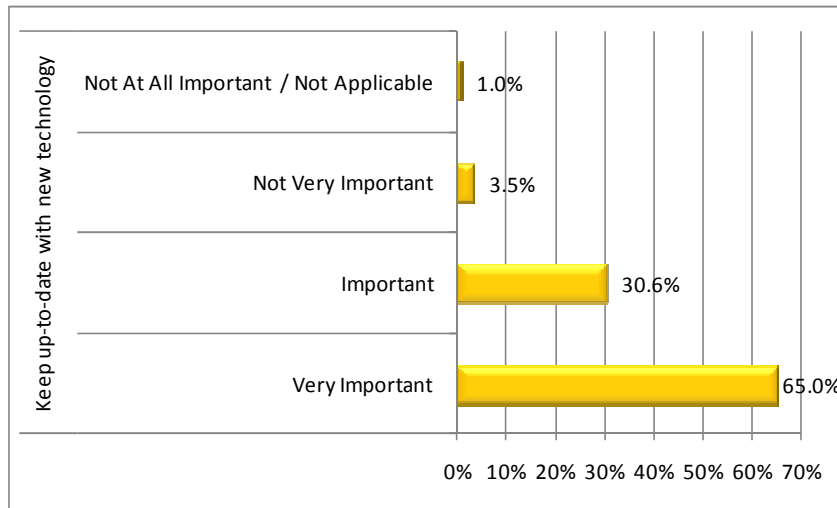
- 76.6% of respondents indicated they came to see building materials
- 56.1% indicated they came to see green building
- 54.4% indicated they came to see architecture and design
- 46.1% indicated they came to see windows, glass and door technology
- 43.7% indicated they came to see kitchens and bathrooms

# Reasons To Visit



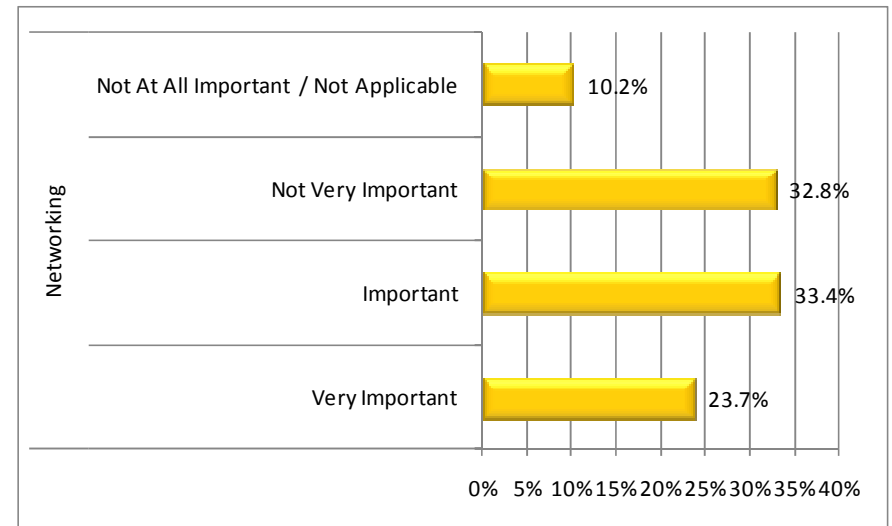
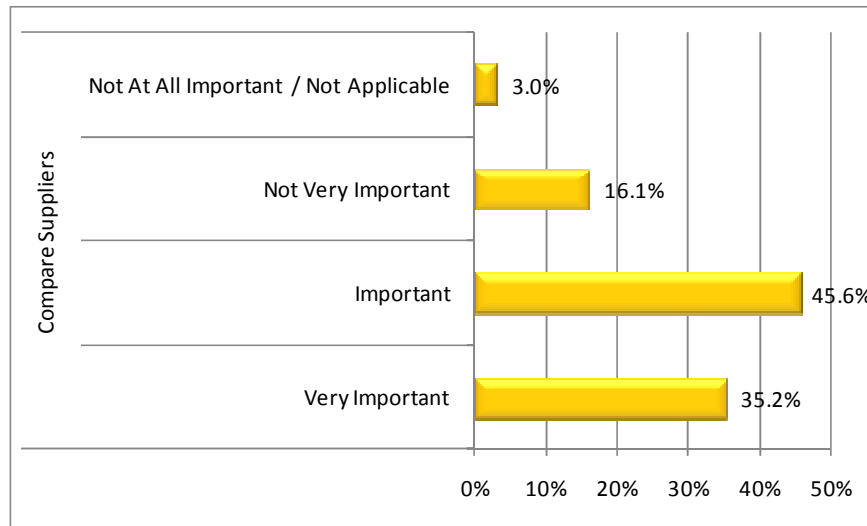
- 97.8% of respondents said finding new products was an important or very important reason to attend the expo
- 96.1% of respondents said finding new ideas was an important or very important reason to attend the expo

# Reasons To Visit



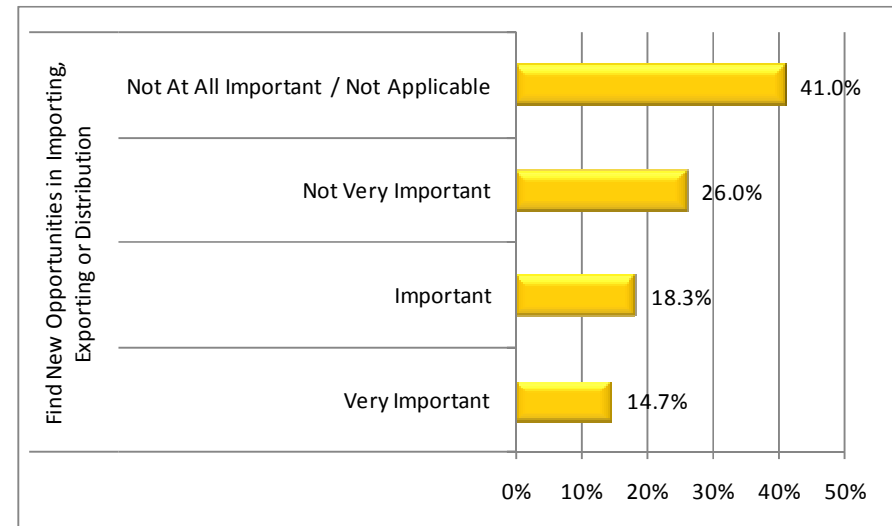
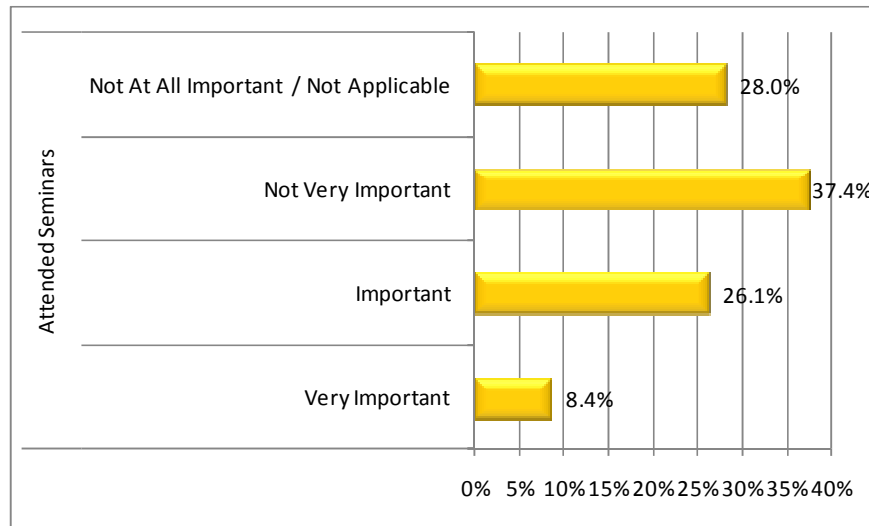
- 95.5% of respondents said keeping up to date with new technology was an important or very important reason to attend the expo
- 83.9% of respondents said finding new suppliers was an important or very important reason to attend the expo

# Reasons To Visit



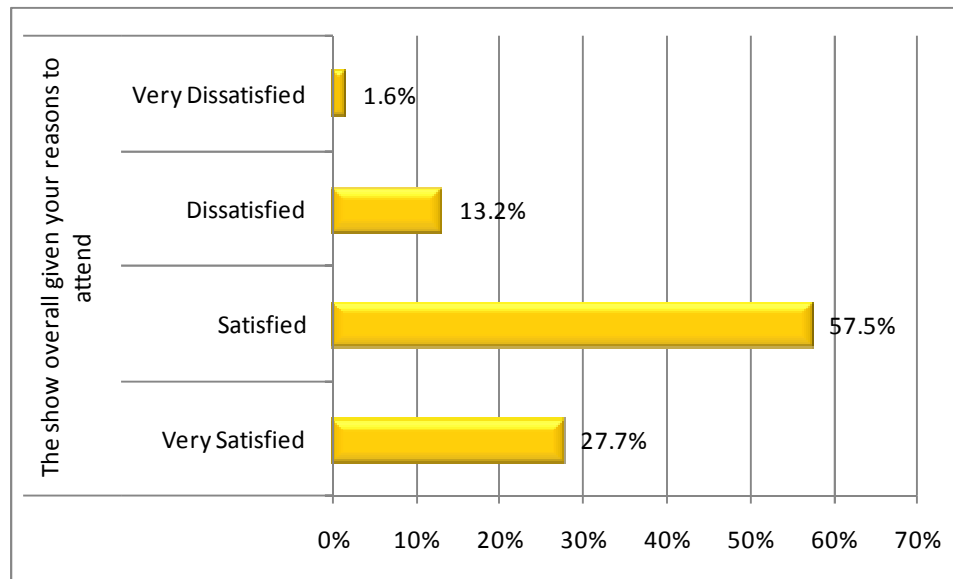
- 80.8% of respondents said comparing suppliers was an important or very important reason to attend the expo
- 57.0% of respondents said networking was an important or very important reason to attend the expo

# Reasons To Visit



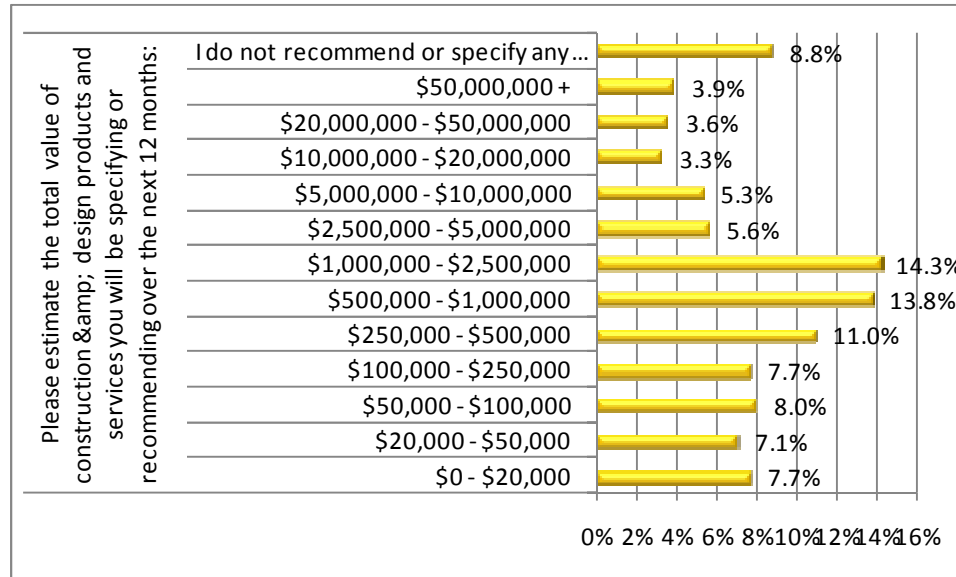
- 34.5% of respondents said attending seminars was an important or very important reason to attend the expo
- 33.0% of respondents said finding new opportunities in importing, exporting or distribution was an important or very important reason to attend the expo

# Overall Visitor Satisfaction



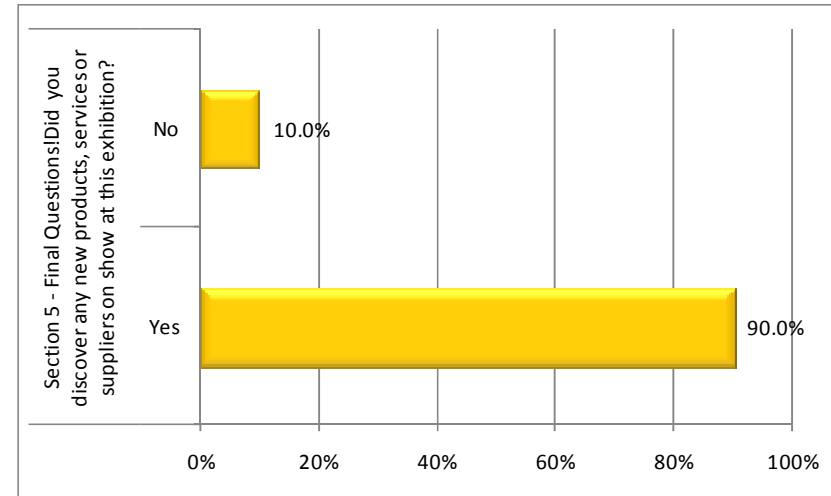
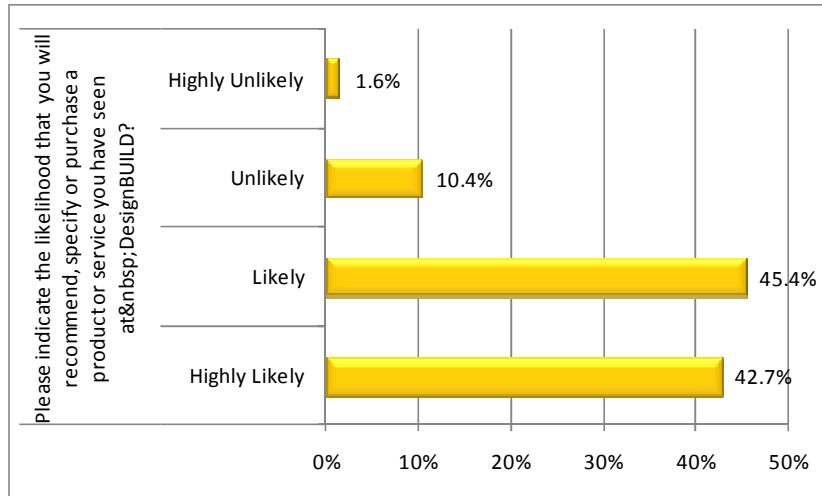
- 85.2% of visitor respondents were satisfied or very satisfied with the show overall, given their reasons to attend

# Visitor Value: Annual Spend



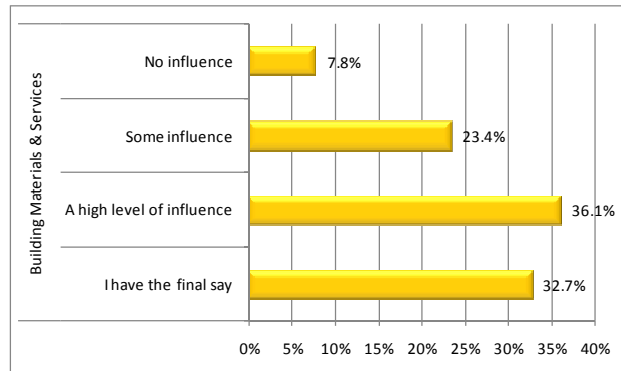
- 91.2% of visitor respondents recommend, specify or purchase construction and design products and services
- The mathematical average value of products and services they recommend, specify, or purchase is \$5.2 Million
- This provides for an estimated market size of \$27.6 Billion

# Visitor Value: New Product Discovery & Product Purchase Propensity

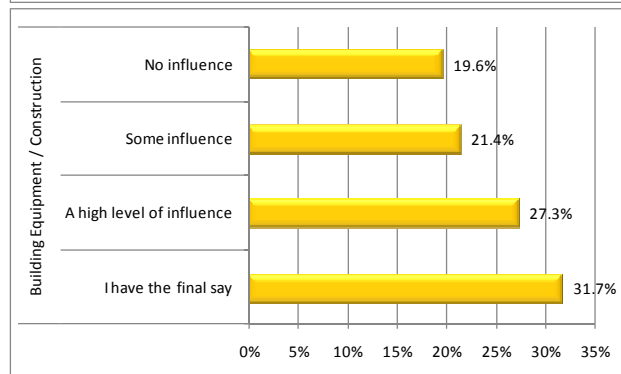


- 88.1% of respondents indicated they were likely or highly likely to recommend, specify or purchase a product or service they had seen at the show
- 90.0% of respondents indicated they discovered new product as the show

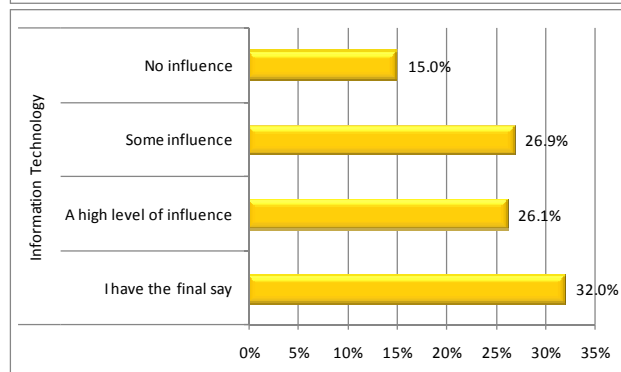
# Purchase Influence



- 92.2% of respondents indicated some level of influence in building materials and services purchases
  - 68.8% said they have a high level of influence or the final say

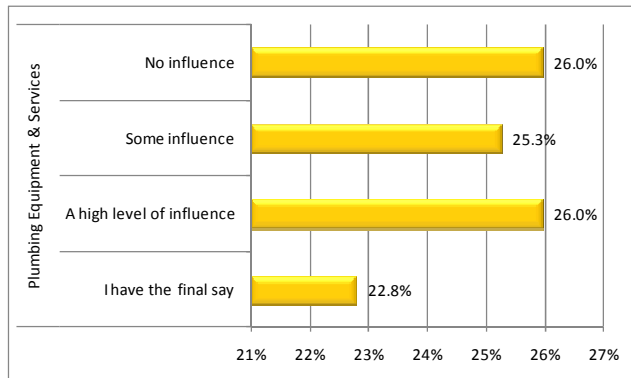


- 80.4% of respondents indicated some level of influence in building equipment/construction purchases
  - 59.0% said they have a high level of influence or the final say

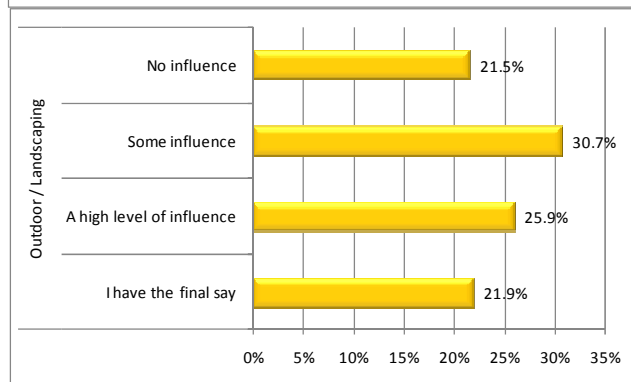


- 85.0% of respondents indicated some level of influence in information technology purchases
  - 58.1% said they have a high level of influence or the final say

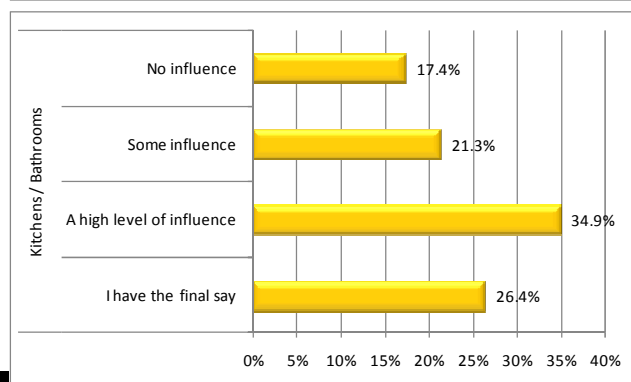
# Purchase Influence



- 74.0% of respondents indicated some level of influence in plumbing equipment & services purchases
  - 48.8% said they have a high level of influence or the final say

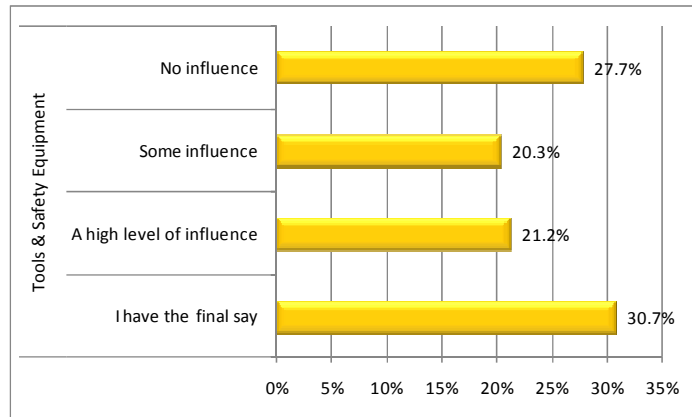


- 78.5% of respondents indicated some level of influence in outdoor/landscaping purchases
  - 47.8% said they have a high level of influence or the final say

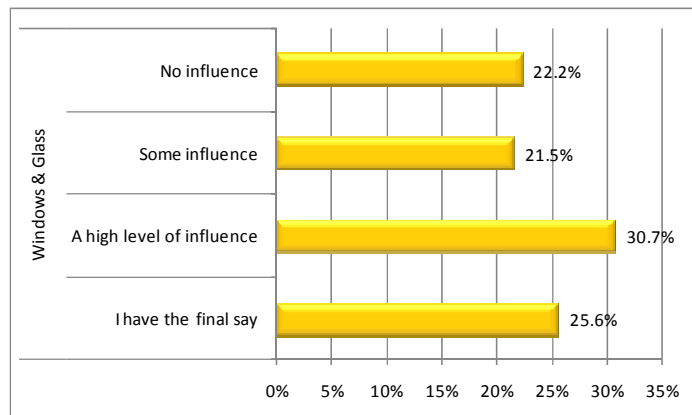


- 82.6% of respondents indicated some level of influence in kitchen/bathroom purchases
  - 61.3% said they have a high level of influence or the final say

# Purchase Influence

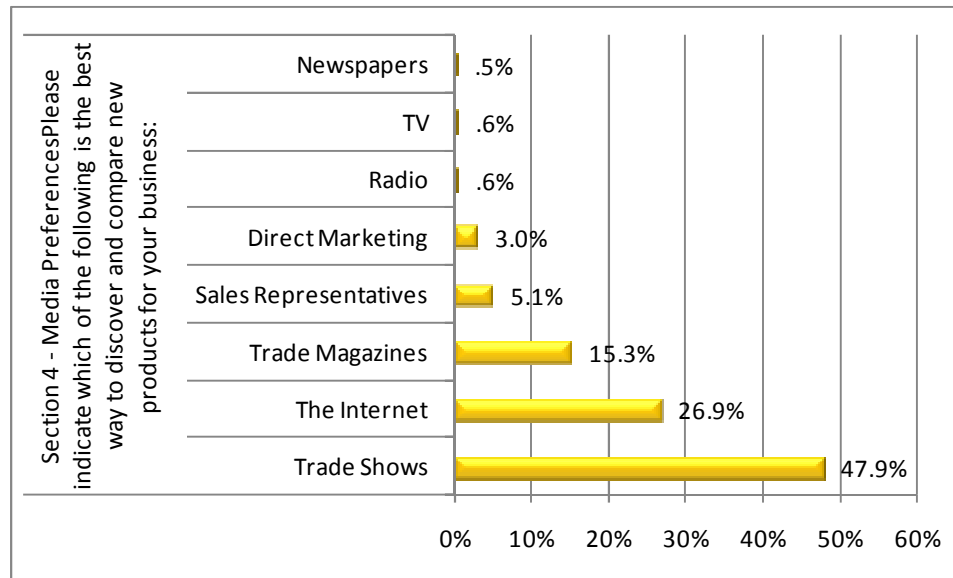


- 72.3% of respondents indicated some level of influence in tools and safety equipment purchases
  - 51.9% said they have a high level of influence or the final say



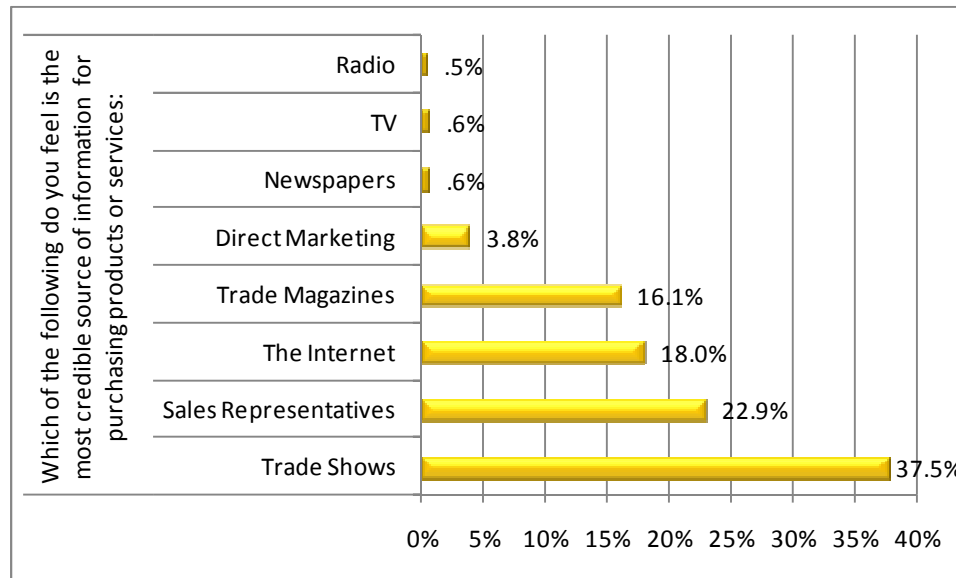
- 77.8% of respondents indicated some level of influence in windows & glass purchases
  - 56.3% said they have a high level of influence or the final say

# Most Effective Media



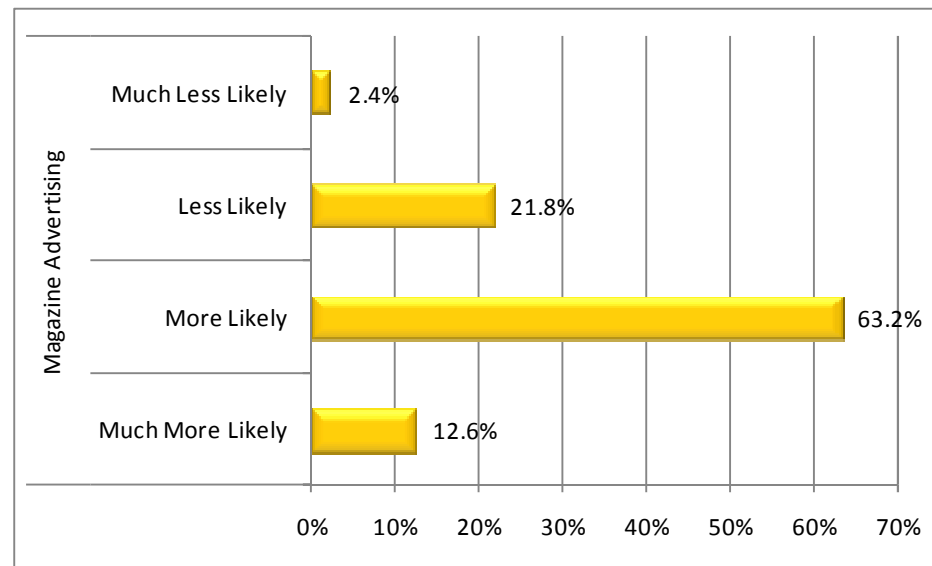
- 47.9% of visitor respondents said trade shows are the best way to discover new product for their business

# Most Credible Media



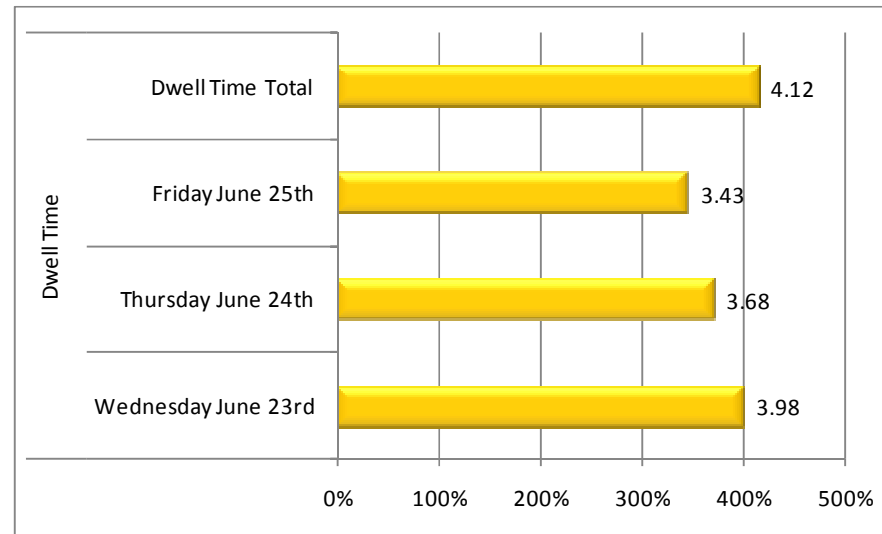
- 37.5% of respondents believe that trade shows are the most credible source of information for purchasing products or services

# Purchase Likelihood Vs Magazines



- 75.8% of respondents said they were likely or much more likely to buy or specify a product they had seen at the show than one they had seen in magazine advertising

# Show Dwell Time



- The average visitor dwell time on Wednesday was 4 hours
- 3.7 hours on Thursday
- 3.4 hours on Friday
- 4.1 hours across all three days



# Visitor Testimonials

“DesignBUILD offers a great opportunity to see what new building products and services are available”

“This was the first time I have attended an expo like this, what a fantastic exhibition where I could compare products and suppliers. I will be recommending this expo to others and I hope you guys will contact me for the next expo, thanks heaps”

“An extremely innovative and well presented forum with not only my trade but also other related and relevant areas that may compliment my work tasks”

“DesignBUILD is the one must-see exhibition event every year for any builder who is serious about learning the latest and greatest products and services on the market. It's not about the CPD points, it's not about talking trash over a game of golf, it's about meeting real people who have invented or developed products and services that solve real problems. I never go without 5 copies of plans for every project I'm working on and I never go home disappointed. I am a green builder and I meet more quality people in two days at DesignBUILD than I could possibly try to see in three months under normal working conditions. DesignBUILD ... an exhibition for the building industry...no kids, no spruikers, no mums & dads just quality products in an environment that lets you discuss construction details not just beep your entry badge”