



Analysis by Business Activity

Business Activity	No of Responses	% of Attendees
Agent	98	1.0%
Commercial Construction	1,084	11.3%
Consulting	861	9.0%
Distribution	192	2.0%
Engineering	380	4.0%
Fabrication	113	1.2%
Importing	205	2.1%
Manufacturing	893	9.3%
Owner Builder	346	3.6%
Plumbing	1,155	12.0%
Residential Construction	2,181	22.7%
Retail	296	3.1%
Wholesale	346	3.6%
Other	974	10.1%
Blank	484	5.0%
Total	9,608	100%

Analysis by Products/Services interested in seeing *

Products/Services to see	No of Responses	% of Attendees
Building Materials	3,687	38.4%
Plumbing	2,112	22.0%
Interiors	2,307	24.0%
Tile & Stone	2,062	21.5%
CAD/IT	1,520	15.8%
Windows and Glass	2,251	23.4%
Doors	1,664	17.3%
Outdoor Living	1,726	18.0%
Green Building Products	2,797	29.1%
Green Plumbing products	2,261	23.5%
Kitchens & Bathrooms	2,503	26.1%
Building Automation	1,625	16.9%
Finishes and Surfaces	2,437	25.4%
Frames and Structures	2,079	21.6%
Heating & Cooling	2,287	23.8%
Lighting & Electrical	2,181	22.7%
Total	35,499	

* Analysis by Products/Services interested in seeing had multiple responses.

Organiser:

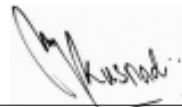


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Date of Next Event: Designbuild Australasia & National Plumbing Show 2009
May 21-23, 2009

Next Venue: Sydney Convention & Exhibition Centre,
Darling Harbour, NSW, Australia



Authorised for issue by the Circulations Audit Board July 9, 2008

All data published in this Certificate of Attendance has been audited by the CAB Auditors and is authorised for issue by the Exhibition Division of the Circulations Audit Board as at July 9, 2008. 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 of this exhibition.

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No attempt has been made to rank the information contained in this report in order of importance as the CAB believes this is a judgment to be made by the user.



EXHIBITION AUDIT REPORT



Designbuild Australasia

Organiser: Diversified Exhibitions Australia

Date of exhibition: June 15-18, 2008

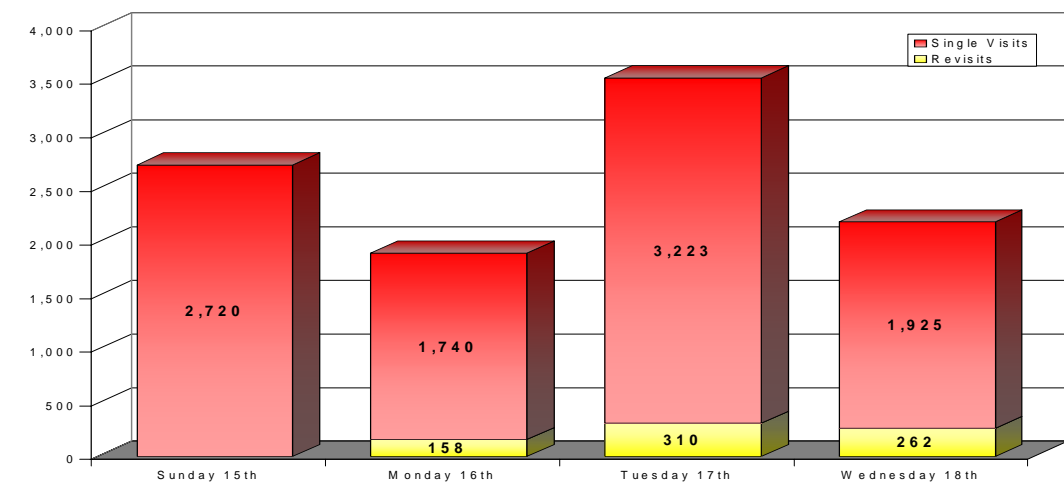
Location: Melbourne Convention & Exhibition Centre
Southbank, Victoria, Australia

Summary of Attendance*

Total Single Visits	9,608
Revisits	730
Total Trade Visits	10,338

	Single Visits	Revisits	Total
Sunday 15th June, 2008	2,720	0	2,720
Monday 16th June, 2008	1,740	158	1,898
Tuesday 17th June, 2008	3,223	310	3,533
Wednesday 18th June, 2008	1,925	262	2,187
Total Trade Visitors	9,608	730	10,338

* A summary of the number of trade visitors who attended the show, reported by day (one entry only per day) and categorised as first time visits and attendees who have revisited the exhibition on subsequent days. Reported attendance does not include exhibitors.



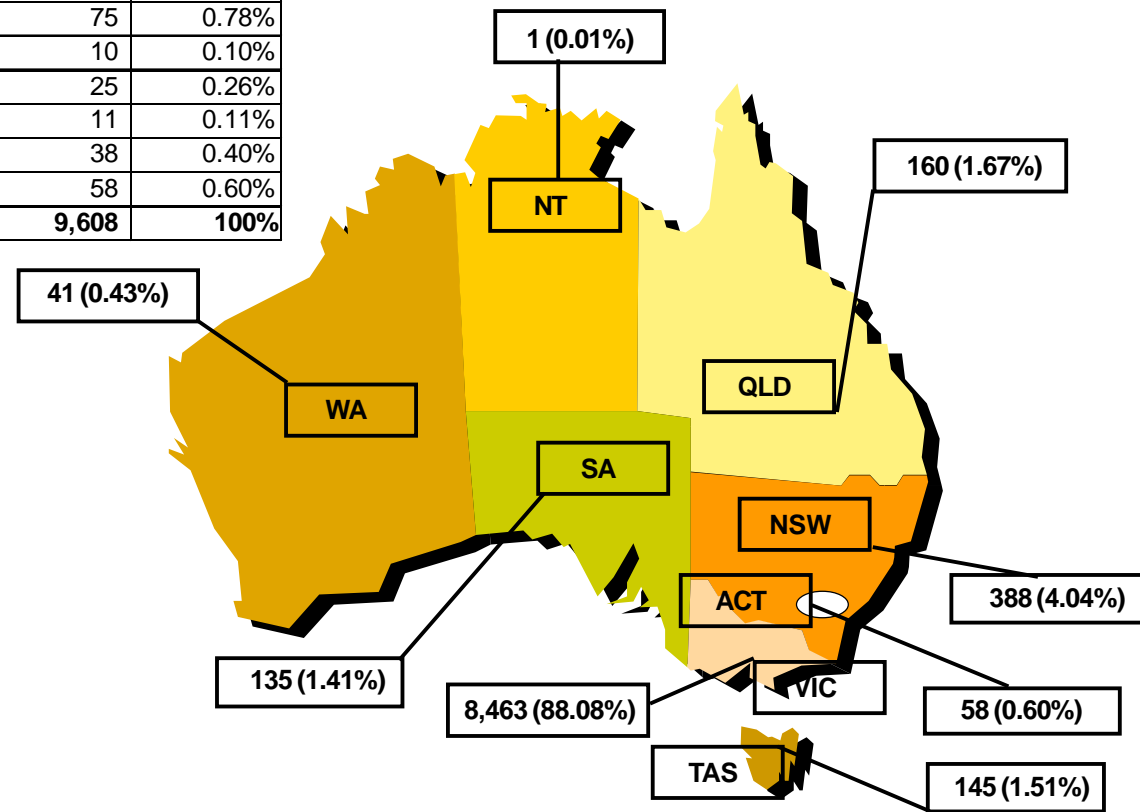


Analysis of Attendance by Geographic Area

International & Domestic

States & Countries	No of Attendees	% of Attendees
VIC	8,463	88.08%
NSW	388	4.04%
QLD	160	1.67%
SA	135	1.41%
WA	41	0.43%
TAS	145	1.51%
ACT	58	0.60%
NT	1	0.01%
Total Australia	9,391	97.75%
China	75	0.78%
Hong Kong	10	0.10%
India	25	0.26%
Malaysia	11	0.11%
New Zealand	38	0.40%
Other Overseas	58	0.60%
Total	9,608	100%

Breakdown of Attendance by State



Analysis of Attendance by Commercial Demographics

Analysis by Position Title

Position Title	No of Attendees	% of Attendees
Owner/Managing Director/Director/Partner	1,413	14.71%
Other Management	825	8.59%
Project Manager	392	4.08%
Buyer	144	1.50%
Foreman/Supervisor	114	1.19%
Other	84	0.87%
Blank	6,636	69.00%
Total Attendees	9,608	100%



Analysis of Attendance by Commercial Demographics

Analysis by Main Activity*

Main Activity	No of Responses	% of Attendees
Apprentice	165	1.7%
Architect	519	5.4%
Bricklaying contractor	24	0.2%
Builder	1,121	11.7%
Building Designer	389	4.0%
Buyer	144	1.5%
Cabinet Maker	57	0.6%
Carpenter	189	2.0%
CEO, Managing Director or Partner	1,413	14.7%
Concrete Contractor	44	0.5%
Designer	423	4.4%
Draftsperson	186	1.9%
Electrical Contractor	65	0.7%
Employee	377	3.9%
Facility Manager	79	0.8%
Foreman / Supervisor	114	1.2%
Hardware Buyer	47	0.5%
HVAC Contractor	24	0.2%
Interior Designer	212	2.2%
Landscape Contractor	41	0.4%
Manager	825	8.6%
Painting Contractor	22	0.2%
Plastering Contractor	12	0.1%
Plumbing Buyer	87	0.9%
Plumbing Contractor	726	7.6%
Project Manager	392	4.1%
Property Developer	228	2.4%
Property Manager	64	0.7%
Quantity Surveyor	26	0.3%
Roofing Contractor	29	0.3%
Sales Manager	494	5.1%
Shopfitting Contractor	23	0.2%
Student / Teacher	263	2.7%
Tiling and Fixing Contractor	56	0.6%
Town Planner	8	0.1%
Other	828	8.6%
Total	9,716	

* Analysis by Main Activity type had multiple responses.