



**What has been verified in this audit?**

The CAB Exhibition Audit provides verified analysis of the attendance volume of visitors to an exhibition or event. The DesignBUILD Sydney Exhibition had registered Trade Visitor attendees.

The audit conducted for the DesignBUILD Sydney Exhibition provides details of the total registered trade visitor attendance reported as - total attendance, attendance per day, geographical analysis and demographic data analysis.

The DesignBUILD Sydney, May 21-23, 2009 exhibition organisers presented all attendance records to establish the total trade visitor attendance figures.

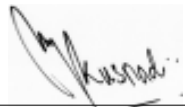
Organiser:



Diversified Exhibitions Australia  
 Level 8, 503-505 Kent Street, Sydney NSW 2000  
 Telephone: 02 9267 0834 Fax: 02 9267 5689  
 URL: www.divexhibitions.com.au  
 Website: www.designbuildexpo.com.au



Date of Next Event: DesignBUILD Melbourne 2010, June 24-26, 2010  
 Next Venue: Melbourne Convention & Exhibition Centre  
 Southbank, Victoria, Australia



Authorised for issue by the Circulations Audit Board June 11, 2009

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 June 11, 2009. 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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**Circulations Audit Board**

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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 Sydney**

Organiser: Diversified Exhibitions Australia

Date of exhibition: May 21-23, 2009

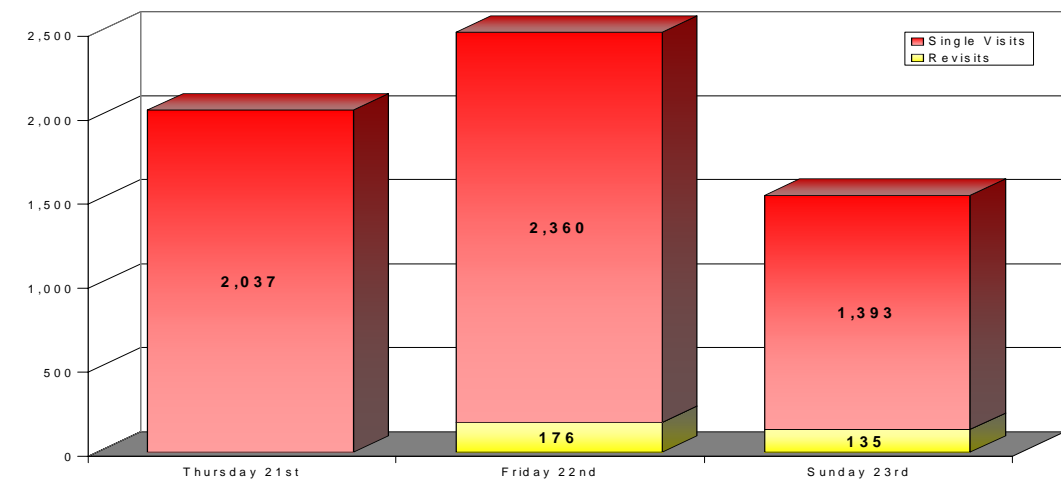
Location: Sydney Convention & Exhibition Centre  
 Darling Harbour, NSW, Australia

**Summary of Attendance\***

<b>Total Single Visits</b>	<b>5,790</b>
<b>Revisits</b>	<b>311</b>
<b>Total Trade Visits</b>	<b>6,101</b>

	Single Visits	Revisits	Total
Thursday 21st May, 2009	2,037	0	2,037
Friday 22nd May, 2009	2,360	176	2,536
Saturday 23rd May, 2009	1,393	135	1,528
<b>Total Trade Visitors</b>	<b>5,790</b>	<b>311</b>	<b>6,101</b>

\* 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.



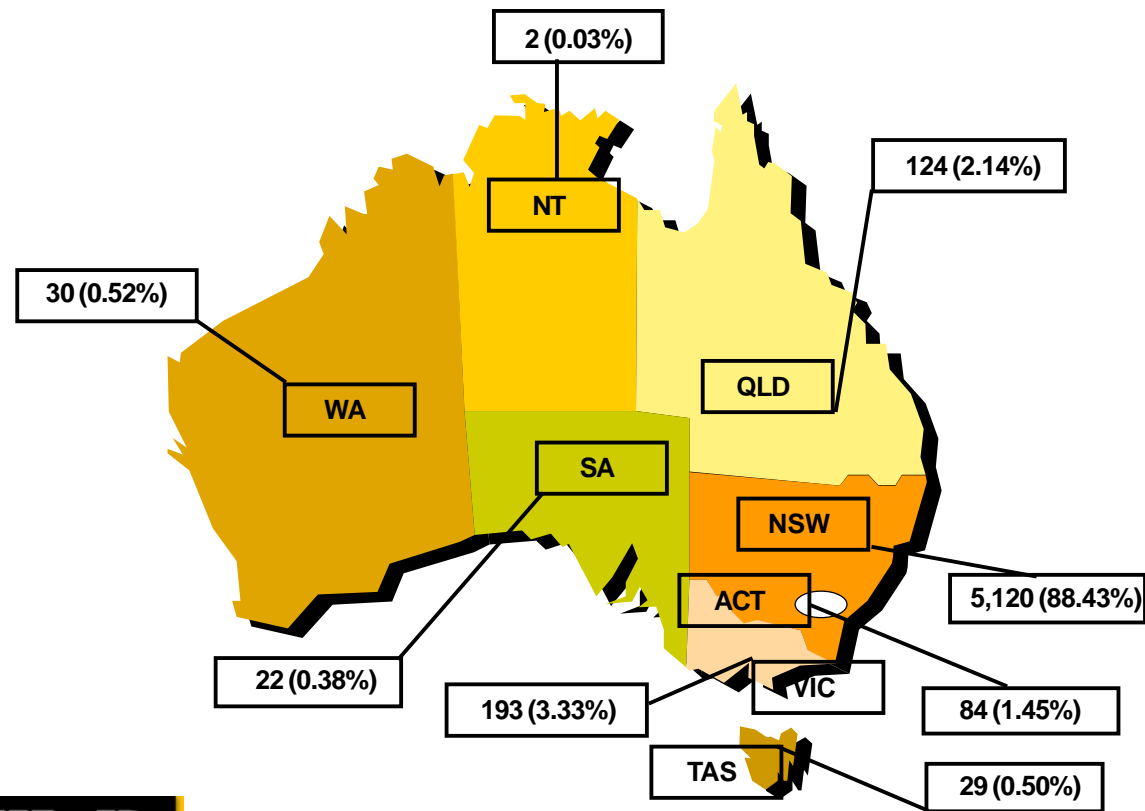


Analysis of Attendance by Geographic Area

International & Domestic

States & Countries	No of Attendees	% of Attendees
NSW	5,120	88.43%
VIC	193	3.33%
QLD	124	2.14%
SA	22	0.38%
WA	30	0.52%
TAS	29	0.50%
ACT	84	1.45%
NT	2	0.03%
<b>Total Australia</b>	<b>5,604</b>	<b>96.78%</b>
China	32	0.55%
India	9	0.16%
New Zealand	47	0.81%
Papua New Guinea	12	0.21%
Singapore	22	0.38%
Taiwan	11	0.19%
Other Overseas	53	0.92%
<b>Total</b>	<b>5,790</b>	<b>100%</b>

Breakdown of Attendance by State



Analysis of Attendance by Commercial Demographics

Analysis by Main Business Activity

Main Business Activity	No of Responses	% of Attendees*
Apprentice	92	1.59%
Architect	349	6.03%
Bricklaying contractor	6	0.10%
Builder	933	16.30%
Building Designer	201	3.47%
Buyer	75	1.30%
Cabinet Maker	22	0.38%
Carpenter	87	1.50%
CEO, Managing Director or Partner	451	7.79%
Concrete Contractor	18	0.31%
Designer	158	2.73%
Draftsperson	59	1.02%
Electrical Contractor	43	0.74%
Employee	78	1.35%
Engineer	213	3.68%
Facility Manager	26	0.45%
Foreman / Supervisor	53	0.92%
Hardware Buyer	24	0.41%
HVAC Contractor	11	0.19%
Interior Designer	84	1.45%
Landscape Contractor	29	0.50%
Manager	319	5.51%
Painting Contractor	20	0.35%
Plastering Contractor	16	0.28%
Plumbing Buyer	61	1.05%
Plumbing Contractor	425	7.34%
Project Manager	196	3.39%
Property Developer	147	2.54%
Property Manager	31	0.54%
Quantity Surveyor	15	0.26%
Roofing Contractor	31	0.54%
Sales Manager	225	3.89%
Shopfitting Contractor	22	0.38%
Student / Teacher	263	4.54%
Tiling & Fixing Contractor	15	0.26%
Town Planner	12	0.21%
Other	466	8.05%
Blank	514	8.88%
<b>Total</b>	<b>5,790</b>	<b>100%</b>

\* % based on single visits



Analysis by Business Type

Business Type	No of Responses	% of Attendees*
Agent	38	0.7%
Commercial Construction	479	8.3%
Consulting	365	6.3%
Distribution	131	2.3%
Engineering	170	2.9%
Fabrication	73	1.3%
Importing	111	1.9%
Manufacturing	476	8.2%
Owner Builder	124	2.1%
Plumbing	581	10.0%
Residential Construction	1,112	19.2%
Retail	101	1.7%
Wholesale	166	2.9%
Other	449	7.8%
Architecture & Design	769	13.3%
Blank	645	11.1%
<b>Total</b>	<b>5,790</b>	

\* % based on single visits

Analysis by Products/Services interested in \*

Products/Services	No of Responses	% of Attendees
Building Materials	3,321	57.36%
Plumbing	1,996	34.47%
Tile & Stone	1,671	28.86%
CAD/IT	1,293	22.33%
Windows & Glass	1,920	33.16%
Doors	1,608	27.77%
Outdoor Living	1,546	26.70%
Green Building	2,395	41.36%
Kitchens & Bathrooms	2,066	35.68%
Building Automation	1,456	25.15%
Finishes & Surfaces	2,022	34.92%
Frames & Structures	1,783	30.79%
Utilities/Aircon/Heating/Elect	1,435	24.78%
Lighting & Electrical	1,747	30.17%
Architecture & Design	2,687	46.41%
Yes I would like to receive the Infolink Newsletter	1,228	21.21%
Hardware, DIY, Safety	1,729	29.86%
Other	193	3.33%
<b>Total</b>	<b>32,096</b>	

\* Analysis by Products/Services interested in had multiple responses - % based on single visits