



BuildNZ

**Facilities»
Integrate**

**THE NATIONAL
SAFETY
SHOW**

Post Show Report 2024

Tuesday 25 – Wednesday 26 June

2024 was the year for success!

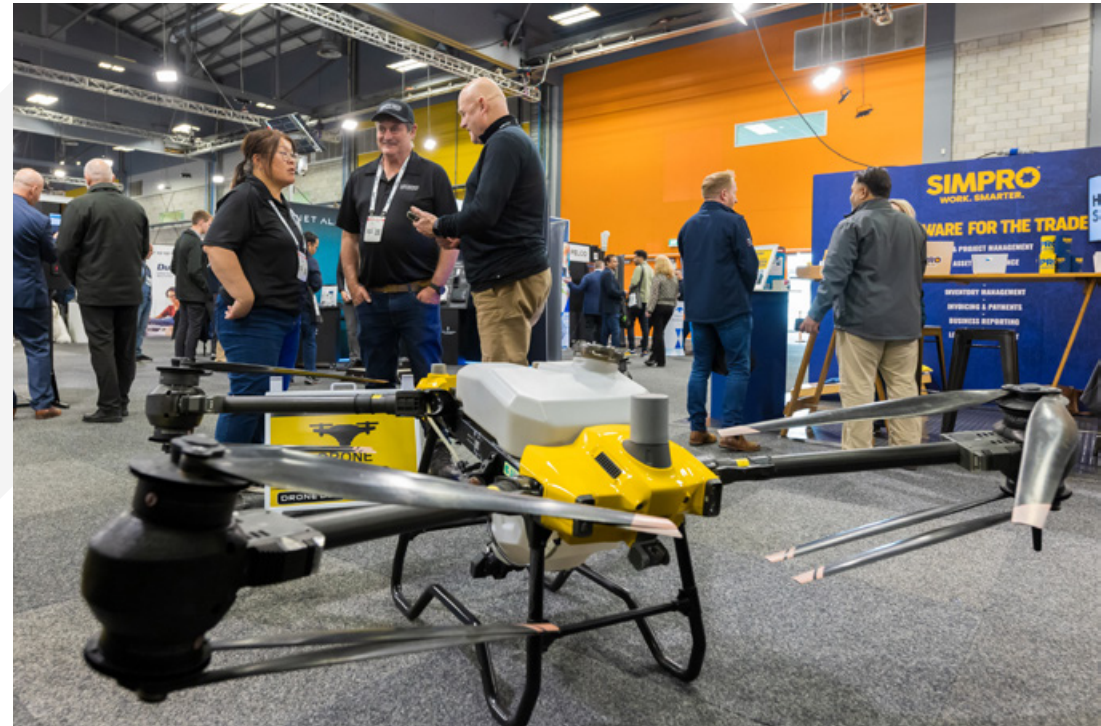
New Zealand's build, construction, design, facilities management and safety industries have recently been celebrated at the nation's largest industry trade event.

Over two busy days, a very full Auckland Showgrounds was abuzz with over 5800 visiting trade professionals. National and international exhibitors, students, sponsors and partners, leading trade associations and New Zealand's largest brands hailing the event a great success.

The floor was buzzing with excitement as the latest and greatest innovations hitting the industry were showcased and delegates discovered the newest products and solutions to ensure business success for the future.

In addition to 281 exhibiting suppliers presenting thousands of new products, the event featured a variety of special highlights. Attendees enjoyed an extensive program of seminars, workshops, and demos with over 60+ industry experts sharing the latest insights. CPD-accredited keynote speakers and panel discussions were also a major draw. The highly successful HVAC&R Hub, in collaboration with IRHACE, CCCANZ and RLNZ, made a return bigger and better than before. The Made in Germany Pavilion once again showcased top German brands and suppliers and held a very successful international networking event. It was a busy and successful trade event indeed with our exhibitors also bringing exciting prizes, trade specials, and much more!

The biggest challenge for attendees was ensuring they had enough time to see it all! To all those who attended - Thank You. We certainly hope it was a fantastic experience and we look forward to welcoming you all back in 2025.



BOOK NOW!
15-16 July 2025

5,805

Visiting Industry Professionals

Their reason to attend:

83%

 to see new products

Over 1500 new visitors

Visitor Feedback

Reasons for Attending

Satisfied to Very Satisfied

To keep abreast of industry trends		84%
Finding new suppliers		79%
Networking		79%

\$343,717,988

 Total purchasing power!

\$88,133

 Average purchasing power!

80%

of visitors are responsible or influence purchasing decisions

79%

of visitors were satisfied overall with the event

77%

of visitors are likely to be in contact with exhibitor's post event



Who Attended

The event brought together hundreds of local and international key decision-makers and industry leaders under one roof.



Attendees by Role

- Directors
- Managers
- Owners
- Project Managers
- Managing Directors
- General Managers
- Sales Managers
- C-Suites
- Architects
- Designers
- Builders
- Account Managers
- BDM's
- Facilities Managers
- Engineers
- Business Development Managers
- Operations Managers
- Risk Managers
- H&S Officers
- Surveyors
- Office Managers
- Integrators

Attendees by Industry

- Building & construction
- Facilities and building services
- Architecture & design
- Engineering
- Trades
- ICT Infrastructure
- Operational technology
- Manufacturing
- Property
- Health
- Medical
- Pharmaceuticals
- Transport
- Distribution
- Logistics
- Education
- Training
- Food
- Beverage

- Auckland
- Waikato
- Wellington
- Northland
- Bay of Plenty
- Canterbury
- Manawatu
- Wanganui
- Taranaki
- Hawke's Bay
- Otago



“

First year experiencing the National Safety Show and will not be the last. Great experience and will recommend to everyone I know in the safety industry.

- 2024 Visitor



“

My experience at BuildNZ was really great. What I enjoyed most was the opportunity to network with industry leaders and professionals. The event was well organised, and the variety of exhibitors and presentations provided valuable insights into the latest trends and innovations in the construction industry

- 2024 Visitor



“

Enjoyed meeting so many people at the Facilities Integrate and BuildNZ trade show in Auckland last week. Lots of good conversations about education, training and discussions about how to engage and get involved.

- Exhibitor

281 Exhibitors

1784 Exhibiting Staff

Objectives (Satisfaction)

Satisfied to Very Satisfied



Visitation (Satisfaction)

Satisfied to Very Satisfied





“

The excitement around construction and building design was amazing. Looking forward to seeing you all again at BuildNZ 2025!

- 2024 Exhibitor



“

Great to see so many familiar and new faces at The National Safety Show and chat about the many aspects of Health and Safety.

- 2024 Exhibitor



“

Our team, including our local market partner Roskill Air Solutions Ltd, had many great conversations with visitors, welcoming old friends as well as meeting many new ones

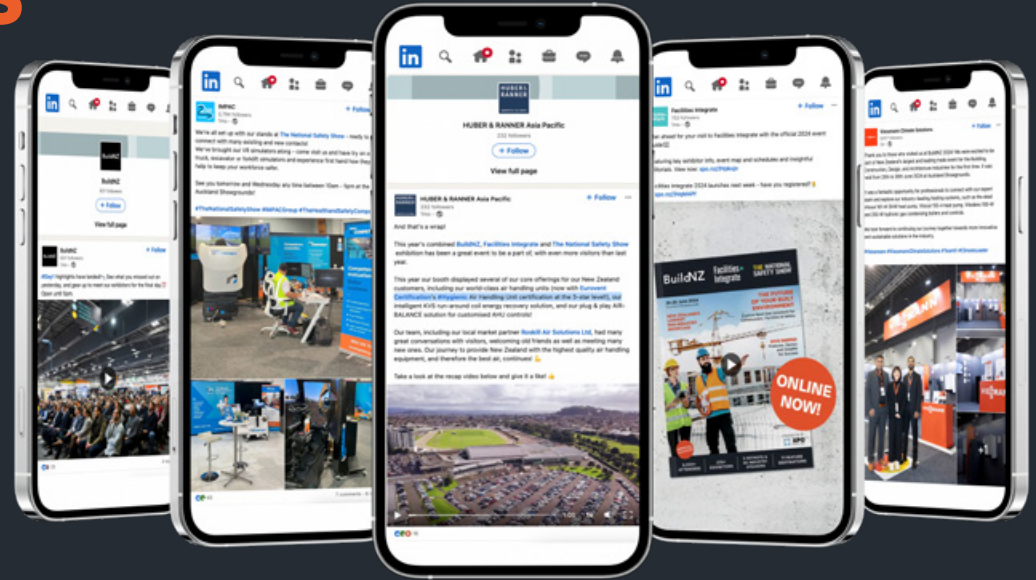
- 2024 Exhibitor



Marketing Results

Partners and Exhibitors get to leverage the significant program of marketing and communications associated with this event.

BuildNZ, Facilities Integrate and The National Safety Show 2024 featured in the following media:



+ Direct Mail DL
– over 4,126 industry professionals

+ Official Event Guide
– included in visitor bags and onsite collection points

+ Combined promotions and advertising leveraging

Social Media
Visitor Campaign


Impressions by channel:

 **187.5k**  **863k**  **68k**

Social Media

BuildNZ 831 followers
1mo · 🌐

#Day1 highlights have landed! 📺 See what you missed out on yesterday, and gear up to meet our exhibitors for the final day. 📺 Open until 5pm.



25 4 reposts

BCI Central 22,325 followers
4w · 🌐

We had the pleasure of recognising three of New Zealand's top 10 builders at our BCI Construction League panel at BuildNZ. Congratulations **Southbase Group**, **CMP Construction Limited** and **Calder Stewart!**

👉 Have you got your copy of the BCI Construction League New Zealand report? Download for free: <https://lnkd.in/getTRKdb>

#BCICentral #BCIConstructionLeague #BCIConstructionLeaguePanel #BCIConstructionLeagueReport #ConstructionLeague #Report #Builders #Construction #NewZealand #NewZealandConstruction #NZConstruction #Top50Builders #Top10Builders #BuildNZ



with Quin Henderson and 5 others

HUBER & RANNER Asia Pacific 232 followers
1mo · 🌐


And that's a wrap!

This year's combined **BuildNZ**, **Facilities Integrate** and **The National Safety Show** exhibition has been a great event to be a part of, with even more visitors than last year.

This year our booth displayed several of our core offerings for our New Zealand customers, including our world-class air handling units (now with **Eurovent Certification's #Hygienic** Air Handling Unit certification at the 3-star level!), our intelligent KVS run-around coil energy recovery solution, and our plug & play **AIR-BALANCE** solution for customised AHU controls!

Our team, including our local market partner **Roskill Air Solutions Ltd**, had many great conversations with visitors, welcoming old friends as well as meeting many new ones. Our journey to provide New Zealand with the highest quality air handling equipment, and therefore the best air, continues! 🙌

Take a look at the recap video below and give it a like! 🙌




Viessmann Climate Solutions 9,817 followers
2w · 🌐

Thank you to those who visited us at BuildNZ 2024! We were excited to be part of New Zealand's largest and leading trade event for the Building, Construction, Design, and Architecture Industries for the first time. It was held from 25th to 26th June 2024 at Auckland Showgrounds.

It was a fantastic opportunity for professionals to connect with our expert team and explore our industry-leading heating systems, such as the latest **Vitocal 161-W** DHW heat pump, **Vitocal 150-A** heat pump, **Vitodens 100-W** and **200-W** hydronic gas condensing boilers and controls.

We look forward to continuing our journey together towards more innovative and sustainable solutions in the industry.

#Viessmann #ViessmannClimateSolutions #TeamVi #ClimateLeader




manukau.trades.academy and bci ...

manukau.trades.academy BuildNZ Expo:

With a long history in New Zealand, BuildNZ is the leading trade event for the Building, Construction, Design and Architecture Industries, bringing industry professionals and innovators together to share ideas, showcase the latest products, and develop business relationships.

Checkout highlights from our Building and BCATS students enjoying their time at the Build and Expo 2024.
@buildnzshow
Edited · 5w

sophie_jury Bless that's such a cute photo of Nick!


KOROK Building Systems NZ Ltd 545 followers
4w · Edited · 🌐

BuildNZ 2024 has come to an end!

Thanks to everyone who visited our stand this week. The excitement around construction and building design was amazing.

Looking forward to seeing you all again at BuildNZ 2025!

#BuildNZ2024 #ConstructionInnovation #KOROK #fireprotection #acousticprotection #build #construction Facilities Integrate The National Safety Show #buildingsystems XPO Exhibitions



IMPAC 2,794 followers
1mo · 🌐

We're all set up with our stands at **The National Safety Show** - ready to connect with many existing and new contacts!

We've brought our VR simulators along - come visit us and have try on our truck, excavator or forklift simulators and experience first hand how they can help to keep your workforce safer.

See you tomorrow and Wednesday any time between 10am - 5pm at the Auckland Showgrounds!

#TheNationalSafetyShow #IMPACGroup #TheHealthandSafetyCompany



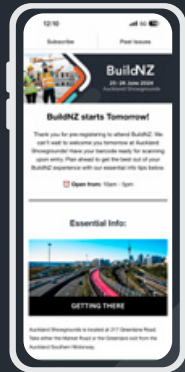
EDM Visitor Campaign

Over 333,059 targeted emails to new and returning industry professionals across the XPO portfolio of relevant industry sector events.

BuildNZ EDM – Starts Tomorrow!

75%
OPEN RATE

15%
CLICK THROUGH RATE

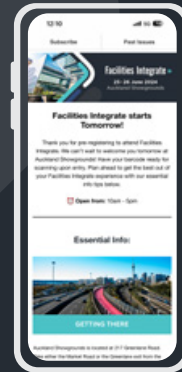


<https://mailchi.mp/buildnz/bnz24-essential-info>

Facilities integrate EDM – Starts Tomorrow!

61%
OPEN RATE

11%
CLICK THROUGH RATE

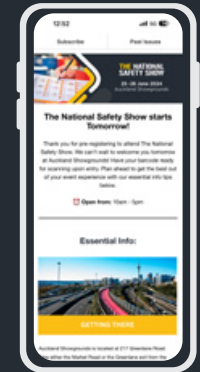


<https://mailchi.mp/facilitiesintegrate/fins24-essential-info>

The National Safety Show EDM – Starts Tomorrow!

71%
OPEN RATE

12%
CLICK THROUGH RATE

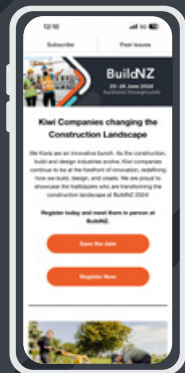


<https://mailchi.mp/safetyshow/nss24-essential-info>

BuildNZ EDM – Kiwi Companies at BuildNZ

58%
OPEN RATE

15%
CLICK THROUGH RATE

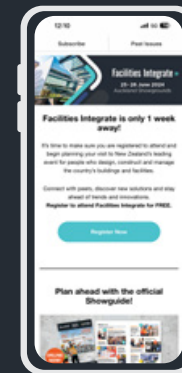


<https://mailchi.mp/buildnz/innovative-kiwis>

Facilities integrate EDM – 1 Week to go!

51%
OPEN RATE

6.3%
CLICK THROUGH RATE

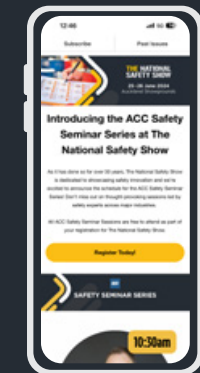


<https://mailchi.mp/facilitiesintegrate/only-1-week-to-go>

The National Safety Show EDM – ACC Seminar Announcement

51%
OPEN RATE

5.8%
CLICK THROUGH RATE



<https://mailchi.mp/safetyshow/acc-safety-seminar-series>

Industry standard rates: **31.08%** OPEN RATE **2.95%** CLICK THROUGH RATE

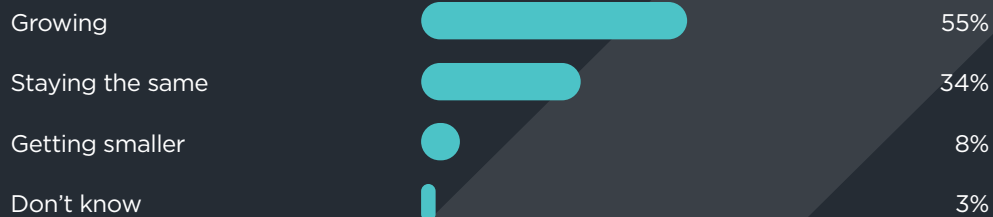
Other advertising activity included SMS messages, LinkedIn, Facebook, Instagram and Google ads.



Market Optimism Prevails

Despite ongoing supply challenges and inflationary pressures amidst the current economic climate, there is quiet confidence among attendees:

In general, how do you feel your industry is;



In general, do you feel your business is;



In the next 12 months, do you think the NZ economic situation will:



Thank you to our sponsors and support partners



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THE NATIONAL
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Secure Your 2025 Exhibit Space Now!

BuildNZ

15 – 16 July 2025
buildnz.com

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Facilities Integrate

15 – 16 July 2025
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The National Safety Show

15 – 16 July 2025
safetyshow.co.nz

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