



Facilities» Integrate

POST SHOW REPORT 2017



The third edition of Facilities Integrate held on 27–28 September at the ASB Showgrounds saw 2,637 high-quality trade representatives from the facilities management and systems integration industries visit the trade show to see new products and services, keep up to date with market trends, source new suppliers, and network amongst the industry.

Attendance included a 50% increase on 2016 of attendance in the VIP category, and reports from exhibitors suggested the quality of attendees was very high.

Just three years from its inception, Facilities Integrate has cemented its position as the leading trade show of its kind in New Zealand.

KEY FACTS



Total attendance **2,637**



Number of VIP delegates **101 attended**



Number of exhibitors **120**



Average expected visitor spend with exhibitors in the next 12 months
\$145,461



Total expected visitor spend with exhibitors in the next 12 months
\$38,358,065



Exhibitors' average estimated potential value of leads generated at Facilities Integrate **\$170,357.14**

HIGH QUALITY VISITORS

The 2017 show attracted 2,637 trade visitors, 57% of whom were key decision-makers or had high-level purchasing power.



3 hours average dwell time



75% discovered new products/services at the show



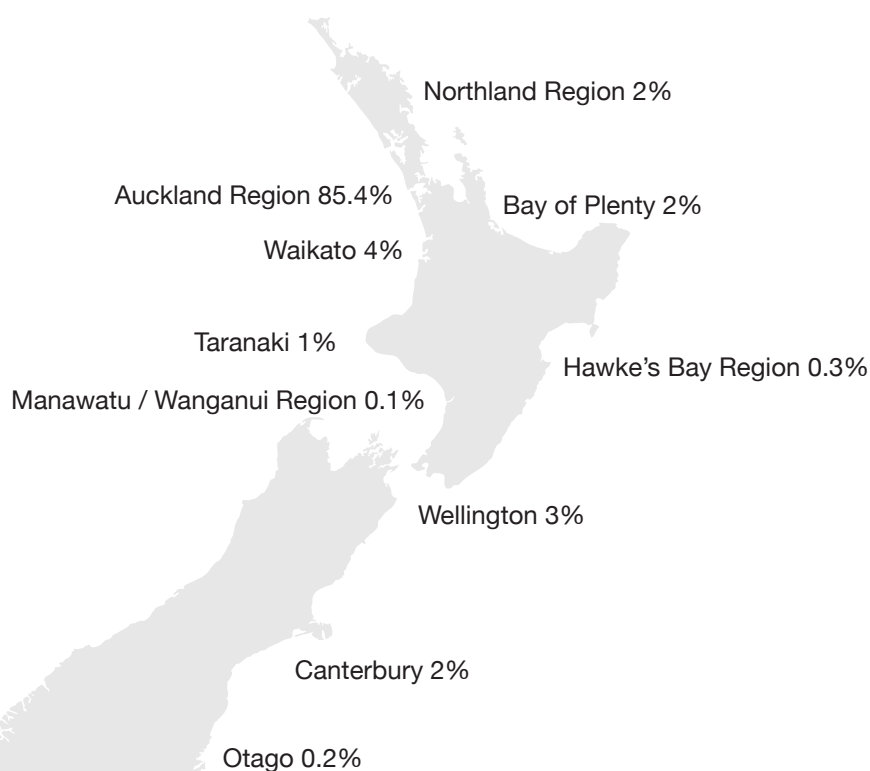
\$145,461 average expected visitor spend with exhibitors in the next 12 months



60% attended to find new suppliers

WHERE WERE THEY FROM?

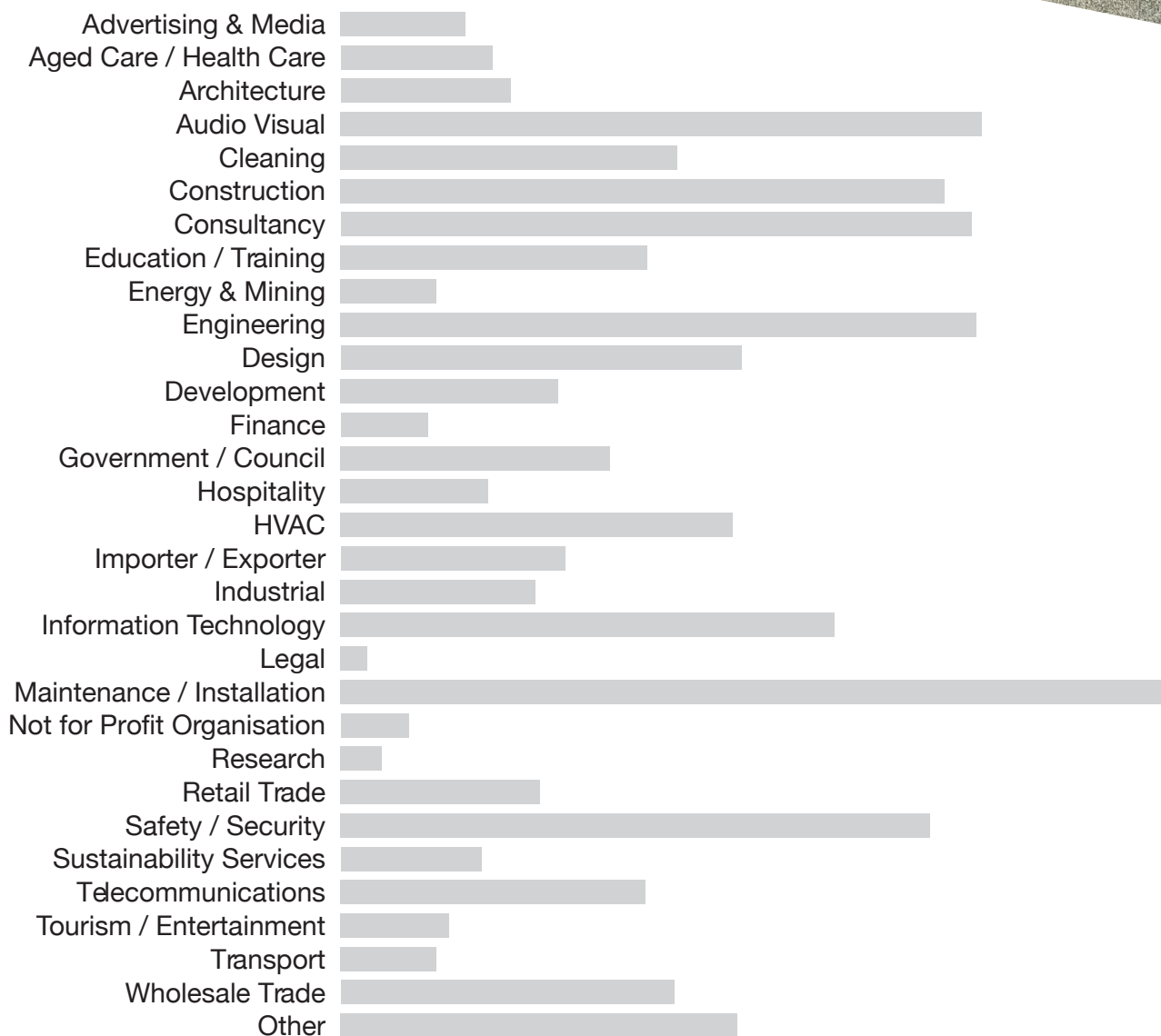
98% North Island



2% South Island

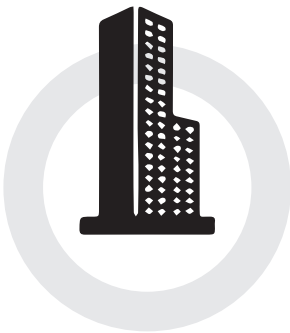


INDUSTRY





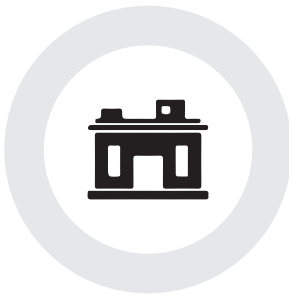
BUILDING INFRASTRUCTURE THEY WORKED ON



40% Large Buildings



37% Medium Buildings



23% Small Buildings



A SAMPLE OF COMPANIES THAT VISITED

2 Degrees
Accor Hotels
Air New Zealand
Alfriston College
ANZ
ASB
Auckland Airport
Auckland Art Gallery
Auckland Council
Auckland District Health Board
Auckland Live
Auckland Motorway Alliance
Auckland Museum
Auckland Transport
Auckland University
Auckland War Memorial Museum
AUT
Balmoral School
Bay of Plenty District Health Board
Barfoot & Thompson Commercial
Bayleys Property
Beca
BNZ
Briscoe Group
Britomart Group
Bunnings Ltd
CBRE
CCS Disability Action
Chorus
Christchurch City Council
Christchurch City Libraries
Coca-Cola Amatil
Colliers International
CottonSoft
Crestron
Cushman & Wakefield
Downer NZ
Easy Energy
Eden Park
Ellerslie Event Centre
Energy Efficiency & Conservation Authority
ENGIE
EnviroNZ (EnviroWaste)
Fisher & Paykel
Fisher & Paykel Healthcare
Fletcher Construction
Fonterra
Foodstuffs
Fujitsu
Genesis Energy
Gibson O'Connor Construction Ltd
Goodman Property
Häfele New Zealand LTD
Haka Hotel Newmarket
Harvey Norman
Hawkes Bay District Health Board
Heritage Hotel
Hirepool
Honeywell

Hotel:One
Housing New Zealand
IAG
Ingram Micro
Institute of Environmental Science & Research
Jackson Electrical Industries
JB Hi-Fi
Kings School
Kiwi Property
Kramer Electronics
Latter-Day Saints Church
Les Mills
Lester Heights Hospital
LG
Manukau Institute of Technology
Massey University
McAlpine Hussman
Meridian Energy
Metlifecare
Midwich
Ministry of Justice
MIT
Mitre 10
MPower
NAI Harcourts
NDY
Nestle
New Plymouth District Council
New Zealand Defence Force
New Zealand Trade Connection
Novotel
OCS
Orion Health
Opus
Otago Museum
Pacific Consultants
Panasonic
PBT
Penske Power Systems
Phillips
Pioneer Energy
Ports of Auckland
PWC
Quest Apartment Hotels
Rotorua District Council
RCR
Sacred Heart College
Samsung
Selwyn Foundation
SKY TV
Skycity
Snowplanet
Sony
Southern Cross Hospitals
Spark
Spark Arena
St Hildas Collegiate / Tolcarne Boarding
St Kent's

Studima Auckland Airport Hotel
Taranaki District Health Board
Tennis Auckland
Tennis Northland
The Warehouse Group
TSB Bank
TVNZ
Unitec
Vector Communications
Veolia Energy
Victoria University
Villa Maria Estate
Vocus Communications
Vodafone
Waikato District Council
Waikato District Health Board
Waitakere College
Waitemata District Health Board
Waste Management
Watercare
Western Springs College
Westpac





ASSA ABLOY
The global leader in door opening solutions

System Developer
ARCHITECT Integrator/Distributor
PROPERTY MANAGER PROPERTY DEVELOPER
Cleaner
MANAGER/DIRECTOR
Engineer FACILITY MANAGER
Consultant
Tradesman
BUILDING OPERATOR
Security Professional **DESIGNER** Manufacturer Contractor
AV PROFESSIONAL

WHAT DID THEY THINK?

- 87% said that there was a high likelihood of attending the event again
- 83% indicated a high level of satisfaction with the event
- 77% of visitors were likely to recommend the show to a friend or colleague in the industry
- 71% were satisfied with the quality of the exhibitors
- 73% of visitors indicated that attending Facilities Integrate was important for their organisation

VISITOR TESTIMONIALS

"Enjoyed our two days here. Well done all the Facilities Integrate team." Carew Hatherley, CEO, Storm Systems Ltd

"Facilities Management industry is well represented."
William Taylor, Associate Director Security and
Emergency Management, Auckland University of
Technology

"Glad we decided to go, very well laid out."
Kyle Greene, Equipment Management
Manager, Smartpay Ltd

*"Good experience for a first-time
visitor."* Steve Collier, Area Manager,
YHA NZ Ltd

"Good job, will be back."

Hugo James, CAD Assistant, Trak Ltd

"Great event, location very good."

Steve Lewins, Director, Lewins Electrical

*"Great event, keep it up, good on you for spearheading
Facilities Management since it is a vital but sometimes
forgotten trade that needs championing."*

Daniel Mohr, Architect, Stephen Matthews Architects Ltd

*"It is a good networking event for us. We had lots of
staff there and suppliers and customers."*

Matt Isaac, BDM, Sektor

"I enjoyed the event and will attend the next one."

Alan Heron, Office / Facilities Manager, Concentrix

"Overall a good show and well organised."

Shiu Verma, Maintenance Services Manager, University of
Auckland

*"Staff who facilitated the event were very kind and
helpful."*

Jae Hee Ban, AV Design & Projects Tech Lead, University of
Auckland

*"Thank you for putting this on and all the hard work that
goes into it, see you next year!"*

Peter Graham, Corporate Facilities Manager, Regional Facilities
Auckland

"Thanks for the effort to organise this."

Jui Quek, Key Account Manager, Nestlé

"Very interesting and informative."

Neelesh Chandra, Supervisor, Spotless Facility Services

"Well worth the time taken out of my day."

Bernie Woods, The Security Company Ltd

SATISFIED EXHIBITORS

The event attracted 120 exhibitors from a cross section of categories including AV, building automation, cleaning, digital signage, energy management, HVAC, security, waste and recycling.



Total Exhibitor Number 120

Exhibitors' average estimated potential value of leads generated at Facilities Integrate \$170,357.14

Total estimated potential of leads generated at Facilities Integrate \$20,442,856

WHY DID THEY EXHIBIT?

Generate new sales leads	84.09%
Increase awareness of brand / product / service	81.82%
Maintain company profile / brand position	61.36%
Meet/sell to current customers	40.91%
Capture target customer data	22.73%
Generate PR coverage	22.73%
Find new distributors / partners / resellers	20.45%
Launch new brand / product / service	20.45%
Conduct market research	15.91%
Enter a new market	13.64%
Sell to other exhibitors	11.36%
Support current distributors / partners / retailers	11.36%
Reposition brand / product / service	9.09%
Introduce new staff to the market	9.09%
Test market a new product / service	6.82%
Meet potential new employees	4.55%
Take orders on the stand	2.27%

WHAT DID THEY THINK?

Likelihood of return 3.64/5

Overall satisfaction 3.41/5

EXHIBITOR TESTIMONIAL

"The range of clients who came past our stand at Facilities Integrate have been brilliant and extremely valuable. We've met a lot of government organisations and large corporate clients. We will definitely be coming back to Facilities Integrate next year".

Peter Green, Marketing Manager - Healthsafe

"Facilities Integrate connects us with a wide audience that we often don't get the opportunity to reach every day. We provide quite a specialist service, so it's great to be able to present that in an environment that is as professional as this".

Nick Yates, Managing Director – Switch Utilities

"Our experience has been great so far. It's our first trade show so all the information we got beforehand really helped. We even got a sales lead from being promoted on the website, which was great. If you are thinking of coming to Facilities Integrate, I would say do it. It's a great place to meet potential clients who could definitely add a lot of value to your business"

Chris McCallum, Operations Manager – Incredible Images

"Facilities Integrate delivered an easy way to speak to specific people from companies looking for the kind of services we offer. It offers targeted marketing and is very cost effective considering the possible returns from new customers gained directly from exhibiting. We will probably keep this event as part of our annual marketing budget for the long term."

Brent Mitchell, National Contracts Manager - Laser Group Limited



Networking Lounge



NETWORKING OPPORTUNITIES BEFORE THE SHOW

Delivering networking opportunities for exhibitors and visitors is a key objective of the show. Facilities Integrate hosted a networking evening with drinks, canapés and a tour of the newly opened Warren & Mahoney architecture studio. Key personnel involved in the design and management of the building also spoke to an engaged crowd of some 75 industry professionals.

SHOW FEATURES

SPOTLESS SEMINAR SERIES

Spotless Seminar Series

The keynote speaker for the 2017 Spotless Seminar Series was international architect, Christopher Orsega, a senior associate with Bohlin Cywinski Jackson (BCJ) from

San Francisco, who designed the Apple retail stores in New York.

Other talks and speakers included Robert Dennis, who spoke about the future of facilities management, a panel discussion brought together by FMANZ on BIM, hearing technology, building compliance for facility managers, the future of contractor management, and more.

NETWORKING LOUNGE

Networking Lounge

The Networking Lounge on the show floor provided visitors and exhibitors with the opportunity to expand their networks, generate business opportunities, and debrief

with colleagues and clients. The space was comfortably furnished, with a range of food and drinks on offer.

The Networking Lounge was also the venue for the opening night function, which was well attended by exhibitors, industry association members, and key VIP guests.

VIP Delegate Programme

Decision-makers and facility managers from key organisations and businesses were invited to attend Facilities Integrate as delegates, which included an invitation to attend the opening night networking function.

The 2017 edition of Facilities Integrate saw a 50% increase in VIP attendance.



Working with **iStart**, we sent two Facilities Integrate dedicated newsletters to their database of 25,000+ to target those interested in technology and IT in business, and the event was listed on the iStart event page. To supplement our spend, they ran editorial too.

To reach engineers, we sent a dedicated Facilities Integrate newsletter through **NZ Engineering News**.

Facilities Integrate also sent a dedicated newsletter through **NZBusiness**, and ran display ads on **DEMM** for one month in the lead-up to the show.

We also generated a sponsored story with the online editor of **ArchitectureNOW** that went out to their database in a newsletter, as well as online.

To target the cleaning industry, Facilities Integrate sent a targeted enewsletter through **INCLEAN** to their database.

Additionally, Facilities Integrate used **Google display ads, remarketing, and adwords** to ensure the event was at the forefront of visitors' online experience.

Facilities Integrate was also listed on the **ADNZ** events page as an event in focus and accredited with two CPD points for architects, to encourage their attendance at the show.

MARKETING

Facilities Integrate ran an extensive promotional campaign, with a rate card value of \$315,238.50 (74% increase on 2016) across press, online, social media, and radio. The show also utilised telemarketing, direct mail and eDMs to reach the target audience.



Telemarketing

From 1 June 2017, Facilities Integrate employed a full-time telemarketer to call all relevant businesses, institutions, architects, engineers, facility managers, IT professionals, security personnel, and more – to invite them personally and encourage registration.



Magazine

Facilities Integrate ran a full-page ad in **Connected: Home + Business** as well as a half-page ad in **Hotel Magazine**.



Radio

From 11 September until the show, Facilities Integrate ran a radio campaign on **Newstalk ZB** to target key decision-makers, CEOs, and C-Level directors across a variety of industries.



Online

To reach the increasing number of individuals who go online for their news media, we ran two sponsored stories in the Business section of the **NZ Herald**.





Direct Mail

For 2017 we also purchased more key data points and sent our entire combined database of 16,000+ individuals a printed DLE postcard with information about the show and how to register.



Press

Facilities Integrate advertised in the **NZ Herald** with a mixture of front-page solus advertisements, half-page ads, and full-page ads.



Text Messages

Using our ticketing provider, we sent a series of text message reminders and registrations drivers to our database of subscribers.



Social Media

Facilities Integrate is on **Facebook**, **LinkedIn** and **Twitter**. From mid-July we started a paid content campaign on Facebook and LinkedIn, using high levels of targeting to reach our audience. These included demographics, job title, company, email, professional interests, and more.

Content and key messages were delivered via a variety of video, editorial content, and show information to drive awareness to our specific audiences.

Facebook likes increased by 37% from 1 January to 29 October 2017. In this period, the Facilities Integrate Facebook activity reached 358,793 users, engaging 21,933 to comment and/or like.

The Facilities Integrate Showcase page on LinkedIn reached a total of 229,053 users and generated 884 click-throughs.

Twitter followers increased by 46% from 1 January to 29 October 2017 and generated 37,000 impressions.



@FacilitiesIntegrate



/Facilities Integrate



@FacIntegrate





26
eNewsletters sent



41.62%
Average open rate



PR

Facilities Integrate worked with The Mail Room (formerly PR Republic) for the show's press relations. Our account director secured coverage in key titles in advance of the show, to drive registrations and awareness of the event.

Facilities Integrate generated PR coverage to a value of \$238,944.

Coverage highlights included:

- **NBR** interviews / publicity with Christopher Orsega: print / online / radio (15 September)
- **ArchitectureNOW** interviews / publicity with Christopher Orsega: online / enewsletter
- **Newsroom** interviews / publicity with Scott Penno: online
- **Sunday Star Times / Stuff.co.nz** interviews / publicity with Roger Dennis: print / online

Other titles included Property & Build, iStart, DEMM, and NZ Business.

Website

From 1 January to 31 October, facilitiesintegrate.nz saw 24,836 sessions and 15,426 users, which resulted in 61,462 page views.

SPONSORS & ASSOCIATIONS

Facilities Integrate enjoys support from Facilities Management Association of NZ, Energy Management Association of NZ, NZ Security Association, ASIS, KNX, NABERSNZ and CEDIA.

These associations promoted Facilities Integrate through their networks and databases, and in some cases the associations arranged events with their members to coincide with the show.

Facilities Integrate ➤

25-26 SEPTEMBER 2018
ASB SHOWGROUNDS

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