Post Show Report

Wednesday 15 - Thursday 16 July 2026

BuildNZ

Facilities Integrate

THE NATIONAL SAFETY SHOW

2026 Connecting Industry, Driving Innovation

New Zealand's build, construction, design, facilities management and safety industries came together at the nation's premier trade events, delivering two action-packed days of innovation, learning, networking and industry discussion.

Auckland Showgrounds welcomed over 6,000 professionals, including industry leaders, national and international exhibitors and engaged delegates looking to explore the latest products and services and to keep on-top of industry trends.

This year's much-anticipated seminar schedule delivered, bringing together a powerhouse line-up of industry leaders including Dominion Construction, Naylor Love, Hawkins, NZIA, Certified Builders, Master Builders, Building Institute Aotearoa, Economist Tony Alexander and many more - each delivering sharp, real-world insight to the stage, alongside a powerful panel discussion featuring representatives from across the political parties.

Visitors explored a packed show floor, discovering the latest products, connecting with top suppliers, and gaining insights across a strong mix of returning and new features. Popular returning highlights included the Made in Germany Pavilion, the HVAC&R Hub, The Future of Housing Summit, and the NZCB LBP Education Day - alongside a lineup of exciting new features that added even more to this year's show.

CLEAN NZ EXPO

irhace HVAC&R SUMMIT

POLISH PAVILION

THE BREAK ROOM

A sincere thank you to our exhibitors, sponsors, speakers, partners and attendees. Your support, expertise and enthusiasm helped make the events an great success. We look forward to welcoming the industry back in 2027!

BuildNZ

Facilities Integrate

THE NATIONAL SAFETY SHOW

BOOK NOW!

21 - 22 July 2027

4,513
Visiting Industry Professionals

1,581
Exhibiting Staff

Visitor Feedback

Reasons for Attending

To see new products	64%
To network	39%
To keep abreast of industry trends	34%
To source new suppliers	32%
To see existing suppliers	22%

Average purchasing power **$90,791**

Total purchasing power **$374,153,516**

81% of visitors are responsible or influence purchasing decisions

84% of visitors were satisfied overall with the event

71% of visitors are likely to be in contact with exhibitor's post event

BuildNZ · Facilities Integrate · The National Safety Show

Who Attended

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

International

Australia
China
Fiji
Germany
India
Indonesia
Japan
Malaysia
New Caledonia
Poland
Samoa
Sri Lanka
Thailand
Tonga
Vietnam

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
Cleaning

Auckland
Bay of Plenty
Canterbury
Hawke's Bay
Manawatu
Marlborough
Nelson
Northland
Otago
Southland
Taranaki
Tasman
Waikato
Wanganui
Wellington
West Coast

BuildNZ · Facilities Integrate · The National Safety Show

Who Attended

BuildNZ Facilities Integrate THE NATIONAL SAFETY SHOW

“

It was great to see firsthand how our industry continues to evolve, with technology driving new ideas, smarter solutions, and better ways of working. It’s exciting to be part of an industry that’s constantly changing and embracing innovation.

- Visitor 2026

“

Working on construction sites in New Zealand has given me valuable insight into how projects are delivered in practice. BuildNZ gave me the opportunity to connect that practical experience with the bigger picture.

- Visitor 2026

BuildNZ Facilities Integrate The National Safety Show

“

What a great couple of days at BuildNZ! It was fantastic to connect with so many industry professionals, discuss real project challenges, and showcase waterproofing solutions that help deliver long-term building performance. We’re already looking forward to next year!

- Allco Waterproofing Solutions

288 Exhibitors

1581 Exhibiting Staff

8,948 **XPO Leads App**
Leads Scanned over two days

89%
of Exhibitors
Overall Satisfied

Met Objectives

“

BuildNZ 2026 gave Würth New Zealand a valuable opportunity to connect with construction professionals and showcase the technical depth behind our construction offering. We look forward to continuing those conversations beyond BuildNZ.

- Würth NZ

BuildNZ · Facilities Integrate · The National Safety Show

“

The Hubexo team had a fantastic time connecting with the industry, strengthening relationships, and talking about what’s ahead. It was inspiring to see so much innovation, collaboration, and momentum across the sector.

- Hubexo

“

What a turnout! Phenomenal couple of days at The National Safety Show & Facilities Integrate. There is nothing more we love than meeting like-minded people and having a good yarn. Jumping up on the ropes being able to show everyone our work in action was such a cool experience for the team.

- On Ropes

“

It was a pleasure exhibiting the SiteSmart platform and connecting with so many builders, contractors, project managers, industry professionals and business owners who stopped by our stand to share their experiences, challenges and ideas. We are incredibly grateful to Raeesa Essa and the event organisers for hosting yet another well-run event that continues to bring New Zealand’s industries together.

- Site Safe

BuildNZ Facilities Integrate The National Safety Show

Forward-thinking Features

This year's programme sported 13 features showcasing innovative suppliers and products, engaging seminar sessions, and informative workshops.

Over 70 speakers volunteered their time and expertise to deliver on important industry trends, case studies, innovative thinking and emerging technology. Keynote speakers included Economist Tony Alexander, Hon. Chris Penk MP, Cameron Luxton MP, Hon. Arena Williams MP, Dr. Lawrence Xu-Nan MP, Daniel EP, the Hubexo Construction League and more.

Attendees to the Future of Housing Summit and the NZCB LBP Education Day had the opportunity to gain NZRAB CPD and LBP points thanks to our partners Te Kāhui Whaihanga NZ Institute of Architects (NZIA) and New Zealand Certified Builders.

BuildNZ, Facilities Integrate and The National Safety also hosted a selection of networking opportunities for visitors and exhibitors, including the FMANZ Breakfast, Building Connections Networking Function (hosted by the Polish Embassy) and exhibitor function.

Marketing Results

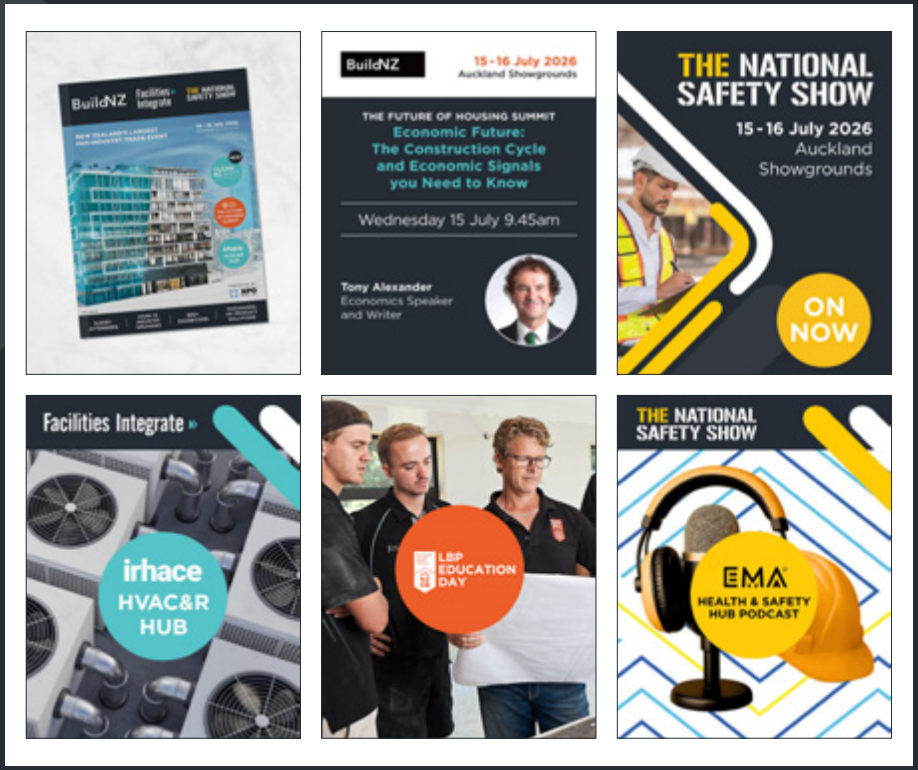
Partners and exhibitors were able to leverage the significant program of marketing and communications associated with this event.

BuildNZ, Facilities Integrate and The National Safety Show 2026 featured in the following media:

+ **Direct Mailer**
  Sent to over 7k industry professionals

+ **Official Event Guide**
  Digital & Printed for on-site collection

+ **Combined promotions** and advertising through partner channels



Brand New AI Calling Agent

+ **AI Calling Agent**
  2200+ Calls answered with a 12% conversion rate

+ **SMS**
  Over 16.8K text messages were sent promoting the event

Social Media Visitor Campaign

Digital Ads Metrics:

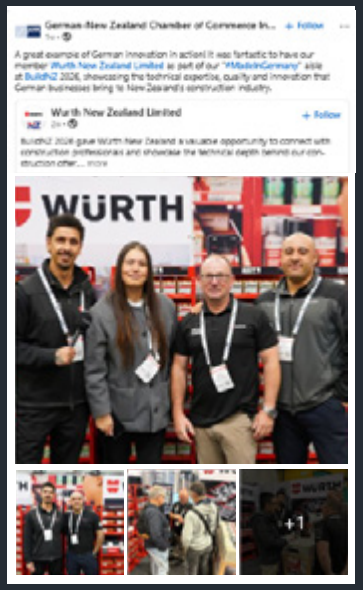
403K+
Reach

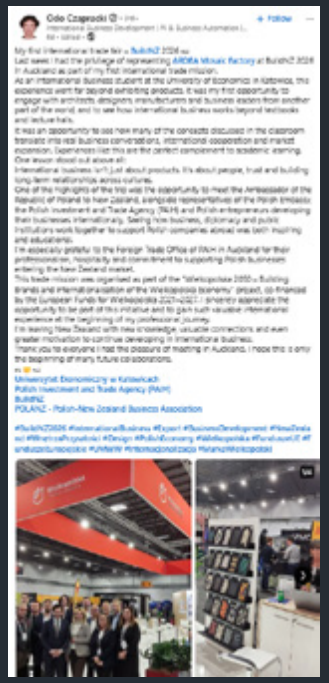
1.4m+
Impressions

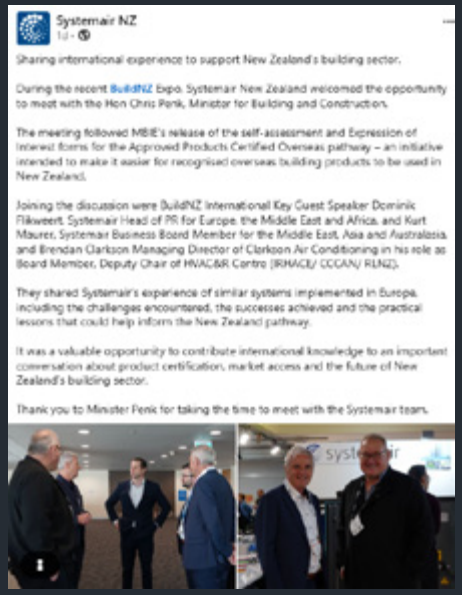
40K+
Clicks (49% Increase)

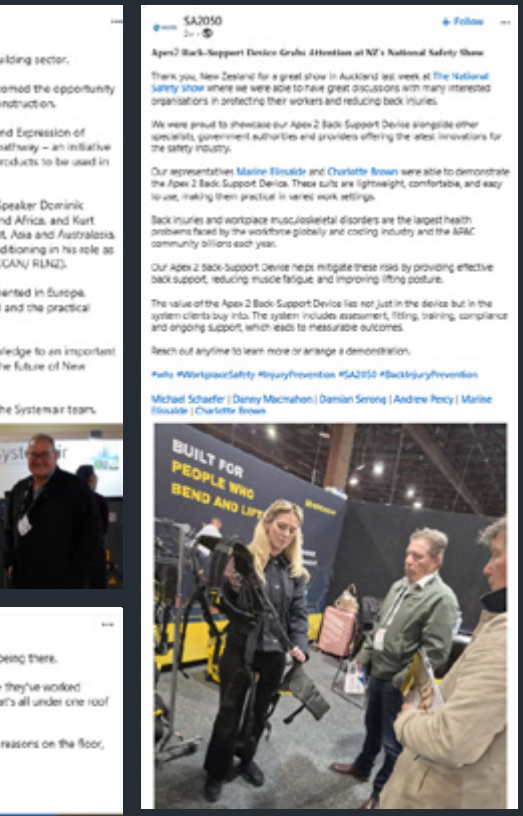
Social Media

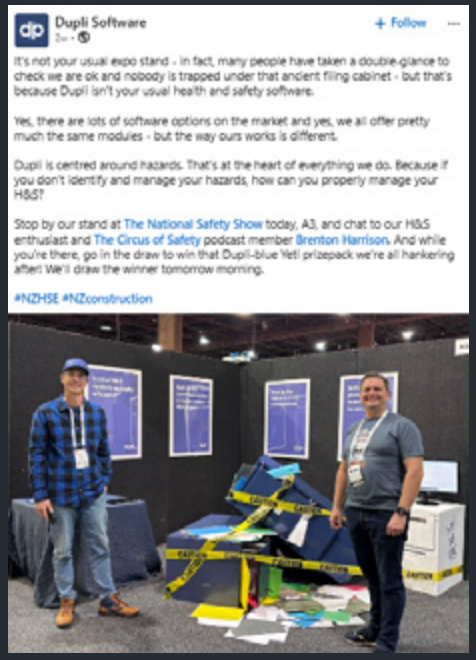
A Snapshot of Social Media Activity
across Linkedin & Meta Platforms

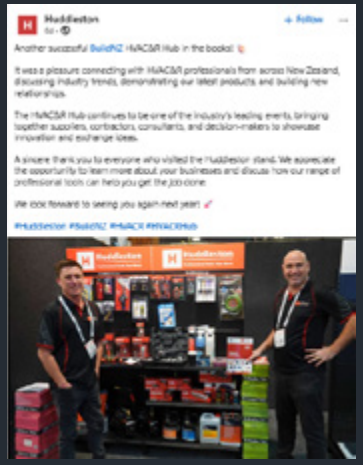


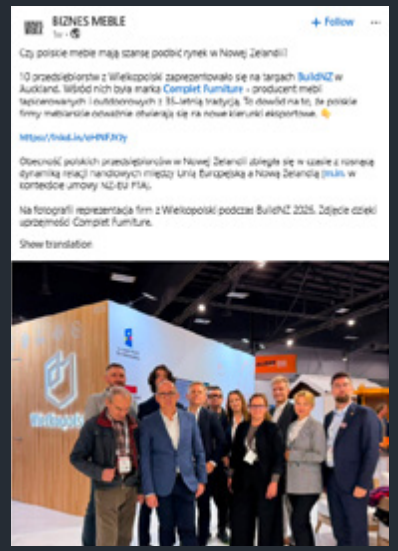


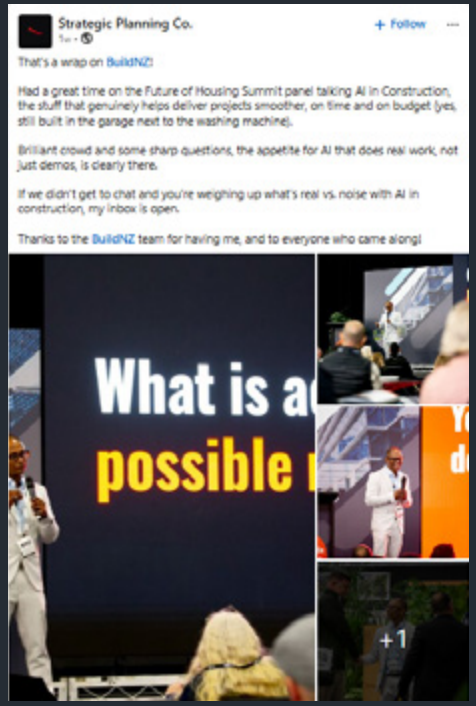












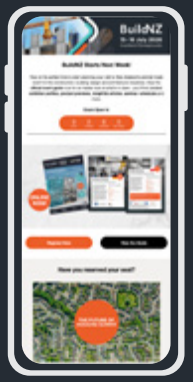
Email Marketing: Visitor Campaign

Over 305,500 targeted emails to new and returning industry professionals across the XPO portfolio of relevant industry sector events.

BuildNZ EDM -
Event Guide Out Now

40%
OPEN RATE

1.2%
CLICK
THROUGH RATE



View Email Here

Facilties Integrate -
HVAC&R Hub and Summit

54%
OPEN RATE

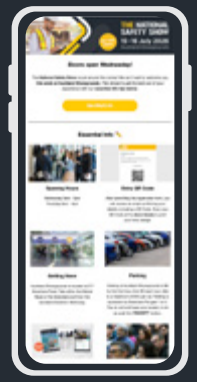
2.7%
CLICK
THROUGH RATE

View Email Here

The National Safety Show
- Essential Info

42.8%
OPEN RATE

12%
CLICK
THROUGH RATE



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BuildNZ EDM –
Exhibitor Highlight

32%
OPEN RATE

2%
CLICK
THROUGH RATE

View Email Here

Facilties Integrate -
HVAC&R Hub and
Summit - Official Event
Guide Out Now

35%
OPEN RATE

4.2%
CLICK
THROUGH RATE

View Email Here

The National Safety Show
- Invite

34.6%
OPEN RATE

4.1%
CLICK
THROUGH RATE

View Email Here

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

Thank you to our sponsors and support partners

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21 - 22 July 2027

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Contact us for more information or to save your place:

Raeesa Essa – Sales & Event Manager

raeesa@xpo.co.nz | +64 9 976 8386 | +64 21 073 2727