



ENTECH 2011 INTECH



PRO AUDIO • AUDIO VISUAL • LIGHTING • STAGING • INTEGRATION

Tuesday 19th – Thursday 21st July 2011 Sydney Convention & Exhibition Centre

YOU'RE INVITED



**To be a part of something very new, innovative and exciting;
the dawn of a new era in trade shows here in Australia.**

ENTECH INTECH & SMPTE 2011

- Two major events
- Hundreds of exhibitors
- Thousands of brands
- Thousands of potential buyers

All converging on Darling Harbour in July 2011.

Once every two years at the Sydney Convention and Exhibition Centre, ENTECH INTECH and SMPTE will co-locate their major trade shows to bring together the very best in pro audio, lighting, audio visual and broadcast technology.

This new event will take place under the umbrella of The Australasian Media and Technology Week; an initiative brought to you by the many hardworking stakeholders who wish to share in the success of this event.

Exhibitions & Trade Fairs, the organisers of ENTECH INTECH and Expertise Events, the organisers of the SMPTE event, are working together to create a sustainable multi-platform event. It will provide real return on investment for exhibitors and genuine attending value for visitors from Australia, New Zealand, South East Asia and beyond.

International speaker program sponsor



The Australasian Media and Technology Week will also host technical conferences, educational workshops and seminars, as well as networking dinners and functions.

The combined efforts and determination of the event organisers of these events will see the dawn of a new era in trade events for your industry.

We welcome you to be a part of this exciting event in July 2011.

Robby Clark – Event Director

Stephen Dallimore – Sales Manager

ENTECH INTECH

ENTECH INTECH is proudly supported by:



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WHAT IS ENTECH INTECH?

Since the first event in 1994, ENTECH has been Australia's leading biennial trade show for the entertainment, live events and corporate installation sectors.

Jam packed with the latest pro audio, lighting and audio visual equipment, ENTECH has consistently attracted thousands of visitors who are seeking out the latest in technology and innovation for their industry.

ENTECH is a visually vibrant and exciting event with exhibitors showcasing working demonstrations of the absolute latest gear available and featuring their own international experts.

WHAT IS INTECH?

In 2011 ENTECH INTECH will be extending its market reach to target audiences for the corporate installation and integration sectors, to meet the growing shift in focus for many participants in the show.

EDUCATION PROGRAM

Supported by industry associations such as ALIA, CEDIA and PLASA, the show also boasts a 'not to be missed' educational program featuring several international and local keynote speakers.

NETWORKING AT THE SHOW

ENTECH is known for its networking opportunities, it has a tradition of being the show that understands how the industry does business! We realise that deals are often done with a 'beer in your hand' and as such ENTECH offers a number of social events at the show. On Tuesday of the show the organisers will put on happy hour drinks and on Wednesday it will be time to Party After Dark!

ENTECH INTECH 2011 AT A GLANCE

Show Name: ENTECH INTECH 2011

Show Date: Tuesday 19th July – Thursday 21st July 2011

Venue: Sydney Exhibition and Convention Centre Halls 5 and 6. Also Co Located with SMPTE in Halls 3 & 4

Admission Policy: Business trade event. Entry is FREE and open to all industry professionals.

Exhibition Area: 7200 m2

Brands on Display: 350+ (Projected)

Countries Represented: 23 (Projected)

Overseas Companies: 15% (Projected)

No. of Visitors: 8000+ (Projected ENTECH and SMPTE)



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SO WHAT'S NEW IN 2011?

We are creating an industry hub in 2011; with a major trade fair, a world-class conference with key-note speakers, hands-on workshops and demo rooms, networking functions and a solid focus on delivering you the buyers.

ENTECH TV LIVE

An exciting new feature of the show will be the ENTECH TV LIVE stage. Here exhibitors will have the opportunity to book a segment to enable them to highlight a new product or service being launched at the tradeshow. The 'Live' show will be a series of presentations directly to the visitors from within the exhibition floor. These segments will be recorded and also featured in post-show episodes of the successful online series.

DELIVERING YOU THE BUYERS

Our focus is on your ROI and in 2011 we look forward to helping you achieve the sales and marketing objectives from exhibiting at ENTECH INTECH 2011.

In 2011 we will be implementing a bigger-than-ever marketing campaign targeting your potential and existing buyers and get them excited about attending the show. Elements of the campaign will include trade magazine advertising, targeted direct mail campaign, VIP-buyer campaign, telemarketing, extensive email campaigns, dedicated public relations campaign, the ENTECH INTECH website, social media promotions and most importantly our new initiative ENTECH TV.

A STRONG FOCUS ON NEW MARKETS

Everything we do is about driving your potential clients to the show, and in 2011, we will be focused on driving the market sectors you want to see to the show. At ETF we pride ourselves on providing one-on-one marketing assistance for our exhibitors. Let us help you achieve the results you are after.



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WHY EXHIBIT AT ENTECH?

ENTECH INTECH has been Australia's leading biennial trade show for the entertainment, live events and corporate installation sectors for 17 years. It is an influential event that has established a reputation as the place to share the latest industry news, views and experience cutting edge technology from around world. ENTECH is the tradeshow that has the track record for being responsive to the market it serves. Most importantly for exhibitors, it is the first major industry event of the new financial year, and therefore it will be a fundamental part of the industry's purchasing strategies.

WHO SHOULD EXHIBIT?

If you sell, manufacture or distribute professional audio, lighting, broadcast, audio visual, staging or integration products or services then your prospective customers will be at ENTECH.

Whether you target the live events or entertainment sectors, or the corporate audio visual or commercial installation sectors, ENTECH is inviting your potential clients to attend!

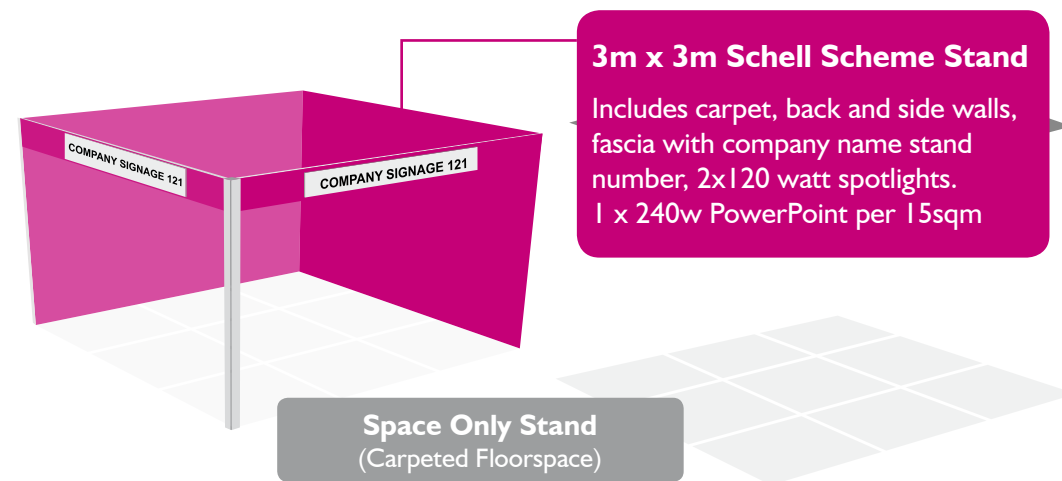
Your presence at ENTECH will reinforce your brand presence and strengthen your reputation in the fast-paced, ever changing industry. You don't want to miss out on this opportunity to communicate face-to-face with your target markets, and generate new sales leads and up-sell to existing customers.

Book your space now to avoid disappointment. To discuss your stand or a tailored sponsorship package for ENTECH, contact us today.

EXHIBITING PACKAGES

Our aim is to deliver you an event that exceeds your expectation. ENTECH 2011 offers a very comprehensive exhibitor package to help minimize your costs. Included in your exhibitor package we will provide you with:

- Fully Carpeted Exhibition Space
- Fork lift service from the loading dock to your stand and return
- Daily stand cleaning
- 24 hour security
- Company, brand and product listings on the show website and online catalogue
- Happy Hour Drinks brought to you and your potential customers on your stand



NEW for ENTECH 2011

Increase your exposure and impact at the show with one of our tailored upgrade or sponsorship packages.

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EXHIBITOR PROFILE

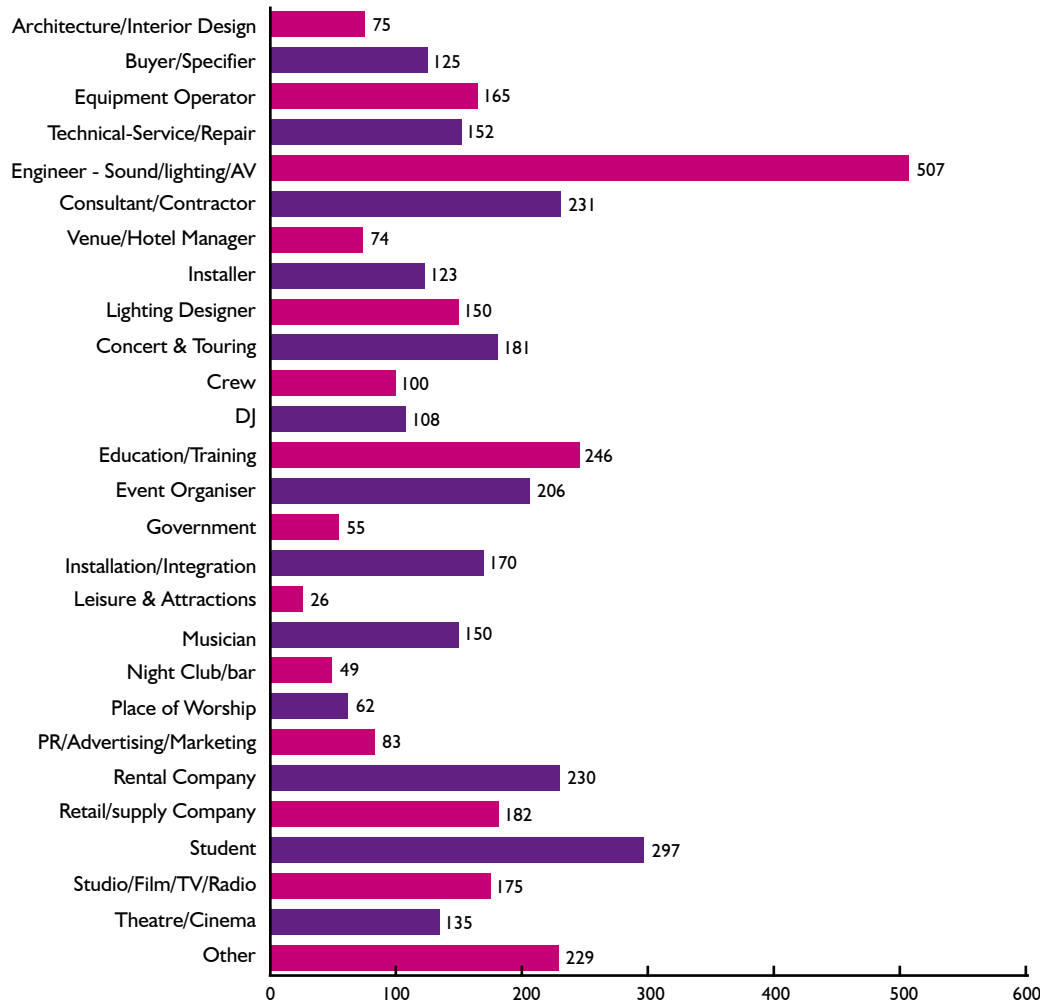
**Manufacturers / Distributors/ Agents/
Dealers/ OEM in any of the following
product categories:**

- Acoustic Products
- Audio & Video Conferencing Equipment & Technology
- Cables, Connectors & Switchers
- Command & Control Systems
- Control / Interfacing / Distribution Systems & Technology
- Digital Signage & Advertisement
- Digital Display Equipment & Technology
- Electronic Whiteboards & Wall Track Systems
- Language Interpretation Systems
- Lighting & Studio Support
- Mounting Systems
- Presentation & Training Aids
- Projectors
- Projection Screens & Shades
- Public Address & Intercom Systems
- Video Production & Editing
- Wireless / Hardwired Microphones
- Accessories
- Acoustic design/control
- Amplifiers
- Architectural lightings
- Audio broadcast equipment & systems
- Audio Equipment for Facilities
- Audio-compression/Consoles
- AV security products Control systems/ control rooms
- AV systems and equipment
- Converters
- Digital Audio Workstation
- Digital cinema & e-cinema projectors
- Digital imaging products
- Digital video graphics
- Disco lighting
- DJ products
- Effectors
- Electronic signage/ video signage
- Flat screen displays
- Indoor and outdoor LED signage
- Intercoms
- Laser systems & technology
- LCD panels/ LED displays
- Lighting accessories
- Lighting Control Consoles
- Lighting Control Systems
- Lighting System for Photography Studios
- Mastering Equipment
- Microphones
- Mixers
- Multi-media hardware/ software & accessories
- Other Related Peripheral Equipment
- PA systems
- Plasma display screens
- Players
- Power Supply
- Professional lighting equipment & systems
- Racks/Cases/Bags
- Recorders
- Servers & mixers
- Sound reinforcement
- Speakers Elevating Unit for TV Studio
- Lighting Battens
- Special effects
- Stage Lighting
- Stage/ touring equipment & trussing
- Streaming products
- Studio Lighting Equipment
- Studio sound
- Systems integration/ control & interfacing equipment
- Video conferencing equipment & systems
- Video distribution systems
- Video encoders/ decoders
- Video projection systems
- Video walls
- Virtual & electronic bill-board
- Visualisers
- Wireless Remote Control Devices

VISITOR PROFILE

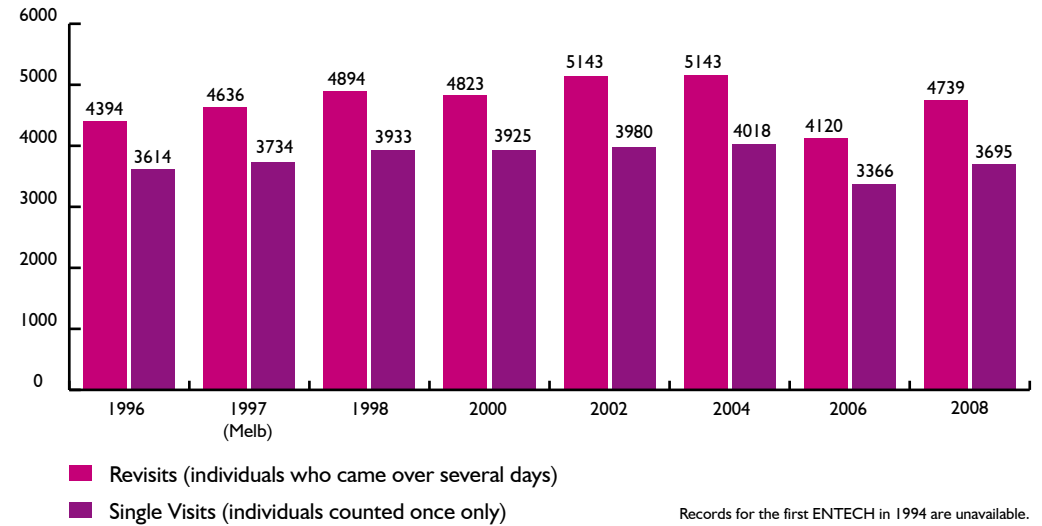
ENTECH INTECH, the industry's most recognised and long-running event, has consistently delivered thousands of qualified visitors. Previously, an average of 35% of visitors were final decision-makers with an additional 55% influential in the purchasing decisions of the companies they represented.

Breakdown of visitors primary job function:

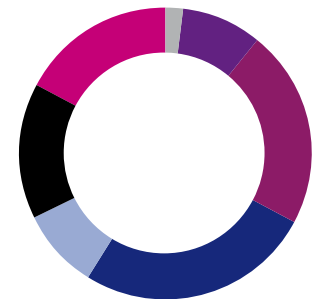


STATISTICS

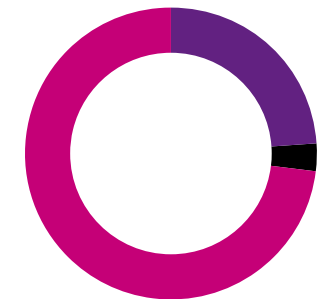
Attendance statistics for ENTECH



Breakdown of 'Visitor Area of Interest'



Breakdown of 'Visitor Origin'



27% of ENTECH 2008 Visitors flew in, highlighting the importance of the event to the industry.

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ABOUT THE ORGANISERS

Exhibitions & Trade Fairs (ETF) is one of Australia's premier exhibition organisers specialising in trade and consumer shows. Our event portfolio demonstrates the breadth of ETF's experience and highlights our ongoing involvement and commitment to producing high calibre events.

ETF has organised exhibitions and trade shows for more than 30 years. We employ team of more than 35 professional staff and have offices in Sydney, Melbourne, Perth and the Gold Coast.

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Organised by:



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