

ENTECH 2011 INTECH

Pro Audio • Audio Visual • Broadcast • Lighting

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WHAT HAPPENED TO ENTECH INTECH FEBRUARY 2010?

Exhibitions and Trade Fairs (ETF), the organisers of ENTECH INTECH announced today that the February 2010 event will be postponed until July 2011 where it will run alongside the industry-owned broadcast trade fair, SMPTE.

A range of issues lead to this announcement including the current tough economic environment, the large number of trade shows (known within the industry as trade show fatigue) and decreasing support from key exhibitors.

The good news is however that ETF, Expertise Events (the organisers of SMPTE) and the SMPTE Board made the best decision for the industry as a whole - to have one major trade show, held every two years, starting in July 2011.

Coinciding, but not unrelated to this announcement, is a move to form a peak body representing the interests of Australian suppliers to the professional audio, lighting, vision & staging market.

Meetings were held in Melbourne and Sydney where approximately 30 companies were represented and many topical items were discussed. Areas the peak body is intending to assist the industry in are: standards, approvals, legislation, counterfeiting, gray marketing, market development and associated activities.

During these meetings a large percentage of suppliers indicated they had determined they would not be participating in non-industry trade shows in 2010. They also noted with the merging of technology within the industry and the widening interests of customers, all would benefit from a larger and more diverse show.

THE BIRTH OF A MEGA SHOW

ETF, Expertise Events and SMPTE are very excited about the future of this event and 2011 will truly be a must attend mega show for the techie minded professional.

Both ENTECH INTECH and SMPTE will beef up their educational conference programs in 2011 so watch this space for some big announcements in the new year.

ETF also said that it will ramp up its efforts to embrace the integration market in 2011 and will continue to evolve the INTECH brand as a major part of the mega show at the Sydney Convention and Exhibition Centre.

**ENTECH INTECH alongside SMPTE 19th – 21st July 2011
Sydney Convention and Exhibition Centre, Darling Harbour**