

FOR IMMEDIATE RELEASE

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ETF announce the launch of new model show, ENTECH CONNECT, to be held in Melbourne in July 2012.

Organisers of the long running, biennial industry tradeshow ENTECH, Exhibition and Trade Fairs (ETF), have announced a second event under the ENTECH portfolio today. ENTECH CONNECT will be a condensed two day industry showcase held in Melbourne in July 2012. Part tradeshow, part seminar, ENTECH CONNECT will provide an informal environment for all members of the live entertainment industry to be informed, inspired and get their hands on the latest industry technology.

Building on the success of ENTECH's seminar program, ENTECH CONNECT 2012 will feature industry leaders from Australia and overseas presenting on key industry and technology developments, as well as allowing up-close 'ask the experts' opportunities.

ETF recently commissioned research into the national market, and results clearly indicate Melbourne, and the broader Victorian market is ready and waiting for a show of their own. The local industry in Victoria is delivering a higher number of events per company and spending on average more on new equipment per company than their NSW counterparts. In addition, there is a strong demand from visitors for a local show with travel budgets restricting the numbers heading to Sydney each year.

"ENTECH is an industry tradeshow that is extremely well known and trusted within the industry right across Australia. It is exciting to be announcing this key evolution in response to market demand with the introduction of the new ENTECH CONNECT show model in Melbourne" stated ETF General Manager and CEO, Jodie Richmond.

Event Director, Robby Clark said "ENTECH CONNECT will enable new and local industry exhibitors to enter into the successful world of tradeshow



marketing with this affordable and hassle-free scaled back event format.

Creating the perfect environment for visitors and exhibitors alike to meet new people, ENTECH CONNECT provides industry members in Melbourne a showcase opportunity without the expense of travelling teams to Sydney each year and without the sometimes prohibitive cost barriers of exhibiting.”

The full-scale flagship show, ENTECH, will continue as a biennial show, with the 2013 dates already announced. The show will co-locate once again with SMPTE, 23 – 25 July 2013, at Sydney Convention and Exhibition Centre.

Further details about ENTECH CONNECT will be released in the coming weeks.

For further information please contact:

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