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ENTECH 2011 attendance figures break previous show records.

Industry members from all over Australia flocked to Darling Harbour in the thousands last week to visit ENTECH 2011, the trade show for the latest pro audio, lighting and audio visual equipment.

Unaudited figures released this week by ETF, the show organizers, indicate that there were 4562 unique visitors to ENTECH 2011 with 393 of them coming back for a second look during the three day tradeshow.

“We are very pleased with these recording breaking results, they surpass our previous best show in 2004”, stated ENTECH’s event director Robby Clark. “The co-location with SMPTE was a huge success with exhibitors at both shows seeing the positive impact on visitor numbers.”

The value of ENTECH as a must-attend industry event is clearly recognized both nationally and overseas. Approximately 20% of visitors to the show were from interstate and a further 3% were international guests.

The ENTECH Seminar program was also very well attended with 581 delegates attending across 20 separate sessions. The inclusion of the PLASA Keynote Sessions boosted the program and the international speakers were very involved in the show; chatting to visitors for hours at the PLASA stand after their seminars.

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

Management at ETF are currently investigating additional exciting opportunities for ENTECH’s future development and plan to make further announcements soon – stay tuned!

www.entechintech.com

For further information and hi-res images please contact:

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