



JOINT MEDIA ANNOUNCEMENT

Date: August 5, 2009

SMPTE and ENTECH set to co-locate in 2011!

SMPTE Conference and Exhibition and ENTECH are delighted to announce that they have reached an agreement to create a mega-multiplatform entertainment week and co-locate at the Sydney Exhibition Centre in 2011.

Held every two years, SMPTE is the premier event for suppliers to the motion picture and television industries in the South-East Asian region. The SMPTE has a defined focus and visitors attend from the motion picture/film, digital media, television, radio, ICT, pre and post production industries. Attendees are also from the display and projection, video production, pro-audio, multimedia, editing, test equipment, SFX and lighting industries.

ENTECH is the longest running trade show within the stage and lighting sector in the Southern Hemisphere. It also has a synergistic focus defined within the multiplatforms of the entertainment industry. ENTECH's industry audience includes those working within the professional audio, lighting, broadcast, audio visual, staging products, integration and corporate AV, supplies and services industry.

"We are excited that the ENTECH event will be beside us during SMPTE11. With approximately 15 per cent of the visitors attending both events, this will allow time-poor visitors to be able to see an amazing array of multiplatform technologies under one roof. Having the SMPTE and ENTECH conferences running simultaneously will also give industry professionals greater opportunities to learn and develop their careers", said Ward Hansford, SMPTE's Australia Chair.

"As technology continues to develop and the lines between the entertainment mediums blur, it is essential that SMPTE Conference and Exhibition remains agile and able to adapt. The co-location of the SMPTE and ENTECH events in 2011 will provide a mega-platform entertainment week that will compliment each other whilst still having distinctive individual focus", said Gary Fitz-Roy, Managing Director of Expertise Events, the SMPTE Conference and Exhibition organiser.

"Both ENTECH and SMPTE are committed to providing exhibitors and visitors the best qualified environment within our complementary sectors in the film, television, multimedia and entertainment. The co-location will enable us to offer a comprehensive experience that will be

the biggest event of its kind in Australia”, Matthew Walton, Managing Director of Exhibitions and Trade Fairs.

“Having SMPTE and ENTECH running along side each other and providing access to both events will create a convenient and effective way for exhibitors and visitors to manage their time and costs, whilst better servicing future industry growth”, said Gary Fitz-Roy, Expertise Events.

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MEDIA ENQUIRIES

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EXPERTISE EVENTS

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ABOUT SMPTE: SMPTE founded in 1916 to advance theory and development in the motion imaging field, today serves its members with the latest technology information and education on a rapidly changing industry. SMPTE also is an accredited and globally-respected industry standards-setting body. As the leading technical society for the motion imaging industry, SMPTE is shaping the future of the constantly evolving content business.

ABOUT EXPERTISE EVENTS: Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company’s reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call 02 9452 7575.

ABOUT ENTECH: ENTECH is the entertainment technology industry’s leading trade show, incorporating exhibitors from the professional audio, lighting, broadcast, audio visual and staging fields. ENTECH was established in 1994 and will celebrate its 10th year in 2010. ENTECH is a visually exciting trade show and includes an educational conference program, demonstration rooms and networking opportunities for the industry to get together and compare, contrast and discover what is new and exciting over three days.

ABOUT EXHIBITIONS & TRADE FAIRS: Founded in 1979, ETF has over the past three decades built a significant portfolio of trade and consumer events, establishing itself as a leader by way of industry expertise and the creation of a culture which nurtures relationships with its many stakeholders. Today the organisation employs a dedicated team of over 30 people throughout its Melbourne, Sydney, Gold Coast and Perth offices. ETF’s portfolio of trade and consumer events covers a range of industries including automotive, lifestyle, irrigation, food service, natural resources, packaging, business events, entertainment technology, building and construction equipment.

For further information visit www.etf.com.au or phone 02 9556 7999