



MEDIA RELEASE

IMMEDIATE RELEASE

Date: July 27, 2009

Quality up at SMPTE09!

As SMPTE09 closed its doors at 3pm on Friday exhibitors are saying it was an overall success.

Despite predictions from the minority that SMPTE09 would follow the international trend of NAB in Las Vegas where numbers were significantly down and the disappointing attendance at Sydney's newest show a few weeks ago, exhibitors were happy with the superior quality of qualified visitors to their stands at the SMPTE Exhibition.

"Unlike other events in Australia the SMPTE event has a clear focus. Other recent shows had a bit of everything but not a focal point which diluted it for both exhibitors and visitors alike", said Gary Fitz-Roy, Managing Director, Expertise Events, SMPTE09 Conference and Exhibition organisers.

"SMPTE09 delivered a targeted audience of quality buyers", said one key exhibitor.

"SMPTE09 saw the introduction of a number of new initiatives which obviously had a positive impact to the visitor quality. Quality rather than quantity is critical for any trade event as visitors are motivated and it increases the opportunity for exhibitors to secure qualified leads", said Gary Fitz-Roy, Managing Director, Expertise Events, SMPTE09 Conference and Exhibition organisers.

Another exhibitor commented, "I have seen five times as many potential buyers than I would on a normal business trip".

The SMPTE09 exhibition floor was packed with latest technology in motion imaging, broadcast and sound technology industries and the two Sony HD OB Vans and the Global TV HD OB Van as well as the AirView Xtreme Helicopter which proved to be popular with visitors.

"This year we introduced initiatives to "Empower the Next Generation" and features such as Career Corner which far exceeded our expectations".

The Conference attendees were also of a very high level and the introduction of the stream of Master Classes and Seminars from the Australia Cinematographers Society (ACS) and the contribution from Women in Film and Television (WIFT) brought a new dimension of qualified professionals from the Film and Television Industry.

"We also made the decision to bring the Conference onto the Exhibition floor for the first time this year. This decision proved extremely valuable as it enabled delegates' easy and convenient access directly onto the exhibition floor".

The SMPTE09 Gala Awards Evening that celebrated excellence was an absolute sell out! SMPTE started the night with a presentation introducing Channel Seven stalwart Trevor Bird as their newest International Fellow. The Content + Technology Awards for Innovation were

held also on the night. The winners from SMPTE's 3D Dimensionale™ Film Festival were presented with their awards with the first place winner also receiving a cash prize. The highlight of the Awards Evening was the inaugural SMPTE Lifetime Achievement Award for Services to the Australian Film Industry presented to Jack Thompson.

“Industry luminaries from around the world like George Clooney and Sally Field sent their congratulations and video tributes from Nicole Kidman and Bruce Beresford all contributed to make the evening memorable. Jack Thompson’s moving speech about the importance of creativity and technology in Film and Television really captured the feeling of the night”, said Gary Fitz-Roy.

The SMPTE09 Conference and Exhibition has been a clear stand out bucking both Australian and International Industry trends.

Independent research company Micromex was commissioned to undertake visitor research of the Exhibition to assist SMPTE in ensuring that the event delivers for the market moving forward.

‘Whilst exhibitors are our direct client it is often forgotten that this event is designed for the visitor who are their customers. It is essential that SMPTE uses this independent evaluation to assess the results and feedback, rather than just take viewpoints from the floor. This will provide exhibitors with unbiased strategic feedback on what their customers actually want. We want to consider all opinions but in the end ensure that the qualified visitor returns to an even bigger event in 2011’.

- ends -

MEDIA ENQUIRIES

Sue Martin
Media Relations Manager



EXPERTISE EVENTS

Dir 02 9452 7581

sue.martin@expertiseevents.com.au

SMPTE CONFERENCE AND EXHIBITION

Date	21-24 July 2009
Time	Tuesday 10am – 6pm Wednesday 10am – 6pm Thursday 10am – 6pm Friday 10am – 3pm
Venue	Sydney Exhibition Centre, Darling Harbour, NSW
Information	Go to www.smpte.com.au

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.