

**Connecting you with
the right target audience.**



CONFERENCE

2011

SMPTE

A U S T R A L I A

AND EXHIBITION

SMPTE 2011

July 19 - 22, 2011

Sydney Exhibition Centre,

Darling Harbour

www.smpte.com.au

EXHIBITIONS: A PROVEN SELLING ENVIRONMENT

To achieve success and stand out from competitors, companies need a media that delivers tangible and actionable results, with an event you can trust to deliver the results.

Expertise Events has been organising the SMPTE Conference and Exhibition for over 18 years.

Only SMPTE 2011 can deliver:

- A consistent history of growth with constantly increasing visitor and exhibitor numbers
- Highly qualified visitors with buying decision-making authority
- Visitors who are amongst the first to see emerging industry technology with more exhibitors holding product launches with the latest releases
- Showcase smart technology
- The most cost-effective exhibition both in dollar value and product delivered, due to the involvement of established industry organisations and fresh young companies.
- The most industry focussed event in the South - East Asian region, attracting companies who share your desire for success

SMPTE 2011 is where the major platform players and a plethora of niche solutions are all represented. The Exhibition is supported by a comprehensive Conference program located right on the exhibition floor.

SMPTE only happens every 2 years, and is the only place in Australia where your industry assembles in one spot, at one time.

Presented by SMPTE Association

The Society of Motion Picture and Television Engineers (SMPTE) was founded in 1916 to advance theory and development in the motion imaging field. Today SMPTE 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.



EXHIBITIONS: REAL-TIME SALES RESULTS

Exhibitions are the only medium that stimulates the five senses, delivering a unique opportunity for visitors to fully experience your products. Visitors can be fully engaged by exhibitors – conduct demonstrations, let potential buyers try the product themselves, answer questions, and articulate how your product can meet the needs of their business effectively.

Exhibitions also represent the best return on your sales and marketing dollar. Why? Because exhibitions allow you to combine a number of activities, compressed into a few days, with a qualified audience – meet face-to-face, sell, research, generate publicity and media attention and more. Most importantly, in a time when every dollar needs to be accounted for, exhibitions allow you to measure the impact of your marketing spend, something that can't be easily done with any other form of mainstream advertising.

Exhibitions deliver:

- Audience access – generate sales leads from qualified buyers
- Meeting distinct needs – launch new products, conduct market research, broaden or build your database
- Creating buzz and atmosphere – be part of the industry excitement
- Providing resources and information – in addition to exhibits, visitors have the opportunity to view feature displays and attend seminar programs designed specifically to be industry relevant
- Secure and comfortable environment – all attendees have passed a stringent set of guidelines to attend



Book your space now.
Contact the SMPTE Sales
Team at Expertise Events on
+61 2 9452 7575 or
sales@smpte.com.au



SMPTE 2011: DELIVERING QUALIFIED BUYERS. CREATING NEW SALES OPPORTUNITIES.

SMPTE delivers a qualified target audience to exhibitors from Australia and overseas. The Exhibition and Conference are renowned as a quality event for all members of the motion imaging, broadcast and sound technology industries, delivering key decision makers and influencers to exhibitors.

Visitor profile

Visitors are drawn from all segments of the industry encompassing the traditional industries. Television, motion picture and film, broadcast and video production, plus emerging new media such as digital and internet broadcasting.

- 7,000 plus visitors
- 18 year history
- Over 200 exhibitors
10,000 square metres of display space in Sydney
- A high level of decision makers attending



SMPTE 2011: A PROVEN MARKETING TOOL

In today's dynamic marketing communications environment, exhibitions rank number one for demonstrating the benefits of products and services, and for building relationships with customers and prospects.

SMPTE 2011 delivers a direct-selling environment that saves time and resources for both exhibitors and visitors. SMPTE 2011 also generates immediate and on-going business opportunities.

At SMPTE 2011, your business will have the opportunity to present your unique selling points face-to-face with a qualified target audience, while also gaining an edge over your competitors.

SMPTE gives to you the opportunity to:

- Experience the benefits of personal selling in an exciting and secure environment
- Generate sales leads from qualified buyers
- Present your products and services to the best qualified audience available
- Strengthen and build your brand awareness
- Answer questions and offer solutions direct to buyers
- An ideal platform to launch new products and receive immediate feedback
- Carry out market research with immediate results
- Gather new contacts and leads for sales well into the future
- Broaden your customer base and establish direct mail databases for future marketing campaigns
- Strengthen your relationship with existing customers, giving them the opportunity to view a wide selection of your products at one time
- Signal your commitment and support for the industry as a whole

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The Complete Solution

SMPTE: COMPREHENSIVE MARKETING SUPPORT

SMPTE's comprehensive marketing campaign will be targeting key members of the motion imaging, broadcast and sound technology industries.

SMPTE 2011 will be supported by a comprehensive promotional campaign:

- Advertising in key trade publications
- Advertising in selected general media such as radio and newspapers
- Targeted direct marketing mail campaign
- Dedicated website
- e-marketing
- Public relations



SMPTE 2011: INCREASE YOUR SALES POTENTIAL

In addition to the advertising and promotional campaign, there are a number of opportunities for exhibitors to increase their exposure at SMPTE 2011. You are provided with a complete Marketing & Promotional Pack giving you the opportunity to enhance, promote and publicise your presence at SMPTE 2011. By taking advantage of these additional services, most of which are free, before and during SMPTE 2011, you can increase the return on your marketing investment and maximise your success at SMPTE 2011.

DEDICATED WEBSITE

Every exhibitor receives a free listing on the official event website. Listings can also be upgraded to include a link to your company website to drive traffic. Free web buttons are also available to promote your involvement at SMPTE 2011. These free links on your website direct traffic to the SMPTE 2011 website, assisting your customers to plan their day at SMPTE 2011.

EVENT WEBSITE ADVERTISING

For exhibitors wanting the ultimate web-based promotion, we offer the opportunity to advertise on the official SMPTE Conference and Exhibition website, either during the peak pre-exhibition period or as a year round presence.

WORKSHOPS AND CONFERENCE PROGRAM

An important feature of SMPTE is promoting discussion amongst industry peers. There are a number of opportunities for exhibitors to participate in these features, both for the Conference and on the Exhibition floor. The Conference program will be developed by a working party of industry stakeholders, focussing on the key issues facing the industry. Workshop times can also be booked for the Exhibition floor workshop rooms.

FREE PUBLICITY

Our dedicated PR team will coordinate a comprehensive campaign designed to maximise awareness prior to the event. Images of any new or interesting products with a short description can be submitted for inclusion in the website's Sneak Peek section.

DIRECTORY ADVERTISING

Ensure the high visibility of your business and products by advertising in our onsite Directory, a high gloss publication produced for the event. Buyers use the Directory as a reference long after SMPTE has finished, creating long-lasting awareness for your business.

FREE ECARDS

Designed for you to send to your customers, these free ecards are an easy and effective way to remind everyone to visit you at SMPTE 2011.

FREE PROMOTIONAL MATERIAL

Send a personal invitation for SMPTE to your key customers. Free promotional materials are produced for our exhibitors to order and use for their mailing lists.

FREE MATCH N MEET

This is an online appointment system that allows visitors to setup a time to meet with exhibitors prior to attending the event. It's simple to sign up, and exhibitors using this system report great results.



To book your space and for further details on how to maximise your impact at SMPTE 2011, contact the SMPTE Sales Team at Expertise Events on +61 2 9452 7575 or sales@smpte.com.au



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ABOUT EXPERTISE EVENTS

Expertise Events have organised the SMPTE Conference and Exhibition for over 18 years.

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 trade and consumer events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

www.expertiseevents.com.au

Presented by



ENTECH

**THE AUSTRALASIAN MEDIA
AND TECHNOLOGY WEEK**

SMPTE & ENTECH CO-LOCATE | JULY 19 - 22, 2011
Halls 3-6 Sydney Exhibition Centre, Darling Harbour