

2026 entech AUSTRALIA & NEW ZEALAND

Following a strategic reset, **ENTECH 2026** introduces upgraded venues, a meetings-first engagement model, expanded professional video participation, and enhanced exhibitor services — while retaining the proven features that make **ENTECH** easy to attend and easy to exhibit.

The Professional AV Roadshow - Evolved

ENTECH 2026 is the next evolution of the region's longest-running professional audio-visual roadshow.

Delivered as a one-day, multi-city format across Australia and New Zealand, **ENTECH** provides an efficient, high-return platform designed for real business, real conversations, and measurable outcomes.

SYDNEY MAY 19 | BRISBANE MAY 21 | MELBOURNE MAY 26 | ADELAIDE MAY 28 | PERTH JUNE 2
AUCKLAND JULY 28 | WELLINGTON JULY 3 | CHRISTCHURCH AUG 4

WHAT ENTECH DELIVERS

- One-day, multi-city roadshow across Australia and New Zealand
- Access to 3,000+ qualified industry professionals
- Free entry for trade visitors
- Minimal time out of office for exhibitors and attendees



ENTECH is unique internationally: a one-day, multi-city roadshow that delivers efficiency, reach, and repeatable engagement. **ENTECH 2026** sets a new benchmark for professional AV trade events in Australia and New Zealand.

WHAT'S NEW FOR 2026

- Larger, higher-quality venues with improved logistics and visitor flow
- ENTECH-CONNECT: a privacy-first, meetings-led engagement platform
- Dedicated on-floor meeting rooms with flexible booking
- Tech Trains: guided, category-specific exhibitor tours
- Expanded pro video participation, including PTZ, broadcast, and hybrid production technologies

ENGAGEMENT PLATFORMS

- NW Group ENTECH Theatre with guaranteed audiences
- Hands-on exhibition floor built for real-world workflows
- Private meeting rooms for demonstrations, training, and negotiations
- Tech Trains focused on practical discovery

CORE MARKETS SERVED

ENTECH connects professionals working across:

- Live events and touring production
- Corporate and commercial AV
- Broadcast, streaming, and content production
- Education and training
- Houses of worship
- Venues, theatres, and performance spaces

THE ENTECH EXPERIENCE

- Free barista coffee throughout the day
- On-floor ENTECH Café acting as the show's town square
- 90-minute Happy Hour with open bar and hot and cold canapés
- Streamlined exhibitor services and experienced show management

DESIGNED FOR EXHIBITORS

- All freight included for national exhibitors
- Consistent stand formats across cities
- Same-day bump-in and bump-out for single-city exhibitors
- A proven, hassle-free roadshow model with strong ROI





BUILT FOR TODAY'S PROFESSIONAL AV MARKET



Strong exhibitor demand has driven a step up in venue quality and scale across both countries. All venues are now similarly sized and featured, with replacements in Melbourne, Perth, Auckland and Wellington.

Larger exhibition hall allow improved loading access, better visitor flow, and dedicated ancillary spaces like Meeting and Demo Rooms – infrastructure that supports hands-on demonstration, real conversation, and commercial engagement.

Across Australia and New Zealand, exhibitors benefit from:

- Increased floor space and improved stand layouts
- Purpose-built meeting, training, and demonstration rooms
- Venues designed for modern AV workflows

This is ENTECH with room to grow.



ENTECH-CONNECT

MEETINGS AT ENTECH

Plan before you arrive. Meet with purpose.

ENTECH 2026 introduces a meetings-led approach designed to maximise the value of a one-day roadshow.

Using **ENTECH-CONNECT**, exhibitors can:

- View attendance in advance of each show
- Understand visitor sectors, interests, and buying intent
- Schedule meetings ahead of show day
- Prepare targeted demonstrations and briefings

Dedicated meeting rooms at each venue allow these conversations to take place away from the noise of the show floor, supporting deeper engagement and stronger commercial outcomes.

Privacy by design

ENTECH-CONNECT protects both sides:

- No names
- No company details
- No personal contact information

Exhibitors see insight, not identities. Trade visitors remain anonymous and in control, sharing contact details only when they choose to meet.

DEDICATED MEETING ROOMS

Private space. Flexible booking. Total control.

ENTECH 2026 introduces purpose-built private meeting rooms constructed directly on the show floor.

Meeting rooms can be booked:

- By the hour
- By the day
- Or as exclusive, branded spaces across the full national tour

These rooms support:

- One-on-one and small-group meetings
- Product demonstrations and technical briefings
- Training sessions and certification modules
- Private negotiations and partner discussions

Optional hospitality upgrades, including catering and refreshments, transform meeting rooms into high-value engagement hubs — supporting longer dwell times and more productive conversations.

Combined with advanced scheduling via **ENTECH-CONNECT**, meeting rooms offer a smarter way to do more in one day.

NW GROUP ENTECH THEATRE



Guaranteed audiences. Focused attention. Real outcomes

The NW Group ENTECH Theatre returns across Australia in 2026 and launches in New Zealand, delivering a high-value presentation platform designed to drive exhibitor exposure and engagement.

Each city features a curated theatre programme supported by keynote sessions from recognised industry identities. Four dedicated theatre spaces, equipped with silent-disco headset technology, ensure presentations are heard clearly without show-floor noise.

Selected exhibitors may secure sessions offering:

- Guaranteed, seated audiences
- Structured presentation time
- Enhanced credibility
- Exposure beyond the stand

The ENTECH Theatre provides a proven way to tell your story and generate high-quality leads within a one-day format.

TECH TRAIN

Guided discovery, without wasted time

New for 2026, Tech Trains offer scheduled, guided tours of selected exhibitors within specific technology categories such as Audio, Lighting, Video, or Staging.

Participants meet at the ENTECH Theatre and are guided through a curated sequence of relevant stands. At each stop, exhibitors deliver a short pitch and focused demonstration.

- Each Tech Train runs for under one hour
- Multiple exhibitors per tour
- Category-specific and professionally guided
- Open to all national exhibitors

Tech Trains deliver efficient discovery for visitors and guaranteed, engaged audiences for exhibitors.

EXPANDING PRO VIDEO

Professional video. Real AV environments

ENTECH 2026 expands its pro video offering to reflect how professional AV now operates. Video is embedded across live events, corporate AV, education, broadcast, houses of worship, and hybrid production environments.

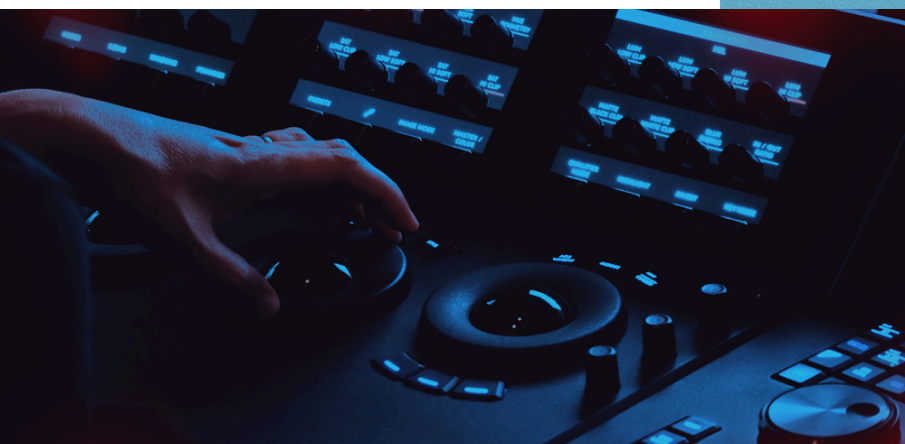
ENTECH's audience already specifies, installs, hires, and operates professional video systems. ENTECH 2026 formalises this demand with a clearer, more visible platform for pro video manufacturers and distributors.

This is not a consumer video show. This is professional video in real-world AV systems.

ENTECH actively invites exhibitors across:

- PTZ and remote production cameras
- Broadcast and streaming cameras
- Video switching, routing, and control
- AV-over-IP and video networking
- Encoding, decoding, and hybrid production technologies

ENTECH attracts decision-makers who purchase video as part of complete systems — alongside audio, lighting, staging, control, and networking.



THE ENTECH EXPERIENCE

Efficient by design. Welcoming by nature.

ENTECH is built to remove friction and make business easy.

Free entry for trade

ENTECH remains free to attend for qualified trade visitors, ensuring strong attendance and broad market reach.

The ENTECH Café — the show's town square

Each event features an on-floor ENTECH Café, a central meeting point designed to encourage dwell time and informal conversation. Free barista coffee is available throughout the day.

90-minute ENTECH Happy Hour

Each show concludes with a 90-minute Happy Hour featuring an open bar and hot and cold canapés — extending the business day into relaxed, high-value networking.

Designed for exhibitors

ENTECH's roadshow model minimises complexity and maximises return.

For national exhibitors:

- All freight included across the national tour
- Consistent stand layouts and logistics
- Streamlined exhibitor services

For single-city exhibitors:

- Same-day bump-in and bump-out
- A low-commitment way to test the market

ENTECH is engineered to be predictable, efficient, and well-supported — from planning through to pack-down.

JOIN ENTECH 2026

ENTECH 2026 brings together manufacturers, distributors, integrators, hire companies, consultants, educators, and end users — in a format designed for real business, real conversations, and real ROI.

To discuss or book space, call Kate McZenzie: +61 418 359330 or Julius Grafton +61 408 498180.



WHY ENTECH?

ENTECH is unique internationally: a one-day, multi-city roadshow delivering exceptional efficiency and return on investment.

Exhibitors benefit from:

- Access to 3,000+ qualified industry professionals
- Minimal time out of office
- Repeatable engagement across multiple cities
- A proven format that rewards preparation

With upgraded venues and a meetings-first model, ENTECH 2026 sets a new benchmark for professional AV trade events in Australia and New Zealand.

