

entech

# The touring trade show for the AV industry.

10 - 24 October 2023

## SYDNEY

Hordern Pavilion  
Tuesday Oct 10

## MELBOURNE

Showground  
Thursday Oct 12

## BRISBANE

Showground  
Monday Oct 16

## ADELAIDE

Showground  
Thursday Oct 19

## PERTH

Showground  
Tuesday Oct 24



# Reach more specifiers & buyers.

## The Touring Tradeshow for the Post-Converged AV World

ENTECH Roadshow is the only trade show for AV and entertainment technology professionals that visits every major population centre in Australia, opening up access to more business opportunities than any other event. ENTECH will visit Sydney, Melbourne, Brisbane, Adelaide, and Perth in October 2023, bringing a fresh perspective on the industry as a whole to every local market.

As confirmed by 2023's ISE exhibition in Barcelona, our industry has now entered a phase we're calling 'post-converged'. The worlds of unified communications, IT, AV, lighting, video, audio, signage, staging, and control have gone past the transition period of becoming networked and controlled by software, and entered a new phase where new business models, products, and markets are emerging.

Manufacturers that were once focussed on one aspect of live performance or recording are now creating products for corporate meeting rooms. Companies that were creating platforms for digital signage are now offering room control and corporate communications. Lighting companies that power huge stadium gigs are creating networked architectural products, as are their audio counterparts. And at the centre of all this, the customer, be they installer, production firm, or consultant, is now part IT manager and concerned with the integration of systems as a whole.



### ENTECH ESTABLISHED 1993

Moving with industry trends and identifying new opportunities as technologies rapidly change



### ROADSHOW MADE EASY

All exhibitor freight and infrastructure carried in our trucks, you just walk in and set up.



### EXPANDING TECH TALKS

Our headphone 'tech talks' keep trade on the floor where they hear your demo or seminar perfectly.

# Who is our audience?

The majority of our attendees identify as working in AV, in all its forms. This include corporate communications, AV consultancies and integration, venue and conferencing AV, and specialist applications including content creation. Our next largest demographic are those that identify as generalists across the AV spectrum, including skills in Audio, Lighting, and Staging.

15% of attendees at ENTECH have an annual spending power of over \$500K, with a further 15% spending \$100K-\$499K, ensuring high-quality conversations on the show floor.



INDUSTRY

AV	32%
Other*	26%
Sound	23%
Lighting	18%

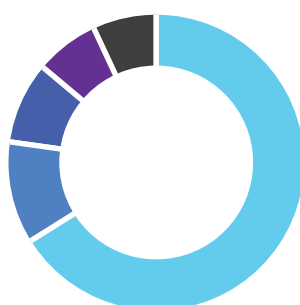
\*typically Audio/Lighting/Staging



WORKPLACE

Other*	27%
Production Supply	19%
Corporate	15%
Conventions & Exhibitions	13%
Theatre	13%
Education	8%
Worship	5%

\*typically Audio/Lighting/Staging



EMPLOYMENT TYPE

Permanent	67%
Freelance	11%
Other*	9%
Perm/Casual	7%
Casual	7%

\*typically self employed



ANNUAL SPENDING

Up to \$10K	11%
\$10K - \$49K	14%
\$50K - \$99K	11%
\$100K - \$499K	15%
Over \$500K	15%

# The Touring Tradeshow for the Post-Converged AV World

## Inclusions

FREIGHT to/from Sydney  
DELIVERED to your stand  
POWER on your stand  
QR BADGE SCANNING app  
CAR PARKING for you and our trade  
HEADPHONE theatre sessions\*  
LIGHT LUNCH for working staff  
BARISTA COFFEE from 9am  
And much more.

\*Subject to availability

ENTECH, proud of its origin in live production and touring, acknowledges that this integrated environment is now daily reality in every industry professional's work. As such, they seek to reflect the needs of the industry, and present real-world products and solutions for real-world projects and workflows.

In 2023, October's Roadshow will reflect this in a diverse exhibitor and attendee presence that holds up a mirror to the industry as it now defines itself. Expect to see LED and video applications for everything from small meeting rooms to large sporting events, conferencing solutions for every type of organisation, lighting and audio for both staging and institutional installs, integrated software and control solutions, and every type of connecting technology.

If you are interested in exhibiting at ENTECH 2023, please email the show organisers at [exhibit@entech-roadshow.com](mailto:exhibit@entech-roadshow.com) to obtain a prospectus.



### ROADSHOW MADE EASY

All exhibitor freight and infrastructure carried in our trucks, you just walk in and set up.

Since 2012 we have delivered roadshows nationally covering almost 500,000 kilometres. Nothing is too difficult for our exhibitor customers or our valued trade guests.