

•• Celebrating
•• 10 years
•• of Integrate

THE

FUTURE

DEFINED

**22-24
AUGUST**

ICC Sydney
Darling Harbour

The ultimate experience
in sight and sound.

Discover what's next.

INTEGRATE

IN ASSOCIATION WITH



INTEGRATE-EXPO.COM

#INT2018

EXPERIENCE

THE FUTURE

OF SIGHT

& SOUND

at the ultimate AV experience,
Integrate 2018.

As Australia's leading event for audiovisual and emerging interactive technologies, Integrate is a hub of new ideas and a dedicated industry platform that continues to show the world that Australia is at the forefront of AV innovation and creativity.

Now celebrating its tenth year, this three-day event is a nexus for local and global brands to showcase solutions and products to the full

spectrum of over 6,000 AV integrators, consultants, manufacturers, distributors and end users, alongside Australia's most comprehensive AV education and training program.

Discover how Integrate can create exceptional experiences for your business and what's next for the industry by exhibiting in 2018.

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Headline Stats



4,889

TOTAL VISITOR ATTENDANCE



6,552

TOTAL ATTENDANCE

Including exhibitors, speakers and media



↑19%

IN TOTAL VISITOR ATTENDANCE

on Melbourne 2015

All figures are CAB audited.

Sponsors & Partners

We work in partnership with the industry to deliver a show floor that is not only relevant to our audience but is also a true industry experience. Here's a few of the associations and brands we work with:

EVENT PARTNERS



AETM SPONSORS



SUPPORTING PARTNERS



MEDIA PARTNERS



DEFINE YOUR FUTURE AT INTEGRATE

Like our industry, Integrate provides exceptional experiences for your company. As Australia's leading commercial platform for AV, the event connects you with new business opportunities, generates new leads, enriches existing client relationships and offers an unparalleled platform to showcase your cutting-edge products to Australia's most targeted AV Integration and end user audience.

Our visitors are looking for products and solutions to tackle their challenges and create immersive AV experiences for their own clients and businesses. This event offers you the chance to put your products front and centre with Integrate's most powerful influencers.

What our exhibitors think



97%

were satisfied with exhibiting at Integrate 2017



95%

were satisfied they met the right buyers from their target markets



94%

consider Integrate important for their business

Satisfaction levels are generated from the Integrate 2017 exhibitor and visitor survey results.

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Grow with Integrate

Over the past few years, Integrate has demonstrated impressive growth across all key areas of the event.

OUR GROWTH	2015	2016	2017
Total Visitors	5,378	5,575	6,349
Unique Visitor	4,187	4,552	4,889
Total Show Size	4,173m ²	4,845m ²	5,400m ²

+19% growth since 2015

+17% growth since 2015

+29% growth since 2015

Connecting your business with new opportunities

Over the past few years Integrate has been focussed on bring more end users to the event to make sure our exhibitors have more opportunities to expand their business and educate them on how they can use AV to engage their customers.

END USER ATTENDEES

2015	2016	2017
1,197	1,380	1,723

+47% growth since 2015

Top reasons to exhibit

1

INCREASE BRAND AWARENESS

2

NETWORK AND COLLABORATE

3

GENERATE HIGH VALUE LEADS

“ This has been a great event for Logitech, it's extremely focused and targeted with all the right people here in one place...for me to be able to spend three days here and have my schedule packed with all the right people and allows me to really put my finger on the pulse of the market. ”

Scott Wharton

GM Global Business Video Collaboration, Logitech

YOUR

FUTURE

CUSTOMERS

OUR CURRENT VISITORS

Integrate welcomes over 6,000 industry professionals and key end-user decision makers from a wide cross-section of the industry including Core AV (Commercial and Residential), Live Events, Enterprise, Hospitality, Healthcare, Education and Retail.

As the leading event in the region, Integrate also attracts important buyers from interstate and around the globe offering exhibitors a truly international platform to show their products.

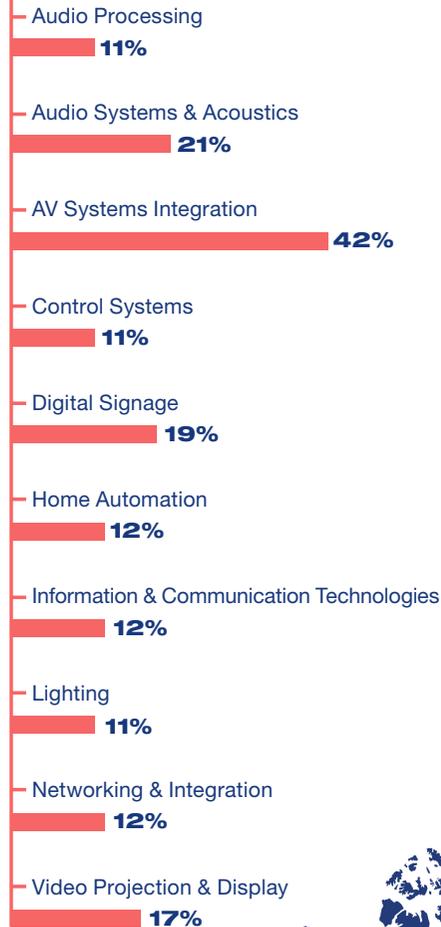
“ Attending Integrate was like being a kid in a candy store! There are so many exceptional, best of breed technologies on display. I would highly recommend it to anyone interested in the AV field. ”

David Yamouni

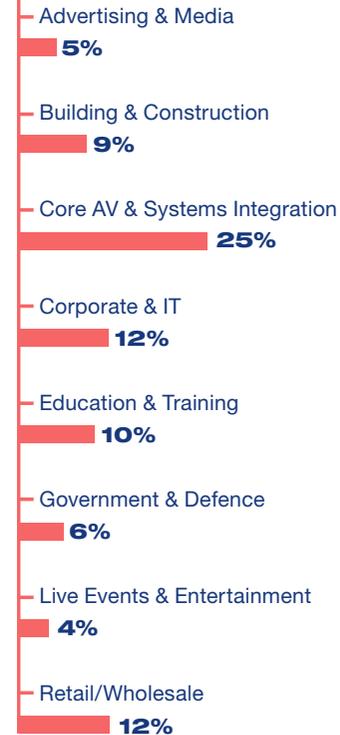
Learning Technologist, Swinburne University of Technology (2017 Visitor)

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Top product interest areas*



Top Industry Sectors



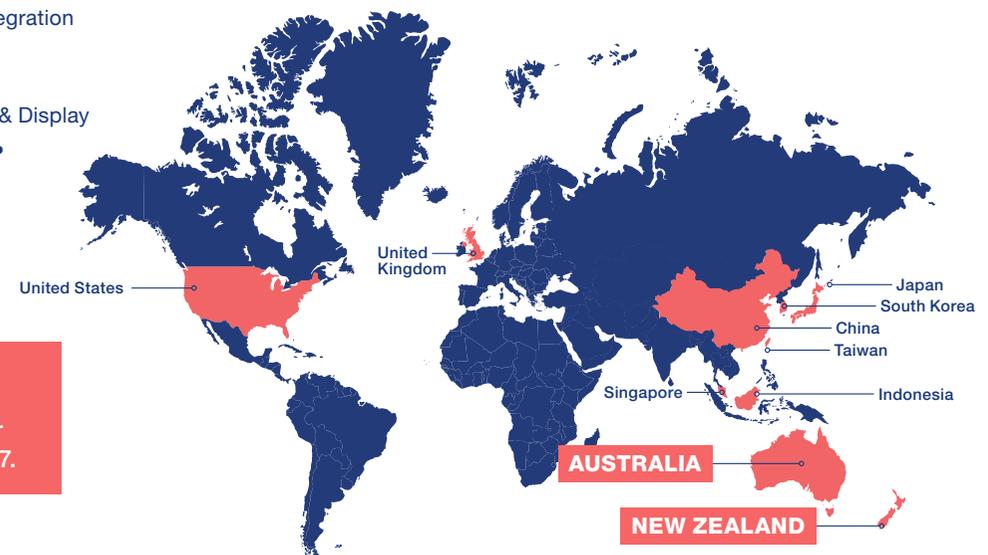
Top Job Functions



95%
of visitors are industry decision makers

+53%

in overseas visitor attendance in 2017.



A SHOW

FLOOR LIKE

NO OTHER

Our exhibitors represent the future of the industry and use Integrate as a platform to connect with clients, launch new products and source new business to drive them forward.

We're proud that global brands continue to choose Integrate as a key marketing platform to meet face-to-face with their key clients.

AV Systems Integration / Services

Audio Systems & Equipment

Capture & Production Equipment

Control Systems

Digital Content & Signage

ICT / Cloud Technology

Interactive Display

Lighting & Lighting Control

Residential AV

Video Projection



“ Integrate provided valuable opportunities for networking and relationship building – which is what it’s all about for us. We really valued the C-level attendees that were coming through the show floor doors and to our educational seminars. Networking is key for us at Integrate, and each year the networking opportunities are only getting better. ”

James Ingram
Director, Prendi

EXTENDING

YOUR

MARKETING

REACH

With a host of communications, partner events and online channels, Integrate is transforming into a year-round industry hub.

Our exhibitors receive more than just a stand presence once a year; our integrated marketing campaign delivers a constant channel to reach Australia's AV community.

From promotion and branding opportunities on our website, engagement through our social channels or sharing content through industry case studies, or through our monthly newsletter, Convergence, Integrate is an important part of your marketing mix with a strong voice in the industry.

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18,000+
industry subscribers
to newsletter,
Convergence

279,000+
website views annually
(15% increase YoY)



77,900
Video views of 'Where
AV and IT converges'
animated video campaign



@INTEGRATE_EXPO

14% growth in social media
channels

DEFINE

YOUR

EXHIBITING

EXPERIENCE

Exhibiting is just one way to be involved with Integrate. You can amplify your exposure with bespoke partnership opportunities that will enhance your engagement with Australia's AV industry.

From pre-show promotion to onsite activations, our team can work with you to define an experience that meets your specific brand objectives.

Stand Rates & Information

	Space Only Package	Space + Carpet Package	Space Package
Per m ² Rate	\$450	\$470	\$540
Public Liability	\$40	\$40	\$40
Corner Loading (Per Corner)	\$100	\$100	\$100
Marketing Package	\$550	\$550	\$550

All prices are shown in Australian Dollars and excludes 10% GST. Stand packages available on request. Costs apply.

Marketing Package includes the following:

Web	Printed Show Guide
Company Name	Company name
Stand Number	Stand number
50 Word Profile	50 word profile
Contact Information	Contact information
Company Logo	Company Logo
Product Categories	Product Categories
Email hyperlink	
Product Categories Index	
Product Profile (Description and Picture)	
Social Media Links	

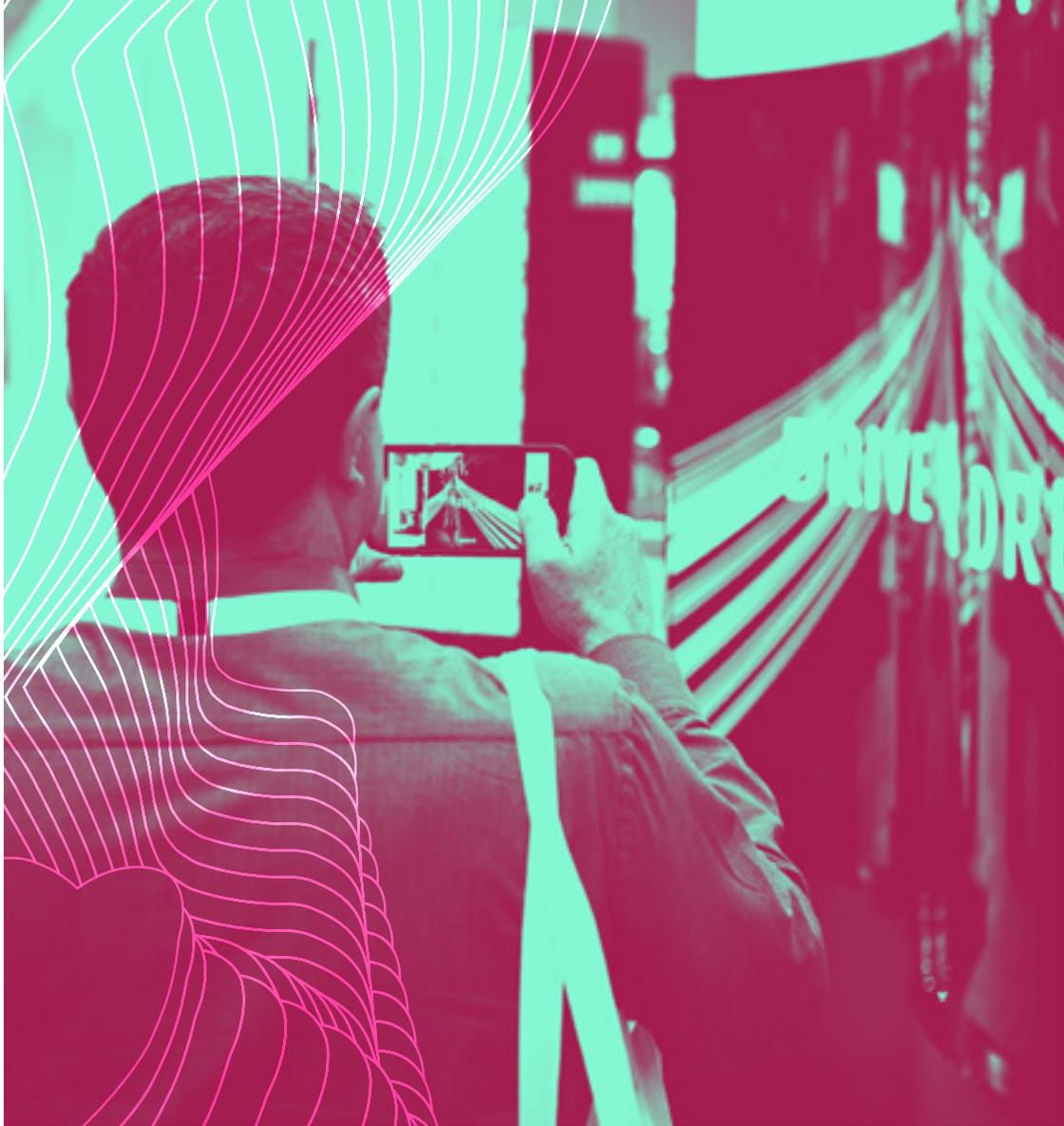
“ If you're looking for the latest products and technology in the AV field, then Integrate is a must. The expo features some of the world's leading AV companies and showcases product like you've never seen before all in the one place. Highly recommend! ”

Lauren Van Strijp

Director, Melbourne Electrical and Data Solutions

Harness the power of AV technology.

Explore your possibilities.



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Get in touch with the Integrate team and start defining your 2018 AV experience.

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