

# INTEGRATE

## 2018 DEFINED

Integrate 2018 was our largest and busiest event to date with record-breaking visitor numbers and a significant increase on attendance from the previous Sydney event - even the show floor was 30% bigger and brighter than ever before!

We've picked out some highlight stats to share with you following the success of Integrate's 10th edition at the ICC Sydney.

### HEADLINE STATS



**6,845**  
TOTAL VISITOR  
ATTENDANCE



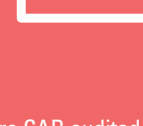
**↑26% INCREASE**  
IN TOTAL VISITS  
On Sydney 2016  
(+9% on Melbourne 2017)



**1,056+**  
NUMBER OF  
BRANDS



**3,213 (60%)**  
NEW VISITORS



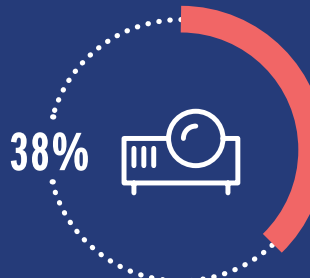
**↑49% INCREASE**  
IN END USER ATTENDANCE  
Since Sydney 2016

\*All figures are CAB audited.

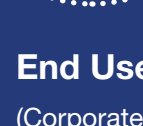
## OUR VISITORS

### WHO THEY ARE

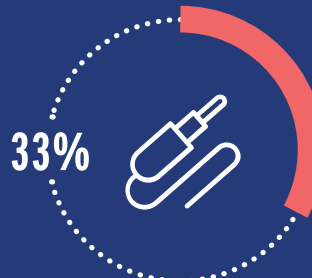
Top job functions



**38%**



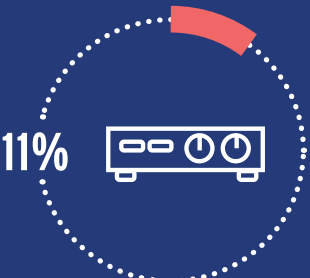
**End User**  
(Corporate & Enterprise)



**33%**



**Core AV & Integrator**



**11%**



**AV Consultant**



**9%**



**Live Events Professional**



**8%**



**End User Specialist**  
(Education, Healthcare, Hospitality, Retail)

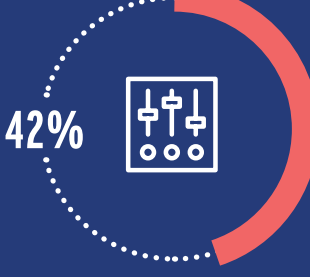
Other: 9%

"Integrate provides a great platform for us to showcase our latest technology. A well-run event, great networking opportunities, superb quality of visitors. An excellent industry expo in every aspect!"

LENKA SATANKOVA  
ULA GROUP

### WHERE THEY COME FROM

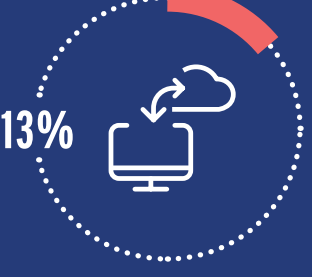
Top industry sectors



**42%**



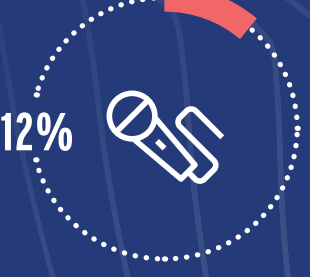
**Core AV & Systems Integration**



**13%**



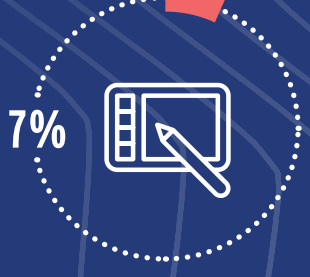
**Corporate & IT**



**12%**



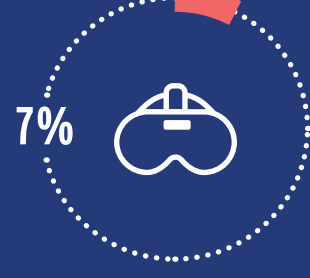
**Live Events & Entertainment**



**7%**



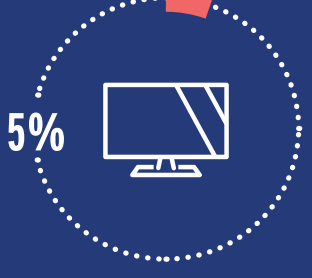
**Education & Training**



**7%**



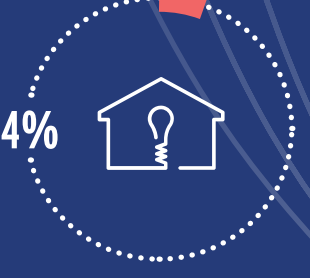
**Advertising & Media**



**5%**



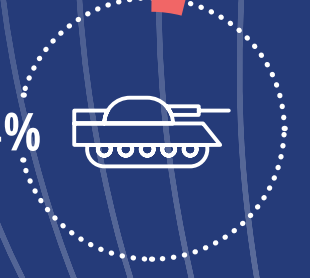
**Retail / Wholesale**



**4%**



**Building & Construction**



**4%**



**Government & Critical Infrastructure**

"The calibre of visitors have been wonderful. We have seen everything from major companies to integrators and specifiers working on \$1m plus projects"

MICHELLE BULBRING  
STARBOARD

### WHERE THEY WORK

Discover top visiting companies



### WHAT THEY THINK

Visitor satisfaction



**96%**

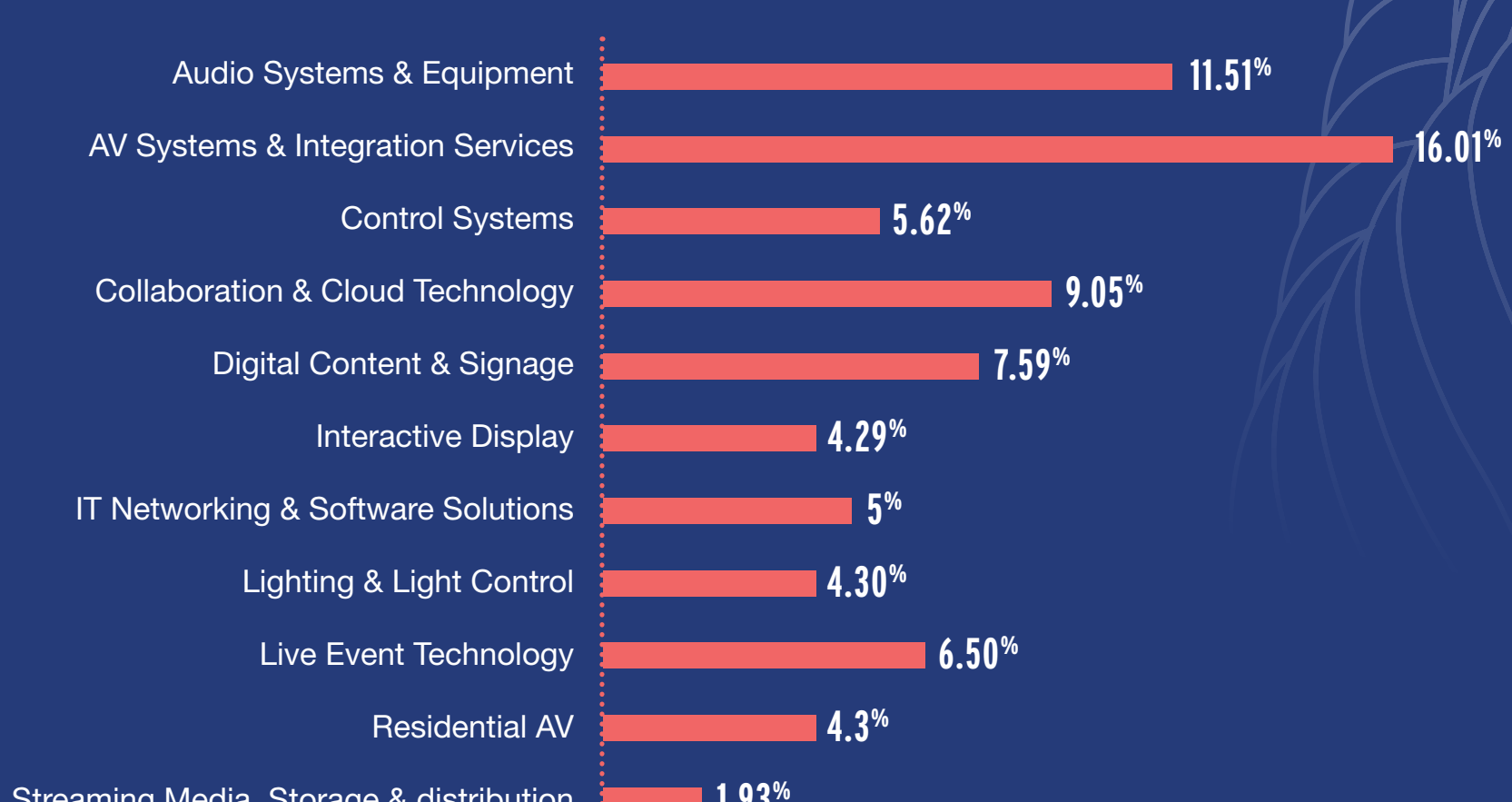
SATISFIED OR VERY SATISFIED WITH INTEGRATE 2018

"We've had lots of direct leads for current and future jobs so the benefit of being at Integrate will be immediate and long term. We had interest in every one of our new products on the stand and had appointments with high calibre corporates, universities, museums and venues"

DAVID O'BRIEN  
EAV TECHNOLOGY

### WHAT THEY WANT TO SEE

Product interest\*



\*Includes multiple responses

## OUR EXHIBITORS

### WHAT THEY THINK

Exhibitor satisfaction



**85%**

SATISFIED OR VERY SATISFIED WITH THE QUALITY OF VISITORS



**95%**

CONSIDER INTEGRATE IMPORTANT FOR THEIR BUSINESS



**95%**

OVERALL SATISFACTION RATE OF INTEGRATE

"Integrate provides the perfect space that allows Canohm to launch new items and bring our larger products to the industry in a positive and energetic environment"

CAMERON MACKERTICH  
CANOHRM



## CONTACT US

SPEAK TO A MEMBER OF OUR TEAM ABOUT EXHIBITING AT INTEGRATE 2019

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INTEGRATE

27-29 AUGUST 2019

Melbourne Convention & Exhibition Centre

INTEGRATE-EXPO.COM

IN ASSOCIATION WITH

