

BACK BY POPULAR DEMAND

THE SPORTSCASTING NEWS AND LIVE PRODUCTION CONFERENCE & EXPO

MELBOURNE'S TARGET BROADCAST TRADE SHOW!



October 26-27

The Victory Room,
Etihad Stadium, Melbourne



SHOWCASE YOUR PRODUCTS AND SERVICES IN A COST EFFECTIVE FORMAT TO A TARGETED AUDIENCE

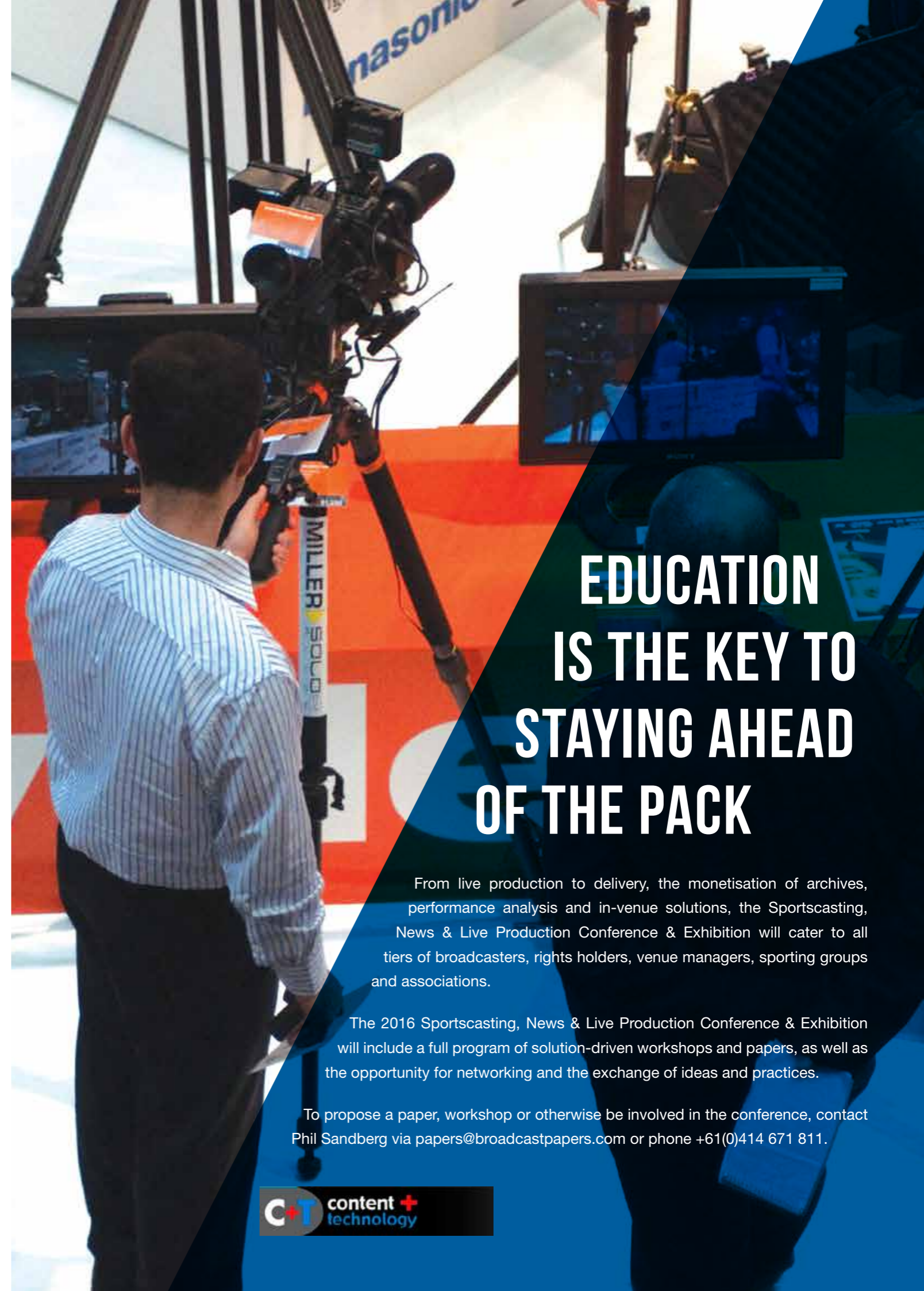
In 2016 Melbourne will see the return of Sportscasting now incorporating News & Live Production for a 2 day conference & exhibition, October 26-27 Etihad Stadium! In a response to exhibitor and visitor requests we have managed the balance of still keeping to our goal of having a targeted niche event but will now incorporate News & Live Production, all key areas of focus which play a pivotal role in the future of broadcasting.

Growing the scope of the exhibition will give our target audience more reasons to attend, without diluting the key message. Timing is everything!

Keeping it simple is the name of the game. Stand sizes are limited in both size and availability, turnkey stand packages take the effort out of exhibiting. All you have to do is turn up and set up the products you want to display.

The Sportscasting, News & Live Production Conference & Exhibition provides your company with a value proposition which puts you face to face with a targeted audience from the broadcast, news and sporting worlds. Providing an intimate environment to network and build relationships with existing and new customers.

- **LAUNCH a new product**
- **BUILD a database of new clients and touch base with existing clients**
- **CONDUCT customer and competitor research**
- **INCREASE brand and company awareness**
- **SUPPORT your distribution channel**
- **EDUCATE customers on latest products**
- **SERVICE your existing clients**
- **RELATIONSHIP Management**



EDUCATION IS THE KEY TO STAYING AHEAD OF THE PACK

From live production to delivery, the monetisation of archives, performance analysis and in-venue solutions, the Sportscasting, News & Live Production Conference & Exhibition will cater to all tiers of broadcasters, rights holders, venue managers, sporting groups and associations.

The 2016 Sportscasting, News & Live Production Conference & Exhibition will include a full program of solution-driven workshops and papers, as well as the opportunity for networking and the exchange of ideas and practices.

To propose a paper, workshop or otherwise be involved in the conference, contact Phil Sandberg via papers@broadcastpapers.com or phone +61(0)414 671 811.

A TARGETED EXHIBITION DEDICATED TO LEADING EDGE TECHNOLOGY WHICH WILL DEFINE THE FUTURE

Don't be a small section in a larger expo at the Sportscasting, News & Live Production Conference & Exhibition, every visitor through the door will be looking for solutions and products to boost their network, club or associations technology base. They are all qualified and highly targeted.



Where and When: Melbourne!

The Sportscasting, News & Live Production Conference & Exhibition will be held on October 26 – 27, 2016 in the Victory Room at Etihad Stadium, Melbourne. Located in the heart of Melbourne, it is the perfect fit with indoor and outdoor display providing countless networking opportunities.

SPACE RATES AT 2014 PRICES

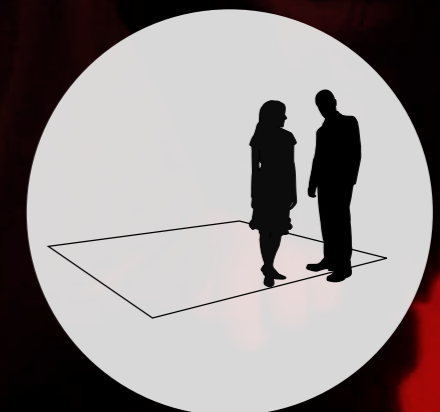
Our commitment to pricing:

As part of our commitment to deliver a time and cost effective value proposition to our exhibitors, we have held the space rate at the 2014 cost.



Starting from a 2x3=6sqm stand in the modular format costing \$1,949.36 + GST (Modular stands include carpet, 2.4m high back wall, company name sign and light).

Space only options available for stand over 12sqm.



WHY EXHIBIT

Exhibitions are the only medium that stimulates the five senses, delivering a unique opportunity for visitors to fully experience your products in three-dimensional real-life while they are making a buying decision.

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 attention for your products and services, and demonstrate your products unique benefits.

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 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 and glamour
- **PROVIDING RESOURCES AND INFORMATION** – in addition to exhibits, visitors have the opportunity to view feature displays and attend seminar programs designed specifically to be relevant to the industry
- **SECURE AND COMFORTABLE ENVIRONMENT** – all attendees have passed a stringent set of guidelines to attend

FIVE EASY STEPS TO EXHIBITING

Step 1: Contact Expertise Events' Sportscasting, News & Live Production Conference & Exhibition Team.

Our dedicated team works hard to make exhibiting easy for you, covering all aspects of sales, marketing, PR, customer service and operations. Your first contact will be our Exhibition Sales Team to book your stand. They can be contacted by email rod.hodgins@expertiseevents.com.au or phone +61 2 9452 7520

Step 2: Book Your Stand

The Sportscasting, News & Live Production Conference & Exhibition has options available to cater for most budgets. We have made a conscious effort to limit the size and number of exhibitors and are using an innovative stand design to help our exhibitors maximise exposure and reduce costs.

Step 3: Promote Your Stand

Take advantage of the exclusive sales and marketing opportunities available to all our exhibitors and attract more buyers to your stand.

Step 5: Use Our Free Services

We offer many additional support services to enhance your exhibition experience, including our monthly free exhibit tips email newsletter and a comprehensive selection of books and guides to help you with your planning for the event. Sign up for exhibit tips or purchase one of our books by visiting www.expertiseevents.com.au.

Step 4: Be Part of a Unique Sales Opportunity

The Sportscasting, News & Live Production Conference & Exhibition is the perfect climate to present your product and/or services in a complementary environment.





ABOUT EXPERTISE EVENTS

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 organise 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.

Expertise
events

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