

## Integrate 2012 Unveils Bigger and Better Exhibition & Seminar Program

Australia's largest event for AV, Entertainment and ICT moves to the Sydney Exhibition and Convention Centre to accommodate visitor growth and new corporate focus

Diversified Exhibitions Australia today announced that Integrate 2012 – in association with InfoComm, the International Audiovisual Association – moves to the Sydney Exhibition and Convention Centre at Darling Harbour, to accommodate growth in exhibitor and visitor numbers as well as an enhanced visitor experience. The event will be held from August 21 - 23, 2012.

Now in its 4th year, Integrate is Australia's largest audio visual, lighting, sound and information communication technology (ICT) event, featuring all of the industry's biggest names including Panasonic, Sony, NEC, Extron, LG Electronics and AMX. More than 500 exhibitors will display the latest innovations in digital signage, education & wireless technology, lighting, audio & visual technology, unified communications, staging and production.

Integrate will also have a stronger focus on the corporate sector to cater for IT managers, Chief Financial Officers (CFO), Chief Technical Officers (CTO), integrators, consultants, architects, and commercial property developers. At the show, they will have the opportunity to see the latest lighting, presentation and communication technologies that can improve productivity and enhance decision-making in the boardroom and workplace.

Highlights of Integrate 2012 will include:

### Industry Seminars & InfoComm University

Integrate 2012 will feature a wide variety of seminars and workshops covering all aspects of sound, light, vision and information communication technology. As part of the training program, the InfoComm University will return in 2012 with the Super Tuesday Program theme on the topic Net Centric AV, to explain how audio-visual technologies can be connected and controlled via Internet Protocol (IP).

In addition, there will be two half-day conferences focusing on the business & government sectors, and other educational seminars spread across the three days of the show.

### AVIAs 2.0 – Audi Visual Industry Awards

The Audio Visual Industry Awards (AVIAs) recognise outstanding projects in the industry. Now in its second year running, the 2012 AVIAs feature a completely-revised set of entry categories and no entry fees, to better reflect what is happening in the AV industry. Visit [avias.com.au](http://avias.com.au) to find out more about the changes to the award categories and to download the current entry form.

### Spotlight: Technology for Worship

Sponsored by Technology for Worship Magazine, the Technology for Worship Pavilion will feature top level educational seminars, hands on product workshops and industry sessions designed to educate technicians, volunteers, house of worship staff as well as leadership personnel. Sessions will include training with Yamaha, microphone, streaming, lighting and loads more.

Mary Giugni, exhibition manager of Integrate 2012, said: "2012 is an exciting year for Integrate. For the first time, we will be holding the event in the Sydney Exhibition and Convention Centre, a much bigger venue that is more accessible for visitors, that can accommodate more exhibitors and allows us to provide more solutions for the corporate sector. We're also proud to host again the InfoComm University and AVIAs awards, both now established key events in the annual calendar of AV professionals from across the region."

Integrate 2012 is free to attend for qualified business professionals. Please visit [www.integrate-expo.com](http://www.integrate-expo.com) for more details and to register.

About Integrate

Integrate 2012, in association with InfoComm International, is Australia's largest audio visual, entertainment, information & communications technology event, held August 21 - 23, at the Sydney Convention & Exhibition Centre. The event is expected to attract more than 4,500 visitors from the audio-visual industry as well as corporate, education, property & interior design, retail & venue and places of worship professionals. For more information, visit the event website at [www.integrate-expo.com](http://www.integrate-expo.com)

#### About Diversified Exhibitions Australia

Diversified Exhibitions is one of Australia's largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail. Diversified runs exhibitions at premier venues throughout Australia. Its head-office is in Melbourne. Further information: [www.divexhibitions.com.au](http://www.divexhibitions.com.au)