

# SMPTE AUSTRALIA



# 07



## OFFICIAL CONFERENCE & EXHIBITION DIRECTORY

Darling Harbour, Sydney, July 17-20 2007

**The SMPTE 2007 Conference & Exhibition Directory is the only official reference guide for the exhibition and conference attendees at SMPTE 2007 (July 17-20).**

Published once again on behalf of the SMPTE Australia Section by **Broadcastpapers Pty Ltd**, it will include:

1. **Core information such as show times, information for exhibitors, key site location and service details, and official accommodation partners.**
2. Information from SMPTE officials
3. Full Conference listing and times
4. Industry analysis and snapshots
5. Map of Exhibition, stand locations

**Integral to the Directory will be an alphabetised exhibitor stand listing. This will include:**

1. Stand or Exhibit ID Numbers
2. Contact details: Company name, email address, web, etc.
3. Company/booth/product descriptions of up to 100 words.
4. Equipment/Services Reference Guide enabling attendees to locate exhibitors by manufacturer, product/service category.

**Exhibitor submissions (the deadline will be June 1, 2007)**

1. Your exhibitor information will be submitted by an online form.
2. You will be contacted after NAB 07 with the details of how to submit and to reconfirm the level of your Company's exposure & involvement in the Directory.

**Exhibitors have the option of an Enhanced Directory Listing, which includes:**

1. Extended product descriptions (up to 200 words)
2. Logo positioning – Company name in bold
3. Product illustration (one per Exhibitor listing)
4. Inclusion in Directory 'Vox Pop' section – where Exhibitors can give

their views (around 120 words) on industry challenges

5. Enhanced listings costs are on the SMPTE Directory rate card  
<http://www.smpte.org.au/SMPTE-07-Directory-Ad-Rates.pdf>

**Pre – Event Press Announcements for Exhibitors**

SMPTE Conference & Exhibition attendees will be able to access exhibitor press announcements online at [www.smpte.org.au](http://www.smpte.org.au). This is a free service to exhibitors and will be promoted via the SMPTE Australia Section email database. Send your announcements to Phil Sandberg: [papers@broadcastpapers.com](mailto:papers@broadcastpapers.com)

**Advertising Opportunities – Yes!!**

Reinforce your Exhibition presence by advertising in the **Official SMPTE Directory**. Ad Bookings Close May 25, 2007

**Why not Book Now?**

1. Reach over 7000 industry professionals
2. Hand- out to all attendees at the door
3. Used as reference after the show
4. Over 90 pages, Cello glazed cover & perfect bound

**For Bookings: Richard Visser**

**Tel: +61 (0) 419 269 500 Email: [richard@broadcastpapers.com](mailto:richard@broadcastpapers.com)**  
(See over for advertising rates)



## SMPTE Australia Section - Chairman's Message

A big emphasis for the SMPTE 2007 will be Certification, Education and Training. Following on from 2005 Conference, SMPTE Australia Section is moving ahead with its Education Initiative, to provide Certification for new and existing engineers and technologists in Film, Television, Radio and New Media. Planned for trials at the end of 2006, it is expected to be in full swing in the 2007 Education year.

Another major focus will be on Digital Cinema, now coming of age. Standards have been settled, or close to the roll-out is starting across the world. Expect major advances by next July.

Digital Radio is firmly on the agenda, with exploratory transmissions started. Latest news and updates will be at SMPTE 2007 DVB-H, TV to hand-held mobiles, experiments are going on around



**John Maizels, Chair,  
SMPTE Australia Section**

the world now and the world of wireless images, News to mobile phones and PDAs is exploding. All the latest Standards and developments will be unveiled.

Plasma and LCD Screens are getting larger and cheaper, and HDTV units are becoming commonplace. HDTV Standards and CODECS are continuing to gain acceptance, and advances such as H264, JPEG2000 and others will enable greater coding efficiencies, which allows more programs at better quality in the same bandwidth. Australia has one of the most advanced digital rollouts. Catch the latest at SMPTE 2007.

A full and exciting Papers programme will be alongside an Exhibition of the latest in technology and future directions.

All this will come together, Tuesday 17 July to Friday 20 July 2007 in Sydney Australia.

Watch [www.smpte.org.au](http://www.smpte.org.au) for details!



[www.smpte.org.au](http://www.smpte.org.au)



# SMPTe AUSTRALIA



# 07



## OFFICIAL CONFERENCE & EXHIBITION DIRECTORY

Darling Harbour, Sydney, July 17-20 2007

### SMPTe 2007 Conference & Exhibition Directory Price List (Incl GST)

Advertising Media	Pages - Preferred Positions	AUD	USD	GBP	EURO	SGD	
<b>SMPTe 2007 Directory Rates</b>  Directory Standard A4  Full-page ads will be run where possible on a Right Hand page.  <b>Notes:</b> Enhanced Directory listings are available to Exhibitors. It Includes company logo, additional highlighted 100 - 200 word description, quote or comment plus product or principle picture  (all exhibitors have a standard listing)	Full Page Standard-Run of Magazine	\$3,529.90	\$2,657.20	£1,415.53	E 2,074.59	\$2,953.75	
	1/2 Page Horizontal or Vertical	\$2,235.20	\$1,682.59	£896.34	E 1,313.67	\$1,870.37	
	1/3 Page Horizontal	\$1,824.90	\$1,373.73	£731.80	E 1,072.53	\$1,527.04	
	1/4 Page Horizontal or Vertical	\$1,294.70	\$974.61	£519.19	E 760.92	\$1,083.38	
	<b>Preferred - Options - Positions</b>						
	Outside Back Cover (OBC)	\$6,999.30	\$5,268.86	£2,806.79	E 4,113.63	\$5,856.87	
	Inside Back or Front Covers (IFC) (IBC)	\$5,291.00	\$3,982.91	£2,121.74	E 3,109.63	\$4,427.40	
	Double Page Spread (DPS)	\$5,999.40	\$4,516.17	£2,405.82	E 3,525.97	\$5,020.18	
	Map Sponsorship - Center page 2x1/4 (DPS) page Horizontal Strip ads	\$3,879.70	\$2,920.52	£1,555.80	E 2,280.18	\$3,246.46	
	Product Services Index Sponsorship 4 x 1/4 page ads	\$4,939.00	\$3,717.93	£1,800.53	E 2,638.86	\$3,757.14	
Enhanced Directory Listing - see notes	\$819.50	\$560.81	£328.63	E 481.64	\$685.74		
2nd or 3rd ad after IFC in Directory or preferred position	\$4,235.00	\$2,898.16	£1,698.28	E 2,488.99	\$3,543.76		
<b>Advertising Deadline May 25th 2007</b>							

For more about the **Official SMPTe Exhibition & Conference Directory** contact:

Broadcastpapers Pty Ltd PO Box 259, Darlinghurst, NSW 1300, Australia.

**Phil Sandberg** Tel: +61 2 9332 2221. Fax: +61 2 9332 2280. Mobile: +61 (0) 414 671 811

Email: papers@broadcastpapers.com

## EXHIBIT AT SMPTe07

The SMPTe Australia Conference & Exhibition has a history of growth with constantly increasing visitor and exhibitor numbers delivering more qualified visitors with buying authority. The most industry focused event in the South-East Asian region, SMPTe's bi-annual conference and exhibition is the perfect staging field for emerging technologies and cutting edge concepts.



## BOOK YOUR EXHIBITION SPACE TODAY!

Do you supply products and services to the film and television industry such as: Antennas, Towers, Accessories and Services; Audio Production Equipment and Accessories; Audio Products/Services; Cameras and Accessories Computer Graphics and Animation; Consulting; Data Broadcasting; Information and Research; Services/Organisation; Installation Systems; Integration, Building, Broadcast; Microwave Satellite Products and Devices; Motion Picture Film, Cameras and Accessories; Multimedia Products and Services; On-line Services/Interactivity; Publications; Radio Automation; Radio Programming Services; Telecommunications; Television Programming/Services; Test Equipment; TV Automation; Transmitters AM/FM/TV; Vehicle-Mounted Production Systems; Video Editing Systems; Video Effects Equipment; Video Production Accessories; Video Products

If so, contact: Exhibition Manager **Richard Frost** at Expertise Events via richardf@expertiseevents.com.au or telephone: +61 2 9452 7556.



[www.smpte.org.au](http://www.smpte.org.au)

