

INTEGRATE

21-23 August 2024 | ICC Sydney

POST SHOW REPORT

HEADLINE STATS

11,330
COMBINED
TOTAL
ATTENDANCE*

6,559 FOR
INTEGRATE

80+
SPEAKERS
OVER 20
SESSIONS

98%
EXHIBITOR
SATISFACTION
RATE

220+
EXHIBITORS
ACROSS
CO-LOCATE



“Integrate is the biggest AV conference in Australia and is a fantastic place to get up to date on everything happening in the industry. As an exhibitor, this year was the best we’ve had engaging with our customers and industry partners.”

DTEN (2024 EXHIBITOR)

HEADLINE SPONSOR



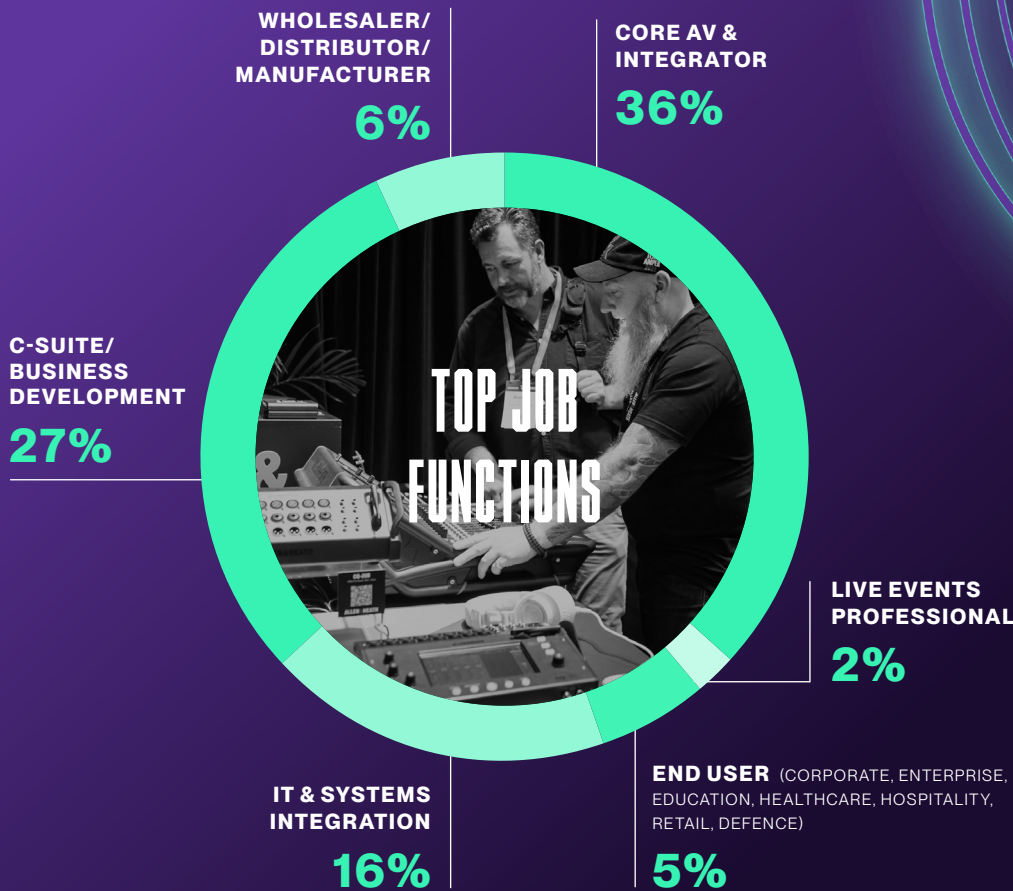
IN ASSOCIATION WITH



* All visitor figures are audited by the Audited Media Association of Australia. Other statistics are generated from the Integrate 2024 post show surveys.

OUR VISITORS

Who they are



99%
WERE SATISFIED WITH
INTEGRATE 2024

86%
WILL RETURN
TO INTEGRATE
IN 2025

91%
EITHER INFLUENCE
OR HAVE DIRECT
PURCHASING AUTHORITY

TOP INDUSTRY SECTORS



CORE AV & SYSTEMS INTEGRATION



ADVERTISING & MEDIA



CORPORATE & IT



RETAIL/ WHOLESALE



LIVE EVENTS & ENTERTAINMENT



BUILDING & CONSTRUCTION



EDUCATION & TRAINING



GOVERNMENT & CRITICAL INFRASTRUCTURE

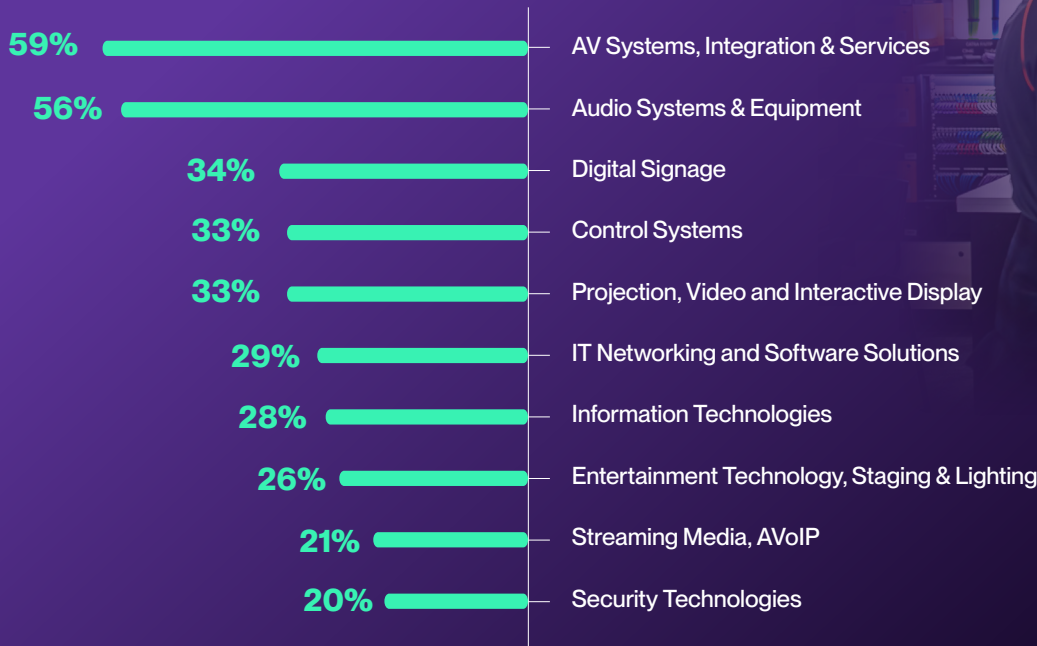
“It was an exceptional experience. The event showcased cutting-edge technology and innovative solutions across various sectors, reflecting the dynamic nature of the industry. The diverse range of exhibitors and thought-provoking seminars provided valuable insights and networking opportunities. The event’s organization, venue, and engaging presentations made it a must-attend for professionals eager to stay ahead in the rapidly evolving tech landscape. I highly recommend Integrate to anyone looking to explore the latest advancements and connect with industry leaders.”

ALL CONNECTED SOLUTIONS (2024 VISITOR)



What they want to see

TOP PRODUCTS



*Analysis had multiple responses - % based on single visits

Who they work for

TOP VISITING COMPANIES

- ANZ
- Atlassian
- ATO
- Ausgrid
- Bunnings Group
- Commonwealth Bank of Australia
- Department of Defence
- Dept. of Home Affairs
- Hungry Jacks
- Netflix
- NSW Police
- NSW State Emergency Service
- Sydney Airport
- The University of Melbourne
- Woolworths Group



95%

**SAID INTEGRATE IS
IMPORTANT TO THEIR
BUSINESS**



89%

**WERE SATISFIED
WITH THE QUALITY
OF EXHIBITORS**

Top 3 reasons for attending



**To see new products
and innovations**



**To keep up to date
with industry trends**



To network with industry

“Whether you are associated with the AV industry in Australia or New Zealand, Integrate offers the most value for product showcase and networking within the AV landscape and is the only show that reflects values across the whole industry within the region. Integrate is the most hands-on show of its kind for both end-users and decision makers within the industry enabling integrators and distributors to represent the most value for their brands and deployments.”

NSL (2024 VISITOR)

OUR EXHIBITORS

Top 3 reasons for exhibiting



Increase brand awareness



Generate high value sales leads



Maintain company profile and brand position



98%

WERE SATISFIED WITH INTEGRATE



93%

CONSIDER INTEGRATE IMPORTANT FOR THEIR BUSINESS



97%

MET THEIR OBJECTIVES



93%

WERE SATISFIED WITH THE QUANTITY OF VISITORS

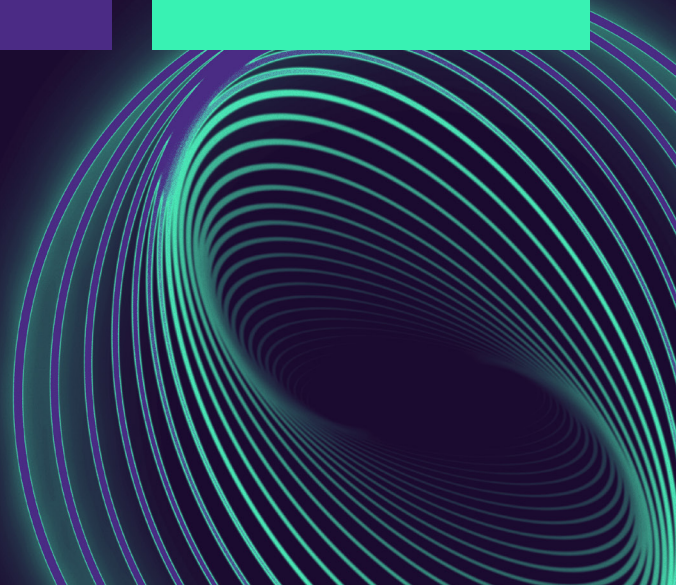


98%

WERE SATISFIED WITH THE QUALITY OF VISITORS

“Integrate Expo provides us the opportunity to introduce new technology to the market, provide education and training in one place and helps expose our solutions to the broader market. The cost of exhibiting and having customer onsite for product education and training is relative to bringing technology to integrators sites.”

AUDACITY AUSTRALIA (2024 EXHIBITOR)



2024 SUPPORTERS

Event Partner



Headline Sponsor



Association Partners



Registration Sponsor



Sponsors



Supporting Partners



Media Partners



NEXT EVENT

27-29 AUGUST 2025
ICC SYDNEY



Contact the Team

Speak to a member of our team about exhibiting at Integrate 2025

 integrate@divcom.net.au

 1300 DIVCOM (1300 348 266)

 integrate-expo.com

INTEGRATE