

Electronex

electronics design & assembly expo

Australia's Largest Electronics Expo & Conference

Showcasing the latest
technologies in electronics

Melbourne Park Function Centre
11 – 12 September 2013
www.electronex.com.au

Organised by



AUSTRALASIAN EXHIBITIONS & EVENTS PTY LTD

In Association With



A Dedicated Event for the Australian Electronics Sector!

In the fast paced world of electronics, designers, engineers, manufacturers and system integrators need to see test and compare the latest products & solutions. There is no better platform to showcase your new technology, production and system solutions than Electronex.

With highly successful events staged in Melbourne (2011) and Sydney (2012), Electronex has firmly established its position as the foremost dedicated event for the Australasian electronics market. Electronex combines a trade show with over 90 exhibitors and an industry conference, the Electronics Design & Manufacture Conference staged by the SMCBA, The Surface Mount & Circuit Board Association. Thousands of visitors and conference delegates attend

from throughout Australia, NZ and overseas. The SMCBA and Australasian Exhibitions and Events (AEE) work closely together to provide the electronics sector with a dedicated forum for new technologies and ideas.

Exhibitors are assured that the attendees are prequalified and visitors are able to discuss their electronics requirements with companies providing specific solutions for their business. Our extensive visitor & delegate promotion identifies the key decision makers from all states of Australia as well as key buyers from New Zealand and SE Asia.

Electronex creates new sales and new business opportunities for all industry suppliers.

Impressive Sales Results!

AT THE LAST MELBOURNE EVENT IN 2011

- 86% of exhibitors anticipated orders in the following 6 months.
- 76% rated the quality of visitors they met as very good or excellent.
- 72% rated the number of industry visitors they met as very good or excellent
- 95% of exhibitors rated their overall success as good or excellent.

"We have had an excellent response to our products especially in the oscilloscope range. We have seen a broad range of people and today have meet a lot of buyers from defence and government."

Mike Robinson – Account Defence Manager
Rohde & Schwarz

"The show has been very good, and we have been very happy with the attendance on both days. the numbers have been increasing each year and the quality is 100% with no tyre kickers".

Jim Challenger – General Manager, Hawker Richardson

"The quality of traffic has been very good with 8 out of 10 the target audience that we cater for. Definitely good to have a specialised exhibition like this in Australia."

Sandeep Chouta – Marketing Manager, R S Components

Who will Attend!

Over 90% of attendees & delegates at the previous Melbourne event were engineers, managers, production or purchasing staff involved in designing, specifying or purchasing.

Type of Professional

Electronics	27%
Design/ Research/ General Engineer	17%
Management	28%
Service/ Maintenance Managers	10%
Production/ Purchasing	9%
Consulting	5%
Other	9%

What Visitors Come To See

Electronics Assembly Equipment	37%
Board Cleaning Systems	18%
Cables & Connectors/ Wire & Harness	40%
Electronic Components	54%
CAD & Manufacturing Software, Hardware	27%
Contract Manufacturing	24%
Displays/ LEDs & LCDs	32%
Education & Training	19%
Embedded Computers, Systems	33%
Identification, Labelling & Inspection	37%
PCB Design	32%
PCB Fabrication & Test	35%
Enclosures	28%
Power Supplies	34%
Soldering Supplies	27%
Soldering and Rework Tools	32%
Test & Measurement	47%
Service & Repair	25%
Storage & Packaging	15%

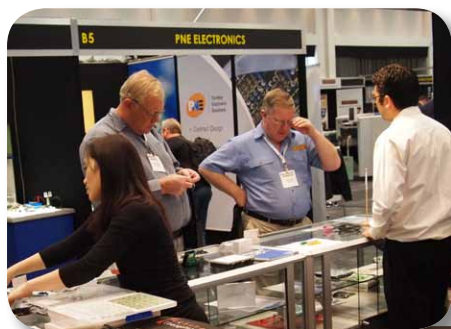
Industry Sector Breakdown

Automotive/ Aviation	10%
Industrial Control	11%
IT/ Comms/ Broadcast	16%
Government/ Defence/ Utilities	13%
Manufacturing/ Engineering	19%
Electronic Design/ R&D	15%
Test/ Measurement/ Service/ Repair	14%
Medical	5%
Other	10%

Face to Face Selling

Meet key decision makers who are sourcing new ways of improving their productivity and develop new business relationships!

- Face to face discussions
- Launch new products
- Talk to current clients
- Generate new business
- Raise industry awareness
- Obtain market feedback
- Network with the industry
- Identify new agents and distributors



New business opportunities

"The response has been excellent and we have met a number of brand new customers!"

**Sean Coleman Sales Manager
Aerospace & Defence Products**

Meet new customers



Generate new sales



Powerful Marketing Backed by Industry

Our marketing is extensive and includes a dedicated telemarketing campaign to identify and invite the key industry decision-makers.

The campaign includes:

- Direct mail & VIP Trade Invitation Tickets
- Pre-Show Features in Leading Trade Press
- Trade & Industry Advertising
- Interactive website
- Online promotion
- Email marketing
- VIP Networking Function

Industry Media

Electronics news

electronics
online.net.au

Professional electronics design & engineering

what's new in
electronics

industry
Search

industrysearch.com.au

Join the Industry Leaders!

Join the growing list of companies that have supported Electronex

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|--|-----------------------------------|
| Active Components | Machinery Forum |
| Adept Turnkey Vision | M2M Connectivity |
| ADM Instrument Engineering | Maestro Wireless Solutions |
| Advantage PCB | Marque-Magnetics |
| Advantech Australia | Mastercut Technologies |
| AEC Electronics (NZ) | Mastenna |
| Aerospace & Defence Products | Mektronics Australia |
| Agilent Technologies | Mentor Technologies |
| ALDEC | METCAL |
| Allied Data Systems | Metronix |
| Altronic Distributors | MG Electronic |
| Altium | MicroCare |
| APEX Electronics Ltd (NZ) | Microchip Technology |
| APS Novastar | MicroPower Direct |
| Assembly Specialists (NZ) | Mondo Electronics |
| Asymtek | MORNSUN |
| BCAD Board Design Solutions | Mouser Electronics |
| Bondline Static Control Solutions | M Ruddy & Co |
| Cablex | National Instruments |
| CadSoft (EAGLE) | OK International |
| Charleswater Static Control | OnBoard Solutions |
| Chemtools | On-Track Technology |
| Circuit Labs Ltd | Oritech Pty Ltd |
| Clarke & Severn Electronics | PNE Electronics |
| CLUSO Vision Systems | Photoetch Industries NZ |
| CLC Technologies | Powerbox |
| Colinbus CNC | PowerSTAR Solar Regulators |
| Congatec Australia | Precision Manufacturers |
| Consolidated Alloys | Precision Electronic Technologies |
| Compulab | ProDigital Pty Ltd |
| Cooper Tools | Professional Industry |
| Dayang OMS | QualiEco Electronics Pty Ltd |
| DDC - Data Device Corp | Redback Test Services |
| Desktop EDA | Reed Business Information |
| DLPC - Digital Linear & Passive Components | Regol Technologies |
| Electronics News Magazine | Reid Industrial Graphics |
| Electronica Rossoni SRL (Italy) | Re-Surface Technologies |
| Electronics Online | Repair Group Limited (RGL) |
| element 14 | RMS Parts |
| Embedded Logic Solutions | ROC-SOLID Computers |
| Energy Micro | Rohde & Schwarz (Australia) |
| Emona Instruments | RS Components |
| Entech Electronics | RTP Trading |
| ERNTEC Pty Ltd | SMCBA |
| Explorer Cases | Satcam RTD Circuit Design |
| Fairmont Marketing | Scientific Devices Australia |
| Farnell | Sierra Wireless |
| Genesys Design | Silicon Chip |
| GLYN Hi-Tech Distribution | Sniper Electronics |
| GPC Electronics | Soanar |
| GW Instek | Soniclean |
| HAKKO | Suba Engineering |
| Hammond Electronics | Tech Rentals |
| Hantek | Techflex |
| HK Wentworth | TekMark Australia |
| HW Technologies | Tektronix |
| Hawker Richardson | The Ohlson Group |
| Hetech Pty Ltd | The AMP Hour |
| Ian Capps Electronics | Telit Wireless Solution |
| IMP Electronics | TJK Technologies |
| Industry Update Magazine | Tresmine |
| Integrated CAD Technologies | TrioSmartcal |
| Inventis Technology | Unitronix |
| IPC | Upton Australia |
| IPTE Test & Production Automation | Vartech Systems |
| Jefi Electronic Services | Verotek Electronics Packaging |
| Kester Solder Products | Vicom |
| Kobot Systems | Vitronics Soltec |
| LABTAM Pty Ltd | Weller |
| LEK Tronics | WES Australasia |
| LeCroy Products | Westek Electronics |
| Leica Microsystems | Westwick Farrow Media |
| Lintek | WIN Static Control |
| LX-Innovations | What's New In Electronics |
| | WURTH Electronik |

EVBlog

ferret

**SILICON
CHIP**

Industry Update
Manufacturing Magazine

YouTube

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Book Now!

Book your stand now with a choice of space only or a display booth stand with carpet, walls, company name and lighting (two lights per 9m²).

Space only sites

\$390 per m² + GST = \$429 per m²

Space plus display booth stand

\$440 per m² + GST = \$484 per m²

Please note:

SMCBA members discount rate available

Display Booth Stand



Professional Show Organiser

Australasian Exhibitions & Events (AEE) is an Australian owned company which specialises in trade and public exhibitions connecting buyers to sellers. Managing Director, Noel Gray, has extensive years of experience in exhibition and events and managed the introduction of the original Elenex/ Austronics exhibitions to Australia in the late 80's.

Want to know more



AUSTRALASIAN EXHIBITIONS & EVENTS PTY LTD

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The Ideal Venue

The Melbourne Park Function Centre provides ideal conference and exhibition facilities and is located with convenience in mind. The venue is directly adjacent to Rod Laver Tennis Arena with free parking for visitors and exhibitors and easy access to all forms of transport with the heart of Melbourne city only 1km away.

Major hotels and restaurants are also close by making it the ideal location for interstate and overseas exhibitors and visitors.

The SMCBA 2013 Conference

Now in its 25th year the SMCBA Electronics Design and Manufacture Conference is staged alongside the Electronex exhibition in the conference facilities adjacent to the main exhibition hall.

The conference delivers a technical program providing current and future solutions from world leading local and international experts. It will address the most complex issues and challenges on the global stage facing designers and integrators of production electronics for industrial and commercial systems and product manufacturing.

