

## PMA and PICA together again

The Photo Marketing Association International has again joined forces with the Photo Imaging Council of Australia to promote for the second time the new show concept for the Asia-Pacific photo imaging industry.

The first PMA Australia show was held in Melbourne last May and set new records of attendance for retail, business, professional and consumer categories. Now the photo industry has decided to hold its next PMA Imaging Technology Show at the Brisbane Exhibition and Convention Centre, May 28th-June 1, 2008.

The attendance record just broken by approximately 600 people at the Melbourne show was first set by Brisbane in 2005. Organisers attribute the success of the Queensland shows to Brisbane's close proximity to the fabled Sunshine and Gold Coasts, which are an enormous draw card to visitors from across Australia and New Zealand. This year, the show organisers are confident they will attract nearly 20,000 visitors.

Explained PMA Australia Peter Rose, "Although using the same formulae for trade, professional, graphic arts, government, business and consumers used this year in Melbourne, we are intensifying our promotional activities for all aspects of the program".

PICA president, Stuart Poignand, said "We were thrilled with the outcome of the new agreement. It is both a powerful symbol and a practical realization of the cohesive vendor and reseller business relationships that exist in Australia. We have absolute confidence that the shared objectives and planning of the new exhibition and convention will again result in a vastly improved experience for all visitors."

New conference streams  
Two new streams will be introduced at the Brisbane show. The Dealer Home and Mobile Entertainment program will directly tackle the issues faced by retailers active in consumer electronics. This is the first time Australian CE retailers will have had access to an independent rather than a non-manufacturer or retail group specific conference and it is anticipated that it will open up new areas of profit making for delegates.

A Mobile Imaging program will also feature heavily on the conference program to help business develop new profit centres arising out of product convergence. The Emerging Technology and Print Technology Conferences will again feature on the program and be heavily promoted as show organisers look to strengthen the growing relationships with the graphic artist, advertising and wide format print community. Professional programs will also include ACMP and AIPP conference programs and the judging of the AIPP Professional Photography of the Year Awards.

### New consumer promotion

The success of the consumer attendance during limited hours at the Melbourne show was attributed to the enthusiastic support and participation of Melbourne retailers. To build on this concept, the Brisbane show will be introducing a new concept where the public will be urged by television, press and radio advertising to visit their nearest participating store to pick up a free, store personalised show entry badge.

Said Peter Rose, "In Melbourne, dealers were delighted with the large numbers of people we drove into stores after the show. This time our objective is to work even closer with our retail partners

# New Look PMA Show for 2008



to drive people into stores both before and after the event." Separate trade only doors and special trade only areas in the larger stands will ensure retailer needs can be met by exhibitors at all times.

Special buying offices and conference facilities for major retail groups such as Harvey Norman, Retravision, and Camera House will also be provided.

Show admittance will be free to all industry and business visitors on the condition that they pre-register on the web prior to the event. If a visitor has not pre-registered and they wish to enter on the Friday or Saturday, they will be required to pay a \$20.00 fee at the door. The show will be managed by a joint committee including both PICA and PMA representatives. The full PICA board will be represented, including president,

Stuart Poignand, show chairman, Bruce Pottinger and treasurer, John Swainston. PMA representatives will include Peter Rose and PMA Chairman Richard Robertson along with other representatives of CE and photo.

The conference schedule includes:  
Emerging Technology Day Thursday 29th May  
Home & Mobile Entertainment Retailing 29th May  
PMA Conference 29-31st May  
ACMP Conference Saturday 31 May  
AIPP Conference Sunday 1 June  
AIPP Professional Photography Awards Judging

The exhibition hours will be: Friday 30 and Saturday 31 May 10.30am; Sunday 1 June 10.30 to 5.00pm.