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Announcing PLASA Focus: Austin 2012

BY RYAN SWEARINGEN

Connecting the industry with a new style of regional event

THE RECENT MERGER OF PLASA AND ESTA to become a single global organization has brought with it many benefits and opportunities for members and the industry at-large. Programs once limited by geography are now in a position to benefit the industry on a more international scale.

One such area is PLASA Events, an operating division of PLASA, which has a remarkable history of successful events outside of North America. The PLASA show in London is one of the primary showcases for PLASA members and the wider creative and technical sectors each year. PLASA Focus: Leeds, which recently broke attendance records in its third year, connects a more regionally focused community to network and do business in the North of England.

Now, PLASA Events is set to bring that model across the pond with PLASA Focus: Austin 2012, its first regional event in North America, to be held February 22-23, 2012 at the Renaissance Austin, Texas.

PLASA Focus: Austin will bring together members of the entertainment technology community to do business and network in a relaxed and friendly setting.

The show will build on the success of previous PLASA Focus events to create a new style of event that is unique in many ways. As the first in an ongoing series of regional events, a PLASA Focus show will never be far from home, which means lower costs and less hassle for exhibitors and visitors alike.

Exhibitors will have a new platform to reach local customers who might not attend larger industry events. In addition, a unique European-style booth package—complete with hard

walls, furniture, power, lighting, and a materials handling allowance—will level the playing field for a simpler exhibiting experience. That means more availability to network and do business—the very reasons for attending a trade event. Exhibiting is competitively priced,

with substantially reduced rates for PLASA members.

Visitors will attend for free with registration, and have an opportunity to experience and interact firsthand with the latest entertainment technologies without having to travel far from home. A lineup of sessions and seminars, soon to be announced, will make PLASA Focus a can't-miss event for the Austin area.

Adam Blaxill of Stage Electrics, an exhibitor at PLASA Focus in Leeds this year, nicely sums up the appeal of the show: "The interesting thing about this event is that it's not just a trade show, it's much more about networking, seeing people, and talking to people. There are two halls in Leeds and the joke is that, although they are less than 100 yards apart, it takes you half an hour to walk from one to the other because you see so many people and stop and chat. It's an excellent value and the attendance has been fantastic."

The PLASA staff is likewise enthusiastic about its new endeavor. Lori Rubinstein, PLASA's North American Executive Director, shares her thoughts: "These unique PLASA Focus events will provide regional opportunities for companies to give more of their staff a chance to see new products, receive training, and network with vendors and peers. They also offer dealers, rental houses, and production companies, as well as manufacturers, a terrific and inexpensive vehicle to reach new and existing customers in their own backyard."

Jackie Tien, PLASA's Media and Events Director, echoes that sentiment. "We look forward to offering our industry colleagues fresh, new business and networking opportunities through PLASA Focus: Austin and our ongoing PLASA Focus US events."

PLASA Focus: Austin 2012 promises to set the stage for excellent business and educational opportunities in an upbeat and casual atmosphere.

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PHOTOS COURTESY CHRISTOPHER TOLLMIN



Visitors network at PLASA Focus: Leeds 2011 and learn about the latest technologies from exhibitors.



**Connecting the industry with
a new style of regional event**

plasa focus

AUSTIN 2012

February 22-23

Two days of regional business, networking and learning

Attendance is free with registration

Discounts for PLASA Members on
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