

Gearhouse SA official Mediatech technical sponsor

As the main sponsor, Gearhouse Group will once again play a key role at the biannual Mediatech Africa on 15-17 July 2015 at the Ticketpro Dome at Northgate, Johannesburg. Gearhouse also promises to design a 'wow' centrepiece, including the latest LEDVision curved LED, at the Coffee Bar, using the services of Gearhouse South Africa, LEDVision and Gearhouse Splitbeam.



Robyn D'Alessandro, National Marketing Manager for the Gearhouse Group, says that the group, which has participated as official technical sponsor of Mediatech since 2009, views the sponsorship as a prime opportunity to show its support for the media, broadcasting, film and AV sectors.

"We see this as an opportunity to give back to the industry in a small way. While only one of the group exhibits formally; the rest of us are there in full force, meeting and greeting and catching up with our suppliers, colleagues and competitors alike. We bring our latest complement of Gearhouse academy learners through each year to look and learn as well.

"In 2015, we are offering a once-off, half price rigging deal to all Mediatech exhibitors to assist them in exploring the full potential of their stand space. The type of stand displays seen at Mediatech generally require more rigging points than other exhibitions and we are aware that the cost of rigging points can be prohibitive in a complex venue like the Ticketpro Dome, so this is another way in which we can contribute to the only expo for our industry in South Africa."

As technical sponsors, the group will provide two presentation areas complete with AV screens, lighting and audio from Gearhouse South Africa, and set and stage from its set company Sets, Drapes, Screens (SDS). Here, presenters will deliver a variety of presentations on issues pertinent to the Pro-AV and Broadcast industries.

For more information, go to www.mediatech.co.za.