Statement from Mike Blackman

Integrated Systems Europe, the world’s leading event for AV and systems integration, remains scheduled to take place 1-4 June 2021 in Barcelona

MUNICH 4 FEBRUARY 2021: ISE MD Mike Blackman responds to the announcement by AVIXA that the InfoComm 2021 show is set to take place in Orlando in October 2021

Dear ISE community,

Following today’s announcement that the InfoComm 2021 show will now take place in Orlando in October 2021, we want to confirm that Integrated Systems Europe, remains scheduled to open live and online on 1-4 June 2021 in its new home at the Fira, Barcelona.

Whilst we recognise there continue to be challenges ahead, we are in touch with government and the relevant health authorities to constantly monitor the situation. None of us can predict how the situation will look in June, but we are hopeful that by the second quarter of 2021 we will see the world return to a new ‘normal’ with vaccines being rapidly delivered in many countries around the world.

We understand our exhibitors and partners need to make commitments that will incur cost and we do not wish to burden them unnecessarily. For this reason, if circumstances impact our ability to host an in-person event and we are forced to cancel this element of ISE, we will make this decision by 1 March.

With the backdrop of the global pandemic, our priority in recent months has been devising the means to deliver a safe and secure event for all exhibitors and visitors and we have been working closely with the City of Barcelona, the venue and relevant authorities.

In early January, Fira de Barcelona received the ‘Safe Travels’ stamp, an internationally recognised endorsement from the World Travel Tourism Council (WTTC), developed in collaboration with the specialist risk management consultancy Aon and the Hospital Clínic de Barcelona.

ISE has also published A Guide to Safe Visiting, outlining the safe practice protocols that have been put in place with the Fira Gran Vía to ensure that the visitor experience is safe and secure. The guide can be located on the ISE website here.

Looking ahead to June, we can confirm that today, over 37,000 sqm of space is signed up with just under 700 exhibitors confirmed and new companies continuing to book their place on the floorplan.
Next week sees online visitor registration open, coming at a time when we realise the industry is keen to ‘get back to work’ in the second half of the year. Feedback from our recent customer research shows that the industry is looking forward to meeting as soon as the situation allows and we are currently updating the research to measure current sentiment amongst both our exhibitors and visitors.

In a time where many of our industry colleagues are suffering financially or have lost their jobs or businesses, we at ISE are striving to do everything we can to contribute to the industry getting back on its feet.

I would personally like to thank all our customers, partners and colleagues within the industry which we serve and look forward to seeing you again soon.

Thank you,

Mike Blackman
Managing Director
Integrated Systems Europe

For further updates and information on ISE 2021 please visit www.iseurope.org

If you have further questions or would like to request an interview please contact either our Media & PR Manager, Anastasia Burdeeva at aburdeeva@iseurope.org or Tanya Houston at Wildwood PR tanya.houston@wildwoodpr.com +44 (0)7711 617491

For information on InfoComm 2021 please visit www.infocommshow.org and check out the FAQs page.

Ends

About Integrated Systems Europe:
Launched in 2004, ISE is the world’s largest tradeshow for the professional AV and electronic systems industry. After many years in Amsterdam, ISE 2021 will take place from 1-4 June 2021 at the Gran Via complex, Fira de Barcelona. The event is a joint venture of the Audiovisual and Integrated Experience Association (AVIXA) and the Custom Electronic Design and Installation Association (CEDIA). For further information, please visit: www.iseurope.org.

About AVIXA™:
AVIXA is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in
1939, AVIXA has more than 11,400 enterprise and individual members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership. Visit avixa.org

About CEDIA®:
CEDIA is the global trade association and central touch point for companies that design, manufacture, and integrate technology for the home. With a keen focus on education, workforce development, and industry standards, CEDIA continues to build on its more than 30-year legacy as the industry leader in delivering the resources that set members on a pathway to prosperity. CEDIA delivers market intelligence through proprietary research, fosters community within the channel, and cultivates awareness with industry partners, consumers, and connected stakeholders. CEDIA co-owns Integrated Systems Europe, the world’s largest AV and systems integration exhibition, and founded CEDIA Expo, the world’s largest annual residential technology show. Over 3,900 global CEDIA member companies deliver technology solutions that allow families to experience the best moments in life from the comfort of their own home – Life Lived Best at Home. To learn more about CEDIA, visit www.cedia.net.