Press Release – for immediate release

ISE 2020: Coronavirus

Update on exhibitor participation and visitor attendance

AMSTERDAM, 5 FEBRUARY 2020: In the light of the recent international publicity surrounding the novel coronavirus (2019-nCoV), Integrated Systems Europe today issues the following statement regarding the upcoming exhibition on 11-14 February at the RAI Amsterdam.

For the past 16 years the show’s co-owners AVIXA and CEDIA have been committed to delivering an event that benefits the global audiovisual industry. ISE has always perceived itself as the steward of this event – a place and time for the industry to come together and grow together. We reaffirm and continue that commitment for our last time in Amsterdam.

Our determination to proceed with the event has been made with consideration to current guidelines provided by public health authorities including that of the World Health Organization (WHO). We understand and support that our exhibiting partners will make decisions based on the best course of action for their employees and customers and that this situation requires all of us to make informed decisions with the most up to date information possible. With that in mind, we will continue to share information as it is available.

Exhibitor participation

Of our 250 top exhibitors plus many others, we have continued to receive amazing support and assurances of their participation. And although LG has informed us that they do not intend to take up their stand at this year’s ISE, we look forward to the many other major exhibitors taking shape with their newest technologies, offerings and announcements.
As to be expected with global travel restrictions in place, we have seen some cancellations from our Chinese exhibitors. As of today, this amounts to less than 20% of those booths, and a few additional updates can be expected.

**Attendance**

The number of attendees that will come to the show is always the subject of much discussion and speculation. Today, visitor registration is ahead of the same point in time in 2019. While it isn’t fair to suggest that they will all translate into actual attendees, registration numbers have always been an accurate forecast for us as we’ve planned the show’s logistics.

Please continue to refer to the [ISE website](https://iseurope.org) for regular updates regarding ISE’s, the RAI’s and the world’s health community’s recommendations regarding specifics about the virus and health recommendations.

**Additional information is available from:**
Joe Hosken, Director of Marketing and Communications, Integrated Systems Events: jhosken@iseurope.org
[Click here](https://iseurope.org) to download high resolution images.

**About Integrated Systems Europe:**
Launched in 2004, ISE is the world’s largest tradeshow for the professional AV and electronic systems industry. ISE 2020 will take place from 11-14 February 2020 and is expected to draw over 1,300 exhibitors and more than 80,000 registered attendees to its Amsterdam RAI location. 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](http://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](http://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