MUNICH, 31 JULY 2020: A risk assessment carried out to World Health Organization guidelines has rated the overall risk of transmission and further spread of COVID-19 at ISE 2021 as ‘low’. The assessment takes into account the risk factors associated with the event and the impact of specifically formulated safety measures.

Fira de Barcelona, risk consultancy AON and the Hospital Clinic of Barcelona have jointly devised strategies for events at the Fira. This has involved the evaluation and analysis of more than 60 processes or services, leading to the identification of 948 mitigation points.

The measures for ensuring a healthy and safe environment ISE 2021 are available as a comprehensive set of guidelines for exhibitors, ISE and Fira staff. They can be found in A Guide to Safe Exhibiting, published by show organiser Integrated Systems Events.

The Guide is organised into four sections: Actions by Fira de Barcelona and ISE; Stand Design; Stand Management; and Visitor Guidance. Each section contains essential measures in the areas of health and safety; traffic flow and visitor management; staff, stand personnel and supplier working; and social distancing.

Mike Blackman, Managing Director of Integrated Systems Events, commented: “We have understandably had many questions from exhibitors and others about how ISE 2021 will be affected by the continuing public health situation. A Guide to Safe Exhibiting explains the adjustments that we and our exhibitors will need to make to ensure that the show is as safe as it can possibly be. The situation continues to evolve and we will update the Guide if any changes to the strategy are required. We remain committed to holding ISE 2021 at the Fira next February as an in-person event.”

A Guide to Safe Exhibiting can be downloaded from https://tinyurl.com/safe-exhibiting. As the situation develops, the information will be updated and re-presented.

ISE 2021 will take place at the Fira de Barcelona, Gran Vía on 2-5 February 2021.
For more information please visit: www.iseurope.org and www.firabcelona.com

Ends

**Media Contact:**
Joe Hosken, Director of Marketing and Communications, Integrated Systems Events
jhosken@iseurope.org
Click here to download the cover image of *A Guide to Safe Exhibiting*.
Click here to download high resolution images from ISE 2020 and the ISE logo.
Click here to download high resolution images of the Fira de Barcelona.

**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 2-5 February 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.