

ISE 2020 Facts & Figures

FULL ATTENDANCE DATA AND
AUDIENCE DEMOGRAPHICS

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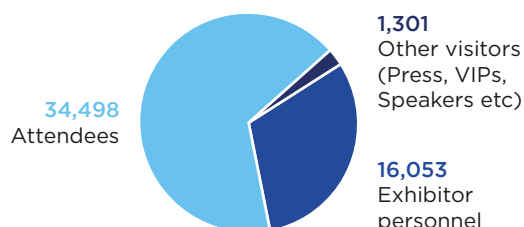
Summary

Integrated Systems Europe is the world's largest AV and systems integration tradeshow. The 2020 edition took place at RAI Amsterdam, The Netherlands, on 11-14 February. The information included in this Facts and Figures document is generated by the ISE delegate registration system and post-show surveys undertaken with attendees and exhibitors.

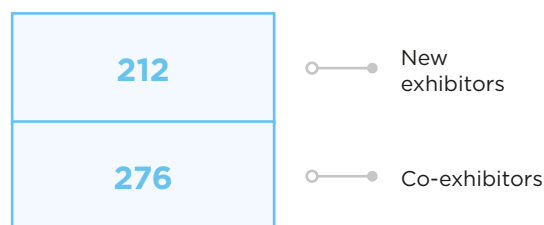
Attendee Summary

In previous years this document has quoted numbers of registered attendees. Although pre-registrations for ISE 2020 were broadly in line with last year, it is apparent that travel restrictions, coronavirus concerns and stormy weather were all factors that prevented some pre-registrants from making the journey to Amsterdam. For this report we are therefore quoting actual attendance figures, and intend to use this metric when reporting on future shows.

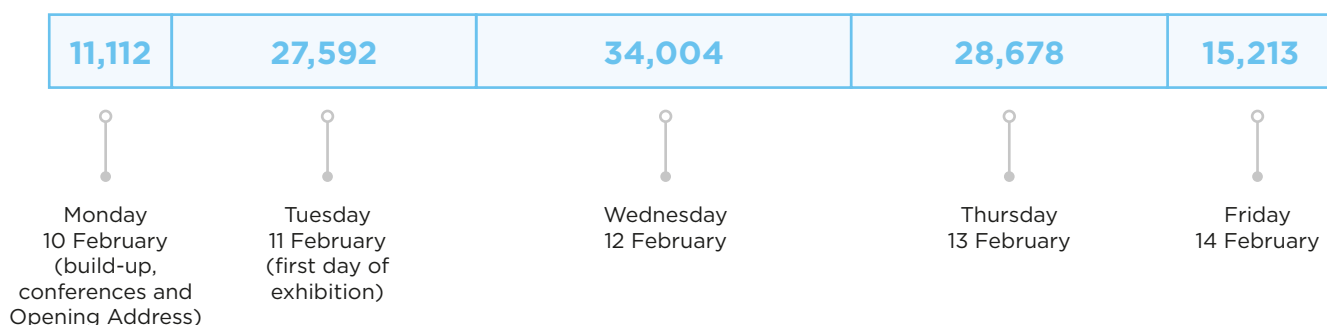
There were **51,852** attendees at **ISE 2020**, comprising:



Number of exhibitors: **1,317**

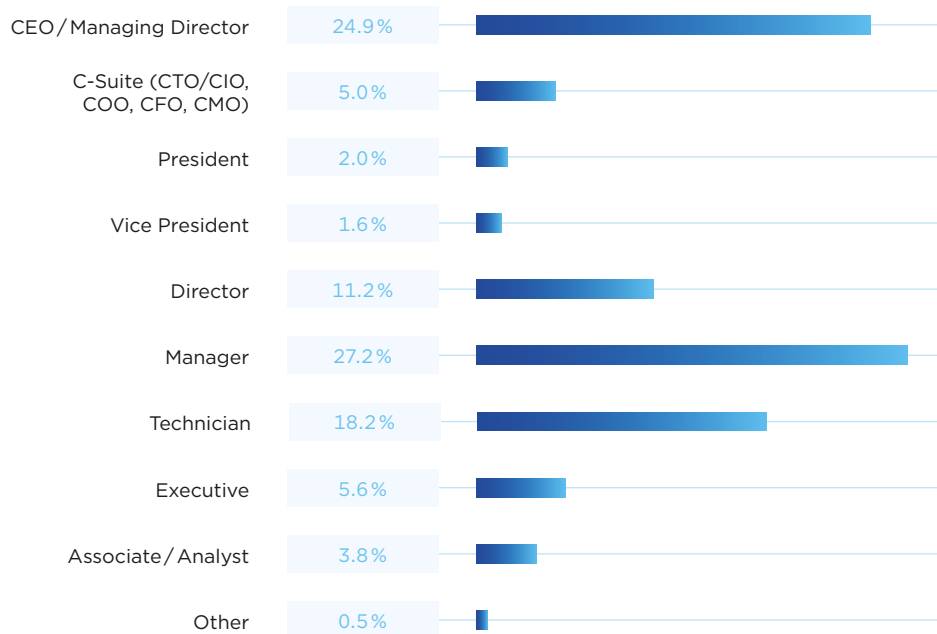


ISE 2020 had a cumulative total of **116,599** visits



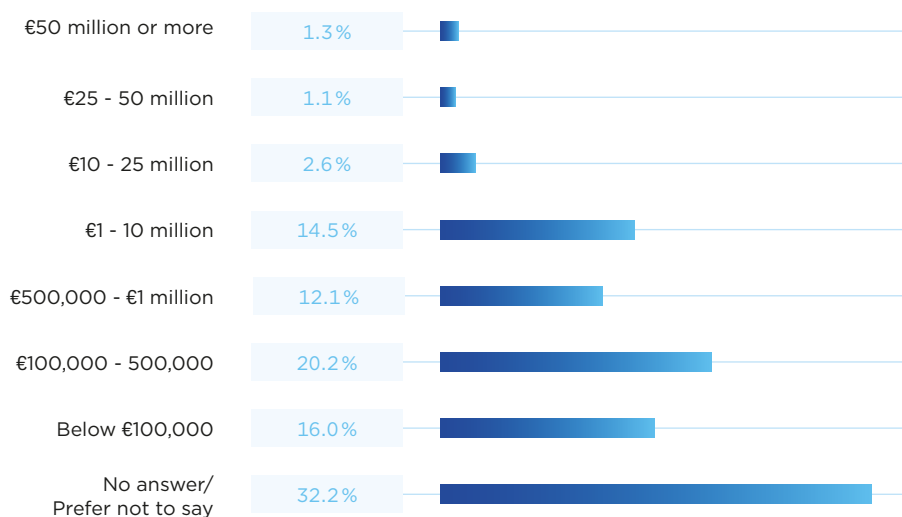
Who are our attendees?

Job Title



Spending Power

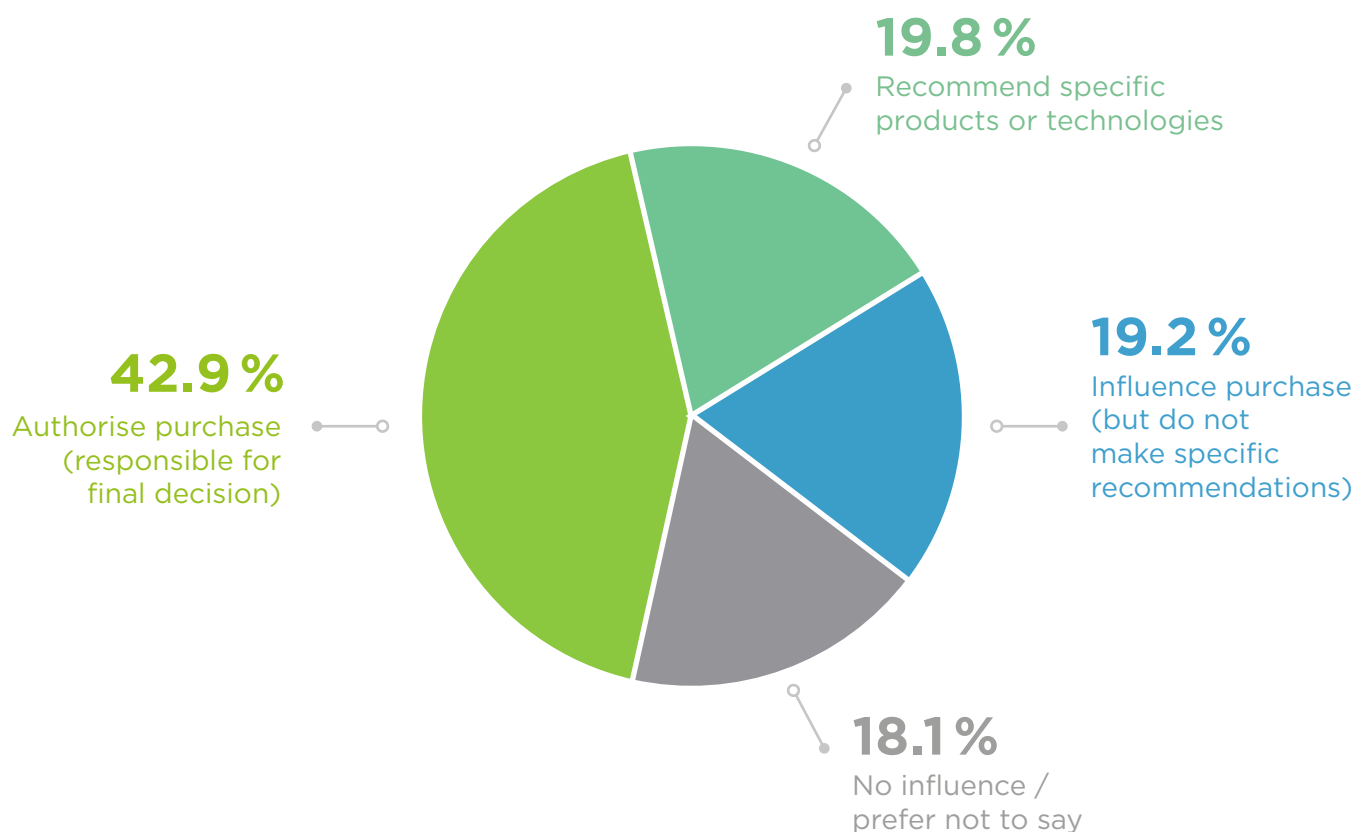
Almost one-fifth of attendees (19.5%) of ISE 2020 told us they can authorise or recommend expenditure of over €1,000,000 per annum.



Who are our attendees?

Purchasing Authority

More than eight out of ten (81.9%) ISE 2020 attendees reported that they either made all the purchasing decision, influenced the decision or made recommendations for it. (ISE 2020 exhibitors are excluded from these figures.)



Who are our attendees?

Where do our attendees come from?

The following table shows attendees by country of origin. A total of 149 countries were represented at ISE 2020, with the top 60 countries making up over 96% of the total attendance. As in 2019, the highest representation came from The Netherlands, the UK and Germany.

2020	2019	Country	Count	%	2020	2019	Country	Count	%
1	(1)	The Netherlands	10,664	20.57%	31	(30)	Romania	296	0.57%
2	(3)	United Kingdom	6,499	12.53%	32	(33)	Australia	228	0.44%
3	(2)	Germany	5,345	10.31%	33	(38)	South Africa	190	0.37%
4	(5)	Belgium	2,669	5.15%	34	(34)	Greece	173	0.33%
5	(4)	France	2,479	4.78%	35	(31)	Saudi Arabia	149	0.29%
6	(7)	United States	2,456	4.74%	36	(52)	Brazil	139	0.27%
7	(8)	China	1,838	3.54%	37	(37)	Slovakia	136	0.26%
8	(6)	Italy	1,566	3.02%	38	(35)	Morocco	129	0.25%
9	(10)	Russian Federation	1,535	2.96%	39	(41)	Serbia	129	0.25%
10	(9)	Spain	1,226	2.36%	40	(48)	Indonesia	121	0.23%
11	(11)	Switzerland	864	1.67%	41	(39)	Luxembourg	120	0.23%
12	(14)	Norway	843	1.63%	42	(51)	Hong Kong	120	0.23%
13	(12)	Sweden	842	1.62%	43	(40)	Croatia	118	0.23%
14	(15)	Denmark	685	1.32%	44	(36)	Egypt	115	0.22%
15	(13)	Poland	645	1.24%	45	(42)	Singapore	114	0.22%
16	(17)	Israel	566	1.09%	46	(50)	Latvia	109	0.21%
17	(16)	Turkey	564	1.09%	47	(49)	Slovenia	108	0.21%
18	(20)	Finland	512	0.99%	48	(44)	Estonia	107	0.21%
19	(26)	Taiwan	502	0.97%	49	(46)	Lithuania	101	0.19%
20	(19)	Austria	476	0.92%	50	(61)	Thailand	99	0.19%
21	(21)	Czech Republic	448	0.86%	51	(47)	Qatar	98	0.19%
22	(24)	Republic of Korea	409	0.79%	52	(43)	Bulgaria	98	0.19%
23	(29)	Japan	389	0.75%	53	(55)	Mexico	94	0.18%
24	(28)	Canada	384	0.74%	54	(60)	Belarus	84	0.16%
25	(27)	Ireland	356	0.69%	55	(45)	Cyprus	77	0.15%
26	(32)	Ukraine	351	0.68%	56	(58)	Kazakhstan	73	0.14%
27	(23)	Portugal	350	0.67%	57		Malaysia	61	0.12%
28	(18)	India	343	0.66%	58		Georgia	47	0.09%
29	(22)	United Arab Emirates	339	0.65%	59	(59)	Jordan	46	0.09%
30	(25)	Hungary	317	0.61%	60	(53)	Iran	44	0.08%

Business focus

AV channel or AV user?

ISE 2020 classified all attendees by their primary area of business focus. ISE is seeing an annual increase in the number of non-channel attendees at the show. (ISE 2020 exhibitors are excluded from this table.)

Total attendees	All attendees (34,495)	First-time attendees (15,062)
AV channel	%	%
Integrator/Installer	26.92%	22.25%
Distributor/Reseller	18.10%	14.82%
Manufacturer	10.50%	11.51%
Consultant	9.61%	10.11%
Live Events Producer	6.86%	6.87%
Software Developer/ Programmer	4.20%	5.01%
Design Firm	2.66%	3.56%
UX/CX Developer	0.32%	0.38%
Total Channel	79.17%	74.50%
AV user	%	%
User or Purchaser of AV Solutions and Products	14.83%	17.67%
Creative Agency/Artist	3.90%	5.18%
Meeting/Event Planner	2.10%	2.65%
Total End-User	20.83%	25.5%

Business focus

Market focus



Attendees by gender

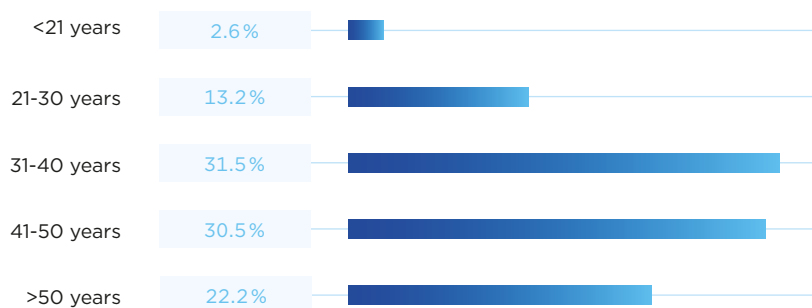
14 % Female
(13 % in 2019)



86 % Male
(87% in 2019)

Attendees by age

The median age of ISE attendees is the early 40s.



Business focus

What channel attendees are looking for

This table highlights the broad spectrum of technologies specified to be of interest to ISE 'channel' attendees. See page 6 for the types of company included within the definition of 'channel'.

Technology	% of channel attendees	Technology	% of channel attendees	Technology	% of channel attendees
Audio Systems	41.7 %	Wireless Communication	23.3 %	Image Processing	14.4 %
Digital Signage	35.4 %	Interactive Display	23.3 %	Education Technology	14.0 %
Video Projection	35.0 %	Streaming Media	22.9 %	Building Management	13.9 %
Control Systems	31.7 %	Home Automation	21.0 %	Content Creation	13.2 %
Projection Screens	29.2 %	Large Scale Display	20.6 %	Security	13.1 %
Audio Processing	28.7 %	Media Distribution	18.7 %	Show Control	12.8 %
Presentation Systems	27.9 %	Home Cinema	18.2 %	Rigging & Staging	10.1 %
Networks	25.7 %	VR/AR	17.9 %	HVAC Control	8.5 %
Conferencing	24.9 %	Audio Guiding	16.9 %	Energy Management	8.3 %
Lighting	24.3 %	Digital Cinema	16.0 %	Power Conditioning	7.7 %
Signal Management	24.1 %	Furniture	15.7 %	Paging/Evacuation	6.2 %

Markets served by channel visitors

Attendees from the AV channel at ISE 2020 provide technologies and solutions within a wide range of vertical market sectors. The table below shows those attendees who specified the sectors in which they operate.

Sector	% of channel attendees	Sector	% of channel attendees	Sector	% of channel attendees
Auditoriums	25.8 %	Control Rooms	16.2 %	Travel Hubs	10.3 %
AV Production Rooms	24.2 %	Stadiums	15.7 %	Houses of Worship	9.6 %
Offices	23.8 %	Museums	15.5 %	Residences	6.8 %
Classrooms	19.3 %	Homes	12.5 %	Casinos	6.5 %
Retail	17.2 %	Lobbies	12.2 %	Cruise Ships	5.6 %
Restaurants	16.3 %	Guest Rooms	11.7 %	Medical	4.8 %

Business focus

AV user visitors

End-customer attendees are a growing proportion of ISE's overall demographics. (See page 6 for the types of company included within the definition of end-user.)

This table illustrates in which market sectors our end-customers operate.

Sector	Proportion of AV user attendees
Auditoriums	31.3%
AV Production Rooms	28.8%
Offices	25.5%
Classrooms	22.7%
Control Rooms	13.7%
Lobbies	11.3%
Retail	10.8%
Stadiums	9.4%
Restaurants	8.9%
Museums	8.6%
Guest Rooms	6.2%
Travel Hubs	5.2%
Homes	4.4%
Houses of Worship	3.5%
Medical	3.1%
Casinos	2.3%
Residences	2.3%
Cruise Ships	2.0%

Professional development

Conferences

A total of 14 conferences, the most ever held at ISE, took place at the Hotel Okura and the RAI. Seven were produced by Integrated Systems Events, two by AVIXA, two by CEDIA, and three by partners.

179

Expert speakers



Main Stage

Located in Hall 14, this large, specially designed stage area hosted content from AVIXA, CEDIA, ISE, AV Magazine and sponsor Shure.

31

Sessions

75

Expert speakers



Professional development

AVIXA

AVIXA hosted its Higher Education AV Conference and Enterprise AV Conference, plus a full programme of 20-minute FlashTrack sessions on its stand.

41



FlashTracks

32



Expert presenters

CEDIA

CEDIA hosted the all-day Cybersecurity Workshop, the new Design & Build Conference, a full programme of 60-minute, 90-minute and half-day training sessions, as well as presenting CEDIA Talks on its stand.

44



Training sessions/
certification exams

8



CEDIA Talks

33



Expert presenters

Keynotes/Special Events

The RAI Forum was the setting for two memorable presentations that bookended ISE 2020:

- The Opening Address from former Disney executive Duncan Wardle – an engaging and energising talk about unleashing your inherent creativity
- ¡Hola Barcelona!, a special event looking back at ISE's history and ahead to its move to the Fira Barcelona next year – with contributions from many Spanish dignitaries

Media

Attendance

A total of 430 international media editors and journalists from 36 countries attended ISE 2020, representing a wide range of print, digital and broadcast brands.



Media by country

Country	Count	%	Country	Count	%
United Kingdom	124	28.8%	Russian Federation	11	2.6%
Netherlands	69	16.1%	Belgium	7	1.6%
Germany	64	14.9%	Hungary	5	1.2%
United States	44	10.2%	Israel	4	0.9%
France	23	5.4%	Switzerland	4	0.9%
Spain	15	3.5%	Denmark	3	0.7%
Italy	13	3.0%	India	3	0.7%
Poland	12	2.8%	Sweden	3	0.7%

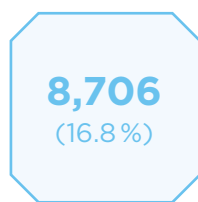
Media representatives from the following countries also attended ISE 2020:

Australia, Bosnia and Herzegovina, Canada, Czech Republic, Estonia, Finland, Mexico, Norway, Philippines, Serbia, Singapore, Slovakia, South Africa, Taiwan, United Arab Emirates

Additional key numbers

Attendees and exhibitors at ISE 2020 were asked an additional set of questions, and their responses were incorporated with statistics drawn from the Visit Intelligence lead monitoring system.

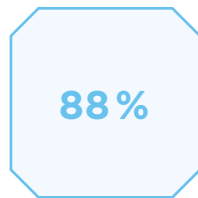
Attendees



Number of attendees staying all four days of the show. This includes 1,800 visitors and 6,520 exhibitors

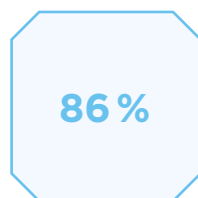


Average length of attendee stay



Proportion of attendees who thought that ISE 2020 gave a good, very good or excellent return on investment of their time and money

Exhibitors



Proportion of exhibitors that will 'probably' or 'definitely' exhibit at ISE 2021



Likelihood of exhibitors to recommend ISE to a business friend or colleague. (0 = would not, 10 = would definitely)

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