ISE 2022.
Exhibitor Brochure.

The World’s Largest AV and Systems Integration Exhibition.

Fira de Barcelona | Gran Vía
1-4 February 2022
Mike Blackman
Managing Director, Integrated Systems Events

Moving to Barcelona represents a new era for Integrated Systems Europe. Following our ‘taster’ event here in June 2021, we are now preparing for a more traditional ISE show in our new home. The Fira – Gran Via is a modern exhibition venue designed to comfortably accommodate the biggest events.

We now have more space on the show floor, the ability to locate everyone within their preferred Technology Zones, and a greatly increased number of rooms for meetings or product demonstrations. We are in a strong position to meet the demands of this dynamic and growing market over the coming years.

ISE remains the essential destination for the global AV industry. It has always been more than just an exhibition. We offer a broad range of options for enhancing your presence at the show. We touch on some of them in this brochure, but I urge you to contact us to discuss how to get the best return on your tradeshows investment.

Michael Freter
Senior Sales Director, Integrated Systems Events

Tradeshows cannot be underestimated as a critical marketing tool. As the interface between industry, companies and individuals, tradeshows act as a direct catalyst for industrial and commercial development. A vital part of the B2B marketing mix, tradeshows add value through their unique environment and dynamic audience engagement. What marketing channel can offer the ability to intimately reach a huge and captive audience costeffectively?

Integrated Systems Europe’s unique environment brings buyers and sellers together. For exhibitors ISE presents a unique opportunity to pursue a wide range of critical sales and marketing objectives. ISE 2022 provides our customers and visitors alike with brand new marketing and partnership initiatives. These are designed to connect our exhibitors with their most important asset - their customer base and future business prospects. This helps ISE exhibitors to fulfill their objectives and business goals, and improve through a measurable ROI.
Integrated Systems Europe began life in 2004. The first edition of the show, held in Geneva, Switzerland, hosted 120 exhibitors and attracted 3,500 visitors. Importantly, 2004 laid the foundation for consecutive years of unprecedented growth. ISE continues showcasing and partnering with the audio visual, electronic systems integration, lighting, live events and IT industries. Throughout its existence it has been underpinned by its two owners AVIXA and CEDIA, the leading associations for commercial and residential AV integration.

ISE 2022 will be more than a tradeshow forum. Sensitive to industry dynamics, ISE has created specialised platforms and will gather an entire community at one single location - to present the world’s largest AV and systems integration event. ISE 2022 will showcase all that is good and great with over 55,000 square metres of exhibition space and more than 900 exhibiting brands across 6 Technology Zones.

Technology Zones.

1. Digital Signage & Digital Out of Home
2. Pro Audio
3. Lighting & Staging
4. Residential & Smart Building
5. Unified Communications & Education Technology
6. Generic (Multi-Technology)

At ISE 2022 an anticipated 50,000 registered visitors interacting with over 900 brands can expect to learn, network and do business across 4 days.
Why ISE is a must attend event for Exhibitors and Attendees.

Until the pandemic ISE audiences were growing year-on-year, with the highest recorded number of 81,268 visitors registered to attend ISE 2019. ISE constantly looks to generate new opportunities for exhibitors to gain access to and to meet new customers. For instance, ISE 2019 attracted over 26,000 new attendees and welcomed 225 first time exhibitors. And it’s not just audience quantity, ISE represents exceptional audience quality.

Alongside the opportunity to inform, persuade, remind and maintain customer relationships, ISE delivers influential and powerful audiences. A massive 79% of ISE attendees hold positions of influence, decisionmaking and authority.

The ISE audience is not only the world’s most influential in this market; it also delivers breadth across major market segments. This makes ISE the industry’s most inclusive event, representing and embracing the whole AV and technology community in one location.

‘C’ Suite representatives
CEO; CTO; CIO; COO; CFO;
CMO; President; Vice President

Senior Management
Director; Manager;
Consultant & Specialist

- 24%
- 55%
Attendee Technology Focus.

ISE attendees are seeking solutions for the core markets in which they operate. With over 20% of attendees recommending or authorising expenditure of between €1 m and €50 m, ISE is the perfect environment to engage, demonstrate products and services and to network.

<table>
<thead>
<tr>
<th>Technology</th>
<th>Proportion of Channel Attendees</th>
<th>Technology</th>
<th>Proportion of Channel Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio Systems</td>
<td>44.92 %</td>
<td>Building Management</td>
<td>17.47 %</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>39.57 %</td>
<td>Audio Guiding</td>
<td>17.21 %</td>
</tr>
<tr>
<td>Video Projection</td>
<td>35.50 %</td>
<td>Home Cinema</td>
<td>16.65 %</td>
</tr>
<tr>
<td>Control Systems</td>
<td>30.77 %</td>
<td>Media Distribution</td>
<td>22.43 %</td>
</tr>
<tr>
<td>Audio Processing</td>
<td>29.57 %</td>
<td>Content Creation</td>
<td>16.53 %</td>
</tr>
<tr>
<td>Conferencing</td>
<td>28.51 %</td>
<td>Digital Cinema</td>
<td>16.33 %</td>
</tr>
<tr>
<td>Signal Management</td>
<td>26.33 %</td>
<td>Education</td>
<td>15.46 %</td>
</tr>
<tr>
<td>Projection Screens</td>
<td>24.79 %</td>
<td>Image Processing</td>
<td>14.83 %</td>
</tr>
<tr>
<td>Networks</td>
<td>24.69 %</td>
<td>Furniture</td>
<td>14.55 %</td>
</tr>
<tr>
<td>Interactive Display</td>
<td>24.55 %</td>
<td>Security</td>
<td>12.07 %</td>
</tr>
<tr>
<td>Wireless Communication</td>
<td>23.97 %</td>
<td>Show Control</td>
<td>11.56 %</td>
</tr>
<tr>
<td>Lighting</td>
<td>23.96 %</td>
<td>Rigging Staging</td>
<td>9.66 %</td>
</tr>
<tr>
<td>Presentation Systems</td>
<td>22.67 %</td>
<td>Energy Management</td>
<td>8.47 %</td>
</tr>
<tr>
<td>Large Scale Display</td>
<td>22.16 %</td>
<td>HVAC Control</td>
<td>7.44 %</td>
</tr>
<tr>
<td>Streaming Media</td>
<td>21.93 %</td>
<td>Power Conditioning</td>
<td>6.79 %</td>
</tr>
<tr>
<td>Home Automation</td>
<td>20.09 %</td>
<td>Paging Evacuation</td>
<td>5.49 %</td>
</tr>
<tr>
<td>Media Distribution</td>
<td>19.12 %</td>
<td>Other</td>
<td>1.90 %</td>
</tr>
<tr>
<td>VR/AR</td>
<td>17.89 %</td>
<td></td>
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</tbody>
</table>

Attendee Sector Focus.

No other event can boast the quality and quantity of the ISE audience. With its ability to deliver targeted customers, the show should be an essential part of your marketing budget, every year. Whether you are planning to exhibit, sponsor or create networking events, ISE can help you find the audience to meet your business objectives.

<table>
<thead>
<tr>
<th>Technology</th>
<th>Percentage</th>
<th>Technology</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offices</td>
<td>38.59 %</td>
<td>Control Rooms</td>
<td>15.97 %</td>
</tr>
<tr>
<td>Auditoriums</td>
<td>30.43 %</td>
<td>Homes</td>
<td>15.00 %</td>
</tr>
<tr>
<td>Retail</td>
<td>28.61 %</td>
<td>Houses of Worship</td>
<td>14.40 %</td>
</tr>
<tr>
<td>Classrooms</td>
<td>25.20 %</td>
<td>Guest Rooms</td>
<td>13.70 %</td>
</tr>
<tr>
<td>Restaurants</td>
<td>22.09 %</td>
<td>Travel Hubs</td>
<td>12.33 %</td>
</tr>
<tr>
<td>Stadiums</td>
<td>21.62 %</td>
<td>Residences</td>
<td>9.29 %</td>
</tr>
<tr>
<td>Museums</td>
<td>19.09 %</td>
<td>Casinos</td>
<td>6.99 %</td>
</tr>
<tr>
<td>AV Production Rooms</td>
<td>18.41 %</td>
<td>Cruise Ships</td>
<td>6.78 %</td>
</tr>
<tr>
<td>Lobbies</td>
<td>17.92 %</td>
<td>Medical</td>
<td>6.08 %</td>
</tr>
</tbody>
</table>
ISE presents a new opportunity for its Exhibitors.

Tradeshows generate powerful environments for quality audience engagement. They enable strong and effective multi-stage, face-to-face communication in multiple contexts:

- Prospecting, qualifying and opening relations
- Connecting with new suppliers and partners
- Recruiting dealers and distributors
- Maintaining company and brand image exposure
- Showing support for sponsoring associations
- Launching new products and services

Year-on-year ISE continues to enable return on investment. Industry research shows that ISE attracts attendees with influence and purchasing power. Evidence of the impact of ISE comes from exhibitor demand. ISE 2022 provides greater marketing opportunities for exhibitors than ever before.
ISE 2022 Commercial and Marketing Opportunities.

We have a wide variety of commercial and marketing opportunities that you can use to enhance your brand presence and boost customer communication at different stages of the visitor journey - before, during and after the show.

These include:

**Sponsorship**
Take one of our show sponsorship packages, or position your brand as a thought leader by becoming a sponsor of our thought leadership and conference programme.

**Advertising and Branding**
Promote your brand inside and outside the Fira, and in official media.

**Engagement**
Meet new and existing clients in one of our meeting rooms or demo rooms; or engage directly with buyers within our Special Interest Groups, or by hosting a networking event.

To discuss the broad range of options available, please contact your Sales Manager (see last page for contact details).
ISE 2022 Floorplan.
How to Get Your Rate.

Choose the right price matrix for you at the bottom of the page depending on if you are a Member of AVIXA and / or CEDIA, or if you are a founding exhibitor, during rebooking, you will be eligible for the ‘Early Bird’ rate. After 18 June, regular prices apply. Founding exhibitors have the same price all year round.

Please note that AVIXA Members must have the correct membership level to receive the member rate, dependent upon the total booth size:

• Up to 60m2 ………Bronze Level
• 61 - 160 m2 ..........Silver Level
• Above 161 m2 .......Gold Level

Booth configurations.

1 Side Open
_INLINE STAND_

2 Sides Open
_CORNER STAND_

3 Sides Open
_PENINSULA STAND_

4 Sides Open
_ISLAND STAND_
# Rates

## Members (Early Bird)
**Valid until 18 June 2021.**

<table>
<thead>
<tr>
<th></th>
<th>Area A</th>
<th>Area B</th>
<th>Area C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SIDE OPEN</td>
<td>€ 419</td>
<td>€ 411</td>
<td>€ 401</td>
</tr>
<tr>
<td>2 SIDES OPEN</td>
<td>€ 431</td>
<td>€ 422</td>
<td>€ 414</td>
</tr>
<tr>
<td>3 SIDES OPEN</td>
<td>€ 435</td>
<td>€ 426</td>
<td>€ 417</td>
</tr>
<tr>
<td>4 SIDES OPEN</td>
<td>€ 439</td>
<td>€ 430</td>
<td>€ 421</td>
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## Non-members (Early Bird)
**Valid until 18 June 2021.**

<table>
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<tr>
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<tbody>
<tr>
<td>1 SIDE OPEN</td>
<td>€ 446</td>
<td>€ 436</td>
<td>€ 427</td>
</tr>
<tr>
<td>2 SIDES OPEN</td>
<td>€ 458</td>
<td>€ 449</td>
<td>€ 439</td>
</tr>
<tr>
<td>3 SIDES OPEN</td>
<td>€ 462</td>
<td>€ 453</td>
<td>€ 443</td>
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<tr>
<td>4 SIDES OPEN</td>
<td>€ 466</td>
<td>€ 457</td>
<td>€ 448</td>
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## Founding Exhibitors

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<tbody>
<tr>
<td>1 SIDE OPEN</td>
<td>€ 391</td>
<td>€ 383</td>
<td>€ 376</td>
</tr>
<tr>
<td>2 SIDES OPEN</td>
<td>€ 401</td>
<td>€ 393</td>
<td>€ 386</td>
</tr>
<tr>
<td>3 SIDES OPEN</td>
<td>€ 404</td>
<td>€ 397</td>
<td>€ 389</td>
</tr>
<tr>
<td>4 SIDES OPEN</td>
<td>€ 408</td>
<td>€ 400</td>
<td>€ 393</td>
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## Members (Regular)

<table>
<thead>
<tr>
<th></th>
<th>Area A</th>
<th>Area B</th>
<th>Area C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SIDE OPEN</td>
<td>€ 439</td>
<td>€ 431</td>
<td>€ 422</td>
</tr>
<tr>
<td>2 SIDES OPEN</td>
<td>€ 452</td>
<td>€ 442</td>
<td>€ 434</td>
</tr>
<tr>
<td>3 SIDES OPEN</td>
<td>€ 456</td>
<td>€ 447</td>
<td>€ 437</td>
</tr>
<tr>
<td>4 SIDES OPEN</td>
<td>€ 460</td>
<td>€ 451</td>
<td>€ 441</td>
</tr>
</tbody>
</table>

## Non-members (Regular)

<table>
<thead>
<tr>
<th></th>
<th>Area A</th>
<th>Area B</th>
<th>Area C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SIDE OPEN</td>
<td>€ 456</td>
<td>€ 447</td>
<td>€ 437</td>
</tr>
<tr>
<td>2 SIDES OPEN</td>
<td>€ 468</td>
<td>€ 459</td>
<td>€ 450</td>
</tr>
<tr>
<td>3 SIDES OPEN</td>
<td>€ 472</td>
<td>€ 463</td>
<td>€ 454</td>
</tr>
<tr>
<td>4 SIDES OPEN</td>
<td>€ 476</td>
<td>€ 467</td>
<td>€ 458</td>
</tr>
</tbody>
</table>
Get in touch.

ISE provides a unique dynamic of environment and audience engagement to help exhibitors and their brands achieve a return-on-investment and a return-on-marketing-objectives.

To receive information on the different opportunities available, please contact your Sales Manager (see below for contact information). They can work with you to create bespoke marketing solutions. The ISE team looks forward to welcoming you as an ISE 2022 exhibitor.

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