

# Live Events Arena.

Connect with a new audience.

Fira de Barcelona, Gran Vía | 1-4 February 2022

A joint venture  
partnership of

CEDIA



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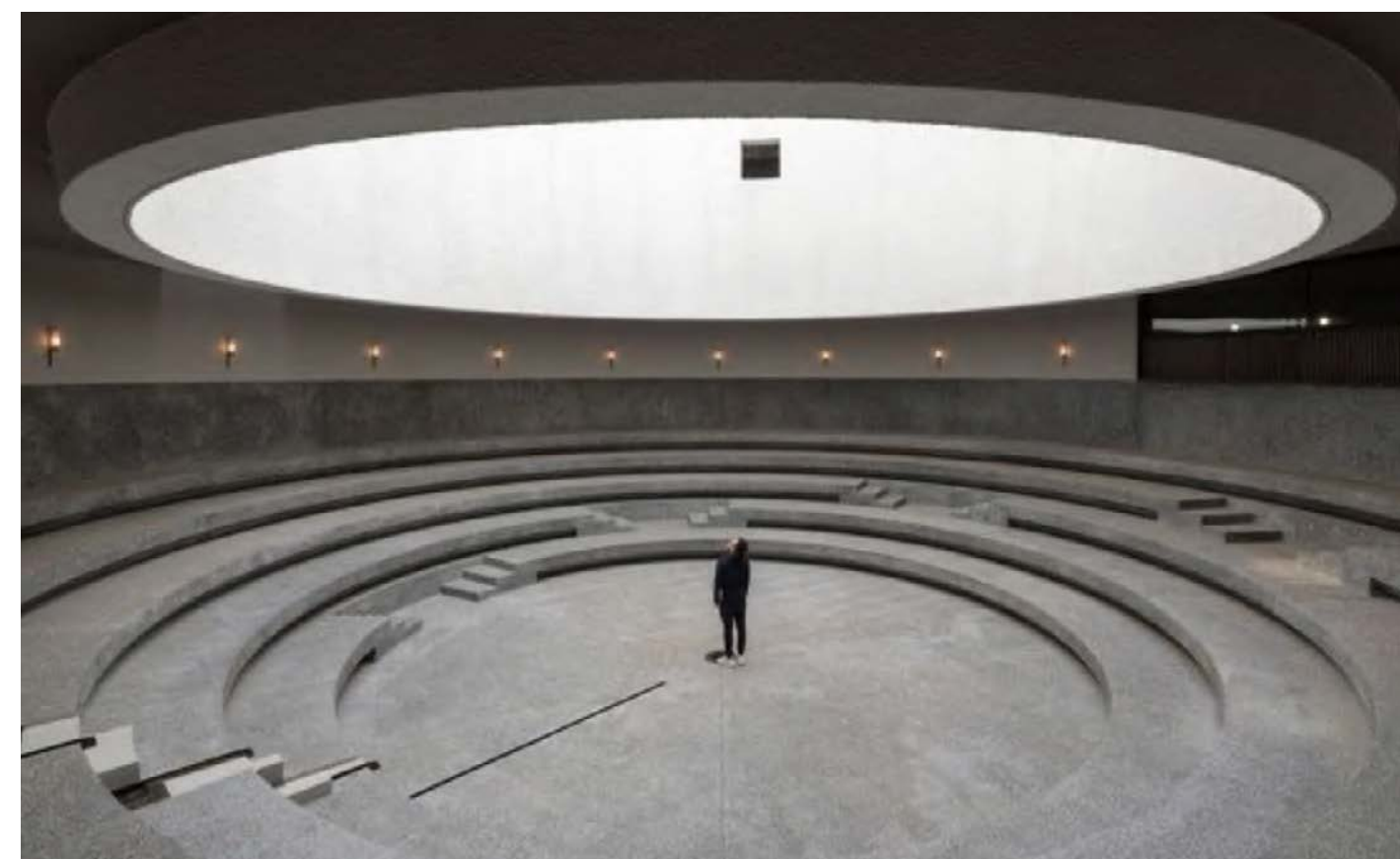
# Live Events Arena.

**ISE's complimentary, marketing and promotions package for all lighting, staging and audio exhibitors makes its debut at ISE 2022.**

The futuristic Live Events Arena will be based in Hall 7 and offer exhibitors the opportunity to make presentations, showcase new products or services and network with customers and colleagues on each day of the show and at no cost to their company.

## The Live Events Arena Package

- > A 15-minute presentation (product or news update) on the Arena Stage
- > 1 x product showcase within a dedicated 'exhibition' area within the Arena
- > Dedicated LED display showing your products and services
- > Use of the networking lounge for your clients from 17:00 to 19:00
- > Welcome coffee and networking at 11.00 each day in the lounge
- > Widespread media coverage across all official ISE channels (print and digital)



## How do I find out more about the Live Events Arena?

For more information on the Live Events Arena contact please contact: [lcatherine@iseurope.org](mailto:lcatherine@iseurope.org)

## How do I book a presentation on the Stage?

Presentations in the Live Events Arena will take place on each day of the show. Exhibitors will need to submit topics, content audio and video assets in advance of the show. To propose your session and secure a slot on the programme please [click here](#).

