



Press Release – for immediate release

## ISE to relocate to Barcelona in 2021

*New permanent home will give the exhibition a chance to grow*

**AMSTERDAM, 12 JULY 2018:** Integrated Systems Events, the producers of the Integrated Systems Europe exhibition, has announced that its 2021 edition will be held at **Gran Via**, part of the **Fira de Barcelona** exhibition complex in Spain on **2-5 February**.

The new venue will become the permanent location for the world's largest AV and systems integration show.

The decision to relocate the ISE exhibition comes after 18 months of research into the viability of remaining at the RAI Amsterdam. With annual growth in ISE exhibitors and attendees approaching 10%, and the international AV market forecast to grow by 5% per annum through to 2021, it was concluded that ISE was outgrowing its popular Amsterdam location.

ISE 2018 attracted 80,923 attendees, of which 22,000 were visiting the show for the first time while 1,296 exhibitors filled 53,000 net sqm of floor space in 15 halls. ISE 2019 is expected to increase on these record breaking figures.

**Mike Blackman**, Managing Director Integrated Systems Events, commented: "The RAI and Amsterdam have provided a fantastic location, been great partners and contributed to the success of the show. But, demand from exhibitors, and the continued increase in the numbers of attendees, showed us that limited floor space was in danger of putting a brake on the show's development. In spite of all our best efforts this was not an issue we felt could be solved by staying at the RAI Amsterdam.

"We conducted extensive exhibitor and attendee research and visited many major exhibition centres in Europe before making this important decision. By announcing our move to one of Europe's largest and most prestigious convention complexes, we can now continue to focus on creating a unique experience for everyone and confidently plan for long-term development. At the same time, we will ensure that the remaining two editions of ISE at the RAI Amsterdam are the best in its illustrious history and a fitting way to bring our 14-year relationship with the venue and city to a close."

The Fira de Barcelona is one of Europe's most prestigious convention and conference locations. The complex has two exhibition venues and hosts 140 international trade shows each year, featuring over 30,000 exhibitors and attracting over two million attendees. In total it has over 400,000 sqm of floor space and 14 halls.

Gran Via is one of Europe's largest and most modern exhibition venues. It blends outstanding architecture with exceptional functionality across 8 halls and 200,000 sqm of exhibition floor space. It also offers unparalleled visitor flow and state-of-the-art services and logistics. It is conveniently placed for access to the nearby international airport and public transport.

ISE's co-owners AVIXA and CEDIA are keen to highlight the positive benefits of the decision to relocate.

**David Labuskes**, AVIXA CEO, commented: "Our thinking in coming to this decision has been driven by our desire to serve and deliver value for our members, attendees and exhibitors at ISE. We can better achieve these objectives in a venue that can evolve with us and continue to reflect the market we work in. The continued success of ISE and the growth anticipated in the AV business meant that we knew this decision would need to be taken before too long. I'm delighted that we were able to make that decision now so as to control events and to ensure that a smooth transition is possible."

**Tabatha O'Connor**, CEDIA Global President and CEO, commented: "Not only is the new venue a state-of-the-art home for our show but the city of Barcelona is one of Europe's most vibrant and exciting. It's the perfect choice for an exhibition and growing industry that engenders creativity and commerce."

Fira is one of Europe's leading trade fair organisations and is closely linked to the Barcelona brand, a city with over a century of trade fair tradition. Its annual economic contribution to the city of Barcelona and its surroundings is estimated at over €2,600 million. Fira is a consortium comprising the Barcelona City Council, the Catalan Generalitat and the Barcelona Chamber of Commerce, which combines public ownership with autonomous company management.

**Both the ISE 2019 and 2020 editions will take place at the RAI Amsterdam and are forecast to be the largest and most successful in the show's 16-year history.**

Further information on the move to Barcelona for exhibitors and attendees will be available from a **live webcast, hosted on the ISE website ([www.iseurope.org](http://www.iseurope.org)) at 13:00 CEST on Thursday 19th July**. Join us to find out more about ISE's exciting plans for future growth.

**Ends**

**Additional information is available from:**

Stefanie Hanel, Director of Marketing, Integrated Systems Events: [shanel@iseurope.org](mailto:shanel@iseurope.org)  
[Click here](#) to download high resolution images and logos.

**About Integrated Systems Europe:**

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and systems integration industry. ISE 2019 will take place from 5-8 February 2019, and is expected to draw over 1,200 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 tradeshows 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 5,400 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 the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at [avixa.org](http://avixa.org).

**About CEDIA®:**

CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 27th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their 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](http://www.cedia.net).