



Press Release – for immediate release

## Over 130 exhibitors to debut at ISE 2017

*Show organisers look towards another very successful event*

**AMSTERDAM, 24 OCTOBER 2017:** With over three months to go before it opens its doors Integrated Systems Europe 2017 has been confirmed as the biggest exhibition in the event's 14-year history following an increase in show-floor space, exhibitors and halls.

A true indication of the event's international pulling power is the fact that ISE 2017 will see 135 first time exhibitors making their debut at the show. This confirms ISE as the destination of choice for companies looking to build their profile and business opportunities in the AV marketplace. In total, ISE 2017 will feature over 3,000 square metres of additional show-floor exhibition space compared to ISE 2016.

Integrated Systems Events Managing Director, Mike Blackman commented: "Making sure that we can feature all of the world's leading AV vendors and service providers has always been a priority for us in delivering value for ISE attendees. With the expansion of the show I am delighted that we are able take the attendee and exhibitor experience to the next level for our 2017 event."

The 2017 edition will not only be the largest but also the most compelling show produced so far. A Closing Keynote featuring Cirque du Soleil's CEO Daniel Lamarre, the largest ISE educational programme so far produced by CEDIA and InfoComm International plus five Show Floor Theatres all point towards a rich and vibrant four-day event.

To help cope with the show's continued year-on-year growth the RAI Amsterdam will be introducing an additional hall and pavilion, a new hall numbering system and increased car parking facilities. The new hall, named Hall 9, will be able to be accessed via Halls 8, 10 and 11. A new Pavilion will be erected at the Congress Square providing an additional 1,500 net square meters of exhibitor floor space. It will connect with the Exhibitor Foyer, Diamond Lounge and Auditorium. The combined area will now be known as Hall 14.

Blackman continued: “We will be able to provide more space for exhibitors and create a richer experience for attendees over the four days of the show. As ISE evolves and grows it’s great news that our venue partner is working with us to take the show forward.”

Furthermore, a total of 940 additional parking spaces have been created to meet the expected increase in attendee demand.

The introduction of the new areas means that some ‘traditional’ halls and areas within the RAI Amsterdam will be renumbered. These are as follows:

Old	New
Amtrium	Hall 4
Hall 4 and 5	Hall 5
Hall 9	Hall 11
Hall 11	Hall 12
Hall 12	Hall 13
Europa Foyer/Diamond Lounge	Hall 14 (includes new Pavilion)

Other updates at ISE 2017 will include the introduction of a new Smart Building Theatre into the new Hall 9 and a focus on Education Technology in Hall 13.

The next Integrated Systems Europe will take place from 7-10 February 2017.

**Ends**

**Additional information is available from:**

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[Click here](#) to download the new ISE 2017 show floor overview

**About Integrated Systems Europe:**

Launched in 2004, ISE is the world’s largest tradeshow for the professional AV and electronic systems industry. ISE 2017 will take place from 7-10 February 2017, and is expected to draw over 1,100 exhibitors and more than 65,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Custom Electronic Design and Installation Association (CEDIA) and InfoComm International®. For further information, please visit: [www.iseurope.org](http://www.iseurope.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).

**About InfoComm International®:**

InfoComm International is the trade association representing the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members representing over 70,000 AV professionals worldwide, including manufacturers, dealers and distributors, systems integrators, independent consultants, live events companies, content producers, and end users from more than 80 countries. The association's training, certification, and standards programs are the benchmark of excellence for AV professionals, while its market intelligence informs business decisions daily. InfoComm International is the founder of InfoComm, the largest exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Asia, Latin America, and the Middle East. Find out more at [www.infocomm.org](http://www.infocomm.org).