



Press Release – for immediate release

ISE 2016 sells out

First four-day exhibition fills the RAI and reaches out to IT community

AMSTERDAM, 2 OCTOBER 2015: With the first four-day Integrated Systems Europe exhibition now open for attendee registration attendees can look forward to the biggest and busiest show so far. With four months to go before the show opens over 43,000 square metres have been sold to exhibitors - an increase of 11% on the 2015 edition.

ISE 2016 will once again occupy all halls of the Amsterdam RAI. Namely, hall 1-12, plus the Diamond Lounge and the new Amtrium building – booked entirely by Samsung Electronics.

The increase in sold floor space at the show supports the decision to take the exhibition to four days duration so as to allow exhibitors and attendees the maximum opportunity to meet and network at the event.

“The fact that the four-day ISE is ‘sold out’ indicates that it was the correct decision to expand the show and a vote of confidence from our exhibitors and partners,” explained Integrated Systems Events’ Managing Director Mike Blackman. “We are sure that it will deliver a richer experience for everyone that attends,” he concluded.

Notable first time exhibitors include: Monacor, Beckhoff, Chauvet, D3 Technologies, Asus, KV2 Audio, Mimi Systems, Adboard, Hoellstern, GLP, Acano, Renkus Heinz, NEXT Proaudio and Plantronic.

To coincide with the four-day show new opening hours have also been introduced. These are as follows:

Tuesday: 10.00-18.00 hrs

Wednesday: 09.30-18.00 hrs

Thursday: 09.30-18.00 hrs

Friday: 09.30-16.00 hrs

Research has shown that ISE has become increasingly relevant for IT professionals operating within the AV industry and those looking to gain entry or secure partners within the installation and integration marketplace. In response to this ISE will be partnering with selected IT media brands and running advertising campaigns across IT print and digital media to ensure that IT professionals are fully aware what ISE has to offer. ISE will be working with leading PR company Bubble & Squeak on this campaign.

Integrated Systems Europe has also announced its updated board of directors which includes the addition of recently appointed CEDIA CEO Vincent Bruno. Bruno was formerly the marketing director for Crestron Electronics leading its global marketing strategy. He also sits on CEA's TechHome Division Board.

The full ISE board is as follows:

David Labuskes, Executive Director and CEO, InfoComm International (ISE Chair)
Vincent Bruno, CEO, CEDIA
Terry Friesenborg, Chief Global Officer, InfoComm International
Wendy Griffiths, Executive Director, CEDIA EMEA
Jay Rogina, Principal, Spinitar
Wolfgang Lenz, President, Comm-Tec
Tobias Lang, CEO, LANG AG
Ollie French, Commercial Director, Future Automation

Integrated Systems Europe will take place at the Amsterdam RAI on 9-12 February 2016.
ISE 2016 - Four days: for you, for your business, for the better...

Ends

Additional information is available from:

Stefanie Hanel, Marketing Manager, Integrated Systems Events: shanel@iseurope.org

About Integrated Systems Europe:

Launched in 2004, ISE is Europe's largest tradeshow for the professional AV and electronic systems industry. ISE 2016 will take place from 9-12 February 2016, and is expected to draw over 1000 exhibitors and more than 60,000 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.

About CEDIA:

CEDIA is an international trade association of companies that specialize in designing and installing electronic systems for the home. The association was founded in September

1989 and has more than 3,500 member companies worldwide. CEDIA Members are established and insured businesses with bona fide qualifications and experience in this specialized field. For more information on CEDIA, visit: www.cedia.org or www.cedia.co.uk.

About InfoComm International®:

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV market research and news. Its training and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Latin America, the Middle East and Asia. Additional information is available at www.infocomm.org.