



PRESS RELEASE

ISE postponed to June 2021

ISE 2021 postpones to June 2021 and launches new digital offering

MUNICH 15 SEPTEMBER 2020: After a period of consultation with the industry and the impact of the ongoing pandemic, Integrated Systems Events announce that ISE, scheduled for 2-5 February, has been postponed and will now take place in June, dates tbc, alongside a virtual offering.

Additionally, ISE will launch RISE Digital, a regular programme of content and networking events which will run throughout the year and support the live show.

Today, Integrated Systems Events released the following statement:

We've been monitoring the conditions in Europe since the beginning of this year and have worked hard on your behalf to balance health and safety concerns with the need for commerce and F2F interaction. These two factors have had shifting weight throughout the calendar year and although we've felt confident and hopeful regarding delivering this show in February, we've come to the conclusion that the best option for all of us is to delay the show edition until June 2021.

"The health and safety of our team, exhibiting companies, industry partners and attendees is our number one priority," said Mike Blackman, Managing Director, Integrated Systems Events. "Given the understandable concerns among all of our stakeholders regarding coronavirus, and the uncertainty regarding travel restrictions and country lockdowns, we have concluded it is not prudent to maintain our original schedule of an in-person February 2021 trade show."

"From our many conversations, it is clear the industry can't wait to get back together doing business face to face and we are committed to delivering an engaging and safe in-person ISE in 2021. We feel by moving the event to June, it provides time for the industry to adapt and restore balance. We look forward to hosting the global AV community in our new home in Barcelona."

Fira de Barcelona Chairman, Pau Relat, comments: “From Fira de Barcelona we highly value ISE’s strong commitment to Barcelona and, in moments as complex as the current ones, the decision to postpone the event for a few months in order to ensure the best possible edition with the largest international participation of companies and visitors, will be very positive both for attendees and for the city. We will keep on working together to ensure that a leading event such as the ISE has a great first edition in its new home in Barcelona in 2021.”

David Labuskes, CEO, AVIXA commented “AVIXA is proud to be a partner with CEDIA in delivering ISE to the audiovisual industry each year. We full support ISE’s decision to postpone the first show in Barcelona until June 2021. This isn’t a trivial undertaking and has thousands of moving parts, but in making this decision, ISE reaffirms their commitment to the health of all those who participate in these events from the taxi cab driver to the exhibitor teams. And all of those same people will be even more committed to be a part of the extravaganza that ISE promises to be.”

Tabatha O’Connor, CEO, CEDIA added “We are eager to gather as a community once again at ISE 2021, the decision to postpone was made after careful and thorough consideration. We know moving the show to June will provide the time and resource needed to ensure the show is both safe to attend and can deliver on the exceptional experience that ISE is known for, fostering opportunities to learn, discover, and be inspired by the technology that is driving our industry forward.”

We would like to take this opportunity to thank our stakeholders - exhibitors, sponsors, visitors, media partners, contractors, and the team at FIRA Barcelona for continuing to support us through this uncertain and ever-changing situation.

Lastly, we wish you and your family all stay safe and well in these challenging times.

The Team at Integrated Systems Events

Ends

Media Contact:

Joe Hosken, Director of Marketing and Communications, Integrated Systems Events

jhosken@iseurope.org

[Click here](#) to download high resolution images from ISE 2020 and the ISE logo.

[Click here](#) to download high resolution images of the Fira de Barcelona.

About Integrated Systems Events:

Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual, electronic systems integration and IT industries.

Integrated Systems Events is a joint venture of the AVIXA and CEDIA trade associations. Its

flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world. After many successful years in Amsterdam, ISE is moving to the more spacious Fira de Barcelona in February 2021. Integrated Systems Events produces conferences that take place at Integrated Systems Europe and elsewhere, bringing together thought leaders and experts from around the world. These events include the Smart Building Conference, the Digital Signage Summit conference series (produced in association with invidis consulting), Integrated Systems Russia (produced in association with MidExpo), XR Summit (covering virtual, augmented and mixed reality), Digital Cinema Summit (in association with Digital Cinema Report), Hospitality Tech Summit (in association with HTNG) and the Control Rooms Summit (in association with ICCRA). Visit www.isevents.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.

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 30th 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.