



Press Release – for immediate release

## **ISE 2011 set to be the largest AV and systems show ever held in Europe**

*Floor space, exhibitor numbers and overall attendance all set to smash records in Amsterdam*

**AMSTERDAM, 25 JANUARY 2011:** With exactly a week to go before ISE 2011 opens its doors, all the signs are pointing to the event once again breaking its own records for floor space, exhibitor numbers, and overall attendance.

Despite the addition of two new halls to the 2010 floorplan, exhibit space at ISE 2011 was sold out weeks ago. The show's gross floor area this year will be 54,000 square metres, an 11% rise on ISE 2010. Net floor space will show an even more startling increase, surging by 17% to 26,650 square metres.

“On top of our two new halls, we have taken extra space in the Europa Foyer to house additional exhibitors together with new features such as the GUI Gallery and IP Village, but even this has proved insufficient and our waiting list of companies who want to be at the show, but who we cannot currently accommodate, continues to grow day by day,” says Mike Blackman, Managing Director, Integrated Systems Events.

Over 700 exhibitors will be showing their wares at the Amsterdam RAI from 1-3 February, another significant increase on the 2010 figure of 640. Of these, over 100 will be new to ISE, with these newcomers being drawn from a broad range of industries including building automation, unified communications, event production, digital signage, visualisation and lighting control.

Attendee numbers look set to follow a similar trend. Daily pre-registration levels are running at between 15% and 20% above the equivalent in 2010, leading ISE confidently to predict a total attendance in excess of 30,000.

“Clearly, the mere fact that we are hosting more companies than ever is going to attract more visitors,” says Blackman. “But the strength of our pre-registration also reflects the range and appeal of the new activities we have added to ISE this year. The show floor will feature a dedicated 3D Theatre for the first time, along with a new or enhanced presence from organisations such as the KNX Association, AVnu Alliance and ISCE.

“Away from the floor, we have a pre-show Conference programme three times the size of that in 2010, while our parent associations InfoComm and CEDIA have both added on-site certification testing to their education offerings, which are themselves more extensive than ever before.”

It all adds up to a networking and business development opportunity that is second to none, as Blackman concludes: “No other event in Europe rivals ISE in terms of growth, innovation and plain old-fashioned excitement. From both a technological and a business perspective, ISE 2011 will truly offer ‘all the connections you need’.”

**Ends**

**High-resolution images and additional information are available from:**

Dan Goldstein, ISE Media Relations Manager, [dgoldstein@iseurope.org](mailto:dgoldstein@iseurope.org)

**About ISE:**

Launched in 2004, ISE is Europe’s largest tradeshow for the professional AV and electronic systems industry. ISE 2011 will take place from 1–3 February 2011, and is expected to draw over 700 exhibitors and more than 30,000 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 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](http://www.cedia.org) or [www.cedia.co.uk](http://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, Asia and China. Additional information is available at [www.infocomm.org](http://www.infocomm.org)

