



Press Release – for immediate release

## Record numbers and new emphasis on content for ISE 2014

### *Conference programme, Professional Development and a host of new features for Amsterdam attendees*

**AMSTERDAM, 4 FEBRUARY 2014:** As ISE 2014 prepared to open its doors today, over 950 exhibitors were putting the finishing touches to their stands, helping to ensure that the 11<sup>th</sup> Integrated Systems Europe will be not just the largest tradeshow for professional AV and systems integration ever held in Europe, but also the brightest and the busiest.

The 2014 total of 952 exhibiting companies represents an increase of more than 6% on last year's figure, and over 200 of those companies are completely new to ISE, giving visitors a wealth of new business opportunities in every technology sector served by the event. The show will occupy more than 36,000 net square metres for the first time, while pre-registration also reached record levels.

Yet Mike Blackman, the event's Managing Director, believes the real story of ISE 2014 lies behind these impressive numbers. "This week we've been drawing a parallel between ISE and the B2B magazines that support us as media partners," Blackman comments. "If ISE were a magazine, the exhibitor stands on our show floor would be our advertising. Like a magazine, that's where we derive the bulk of our revenue, but also like a magazine, we can only grow if we develop editorial content – and that's been our big focus this year."

By 'editorial content', Blackman is referring to the supporting conferences, education sessions, networking opportunities and other 'event experience' enhancements that increasingly define large trade-shows like Integrated Systems Europe. In the case of ISE 2014, there are more of these than ever – all the result of extensive industry consultation, and many supported by new partnerships.

The day before the show, Monday 3 February, saw hundreds of delegates attend the Smart Building Conference, Investor Showcase and Audio Forum pre-show events,

followed by the Opening Keynote Address, ‘Kick-Starting the Market for Building Automation’, by Cisco’s Dr Dirk Schlesinger.

On the show days themselves, the content theme will be picked up in two new show-floor Theatres, showcasing Commercial and Residential Solutions respectively and between them hosting more than 40 free-to-attend, non-technical seminars from 11:00 each day.

The Theatre sessions fall under ISE’s new ‘Professional Development’ education brand, to which the show’s co-owners, CEDIA and InfoComm International, also contribute significantly with their own training programmes. This year InfoComm is offering two free education session vouchers to every ISE attendee, while CEDIA is hosting many new courses as well as exclusive market-research presentations – the latter in the Residential Solutions Theatre.

Elsewhere there is a new Sport Facility Integration Summit on Wednesday 5 February; a new Entrance (F) to reduce congestion and ease access to Halls 7 and 8; a ‘Discovery Zone’ featuring young companies new to ISE, the launch of the show’s ‘M2D’ (‘Manufacturer to Distributor’) match-making portal; and new wayfinding systems and information points to guide attendees around an increasingly diverse and colourful show floor.

“With pre-registration levels indicating that our attendee growth will at least match that of our show floor, we are confident ISE 2014 will be yet another record-breaker,” concludes Blackman. “However, our real achievements are the ways in which we have enhanced our event to make it useful and relevant to new visitor groups, helping to ensure that those who are visiting the show for the first time have a genuine desire to return next year.”

**Ends**

**Additional information is available from:**

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**About Integrated Systems Europe:**

Launched in 2004, ISE is Europe’s largest trade show for the professional AV and electronic systems industry. ISE 2014 will take place from 4–6 February 2014, and is expected to draw over 900 exhibitors and more than 45,000 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 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, Latin America, the Middle East and Asia. Additional information is available at [www.infocomm.org](http://www.infocomm.org).