

# Sponsorship, branding and networking opportunities with ISE

Fira Barcelona | Gran Vía  
30 Jan - 2 Feb 2024

A joint venture  
partnership of



# Welcome to ISE's sponsorship, branding and networking opportunities



At ISE, we value helping you amplify your brand. This means enabling you to connect and engage with the right people in the right environment. To do this we have curated a portfolio of tailored and innovative sponsorship, branding and network opportunities. These opportunities allow you to position, differentiate and stand out in competitive and crowded marketplaces.

As the world's leading AV and systems integration expo, ISE's dynamic show environment and interactive audience allows us to create customized packages. There are over 100 sponsorship, branding and networking opportunities exclusively available to ISE exhibitors. These range from unique premium indoor and outdoor to print and digital branding packages. From gardens to App sponsorship, from walkways to outdoor and from restrooms to aisle banners. We also offer engaging network events, conference options and exclusive branding elements. We have something for every type of brand and budget.

By booking sponsorship, branding and networking with ISE we can contribute to fulfilling your marketing objectives. In partnering with ISE, you gain access to a dedicated team of experts who will guide you at every stage. Look through the brochure and decide which opportunities you are interested in and contact your ISE sales manager or Antonia Lennon, who will collaborate with you to build a package that is right for you.

*"On behalf of the ISE team we look forward to welcoming you to Fira Barcelona, 30 January - 2 February 2024."*

~ Michael Freter, Senior Sales Director

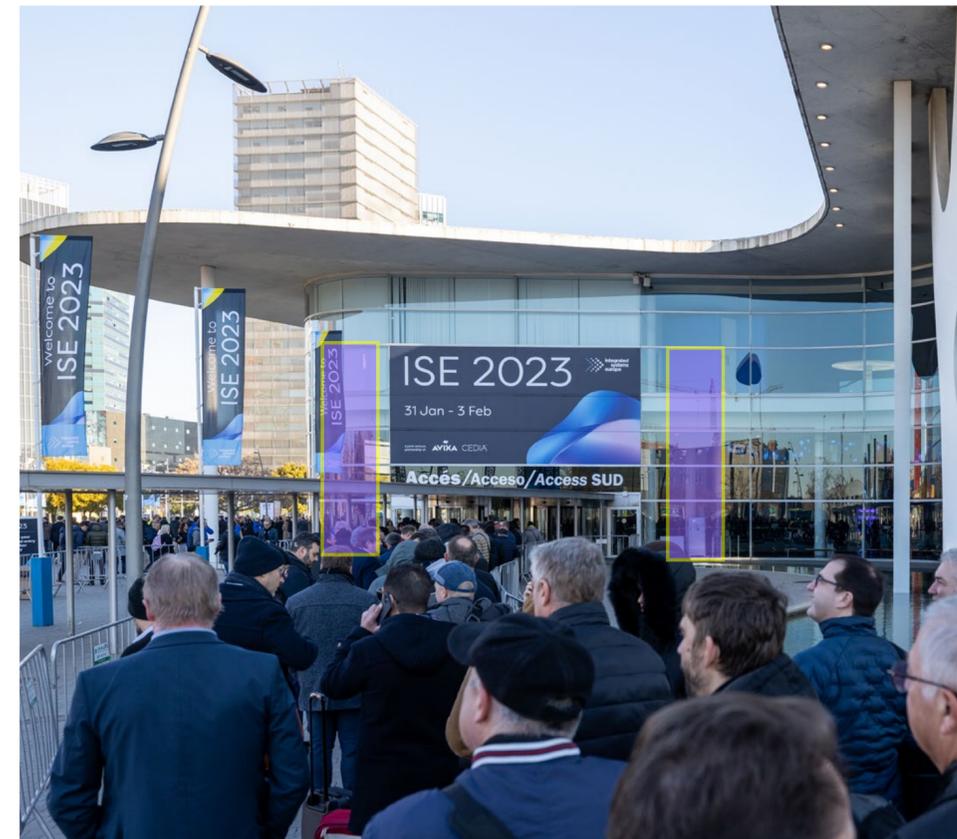
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# Unique Premium Outdoor



## South Access Entrance Banners - Right Side Entrance (New)

By taking the South Access Entrance Banners you can **amplify your brand's distinctive identity**. Outside the South Access to the right of Fira Barcelona there are two premium banners positioned on the right and left side of ISE's message. These banners offer an exhibitor the opportunity to **use established brand-defining keywords or images** which showcase their companies values, personality and aesthetic. The specific sizing details are to be confirmed however these banners offer an exceptional opportunity to showcase your distinctive identity uninterrupted. The banners can only be purchased together at an investment of €52,000. The South Access Entrance Banners give you exposure to everyone entering the show as well as all the surrounding footfall moving around this part of Barcelona. When booking the South Access Entrance Banners you have exclusive **use of them for the duration of the show**.



## South Access Entrance Banners - Left Side Entrance

By taking the South Access Entrance Banners you can **amplify your brand's distinctive identity**. Outside the South Access of Fira Barcelona there are two premium banners positioned on the right and left side of ISE's welcome message. These banners offer an exhibitor the opportunity to **use established brand-defining keywords or images** which showcase their companies values, personality and aesthetic. The banners are generously sized at 5 meters wide by 12 meters high and can only be purchased together at an investment of €52,000. The South Access Entrance Banners give you exposure to everyone entering the show as well as all the surrounding footfall moving around this part of Barcelona. When booking the South Access Entrance Banners you have exclusive **use of them for the duration of the show**. The banners are one of the first branded items visitors to the show will see and therefore leaves a lasting impression.



## South Access Billboard

This mega-sized exclusive billboard measuring 45 meters wide by 11 meters high gives you a special chance to **promote your brand to ISE's influential attendees**. This prime location is priced at €53,000 and is situated on the left-hand side of the South Access near hall 2. This unique branding opportunity is seen by **anyone entering the South Access** and our new hall 2 entrance passage. As the largest advertising and branding opportunity the South Access Billboard can be said to truly make an impact and help you **achieve a lasting impression**.



# Unique Premium Outdoor



## Roundabout Billboard

If you are looking to **promote your brand's visibility** and leave a lasting impression, then you can achieve these goals by taking advantage of ISE's four-sided billboard. Because of its sheer presence this strategically positioned South Access Roundabout Billboard, guarantees your message receives its attention it deserves. Anyone journeying to Fira Barcelona Gran Vía, whether by metro, bus, car or taxi, cannot but see the billboard and therefore your message stays in the mind of our audience and create a lasting impact.

This is a prime and unique premium outdoor branding opportunity. The price is €188,995 and includes a 20 meters wide by 9 meters high billboard, **exclusive for your use for the whole duration of the show**. The South Access Roundabout Billboard gives you exposure to everyone targeting to visit the show as well as all the surrounding traffic moving around this part of Barcelona.



## East Access Entrance Banners

Take advantage of our two exclusive prominent banners positioned on the left and right sides of ISE's welcoming message banner at the East Access. These banners are the first brands visitors see when they enter the East Access which takes them directly into the Multi-technology zone of Hall 3. The banners give you the **opportunity to make a powerful statement** about your brand's identity and a **memorable impact on ISE attendees**. While the exact size is yet to be confirmed, you can securing these prime locations for €52,000 and **ensure maximum visibility** and exposure to a wide range of event participants.



## East Access Billboard

ISE 2023 welcomed over 125,000 visits to the show across four-days. All ISE visitors pass into the venue through the East and South access. Companies looking **increase your brand visibility** and create a lasting impression can achieve this through the East access Billboard. Sized at 8 meters wide x 3 meters high, this space provides ample room for brand messaging. Priced €22,000 this is a **unique and exceptional** opportunity to **position your brand and message** in the prime East Access location.



# Unique Premium Indoor

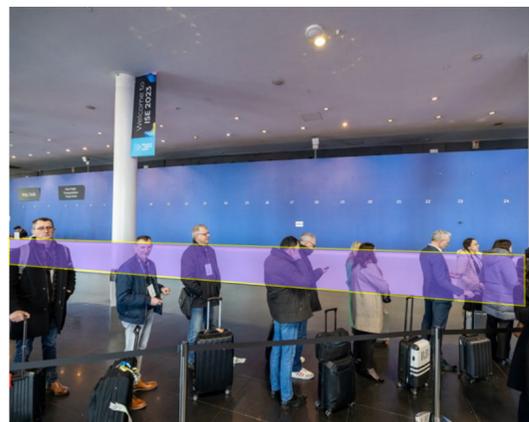
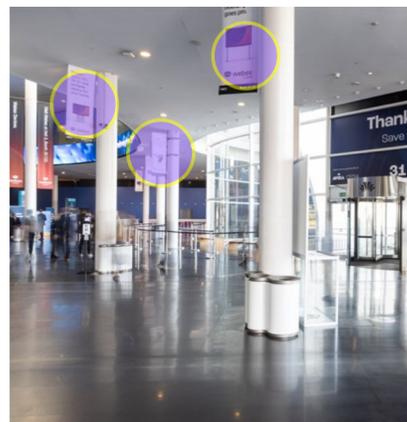


## South Access Registration Package

The South Access Registration Package offers multiple branding elements through which you can **prominently display your brand's message**. This package includes:

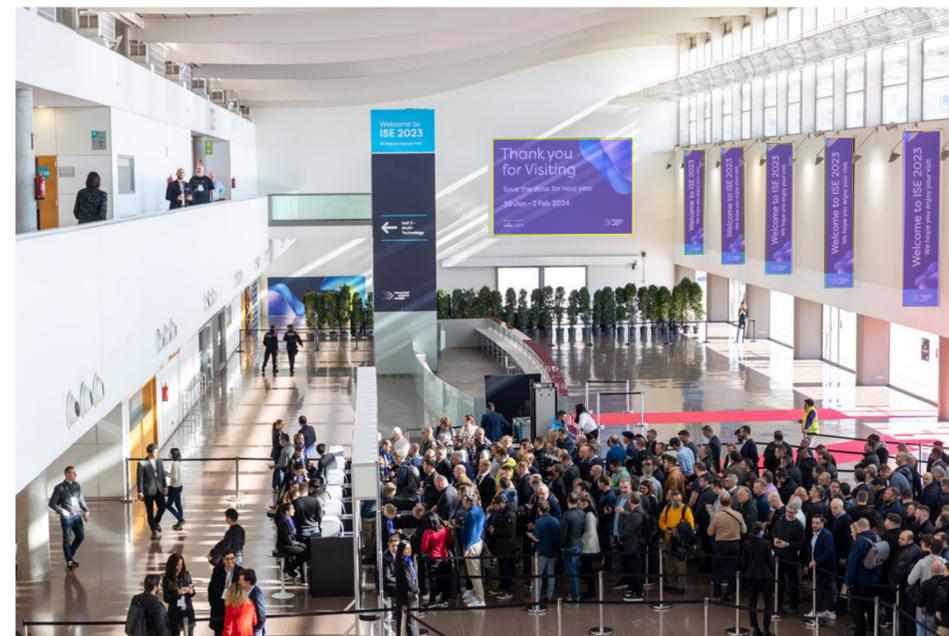
- 1) Three pillars adorned with two double-sided banners of 0.8 meter wide x 5 meter high each will proudly showcase your brand, ensuring its visibility from various angles.
- 2) Ten pillars featuring one double-sided banner of 0.7 meter wide x 2 meter high each will further extend your brand's reach throughout the South Access area, **capturing the attention of attendees**.
- 3) Welcome desk branding on two registration counters (size to be confirmed).

Priced at €55,000 you can generate brand visibility and presence, create a welcoming and personalized touch for attendees, and **amplify your reach**.



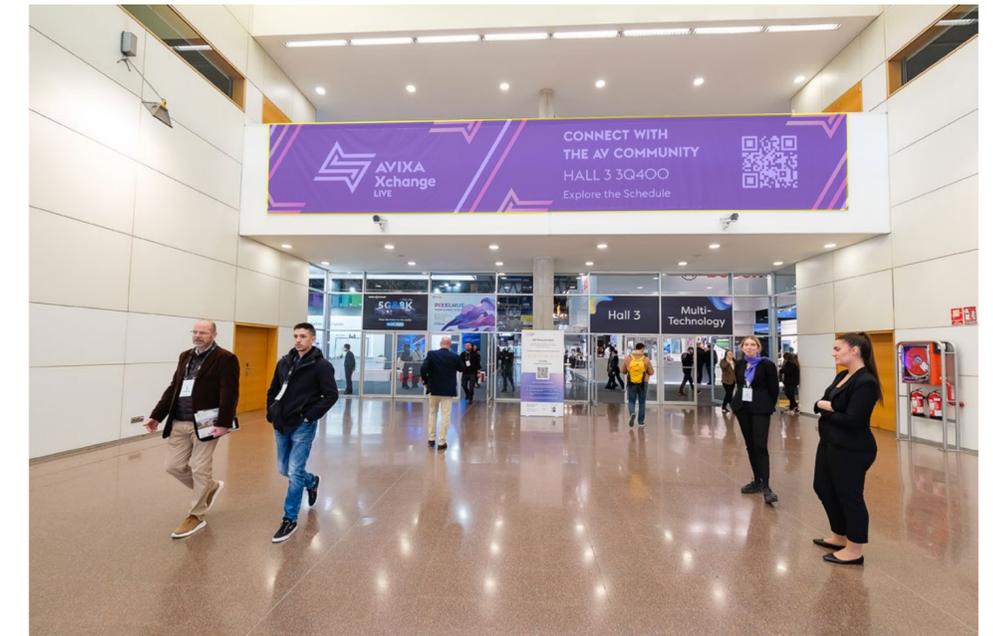
## East Access Registration Package

This exclusive package offers unmatched branding and messaging opportunities to ISE visitors right from the start of their event experience. Priced at €55,000, provides you with multiple elements to **elevate your brand** and **make a lasting impact** on every ISE attendee. Located in the East Access, this registration package includes 17 double-sided drop banners of 1 meter wide x 5 meters high, 2 registration counters, and a striking Canvas Wall of 7.20 meters wide x 5 meters high. This means your brand will be showcased **in a powerful and memorable way**.



## East Access - Hall 3 Entrance Banner

The East Access is a premium location. Visitors access Hall 3, ISE's Multi-Technology and Unified Comms tech through this entrance. With its strategic placement, it provides a **stand-alone opportunity** to increase your brand's visibility whilst reaching all attendees moving through the East Access. The Hall 3 entrance banner measures an impressive 12 meters wide x 2.45 meters high. Priced at €22,500 it represents **a unique opportunity to stand out** from competition and create a **lasting impact for your brand**.

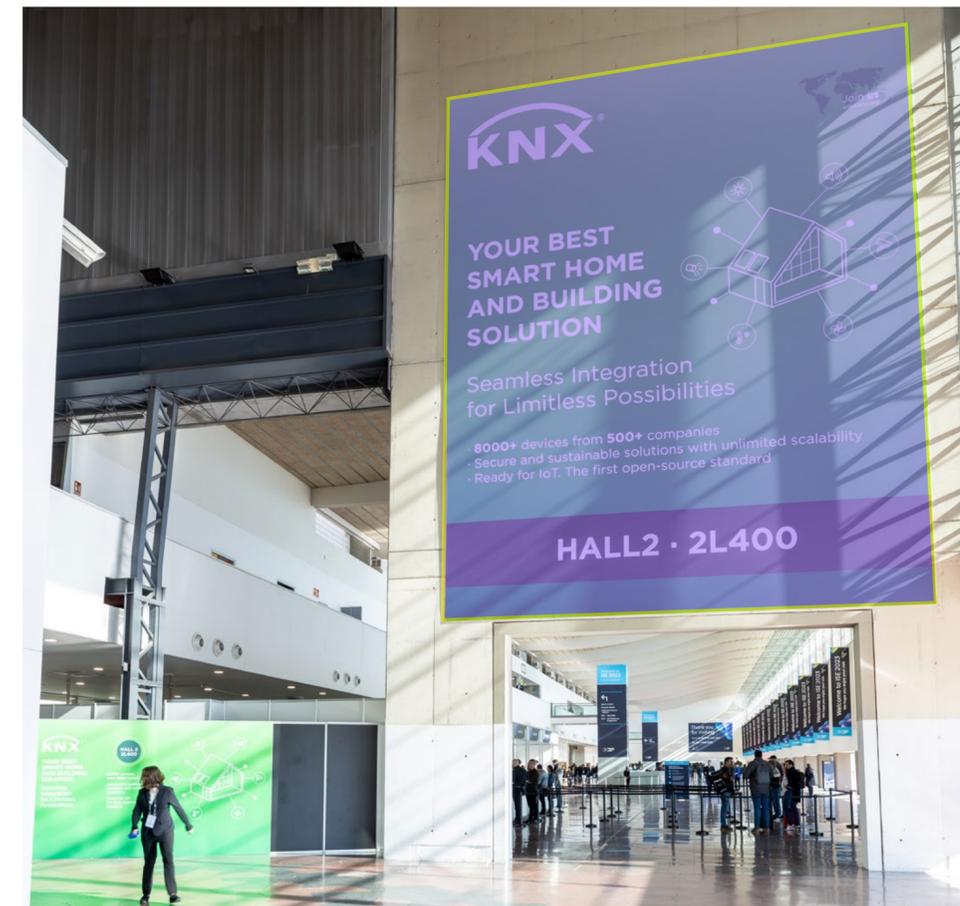


# Unique Premium Indoor



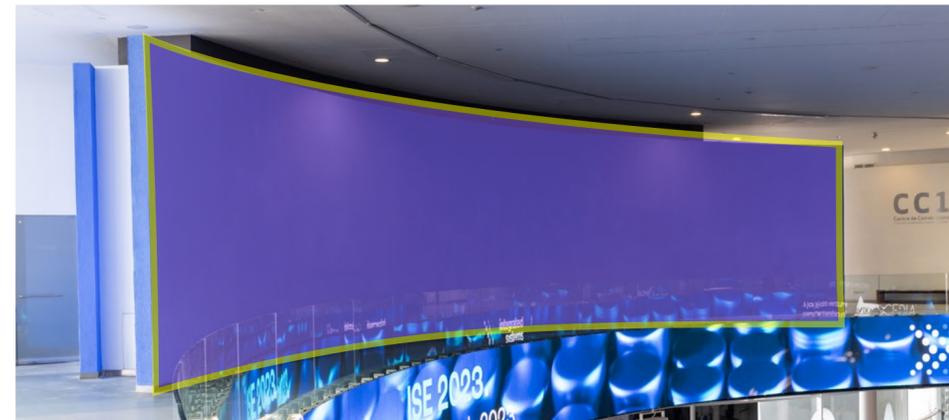
## East Access Entrance Banner

The East access Entrance Banner greets visitors passing through the East Access on their way into Fira, Barcelona. This prime banner is an gigantic 8 meters wide x 10 meters high. It represents **an incredible opportunity** to **stamp your brand** into the minds of ISE attendees as soon as they enter the show. For €15,000 you can showcase your brand on this entrance wall ensuring your message will be **impossible to miss**.



## South Access +1 Wall

The South Access Upper Walkway Wall is situated in the prime location of the South Access. This holds immense value to exhibitors looking to **amplify their brand**. With an investment of €12,500 the South Access +1 Wall creates **a powerful impact** on the audience as they enter and exit the exhibition. By strategically positioning your brand on this wall, you can maximise exposure from both the ground floor and the upper walkway of the South Access. This unique space allows exhibitors to a remarkable opportunity to **enhance brand visibility**.



## South Access – Hall 2 +1 Wall

For €12,500, you can secure a prime position **in the heart of action** and make a lasting impression on ISE attendees. This **high-visible location** guarantees that your brand will be noticed by attendees as they navigate their way to the other halls, conference rooms and meeting rooms. By booking this premium branding opportunity at the South Access Upper Walkway you can leverage the power of strategic placement and **create brand exposure**.



# Unique Premium Indoor



## Banner from South Access to Hall 2

Positioned right before Hall 2, this banner with the size of 7.50 meters wide x 1.90 meters high, serves as a powerful marketing tool. This prime location has left a remarkable impact, potentially reaching an **impressive 224,189 views** at ISE 2023. You can book The Hall 2 Entrance Banner for €10,000 and place your brand message over the entrance to Hall 2. In this way, you can **capture the attention** of visitors as they enter the hall and leave a lasting impression. The entrance banner offers an unique opportunity to promote your brand and **receive significant exposure** to a large number of attendees.



## Platinum Show Sponsor

Limited to just 5 packages and priced at €30,000, the Platinum Show Sponsor package ensures **premium status** and an extensive range of benefits. Carefully crafted to deliver exceptional value, platinum show sponsorship of ISE gives exhibitors an opportunity to **amplify their presence** at the event. Incorporating a full range of print as well as digital elements this exclusive sponsorship is a powerful addition to any marketing campaign looking **to build and enhance brand recognition**.

## Print Benefits

- > A prominent Aisle Banner of 200 cm wide x 600 cm high in Hall 2, 3, 4 or 6, or 200 cm wide x 400 cm high in Halls 5 and 7.
- > Three news stories in the Daily Newspaper, ISE's official daily newspaper, amplifying your brand exposure
- > Your company logo and highlighted entry as our Official Platinum Show Sponsor in the ISE Show Guide, available for our attendees during ISE 2024
- > Your company's logo displayed on the ISE Fold-Out Floorplan, distinguishing your status as the Official Platinum Show Sponsor
- > Your company's logo highlighted on printed floorplans placed within your dedicated hall
- > Display of your company's logo on the Show Sponsor Wall, clearly indicating your role as the Official Show Sponsor

## Digital Benefits

- > Three news stories in the Daily Newspaper, ISE's official daily newspaper, amplifying your brand exposure
- > Your company logo and highlighted entry as our Official Platinum Show Sponsor in the ISE Show Guide, available for our attendees during ISE 2024
- > Your company's logo displayed on the ISE Fold-Out Floorplan, distinguishing your status as the Official Platinum Show Sponsor
- > Your company's logo highlighted on printed floorplans placed within your dedicated hall
- > Display of your company's logo on the Show Sponsor Wall, clearly indicating your role as the Official Show Sponsor



# Branding Packages



## Gold Show Sponsor

Limited to just 7 packages and priced at €20,000, the Gold Show Sponsor package provides **exceptional branding benefits** across a range of ISE assets. By becoming a Gold Show Sponsor your brand will receive a range of valuable promotional opportunities in the forms of print as well as digital. Through this sponsorship your brand will appear in an impressive array of items to **maximize your brand's visibility** and recognition.

## Print Benefits

- > A prominent Aisle Banner of 200 cm wide x 600 cm high in Hall 2, 3, 4 or 6, or 200 cm wide x 400 cm high in Halls 5 and 7.
- > Two news stories in the Daily Newspaper, ISE's official daily newspaper, amplifying your brand exposure
- > Your company logo and highlighted entry as our Official Gold Show Sponsor in the ISE Show Guide, available for our attendees during ISE 2024
- > Your company's logo highlighted on printed floorplans placed within your dedicated hall
- > Display of your company's logo on the Show Sponsor Wall, clearly indicating your role as the Official Show Sponsor.

## Digital Benefits

- > A news story featured in ISE Online News, expanding your online visibility
- > The Official ISE 2024 Gold Show Sponsor Logo Package, allowing you to integrate the prestigious title into your company's marketing collateral
- > Placement of your company's logo on the ISE website as the Official Gold Show Sponsor
- > Inclusion of your company's logo on all ISE's online news emails, reinforcing your brand across digital platforms
- > A 10-second clip showcasing your company's logo on approximately 30 strategically positioned screens throughout Fira de Barcelona
- > Visibility of your company logo on the exhibitor list within the ISE App, ensuring attendees can easily locate and engage with your brand



# Branding Packages



## Silver Show Sponsor

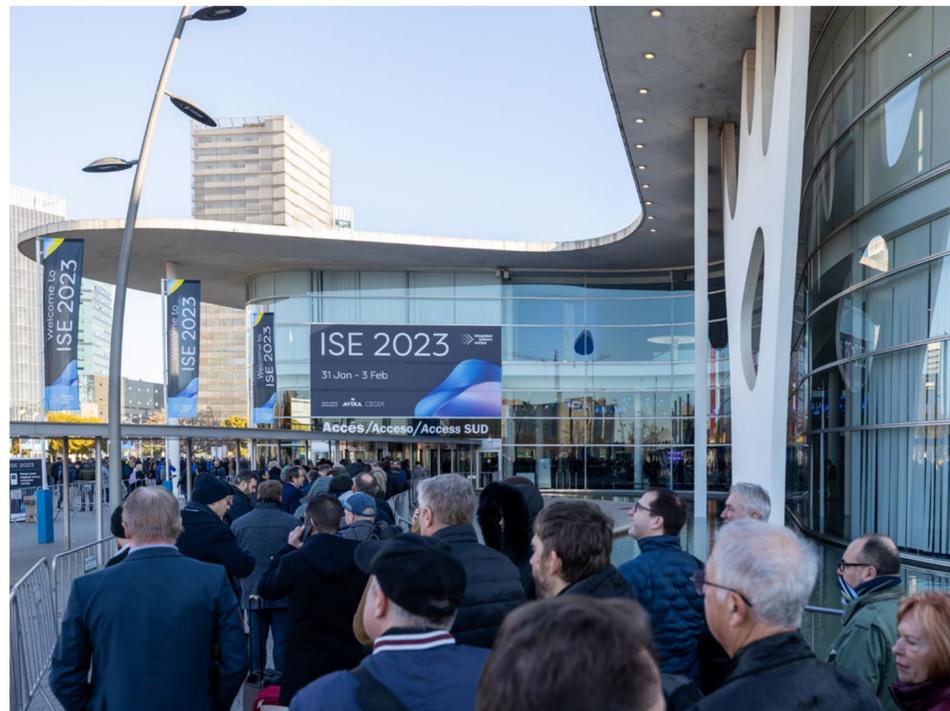
ISE 2024 offers only 10 Silver Show Sponsor Packages. Priced at €10,000, by booking a silver show package you will gain access to an array of print and digital assets before, during and after the show. Silver show sponsorship enables you to **consistently engage with attendees** through ISE brand assets and **increase brand visibility**.

## Print Benefits

- > A news story in the Daily Newspaper, ISE's official daily newspaper, amplifying your brand exposure
- > Your company logo and highlighted entry as our Official Silver Show Sponsor in the ISE Show Guide, available for our attendees during ISE 2024
- > Your company's logo highlighted on printed floorplans placed within your dedicated hall
- > Display of your company's logo on the Show Sponsor Wall, clearly indicating your role as the Official Show Sponsor

## Digital Benefits

- > The Official ISE 2024 Silver Show Sponsor Logo Package, allowing you to integrate the prestigious title into your company's marketing collateral
- > Placement of your company's logo on the ISE website as the Official Silver Show Sponsor
- > Inclusion of your company's logo on all ISE's online news emails, reinforcing your brand across digital platforms



# Branding Packages



## Bronze Show Sponsor

There are only 10 Bronze Show Sponsor Packages available for our valued partners at ISE 2024. This package is priced at €5,000 and represents a **cost effective** way to promote your company and brand, while also **supporting the success of your participation**. Bronze show sponsors benefit from a mix of ISE print and digital assets before, during and after the show.

## Print Benefits

- > A news story in the Daily Newspaper, ISE's official daily newspaper, amplifying your brand exposure
- > Your company logo and highlighted entry as our Official Bronze Show Sponsor in the ISE Show Guide, available for our attendees during ISE 2024
- > Display of your company's logo on the Show Sponsor Wall, clearly indicating your role as the Official Show Sponsor

## Digital Benefits

- > The Official ISE 2024 Bronze Show Sponsor Logo Package, allowing you to integrate the prestigious title into your company's marketing collateral
- > Placement of your company's logo on the ISE website as the Official Bronze Show Sponsor

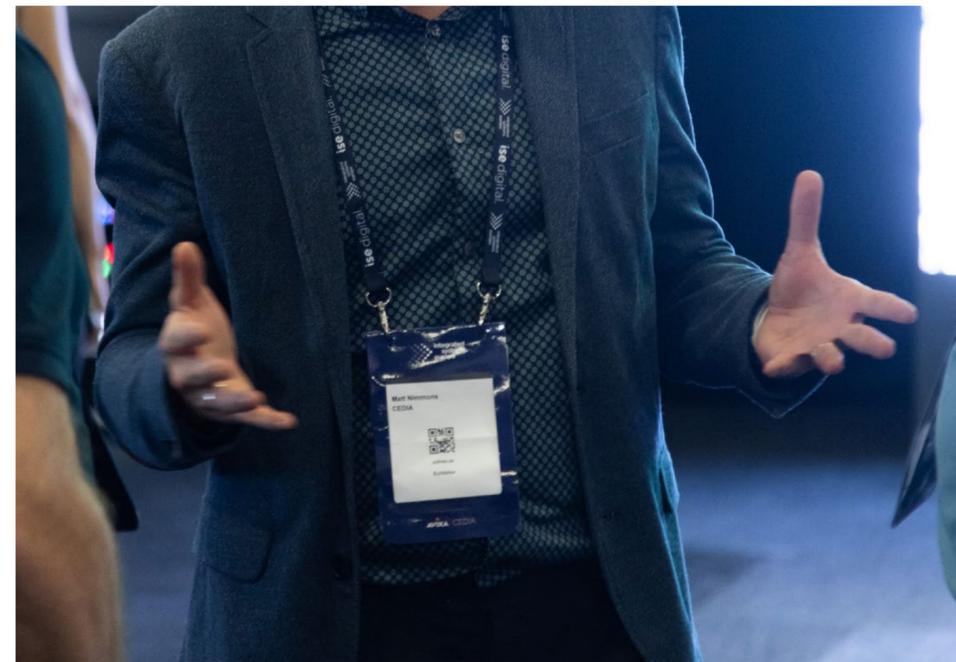


## Lanyards & Badge Holders

Every visitor to ISE must wear a badge. For companies looking to establish a lasting and **widespread presence** and **consistent brand messaging** you can book the unique Visitor Lanyards and Badges sponsorship opportunity. The package is priced at €140,000 and includes:

- > Your logo and messaging will be clearly displayed on both sides of the lanyard
- > The lanyards are a professional sophisticated sleek black and white colour scheme giving your brand the maximum opportunity to stand out
- > Your brand featured on the Visitor Badge Holder.

These items provide continuous exposure to event participants and position your brand in the minds of all attendees throughout the four-days of ISE and beyond the show.



## Fold-out Floorplan

The ISE Fold-Out Floorplan serves as **a valuable reference and resource** for event attendees. It enables them to navigate with ease. For exhibitors looking to achieve **visibility and brand exposure** two sponsorship options are available.

The first option is the exclusive (only one available) Official Fold-Out Floorplan Sponsor. Priced at €19,995, as the sponsor you receive:

- > Prominent display of your company logo on the front cover
- > A full-page advertisement on the back cover
- > A highlighted stand location to promote your presence at ISE
- > To enhance your brand recognition we incorporate a “sponsored by” logo
- > An emphasized entry to facilitate attendees in locating your booth.

The second option is designed to **spotlight your stand location** with a Highlighted Entry. There are only 20 Highlighted Entry packages available and each is priced at €1,995. This opportunity **draws visitors' attention** to your stand location and the exhibitor list highlights your booth.

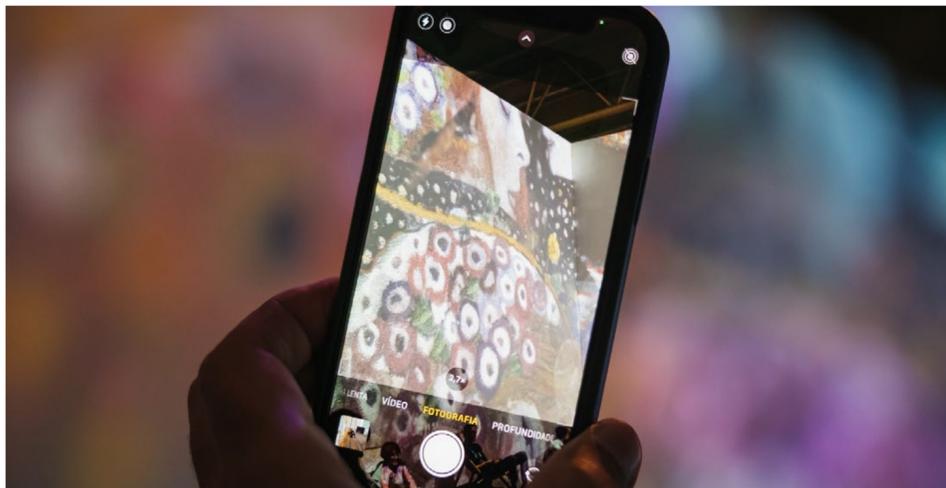


## ISE App

The ISE app is crafted to enhance attendees' show experience. It facilitates seamless navigation and provides access to vital conference information. By mandating the download of our ISE app for all attendees, you will gain **unparalleled exposure to everyone attending ISE**. The following banner advertising opportunities place your brand at the forefront of a highly engaged audience. The options available include:

- > Splash Screens Banner priced at €29,995. At ISE 2023 this banner garnered 402,189 views.
- > Achieving an impressive 3,093,483 views at ISE 2023 the Home Page Banner, priced at €34,995 represents **a unique brand exposure opportunity**.
- > Digital Voucher Banner: Displayed on the digital voucher, this option secured 886,316 views and garnered 5,223 clicks at ISE 2023. This is priced at €34,995.
- > Capturing 55,462 views at ISE 2023 the Info Page Banner is priced at €19,995.
- > Exhibitor List Promotion: Unlocking a 4.5 times wider reach (ISE 2023) for just €4,995.

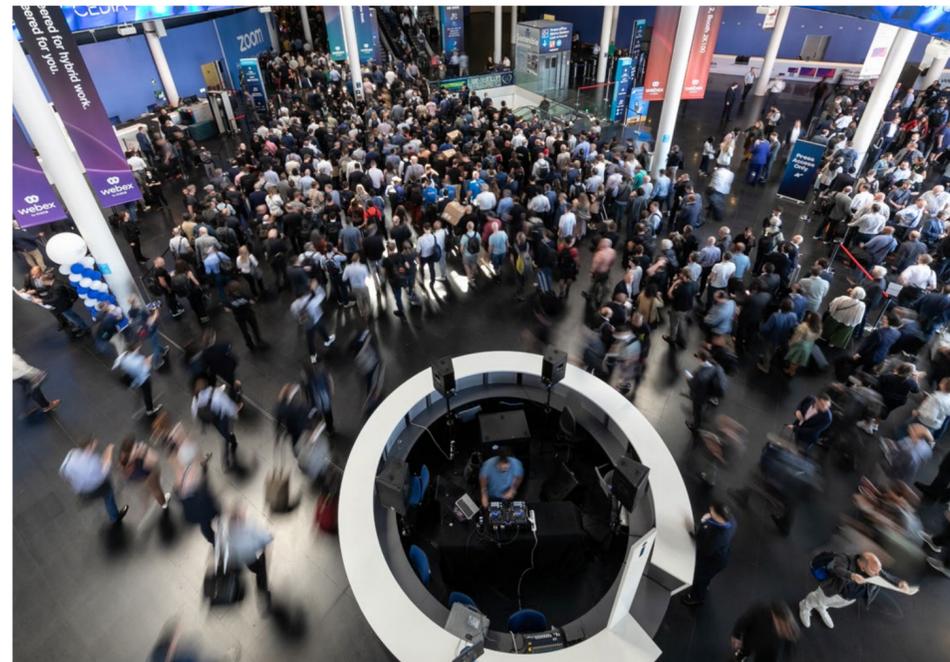
As you can see the ISE App offers a number of dynamic opportunities to elevate your brand presence and **connect with a vast audience** at ISE 2024 in interactive and engaging ways.



## Registration Banners

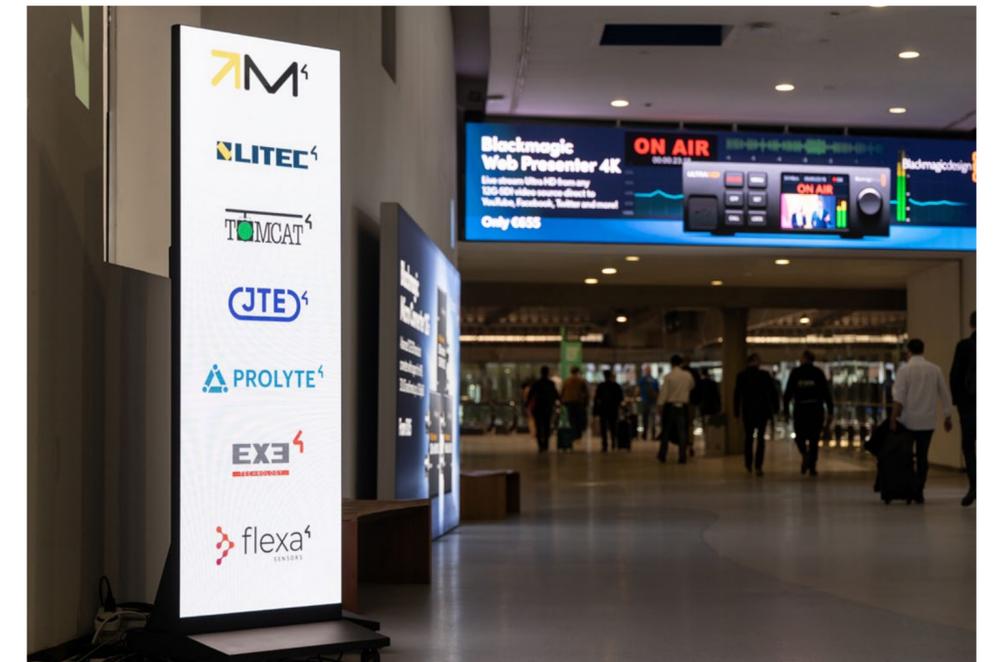
Registration for ISE 2024 opens on October 1st. We are excited to offer exhibitors at ISE a unique opportunity to **enhance brand exposure** and **make a lasting impression** on all registered attendees. There are two banner options available for you to **maximize visibility** at the moment of registration:

- > For €24,995, you can place your advertisement on the Registration Banner. This will be prominently displayed on the ISE website and seen by everyone during the registration process for ISE 2024.
- > For €24,995, you can place your advertisement on the Email Registration Confirmation Banner. This will be showcased on the confirmation email sent to all attendees after they register for ISE.



## 10-Second Clip

30 digital screens are strategically placed throughout various locations at ISE. The digital screens offer 10 seconds of airtime, every 5 minutes. We provide these so exhibitors have **a valuable presence** on around 30 strategically positioned throughout the show. For €3,495 we offer an opportunity for you to **convey your message** to a diverse audience across the four-days of the show. This branding and advertising opportunity enables you to showcase your brand message, **enhance the reach and impact of your brand** to the thousands of attendees who will be exploring the show.



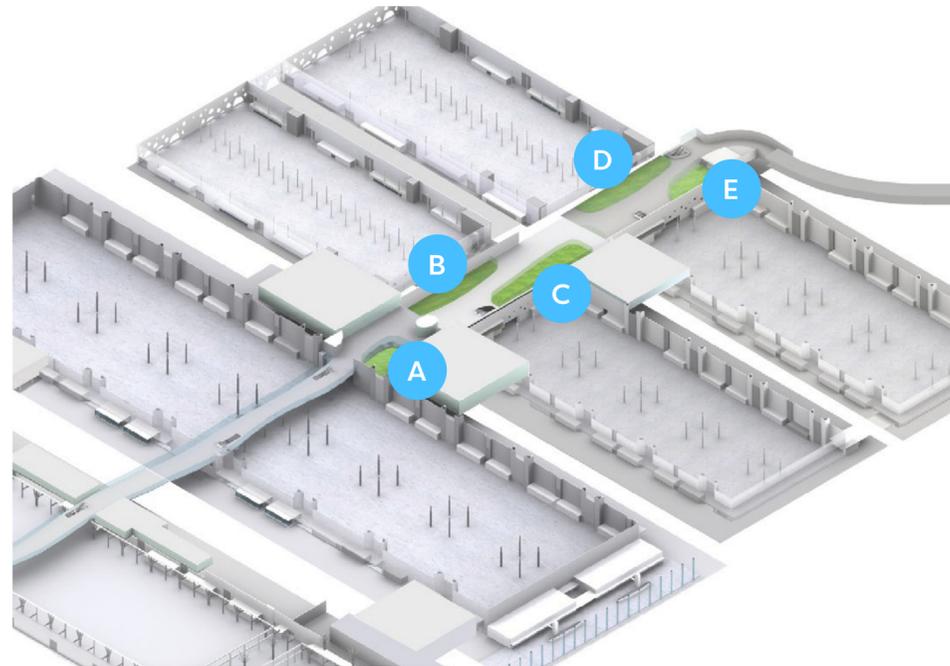
# Gardens



Fira Barcelona offers five enchanting outdoor spaces, thoughtfully positioned away from the bustling exhibition floor. Called 'The Gardens', they are situated on the Upper Walkway, nestled strategically across the upper floor of the venue. These prime locations provide easy access and high visibility to attendees and exude a serene ambiance. ISE offers five stunning Gardens ranging in size from 362m<sub>2</sub> to 884m<sub>2</sub> and offering capacities of 90 to 200 attendees. Each Garden can be sponsored and presents **abundant possibilities for showcasing your brand** through impactful branding and signage.

Garden sponsorship starts at €35,000 and gives you the unique opportunity to craft a custom-tailored experience that **aligns with your brand values and marketing goals**. We can offer you a pre-designed garden or assist you in creating a bespoke garden that perfectly aligns with your requirements. The Gardens provide an unparalleled opportunity to engage, indulge and connect with ISE visitors in a refreshing and immersive atmosphere and elevate your brand's presence.

By sponsoring a Garden you can create an **exclusive environment and unforgettable** engaging visitor experience.



# Upper Walkway

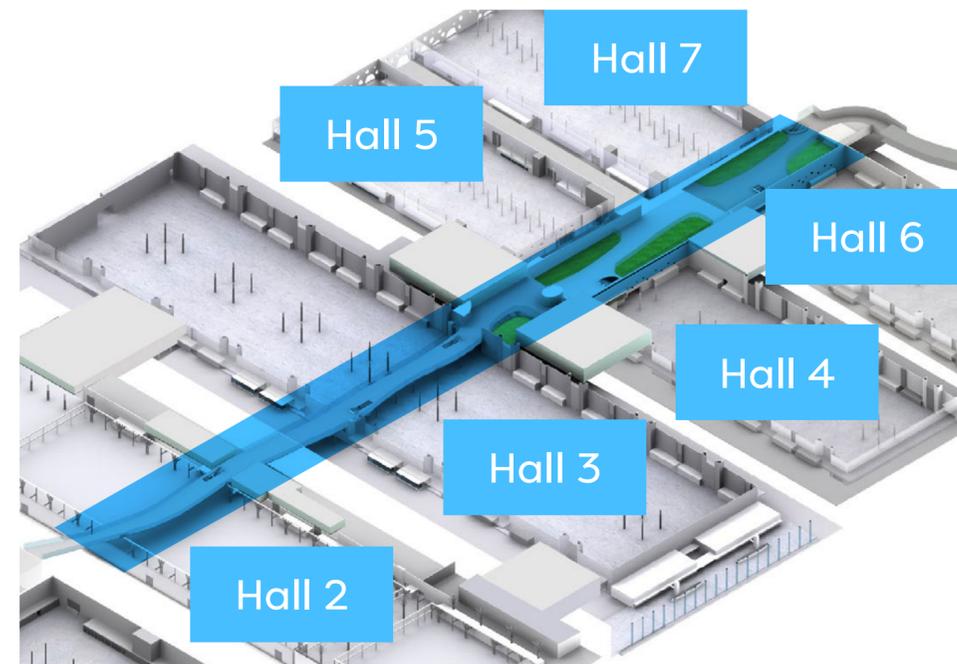
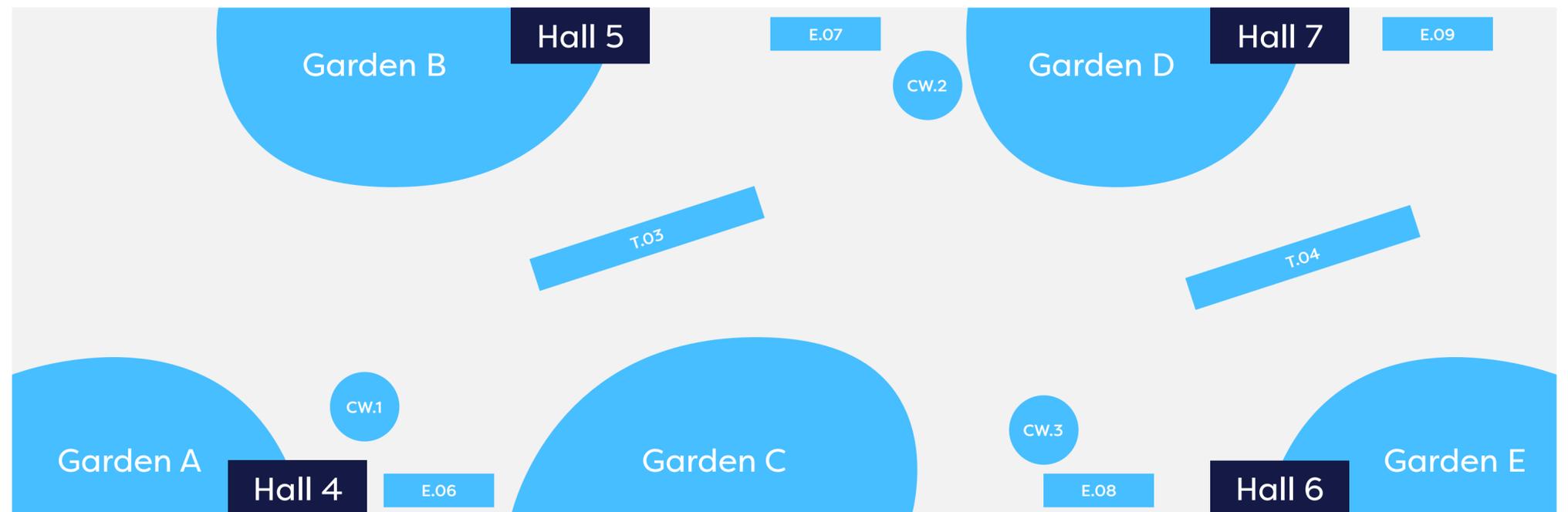
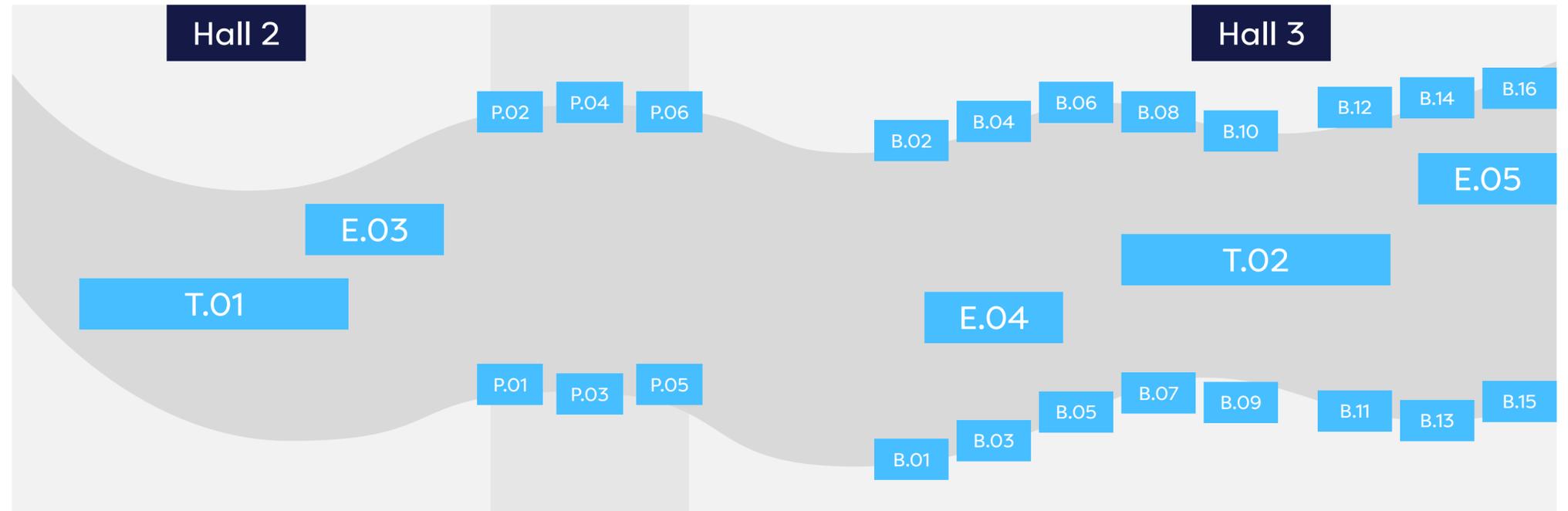


ISE's five halls are connected by a Upper Walkway that channels visitors and gives them quick access not only to these halls, but also the conference rooms, suites and gardens.

There are several highly visible locations and items which can be branded:

- > Banners
- > Circular Walls
- > Escalators
- > Floor Stickers
- > Gardens
- > Pillars
- > Travelators
- > Window Branding

For more information and pricing, click on the items above.

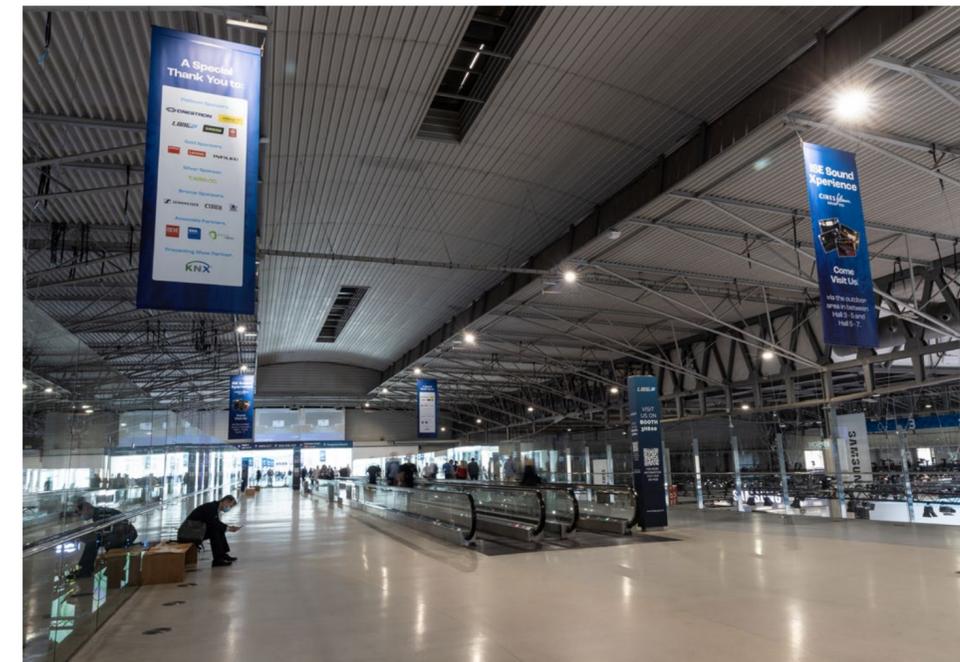


# Upper Walkway



## Upper Walkway Banners

The Upper Walkway is a vital link for visitors moving through Fira Barcelona and around ISE's halls and technology zones. The upper walkway offers a unique opportunity to **capture the attention** of everyone looking to access the conferences, meeting rooms, the gardens and the show floors. Situated above Hall 3 at a premium location on the Upper Walkway are 16 hanging banners. These banners are an impressive 1.60 meters wide x 4.40 meters high, making them impossible to miss. For €3,995 for every first banner and €1,995 for every additional banner, your brand will benefit from **prime exposure**. Investing in this opportunity ensures your **brand has prominence** and grabs the attention from the ISE footfall on the Upper Walkway.



## Circular Walls

Positioned along the Upper Walkway, adjacent to Hall 5, 6, and Hall 7, Circular Walls command attention with their prominent placement. With their remarkable dimensions, there are three circular walls where you have ample space to leave a **memorable impact** on attendees throughout ISE 2024. Each wall is uniquely sized and offers a host of opportunities to **communicate brand messages** and navigate visitors to your stand location. CW.1 spans 3302 cm in width x 360 cm in height, CW.2 measures 3322 cm in width x 348 cm in height, and CW.3 stretches 3328 cm in width x 360 cm in height. Each wall is priced at €12,500 and represents a valuable marketing and advertising tool to **elevate your brand's visibility** and captivate a highly engaged audience.



## Escalators / Travelators

The upper walkway allows ISE attendees to move seamlessly throughout Fira Barcelona. There are 9 escalators and 4 travelators placed strategically throughout the South Access and upper walkway. The escalators and travelators represent an original opportunity to create a lasting impression with ISE audiences on the move. Branding on the escalators and travelators at ISE allows you **unique, prominent, unparalleled display space** to generate visibility to your brand.

Whether you're looking to promote a new product or **increase brand awareness**, booking the upper walkways escalators and travelators creates a platform for **memorable messaging** experiences to ISE's highly attentive visitors. Please contact us for pricing details.

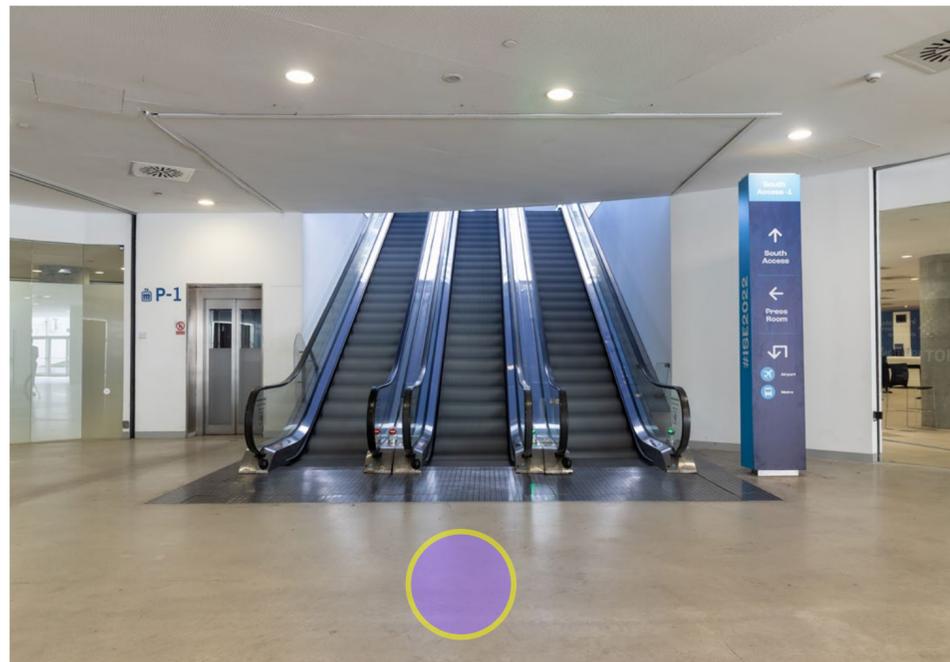


# Upper Walkway



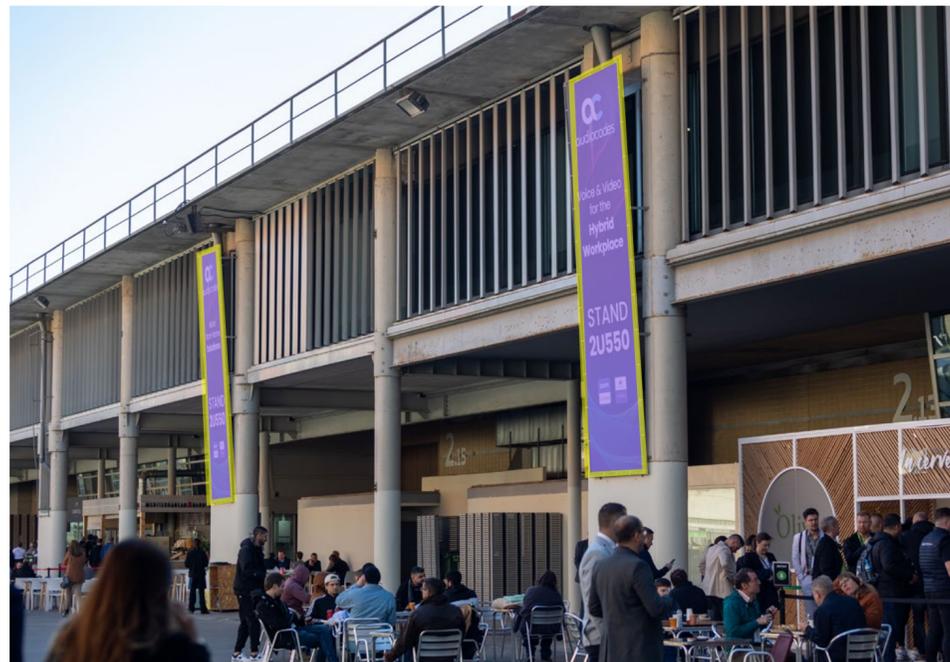
## Floor Stickers

Upper Walkway Floor Stickers are an **original and impactful marketing** tool. Before customers ascend or descend escalators (E.01, E.02, E.03, E.04, E.05, E.06, E.07, E.08, and E.09), and at the starting and ending points of travelators (T.01, T.02, T.03, and T.04), you can **showcase your brand** and **attract attention** by incorporating eye-catching graphics and decals on the floor. Floor stickers at ISE 2024 can be strategically placed in various locations, ensuring repetitive brand visibility. Priced at €3,495, and with a diameter of 250 cm, the floor stickers are situated throughout the four-days of the show and provide ample space to showcase your message and make a lasting impression. By booking floor stickers you can captivate the attention of visitors and strengthen your brand's identity with originality and creativity.



## Outdoor Hall 2-3 Hanging Frame Banners

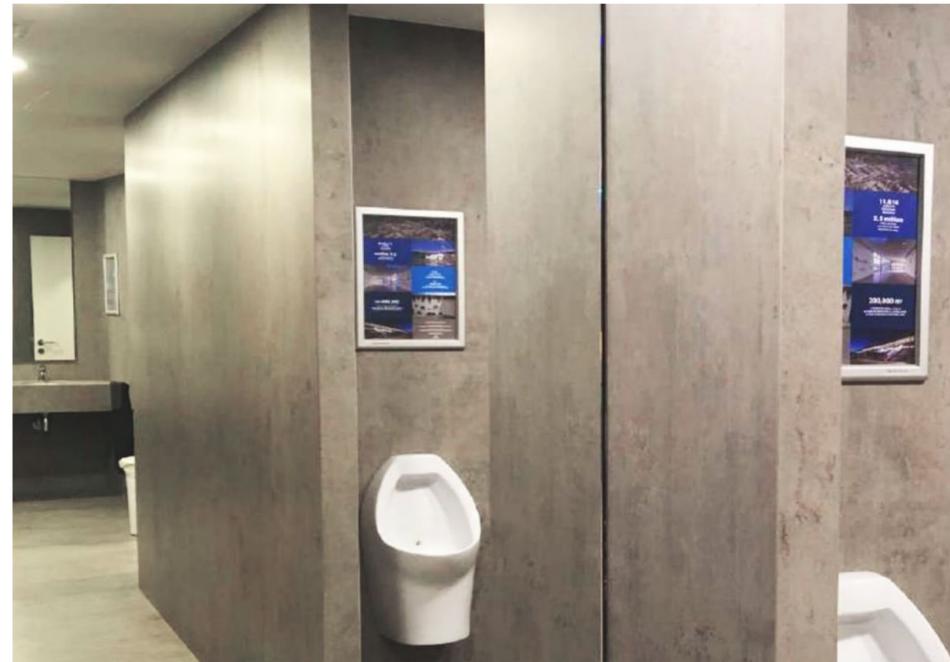
Enhance your brand's visibility by strategically placing your branding in the highly sought-after areas adjacent to Halls 2 and 3. The vibrant outdoor courtyard, bustling with activity and offering a variety of catering options, provides a **captive audience** for your brand. Priced at €3,995 for every first banner and €1,995 for every additional one, the hanging frames are located between Hall 2 and 3 in the outdoor courtyard. There are 12 hanging frames available which can be customized with your unique brand messaging. The hanging frame banners gives you a bold opportunity to **prominently showcase your message** and **gain maximum exposure** by being viewed from the Upper Walkway.



# Restrooms



Companies can underestimate the impact of advertising in restrooms. By strategically placing your brand on mirrors, doors and in lightbox frames, you have the potential to engage your target audience with **uninterrupted messaging**. In each hall, there are **exclusive branding opportunities** that allow you to create a memorable impression on your audience. There are a total of 40 restroom facilities spread across seven halls, providing ample chances to connect with your audience. If you're interested in exploring these branding options further, please contact our ISE Sponsorship Sales manager for more information.



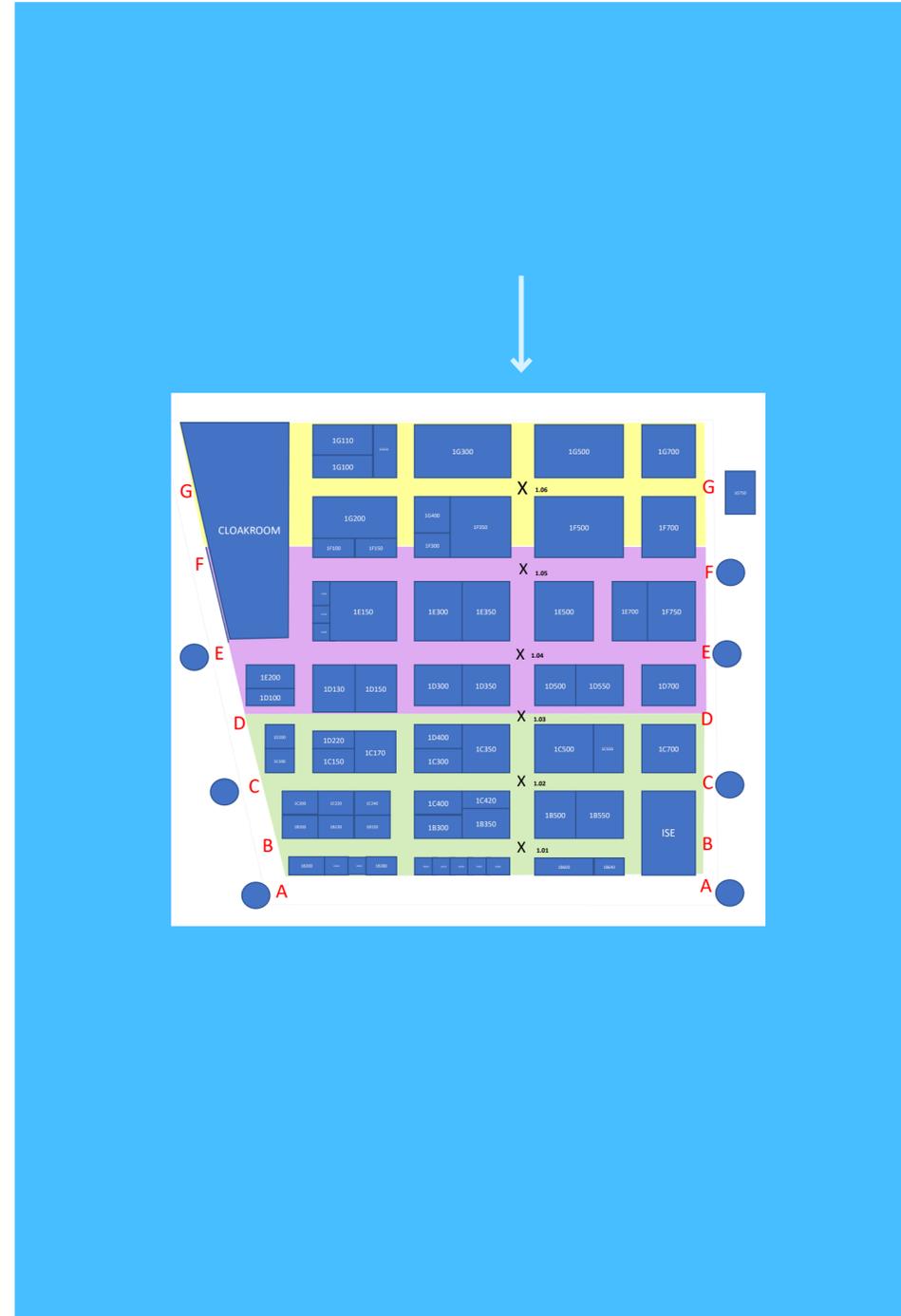
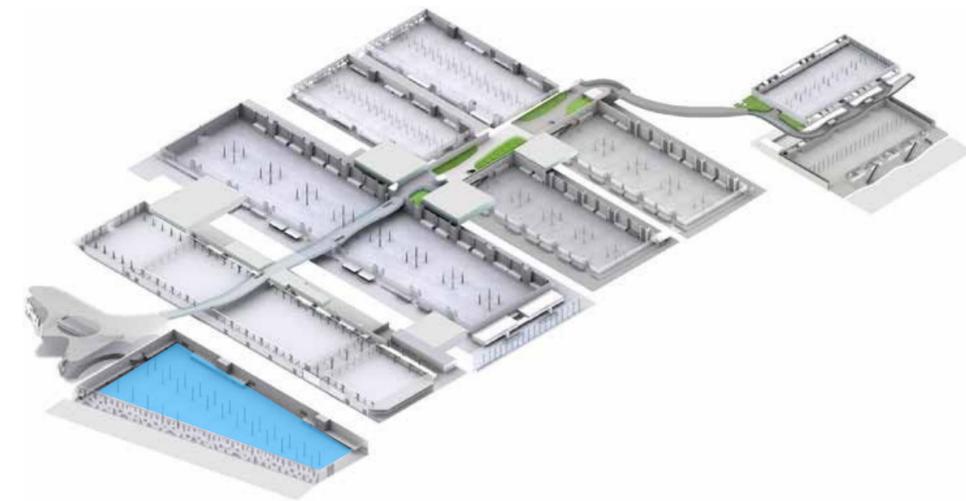
# Aisle Banners - Hall 1



## Aisle Banner

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously **reminding and reinforcing** your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of **highly visible advertising opportunities** in the form of Aisle Banners in all our Technology zones.

ISE offers 6 Aisle Banners in Hall 1, and with each measuring 2 meters wide x 6 meters high gives you ample space to make a brand impact. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,395, and €2,895 for every additional banner. Aisle banners provide you with a high visibility and cost-effective advertising option to **effectively convey your message** to a captivated audience and maximize your reach and impact.



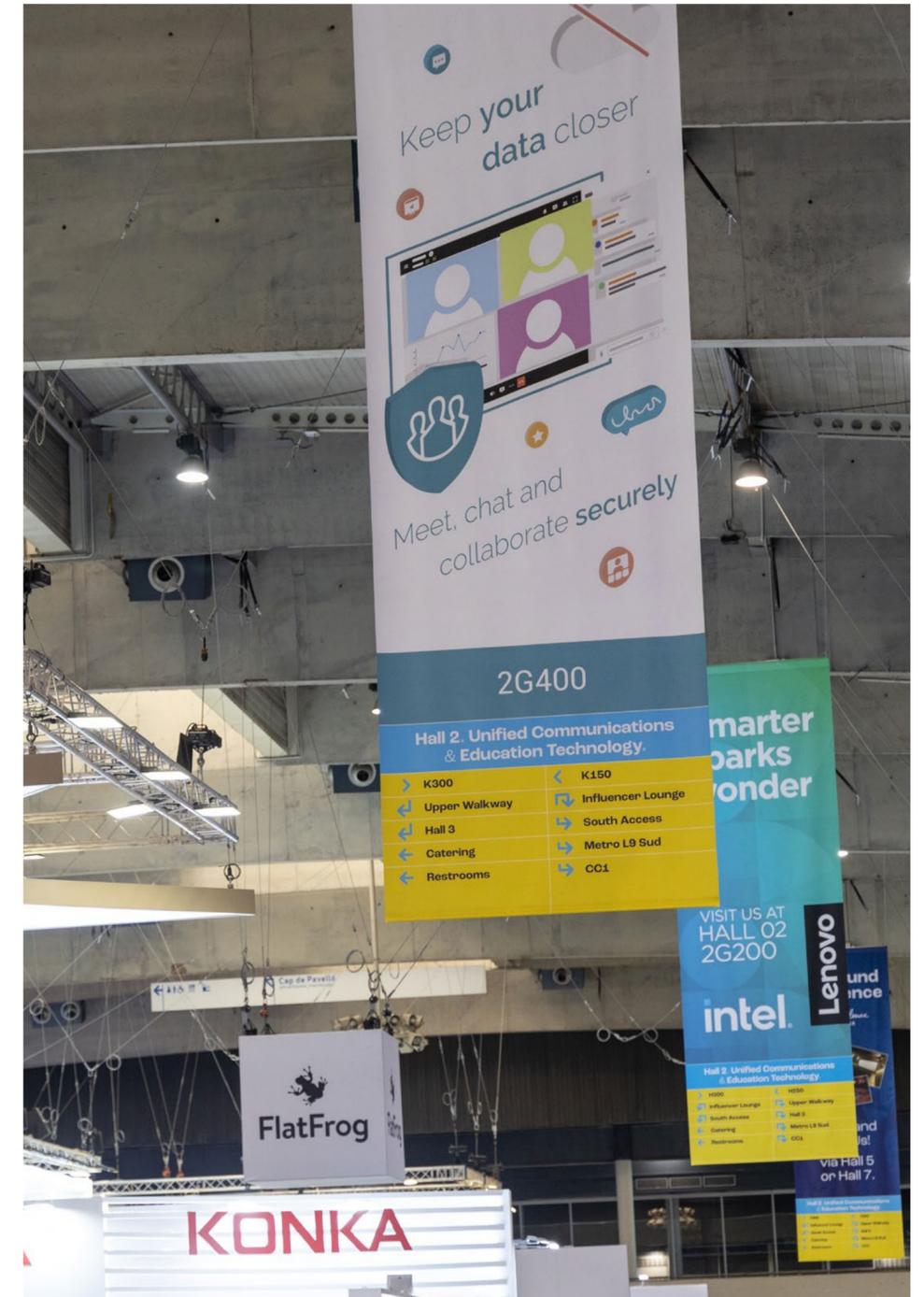
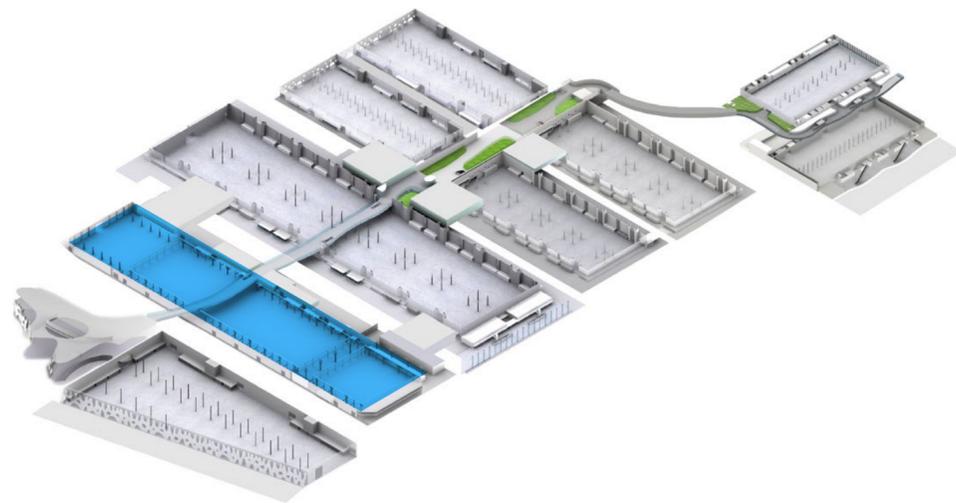
# Aisle Banners - Hall 2



## Aisle Banner

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously **reminding and reinforcing** your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of **highly visible advertising opportunities** in the form of Aisle Banners in all our Technology zones.

ISE offers 21 Aisle Banners in Hall 2, and with each measuring 2 meters wide x 6 meters high gives you ample space to make a brand impact. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,395, and €2,895 for every additional banner. Aisle banners provide you with a high visibility and cost-effective advertising option to **effectively convey your message** to a captivated audience and maximize your reach and impact.



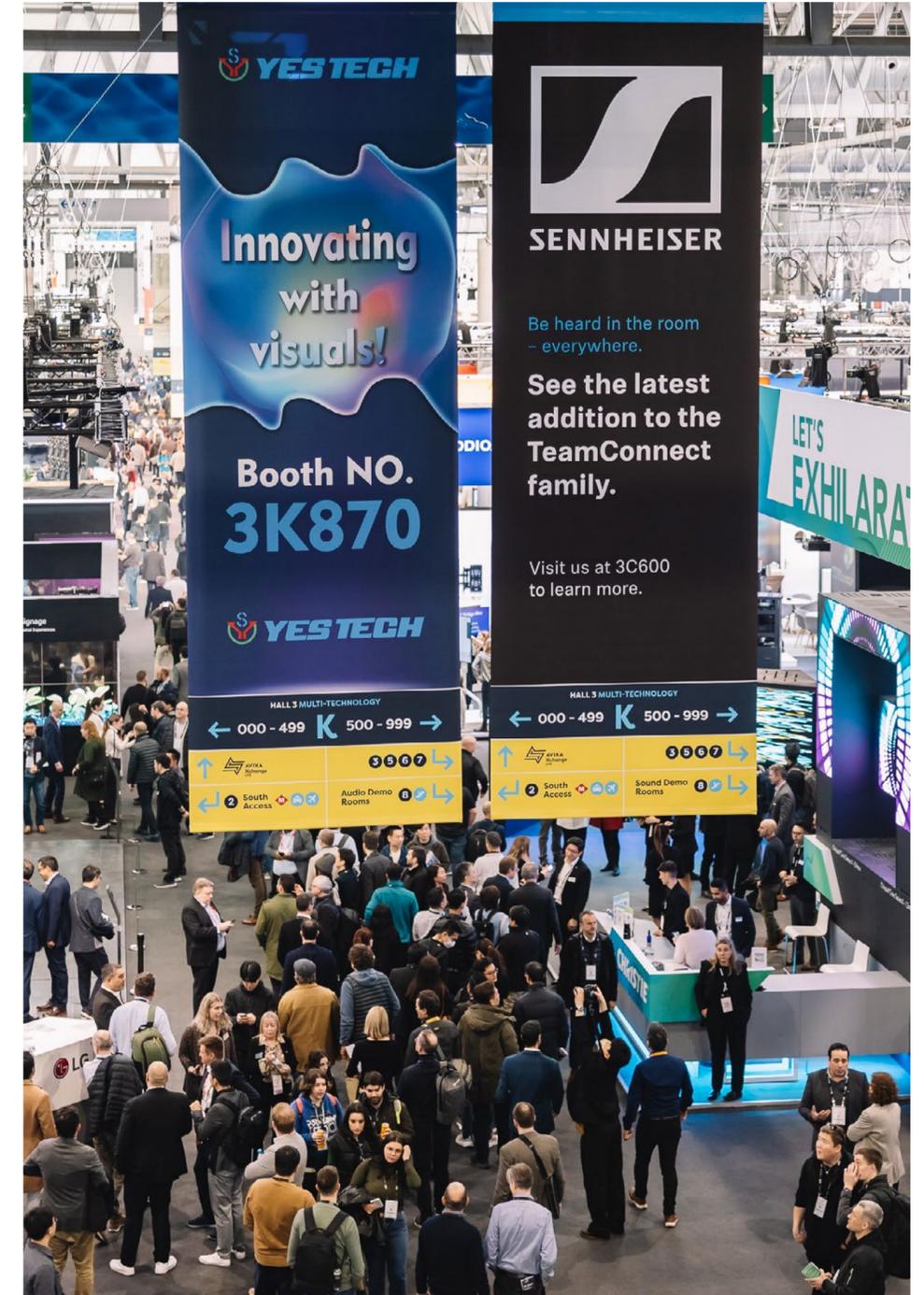
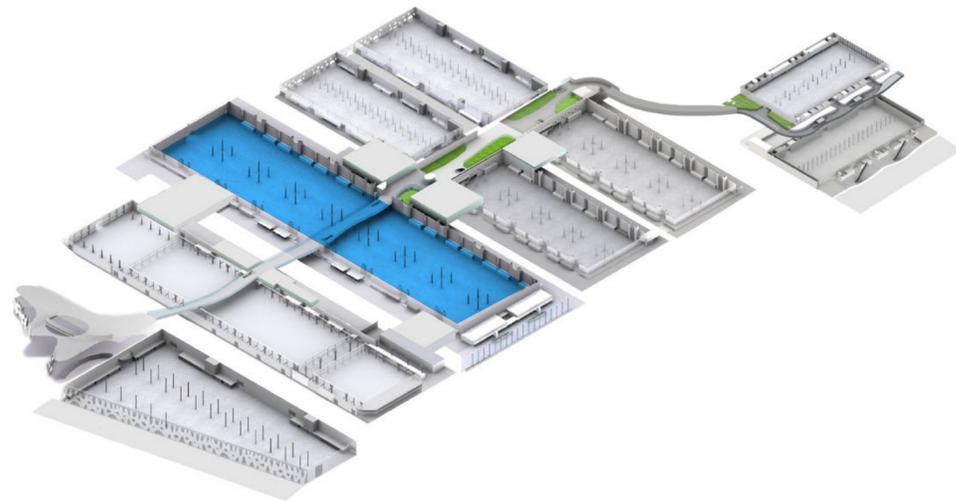
# Aisle Banners - Hall 3



## Aisle Banner

Advertising plays a crucial role in **raising awareness**, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to **cultivate preference** and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand **position and differentiate** yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

The multi-technology Hall 3 offers 13 Aisle Banners. Each aisle banner measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,395, and €2,895 for every additional banner. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.



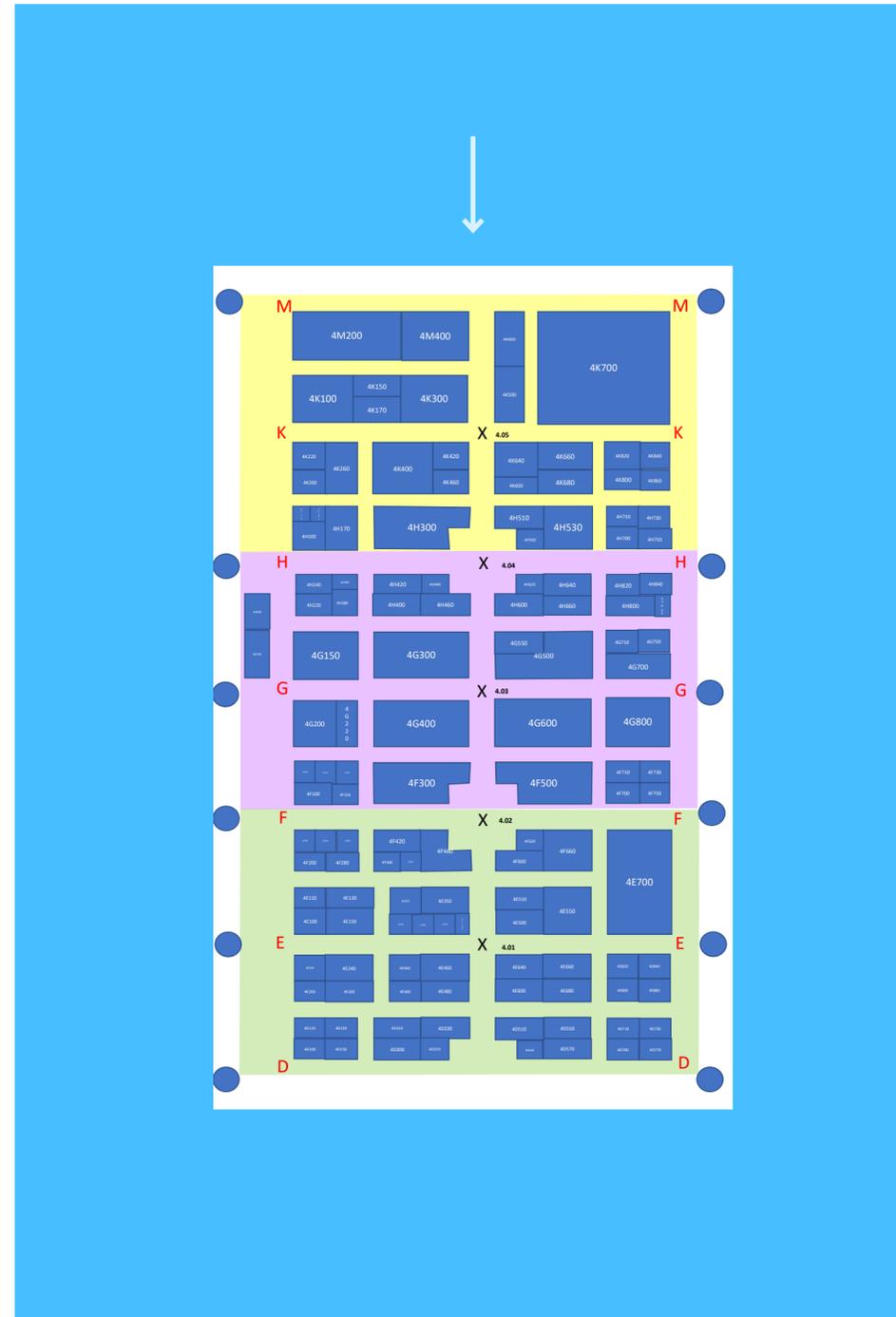
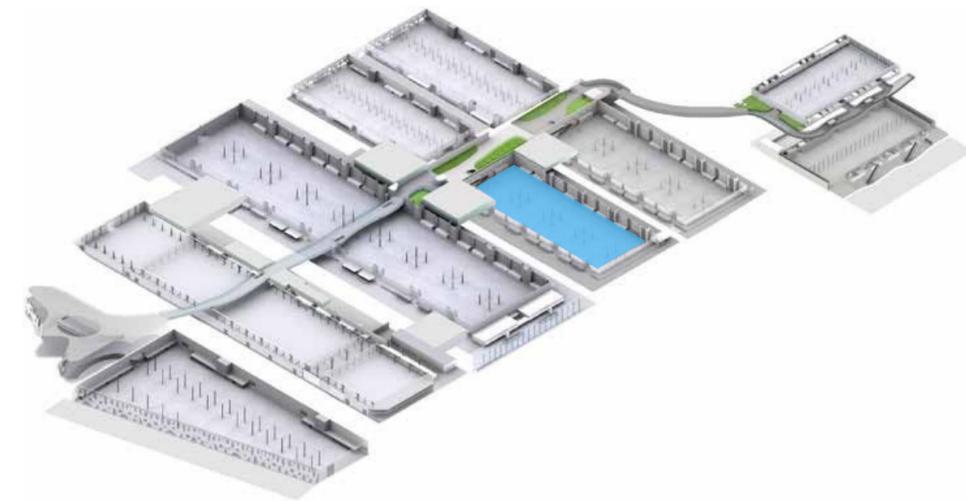
# Aisle Banners - Hall 4



## Aisle Banner

Advertising plays a crucial role in raising awareness, **attracting potential customers**, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to **cultivate preference** and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

The Hall 4 offers 5 Aisle Banners. Each aisle banner measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,395, and €2,895 for every additional banner. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and **maximize your reach and impact**.



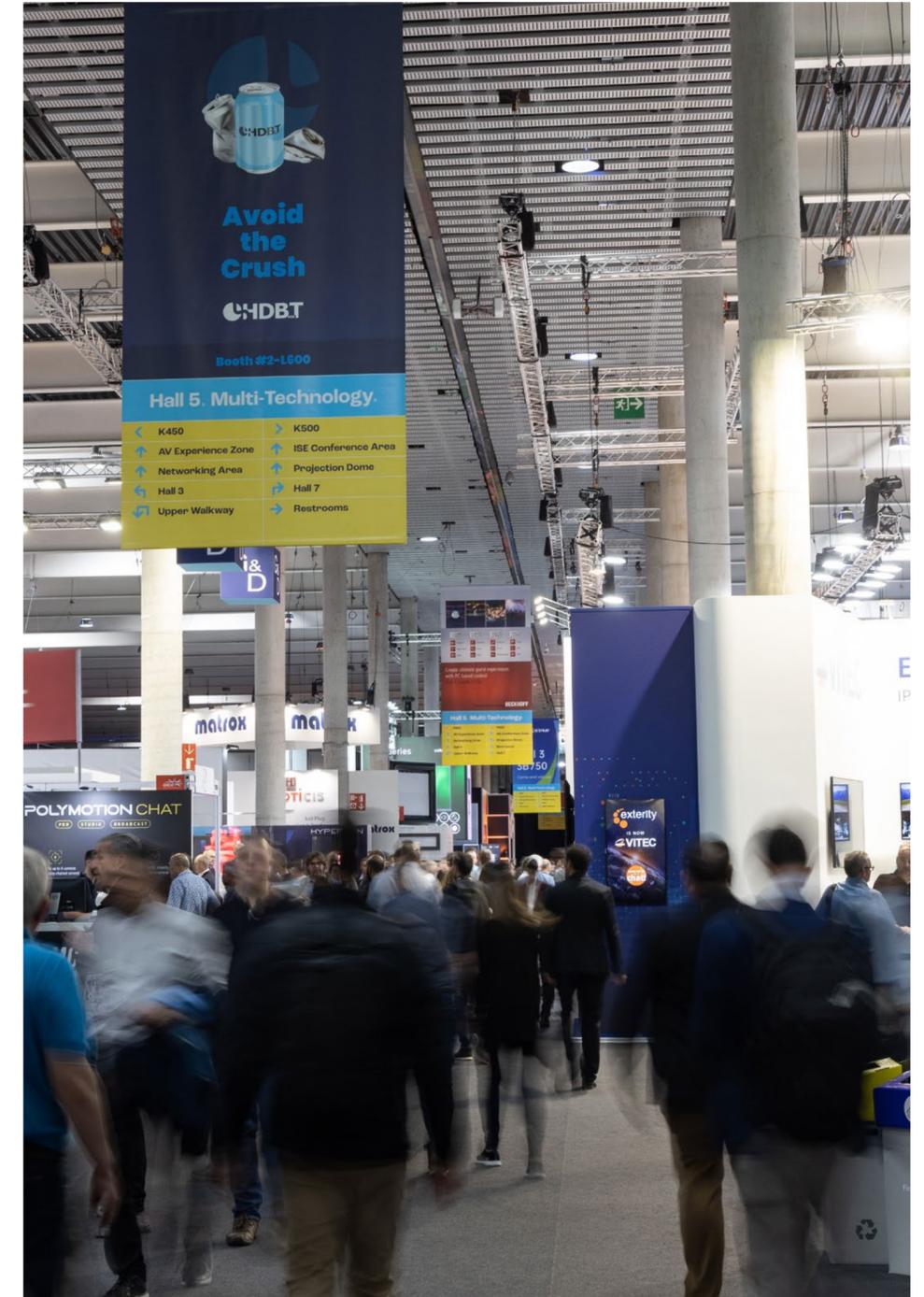
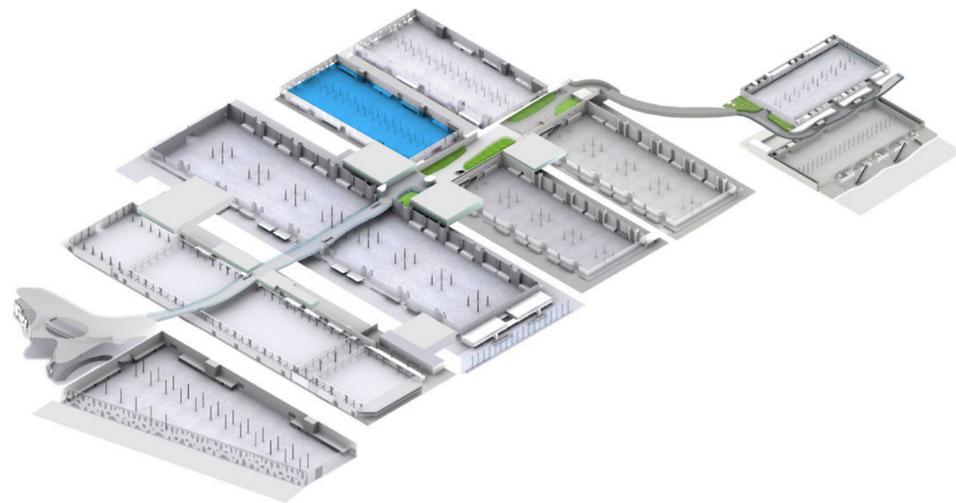
# Aisle Banners - Hall 5



## Aisle Banner

Advertising plays a crucial role in raising awareness, **attracting potential customers**, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively **communicate your essential brand position** and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

The Hall 5 offers 10 Aisle Banners. Each aisle banner measures 2 meters wide x 4 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €2,795, and €2,295 for every additional banner. Aisle banners provide you with a **high visibility** and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.



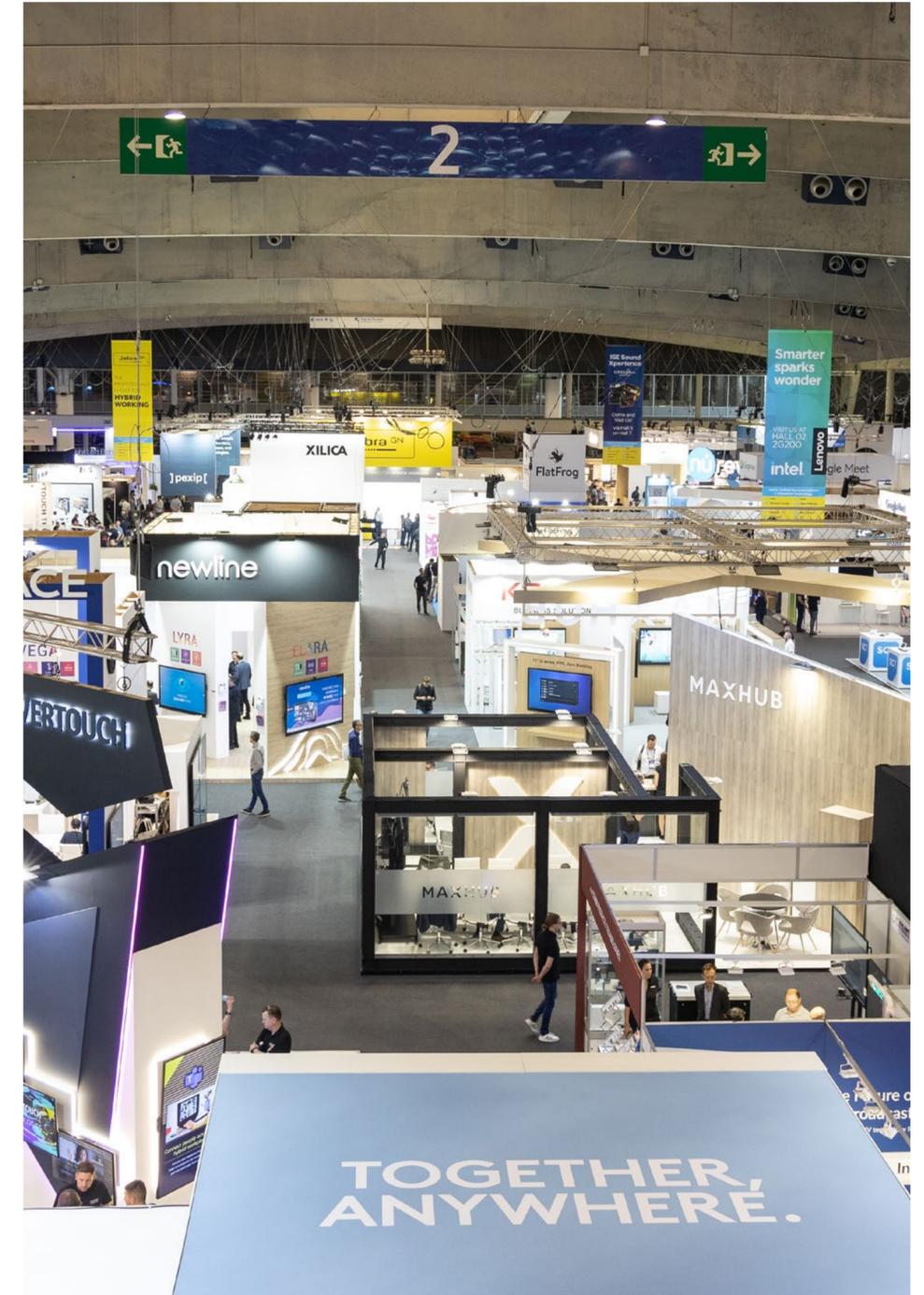
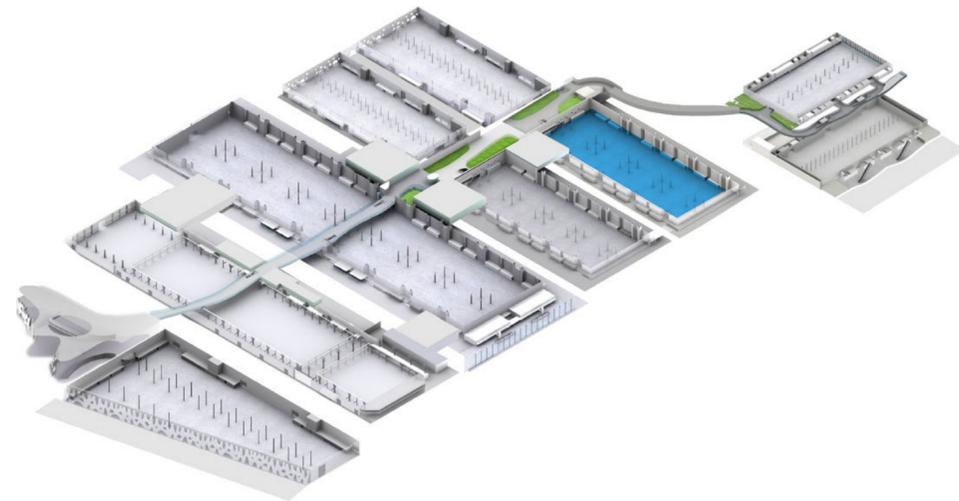
# Aisle Banners - Hall 6



## Aisle Banner

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and **reinforcing your essential messages** you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

There are 5 Aisle Banners on offer in Hall 6. Each aisle banners measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,395, and €2,895 for every additional banner. Aisle banners provide you with a high visibility and **cost-effective advertising** option to effectively **convey your message** to a captivated audience and maximize your reach and impact.



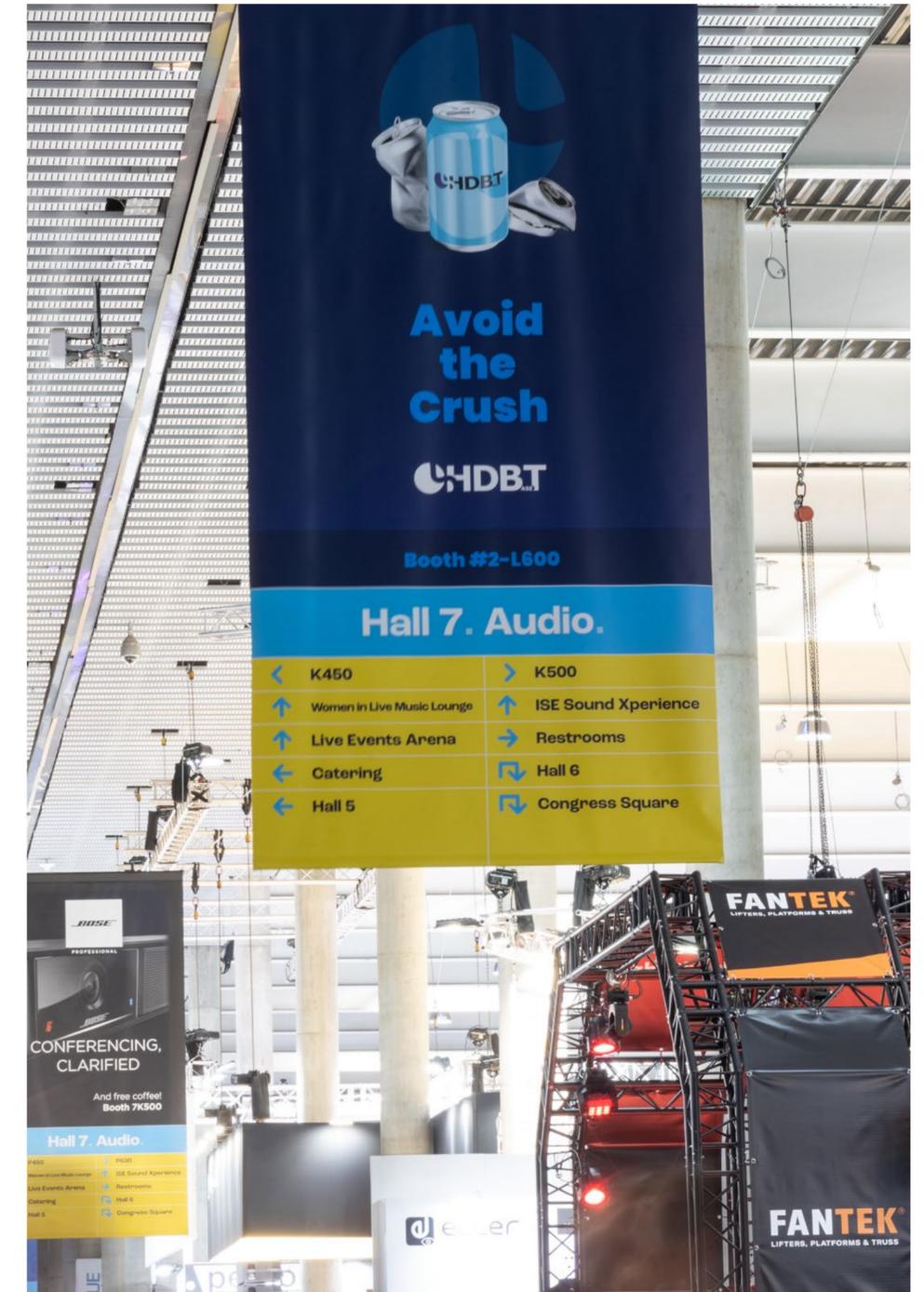
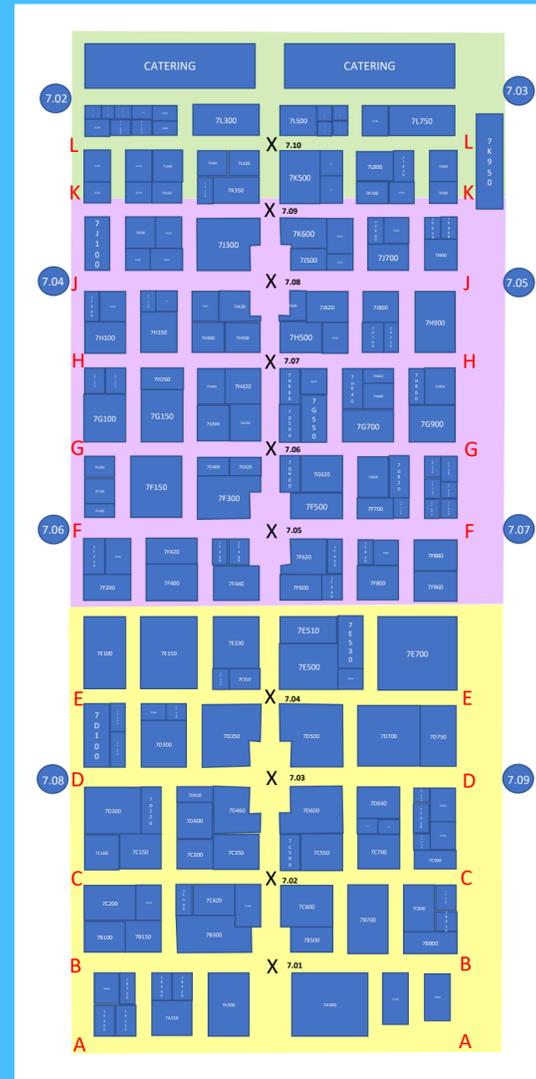
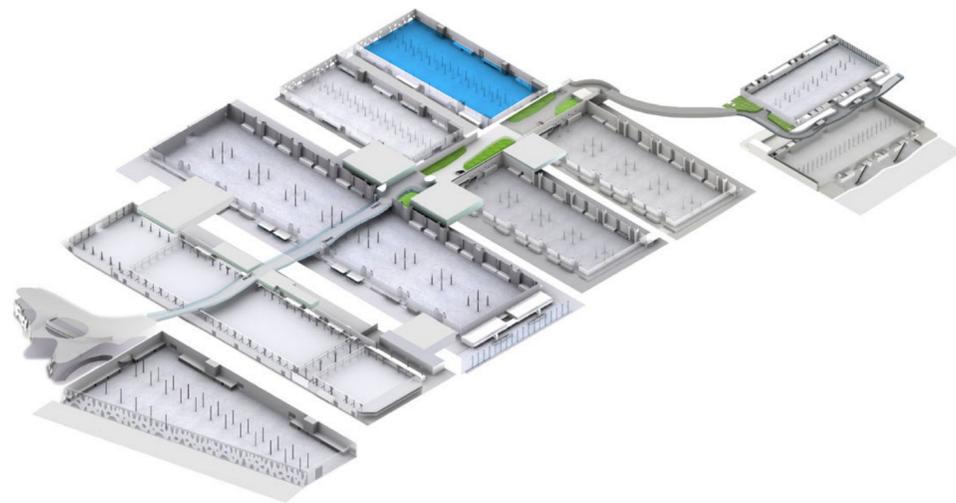
# Aisle Banners - Hall 7



## Aisle Banner

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and **reinforce the "right" choice**. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

Aisle banners in Hall 7 measure 2 meters wide x 4 meters high. There are only 10 Aisle Banners available and priced at €2,795 each and €2,295 for every additional banner. Aisle banners provide you with a **high visibility and cost-effective advertising** option to effectively convey your message to a captivated audience and maximize your **reach and impact**.





# Networking



We are currently working on a range of networking items which includes hosted buyer programmes, tech tours, meeting rooms and other intimate forms of brand engagement with ISE's influential audiences. Spearheaded by our Marketing and Operations teams we will bring news of these exciting opportunities in the coming weeks.



# The Next Step



At ISE, we believe in creating a meaningful connection between exhibitors, their brands, and the audience. Our dynamic show environment combined with opportunities for sponsorship, branding and networking are designed to help you build toward a return-on-investment and return-on-marketing-objectives that align with your values and goals. Our dedicated Sponsorship sales Manager and your International Sales Manager (contact below) can work with you to curate tailor-made marketing solutions and packages to fit your marketing objectives and budgets.

We look forward to working with you and welcoming you as a sponsor at ISE 2024.

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