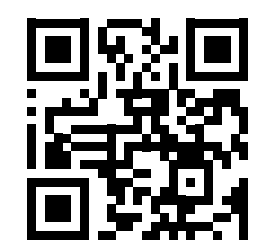


# Ignite your Future

## ISE Discovery Zone

Fira Barcelona | Gran Vía  
31 Jan - 3 Feb 2023

LEARN MORE!



A joint venture  
partnership of



CEDIA™

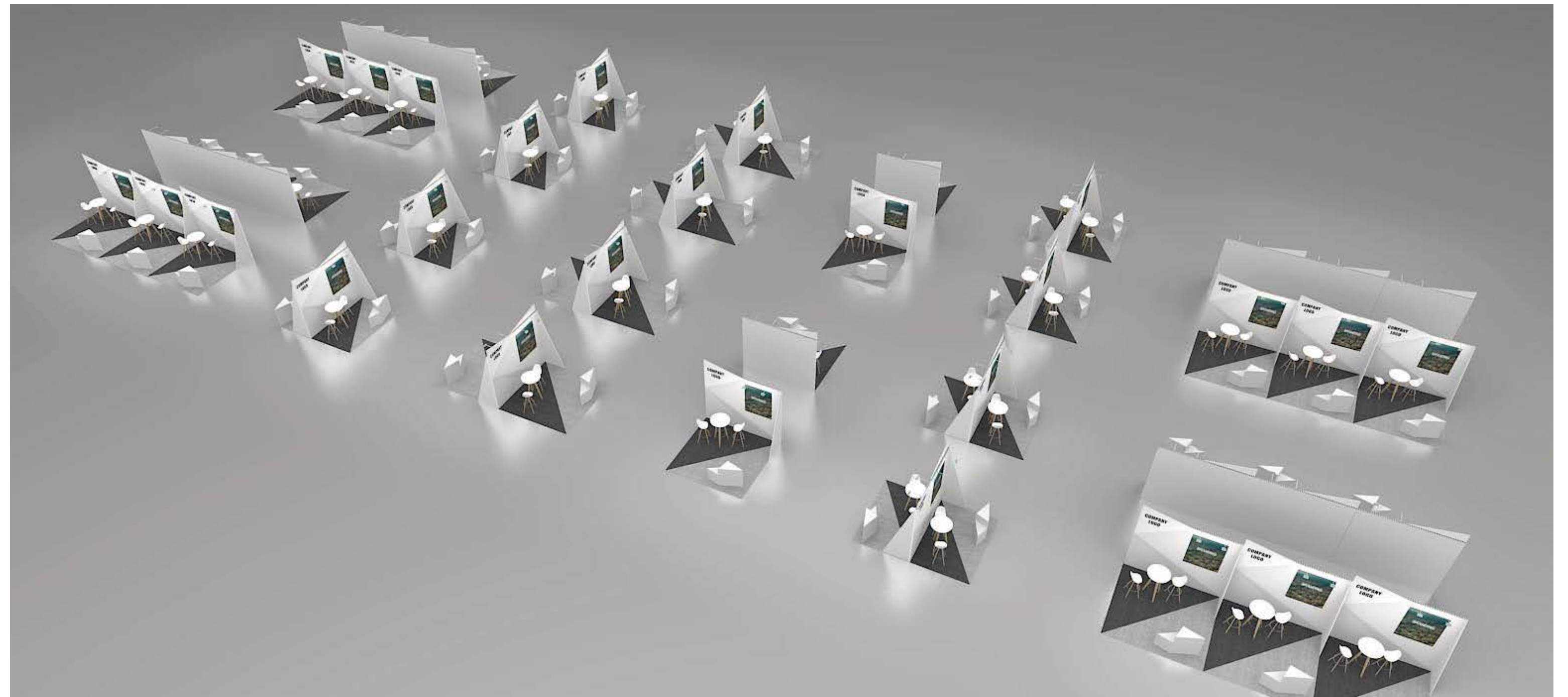


# Ignite your future with ISE'S Discovery Zone

Whether you are an innovative starter, developing business or just new to ISE the Discovery Zone gives first time exhibitors opportunities to take advantage of a turnkey show floor package. The Discovery Zone places you front and centre at the world's largest pro AV marketplace.

Located in the Underwalkway, and for as little as 2,350 euros you can join over 850 of the world's leading technology suppliers and solution providers at ISE, the world's largest AV Systems and Integration exhibition.

As a dedicated area of the show floor, the Discovery Zone is situated in The Underwalkway. The Underwalkway is in front of halls 5, 6 and 7 and gives exhibitors the benefit of high levels of traffic flowing between halls.



# Ignite your future with ISE'S Discovery Zone

There are only 52 Discovery Zone pods available

3x3 (9sqm) = 36 available

2x3 (6sqm) = 16 available



## Each Discovery Zone pod and package includes:

- > Stand Build
- > Two Chairs
- > Table
- > Power consumption (3.3 Kw switchboard)
- > Daily cleaning, pre-opening, each event day
- > Logo on Canvas (50x50cm)
- > 2 LED Spotlights (25 watt)
- > Fixed Carpet & Raised Floor
- > Podium Element
- > Internet/Web and any services will need to be ordered separately from the Fira Webshop via the EBO.
- > This furniture stand package is pre-priced based and non-editable and consistent across the Discovery Zone. The 50x50cm canvas provided allows you to brand your pod.

## The pods are priced at:

\*Only 16 x 6sqm pods, and only 36 x 9sqm packages are available.

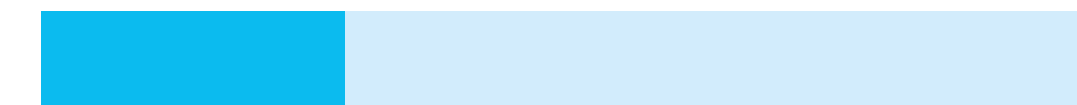
2023 Pricing	1st Year	2nd Year	3rd Year
6sqm	€2,350 (€392 sqm)	€2,650 (€442 sqm)	Zone A pricing for space, plus €90 per sqm for the stand set up package
9sqm	€3,350 (€372 sqm)	€3,800 (€442 sqm)	Zone A pricing for space, plus €90 per sqm for the stand set up package

Professional visitors target ISE as their destination to experience, be inspired, and to learn about the latest technologies and solutions. They come to the show to develop relationship with suppliers, partners and customers. Importantly for ISE exhibitors, ISE audiences represent decision makers with spending power. 39.7% are 'C' Suite decision makers with 48.9% holding authority to purchase. With 90,372 visits across the show, ISE represents a unique environment for pro buyer engagement.



**43,691** Unique Visitors  
**90,372** In-Person Visits  
**151** Countries

**39.7%** C Suite Decision Makers



39.7% of ISE audiences\* are 'C' Suite with job titles including CEO, CTO, CIO, CMO, CFO, President and Vice President



# Contacts

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ISE provides a unique dynamic of environment and audience engagement to help exhibitors and their brands achieve a return-on-investment and a return-on-marketing-objectives.

To find out more or to book your Discovery Zone package, please contact your Sales Manager (see below for contact information). The ISE team looks forward to welcoming you to ISE 2023.

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