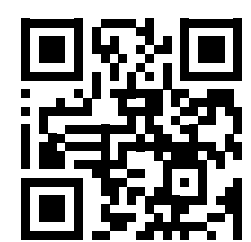


Exhibitor Onboarding Step by Step

Fira Barcelona | Gran Vía
31 Jan - 3 Feb 2023

LEARN MORE!



A joint venture
partnership of



CEDIA™



Introduction

Dear Exhibitor, we are delighted to **welcome you to ISE 2023**. As you are an onboarding exhibitor we would like to make sure that you are well prepared for the show and teach you more about the process. We have divided the preparation process into three parts.

Pre-Show

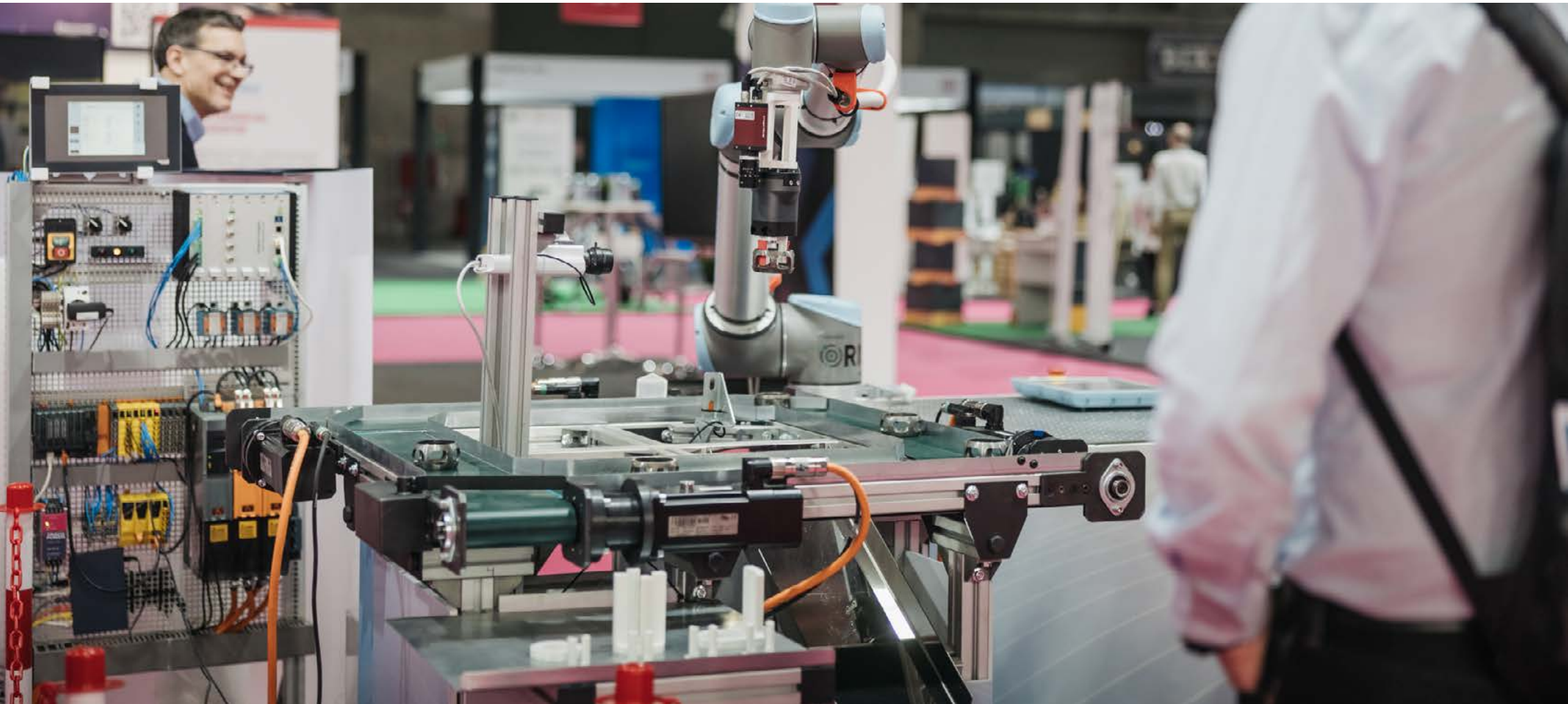
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Pre-Show

After you book a stand there are several steps that you need to comply with before you come to ISE.



Objectives & Expectations

The first step to take before coming to ISE is to set specific **objectives & expectations** for your participation.

Exhibitors might want to:

- > Increase Brand Awareness
- > Meet Existing Customers
- > Generate New Business, etc.


It is very important to decide **what goals you want to achieve** so that you can objectively **evaluate** your show participation after returning home.





Exhibitor Back Office (EBO)


The EBO is a virtual online tool for exhibitors to manage all preparations for the show:


- > **Step 1:** Access your EBO through this link: ISE2023.exh.mapyourshow.com
- > **Step 2:** Check your contact information and make any updates if needed
- > **Step 3:** Add your company information and logo to be visible
- > **Step 4:** Choose relevant categories to be listed below the right sector


**Company Information**
Click here to add or updated your Company Information
Add your Exhibitor Categories
Add Contact roles
Upload your Logo
And upload your Package features!

**Registration**
Attendee Invitation Code
Invitation Link
Staff Registration


**Exhibitor Resources**
Event Manual
Deadline overview
Stand Contractor Registration
ISE Fira Store
Book a meeting room
Early Build-up
Important Documents
Contact us


**Account Details**
Contract signature Update
Contract
Password
Leads & Stats

**Marketing Opportunities**
Sponsorship & Branding
Press Releases/Product Articles
Promote your presence material

**Priority Points and Ranking**
Coming Soon

See the amount of points your company has accumulated, and also, your priority ranking

**ISE 2023 Exhibitor View Floor Plan**
Click here to review the exhibitor view floor plan for ISE 2023

**ISE 2023 Attendee View Floor Plan**
Click here to review the attendee view floor plan for ISE 2023

EBO home overview

Stand Design Approval

Each exhibitor decides if they want to build their own stand or contract a Shell Scheme.

Space-only Exhibitors

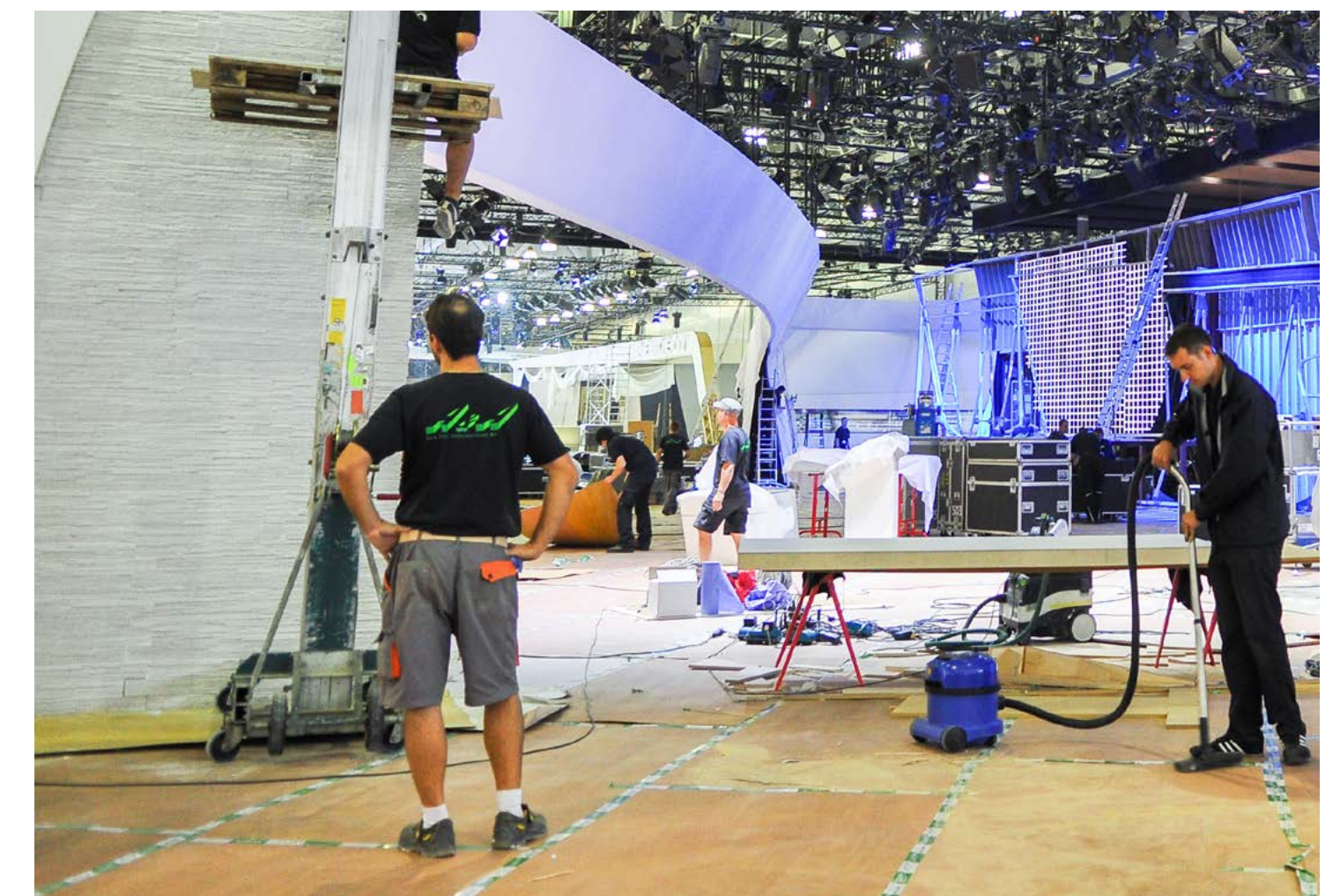
Space-only exhibitors must submit their stand design and supporting documents to Abraxys **before 30 November 2022** via their [online portal](#).

When the design is approved, exhibitor will obtain 'Permission to Build Certificate' linked to the [Contractor Registration Portal](#), that can be found in your EBO..

Shell Scheme

Shell Scheme packages are available to order from the [ISE Fira Store](#).

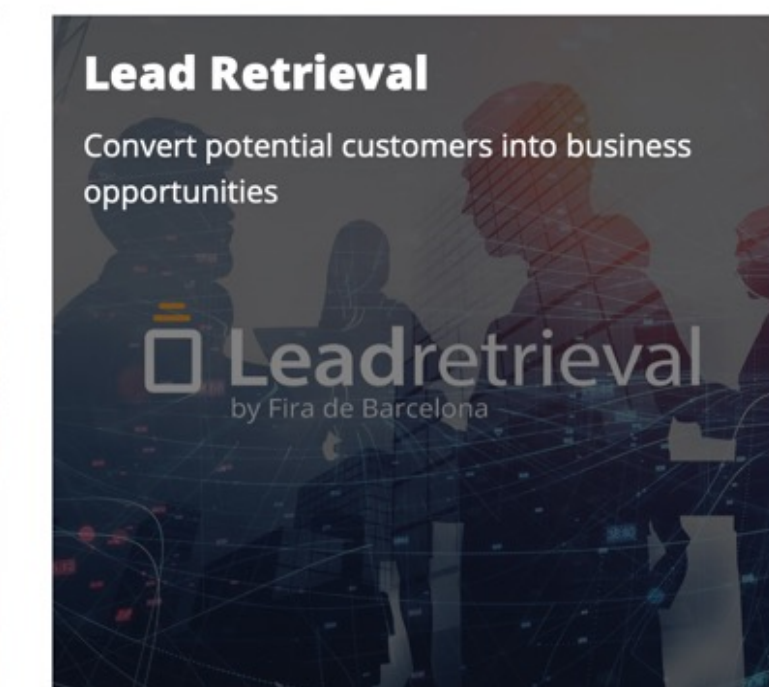
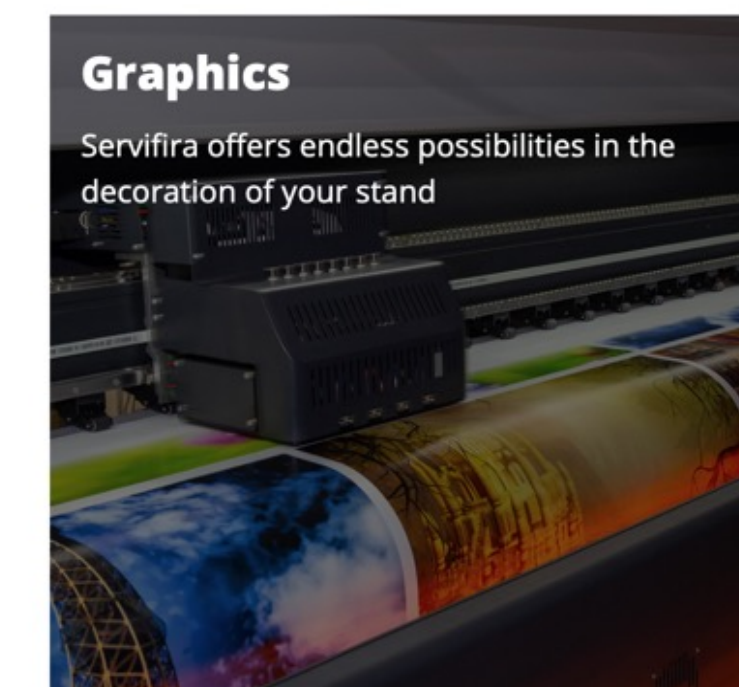
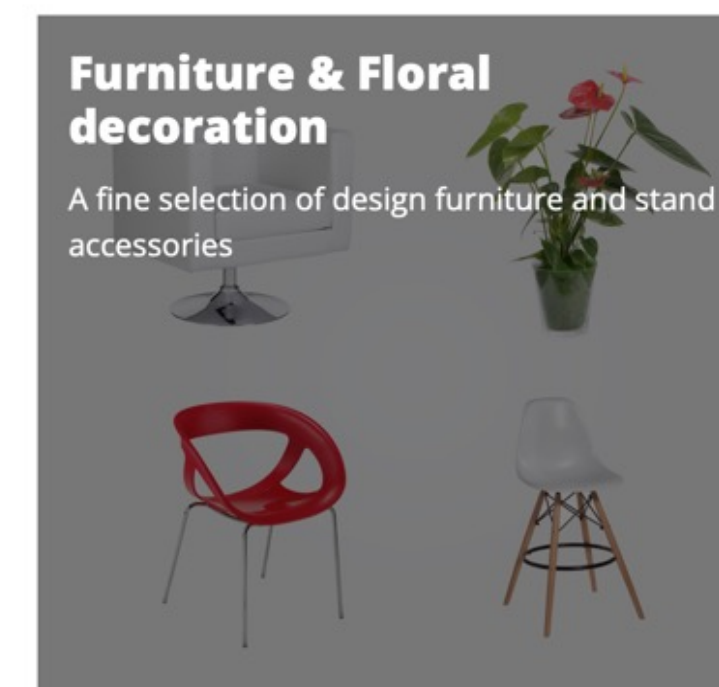
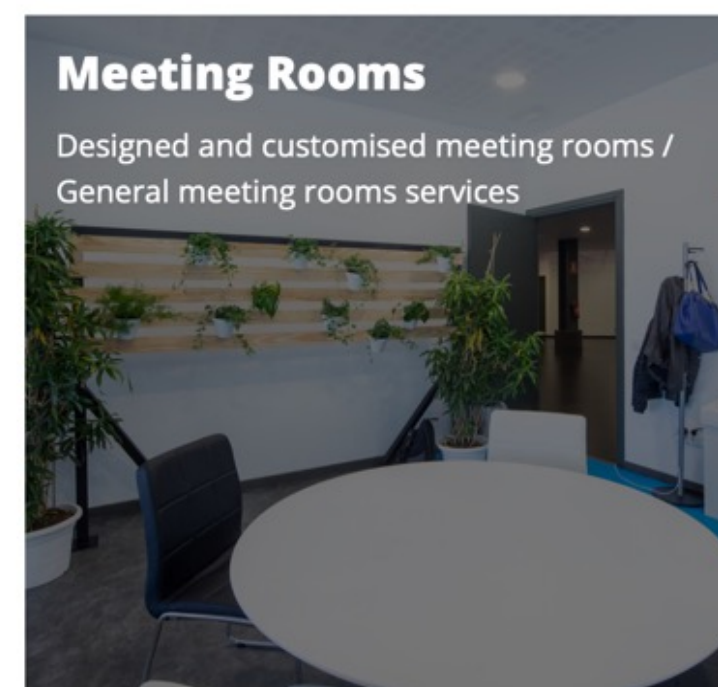
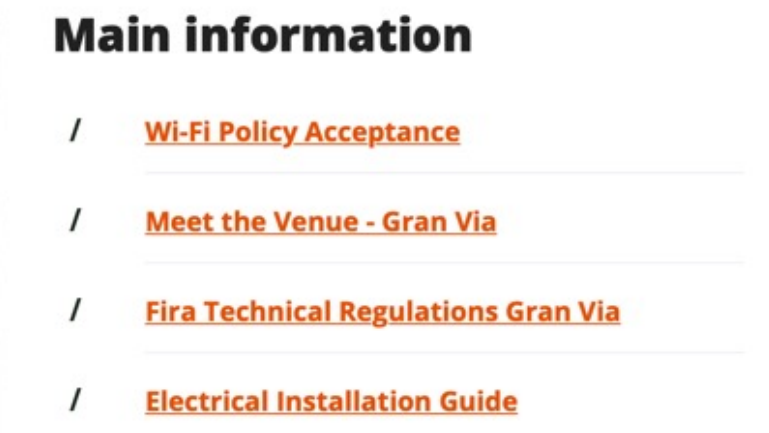
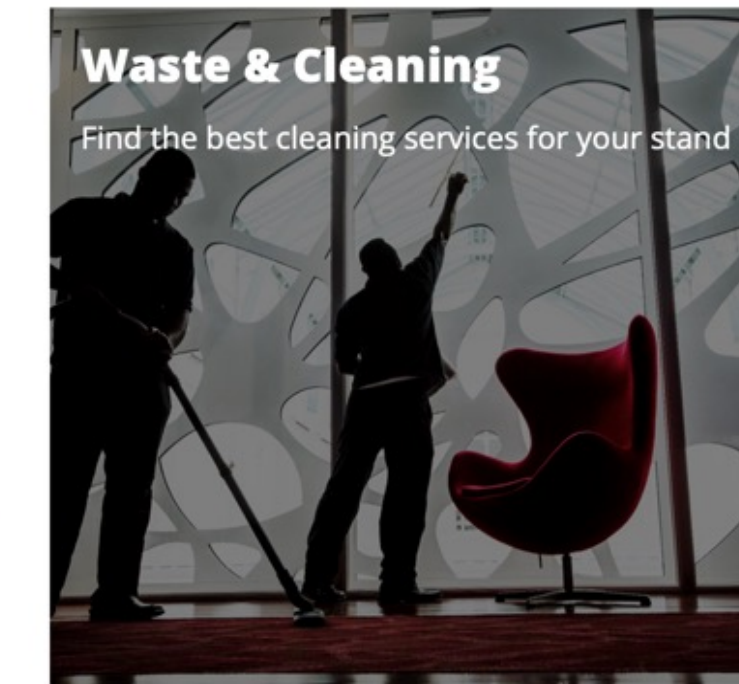
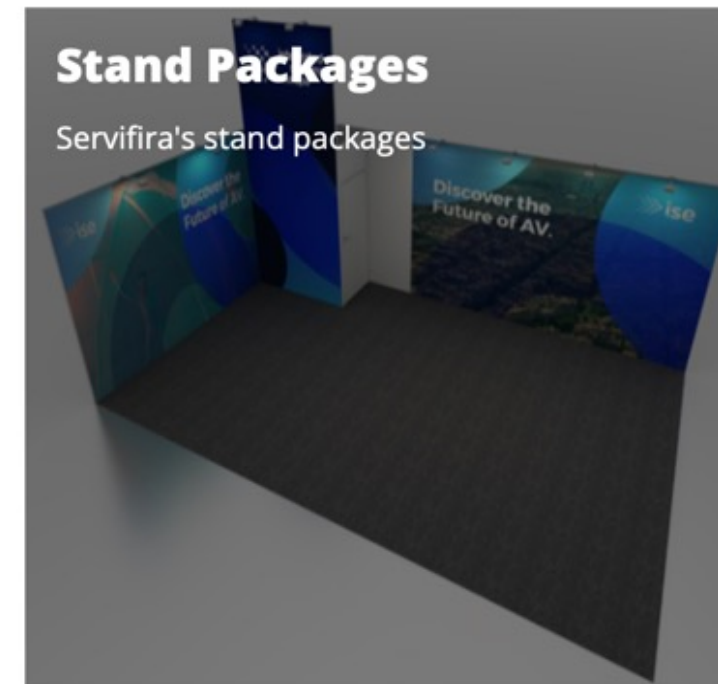
Exhibitors contracting Shell Scheme do not need to submit the stand design.



ISE Fira Store

ISE Fira Store is our official webshop that can be also accessed via the EBO and is managed by Servifira – Exhibitor Services Department of Fira Barcelona. ISE Fira Store provides anything you need for your stand such as:

- > Furniture
- > Electricity
- > Internet
- > Catering
- > Security
- > Parking



For more information, please contact Servifira directly on ise@firabarcelona.com

ISE 2023 Event Manual

Our ISE Event Manual is divided into two sections: the **Exhibitor Area** and the **Stand Contraction Area**. It contains information such as rules and regulations, ISE policies, deadline overview, ISE official suppliers contacts, and much more.



Rules & Regulations



ISE Policies



Deadline Overview



ISE Official Suppliers



Please share with your stand-builder



Click [here](#) to download the Event Manual.

ISE 2023 Deadline Overview

Keep track of the deadlines and download our ISE Deadline Overview directly from ‘Exhibitor Resources’ in your EBO.

30

November

2022

Stand Design
Deadline

20

December

2022

Rigging

20

December

2022

Deadline to order
Branded Catering Items

04

January

2023

Update Company
Details in EBO

04

January

2023

Early Bird Deadline for ISE
Fira Store Products/Services

09

January

2022

Early Build-Up/Access
Request Early Bird Deadline

10

January

2023

Freight Forwarding
and Lifting Deadline

19

January

2023

Deadline for Tailor-made
Catering Orders

21

January

2022

Early Build-Up/Access
Request Deadline

23

January

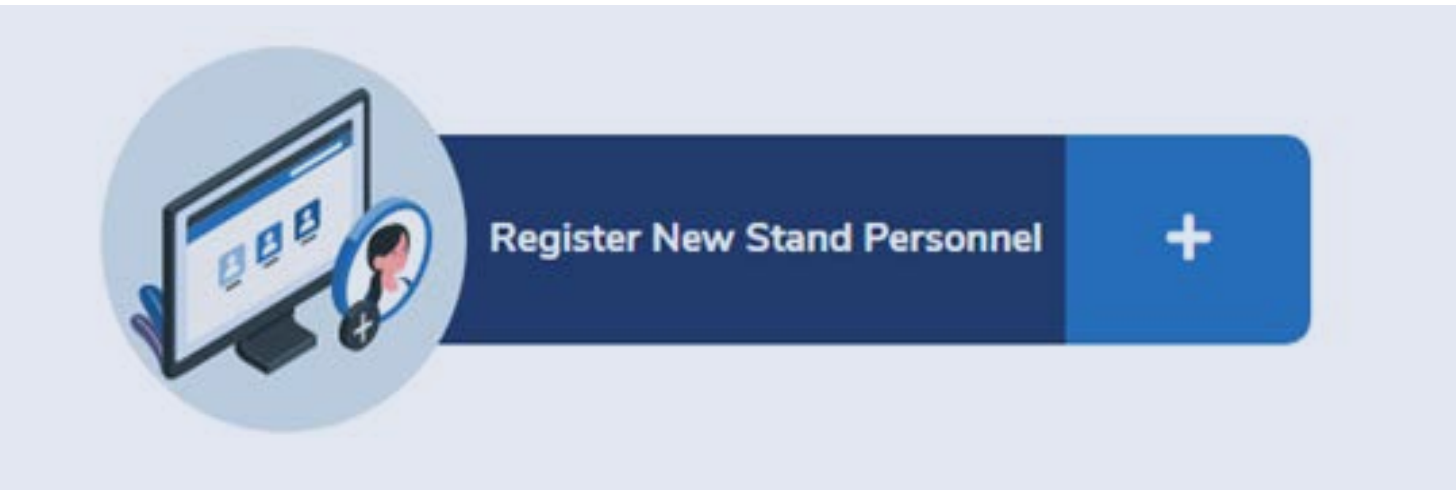
2023

Regular Catering
Orders

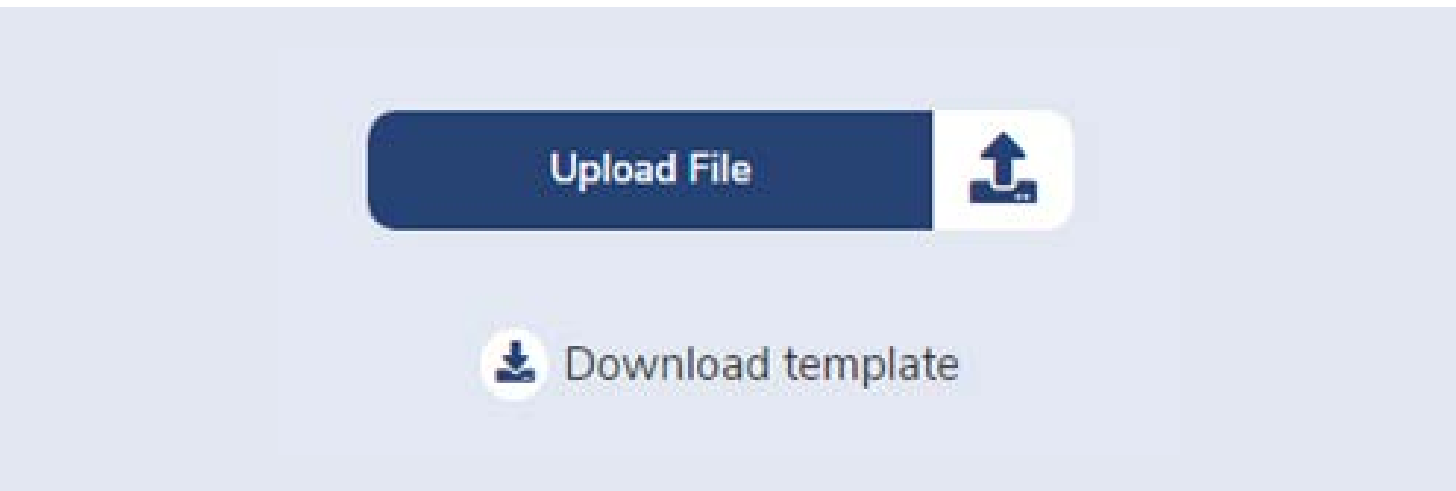
Registration

In order to register your stand personnel, you need to access your EBO and go to the [Registration](#) section, where you can enter the [Registration Portal](#). There you can either register your stand personnel, find your [Attendee Invitation Code & Link](#) or manage the invitee database. To register your stand personnel, please follow the process below:

Step 1: Click on ‘Register your Stand Personnel’



Step 2: Download the Excel template



Step 3: Fill in the template with all required information

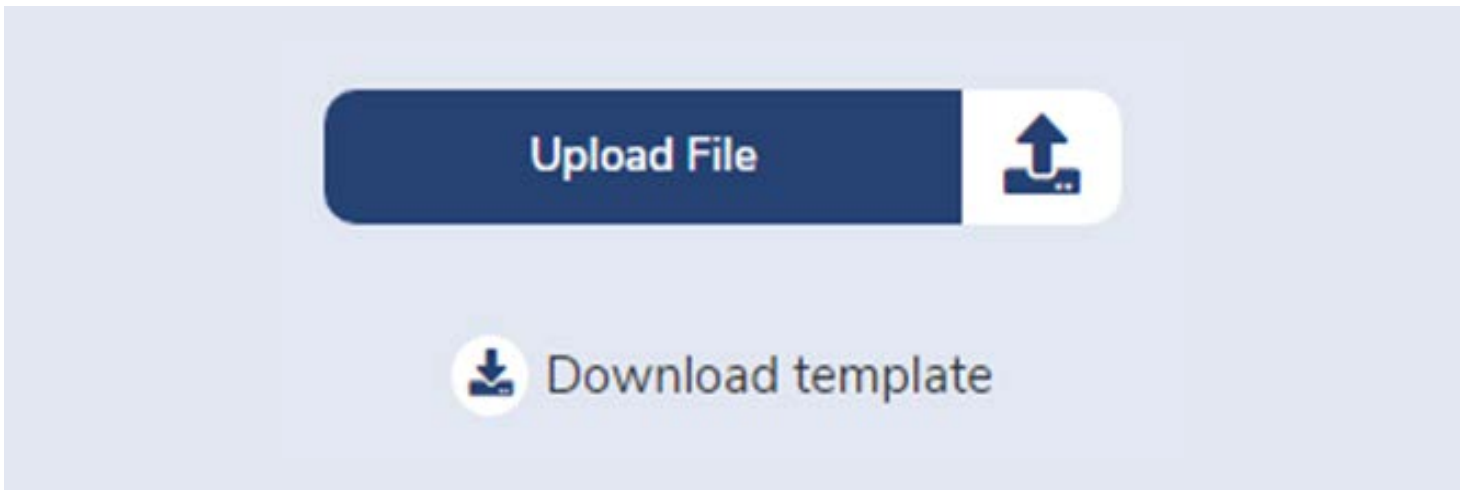
Please note, all fields are mandatory, except for ‘**Company**’. When this field is left blank, the company name linked to the account will be added automatically.

The ‘**Country**’ field must be completed via the options listed in the drop-down list.

There is no separate form to register someone individually; all registrations must be uploaded via the Excel sheet.

	A	B	C	D	E	F
1	Name	Surname	Country	ZIP CODE	Email	Company
2						
3						
4						
5						
6						
7						

Step 4: Upload the Excel file



For further information regarding registration click [here](#).

Promote your presence

We are encouraging exhibitors to promote their presence at ISE to attract the potential clients.

Find your **Attendee Invitation Code** in your Registration Portal and share it with your customers for free admission.

In Marketing opportunities section you can download your **Personalised Banner & ISE Logos**. You can also write an **Article** or **Press Release** about your new product or your company and be visible on our website.



Online Advertising Packages

Learn how you can increase your visibility, showcase your products, and generate qualified leads



Map Your Show Digital Packages & Sponsorships

Click here to view the current ISE 2023 offerings being offered by Map Your Show!



Sponsorship & Branding

Coming Soon



Press Releases/Product Articles

Coming Soon



Promote Your Presence Material

Download ISE Graphics Today!

Marketing Opportunities Overview (EBO)

Prepare your badge!

This year everyone is required to have both the **digital voucher & physical badge**. To get both, the entry voucher and the physical badge, you need to download the Official ISE 2023 App.

Digital Voucher

To enter the venue, **you must present your digital entry voucher in the Official ISE 2023 App** on your mobile device for scanning. Once you are inside, before entering the show floor for the first time, your digital entry voucher will be scanned at one of the printing stations.

Physical Badge

At the printing station exhibitors & attendees will obtain a physical badge before entering the show floor. Badge printing and lanyards will be available inside the Fira.

For re-visits, you have to show your digital entry voucher to enter the venue, and your printed show badge will be scanned to enter the show floor.

Please note that this does not apply to Stand builders.



During the Show
















In order to make the most of your participation, plan your time at ISE effectively.



Schedule & Venue Opening Times

Being precise in your planning is crucial for running a successful show. You will be able to download the ISE 2023 Schedule Overview from ‘Exhibitor Resources’ in your EBO.

ISE 2023 Schedule - Jan/Feb

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22 January  Early Access	23 January  Early Access	24 January  Regular Build-Up	25 January  Regular Build-Up	26 January  Regular Build-Up	27 January  Regular Build-Up	28 January  Regular Build-Up
29 January  Regular Build-Up	30 January NO BUILD Fine Tuning, Staff Training & Decoration Only	31 January  integrated systems europe Show Day	1 February  integrated systems europe Show Day	2 February  integrated systems europe Show Day	3 February  integrated systems europe Show Day	4 February  Breakdown
5 February  Breakdown	6 February  Breakdown	7 February	8 February	9 February	10 February	11 February

Opening Hours:

Early Access
22 January – 23 January
Exhibitors & Contractors: 8:00 – 00:00

Build-up
24 January – 28 January
Exhibitors & Contractors: 08:00 – 00:00
29 January – 8:00 – 17:00

NO Build Day
30 January
Exhibitors & Contractors: 08:00 – 17:00

Show Days
31 January – 2 February
Exhibitors: 08:00 – 20:00
Visitors: 10:00 – 18:00

Last Show Day
3 February
Exhibitors: 08:00 – 00:00
Visitors: 10:00 – 16:00
Removal of hand-carried goods:
17:00 – 18:00

Breakdown:
4 February – 6 February
Exhibitors & Contractors: 08:00 – 00:00

Breakdown

We highly recommend to **plan your breakdown in advance** to avoid any delays.

Please find all the information about breakdown in the Event Manual on page 23.

Click [here](#) to download the Event Manual.



Breakdown in Halls

Friday 3 February

17:00

CEVA will begin bringing priority empty cases into the halls, finishing at 22:00

Hand carried goods may be brought out to the parking garages around the venue, but it will not be possible for lorry drivers to enter the loading area until Saturday 4 February at 08:00.

18:00

After 18:00 the official dismantling will start but the freight doors will remain closed until Saturday at 08:00. Dismantling will finish at 00:00.

22:00

CEVA will start the overnight service for returning empty cases from storage, finishing at 08:00 on Saturday morning.

Breakdown Traffic

During breakdown, vehicles are allowed on to site from the buffer zone/ registration area (SOT) at the time slot allocated to them. **It is of great importance that you contact CEVA Showfreight to receive a loading slot for the breakdown.** Your vehicle can only arrive at the buffer zone a maximum of two hours prior to the designated reloading slot. The buffer zone/registration area cannot be used as a parking area and is not open overnight. There is a strict policy regarding no parking or access to SOT during the show days.

Cars and vans with a height up to 2.1 metres (1.9 metres in some areas) have parking areas available around the venue to allow loading of hand-carried goods.

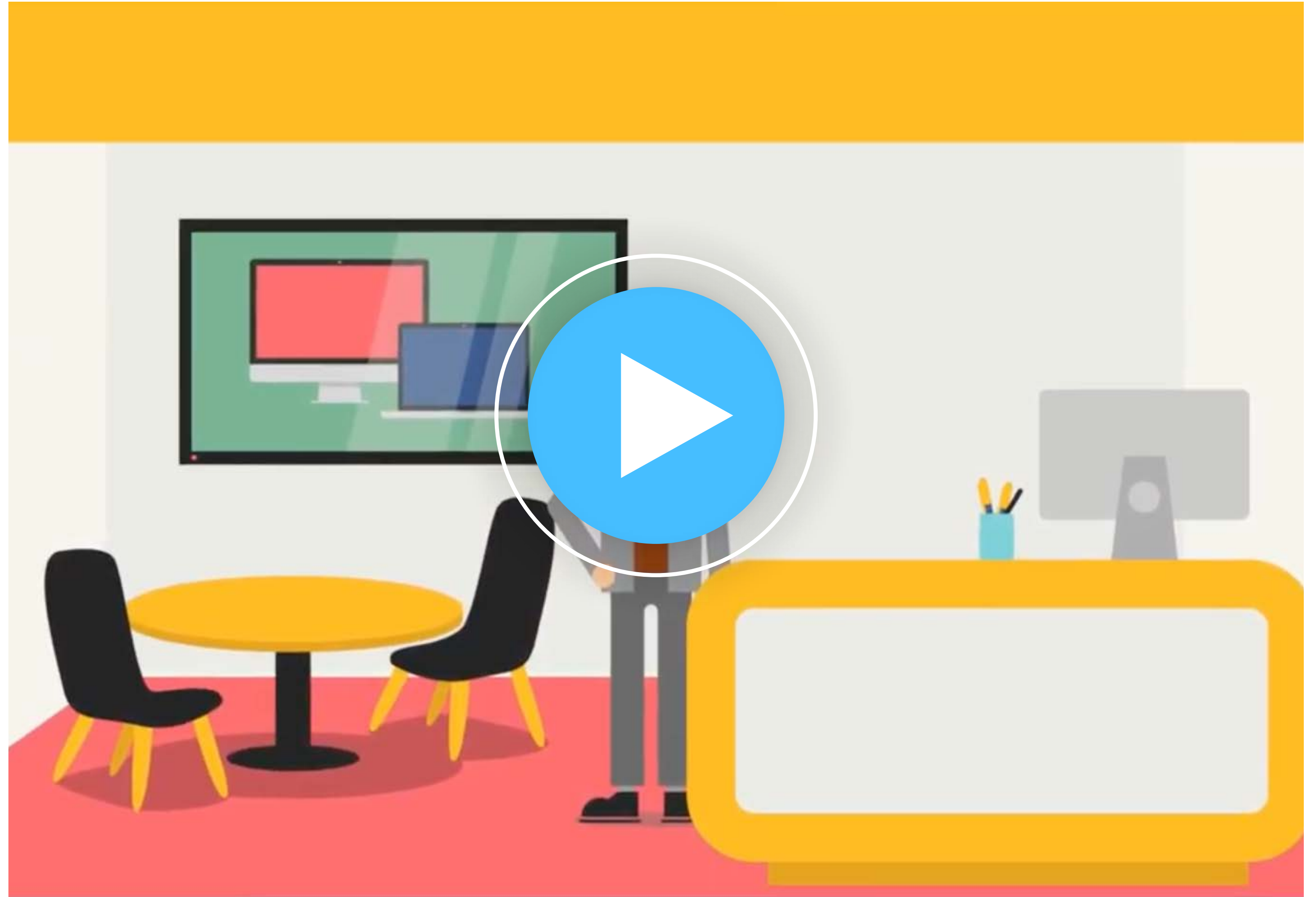
Phased Breakdown

Friday 3 February	
16:00 – 17:00	ISE Show finishes at 16:00. Contractors will not be allowed to access the venue until 17:00 to enable all visitors to leave and carpet to be removed from the gangways.
17:00 – 18:00	Removal of hand-carried goods. The loading docks will not be open.
18:00 – 00:00	<p>Dismantling can start but the loading docks will not be open.</p> <p>No vehicles will be permitted to enter the loading docks until Saturday morning.</p> <p>It is only possible to take your goods to the car parks throughout the venue. Please note the car parks have a maximum height of 2.1 metres (1.9 metres in some areas).</p> <p>The priority service for returning empty cases from storage will operated during this period.</p>
22:00 – 08:00	The overnight service for returning empty cases from storage will operate
Saturday 4 February	
08:00 – 11:00	Self-loaders and CEVA
11:00 – 19:00	CEVA-only reloading
19:00 – 22:00	Self-loaders and CEVA
Sunday 5 February	
08:00 – 22:00	CEVA and self-loaders
Monday 6 February	
08:00 – 18:00	CEVA and self-loaders

Lead Retrieval

Lead Retrieval is the app that enables you to scan, track and obtain detailed information on the visitors to your stand and turn them into potential customers. Find out more about Lead Retrieval by Fira Barcelona by [clicking here](#).

Devices and lead retrieval licences can be ordered on the [ISE Fira Store](#). If you have any further questions, please contact [Fira's Lead Retrieval](#) team directly.



Post Show

Evaluate your participation
and give us your feedback.



Post-Show Evaluation & Feedback

Last but not least step after the show is to look back and **objectively evaluate** your participation, while the event is still fresh in your mind. A post show evaluation will help you determine what worked well and identify areas of improvement.

After overall evaluation, share with us your **feedback!**

Later we will provide you with our **Facts & Figures** document, which summarises all the information from the show.



Get in touch

We're here to support you. If you have any questions,
please contact our Customer Success Team:

cs@iseurope.org | +49 89 215 436 863

Fira Barcelona | Gran Vía

31 Jan - 3 Feb 2023

