

Exhibitor Update

Fira Barcelona, Gran Via | 31 Jan – 3 Feb 2023



Dear Exhibitor,

Welcome to the **December** Exhibitor Update. This month we bring you some critical information which will help you and your organisation save time and money as you finalise your preparations for ISE 2023. This edition of the Exhibitor Update has three sections, and each section contains valuable instructions and guidelines to exhibitors and stand builders.

- **Exhibitors and stand builders access:** this includes access to ISE 2023, getting your printed badge and registering your stand builders.
- **Exhibitor onsite resources:** covers catering outlets, free transportation tickets and Lead Retrieval.
- **Important exhibitor reminders:** as always we have important reminders such as the deadline overview, schedule and useful resources (Event Manual, Registration Guide, Meeting Rooms Guide). For new exhibitors, a reminder of the Onboarding presentation.

As we are heading to show build-up, all this information is really important during the month of December. In January there will be two updates: "The Build-up" and "The Final Check". [Reach out to us directly](#) if you want to learn more on any of the items in this update, or if we can help in any way to make your ISE 2023 a great success.

Best regards,
ISE Team

NB: Apologies to those exhibitors who experienced technical issues uploading their press releases. We are pleased to report this issue has been resolved and all exhibitors are now able to upload 3 press releases to their profile in the EBO.

Exhibitors and stand builders access

Exhibitors' access to the venue

For ISE 2023, all exhibitors and attendees will be required to have both the **printed badge** and the **digital voucher**, which you will find in the official ISE 2023 App. You will first need to show your digital voucher at the entrance. As soon as you have accessed the venue, and before you enter the show floor for the first time, your digital voucher will be scanned at one of the printing stations so you can get your printed badge. For re-visits, you will still need to show both documents: the digital voucher to access the venue, and the printed badge to enter the show floor. Should you need more information, contact our [Registration team](#).

Getting your printed badge

For this ISE 2023 edition, we are bringing back the printed badge. There will be printing stations onsite, where you will also find badge holders and lanyards. We strongly recommend you print your badge before the show starts to avoid any cues. For exhibitors, printing stations will be open at the following times:

Saturday 28 January: 12:00 - 17:00
Sunday 29 January: 12:00 - 17:00
Monday 30 January: 10:00 - 17:00

Registering your stand builders

As of next week, the Contractor Registration Portal will go live. Once your stand design has been approved by Abraxys, the Contractor Registration Portal will appear on your EBO. Keep in mind that stand builders will only have access to the venue during build-up and breakdown days, so **please make sure you register stand personnel as exhibitors and stand builders as contractors**. For more information, contact our [Customer Success team](#).

EBO

Exhibitor onsite resources

Exclusive exhibitor catering outlet

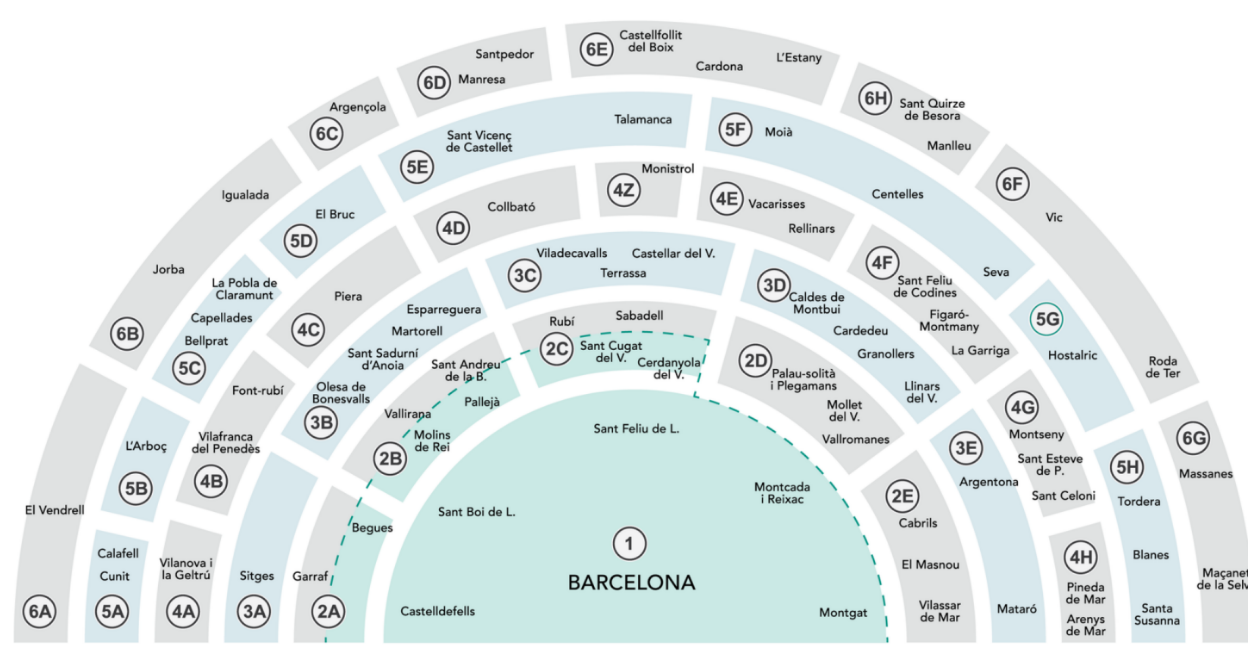
Although there are 42 catering outlets during the show, this ISE 2023 edition we have added a new catering service exclusive to exhibitors. Gastrofira now offers the Fresh Fork, a restaurant located on the upper walkway by Hall 6, and both exhibitors and stand builders will have access to it during build-up days, and only exhibitors will be allowed inside during show days. To access the Fresh Fork you will need to purchase your ticket via the [ISE Fira Store](#) if you are an exhibitor or by sending an email to Gastrofira via isecatering@firabarcelona.com. Make sure you purchase your stand builders' tickets otherwise they will need to buy them directly in the restaurant.

Besides the Fresh Fork, Fira Barcelona offers a wide variety of catering outlets. The document below gives all the catering outlets and important details such as: location, type of cuisine, working hours and dietary specifications.

Catering Outlets document

Free transportation ticket

We encourage all exhibitors and attendees to use public transportation, as it's the quickest and most convenient way to move around the city and avoid long cues at the taxi stop. We recommend you collect your free transportation ticket on Monday from the South Entrance to use during the show. This ticket offers unlimited trips during the four show days in all Zone 1 of Barcelona and one trip to the Airport. Zone 1 covers all the city, as it can be seen in the picture below.



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. You can find more information on the [ISE Fira Store](#), where you will also be able to place an order for the devices and licenses. For more information, you can contact directly the Lead Retrieval team via leadretrieval@firabarcelona.com or +34 93 233 27 73.

Important exhibitor reminders

ISE 2023 Deadline Overview

Please remember the 10 critical deadlines highlighted below. They are not movable so make sure you have included them in your project planning. You will find a more detailed Deadline Overview in our [ISE 2023 Event Manual](#).

30 November 2022	20 December 2022	20 December 2022	04 January 2023	04 January 2023
Stand Design Deadline	Rigging	Deadline to order Branded Catering Items	Update Company Details in EBO	Early Bird Deadline for ISE Fira Store Products/Services
09 January 2023	10 January 2023	19 January 2023	21 January 2023	23 January 2023
Early Build-Up/Access Request Early Bird Deadline	Freight Forwarding and Lifting Deadline	Deadline for Tailor-made Catering Orders	Early Build-Up/Access Request Deadline	Regular Catering Orders

ISE 2023 Schedule

Please remember the ISE 2023 has extended the build-up with an extra day and the schedule for this is below:

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 Fira Training & Decorations Only	31 January Integrated systems network Show Day	1 February Integrated systems network Show Day	2 February Integrated systems network Show Day	3 February Integrated systems network Show Day	4 February Breakdown
5 February Breakdown	6 February Breakdown	7 February	8 February	9 February	10 February	11 February

Reminder of useful Exhibitor Resources

ISE provides three valuable exhibitor resources to help you create and deliver a successful show.

1. Event Manual: All the information you need in one place.

Event Manual

3. Onboarding Presentation: Review which steps to follow as a new exhibitor for ISE 2023.

Onboarding presentation

2. Registration Guide: Learn everything you need to know to register as an exhibitor.

Registration Guide

As you can see from this update we have provided a number of services to ISE exhibitors. **The most important point is to remember to register yourself as an exhibitor, and to register your stand builders.** Looking forward to the January Exhibitor Updates, you will find relevant information regarding the build-up and final check.

Best regards,
Customer Success Team

If you have any questions, would like to change your information in our database, or add a colleague to our mailing list, please send your request to cs@iseurope.org.

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