

# ISE 2024 Discovery Zone

A unique opportunity for  
first-time exhibitors.

Fira Barcelona | Gran Vía  
30 Jan - 2 Feb 2024

A joint venture  
partnership of



# ISE 2024 Discovery Zone

For 20 years ISE has proudly showcased innovation. Whether you are a start-up, developing a business or just new to ISE the Discovery Zone gives first-time exhibitors a unique opportunity to take advantage of a turnkey show floor package. The Discovery Zone gives you access to the world's largest pro-AV marketplace.

As a dedicated area of the show floor, the Discovery Zone is situated in The Underwalkway, in front of halls 4, 5, 6 and 7, the Discovery Zone gives exhibitors the benefit of high levels of traffic flowing between halls. For ISE 2024, 98 Discovery Zone pods are available. Pods are available in two sizes 9 sqm (70 available) and 6 sqm (28 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 provided canvas allows you to brand your pod.

Discovery Zone pods are only available to new exhibitors for 2 years.

2024 Pricing	1st Year	2nd Year
6 sqm	€ 2,550 *sqm € 425	€ 2,850 *sqm € 475
9 sqm	€ 3,555 *sqm € 395	€ 4,005 *sqm € 445

Join over 1000 of the world's leading technology suppliers and solution providers at ISE, the world's largest AV Systems and Integration exhibition by choosing your booth.

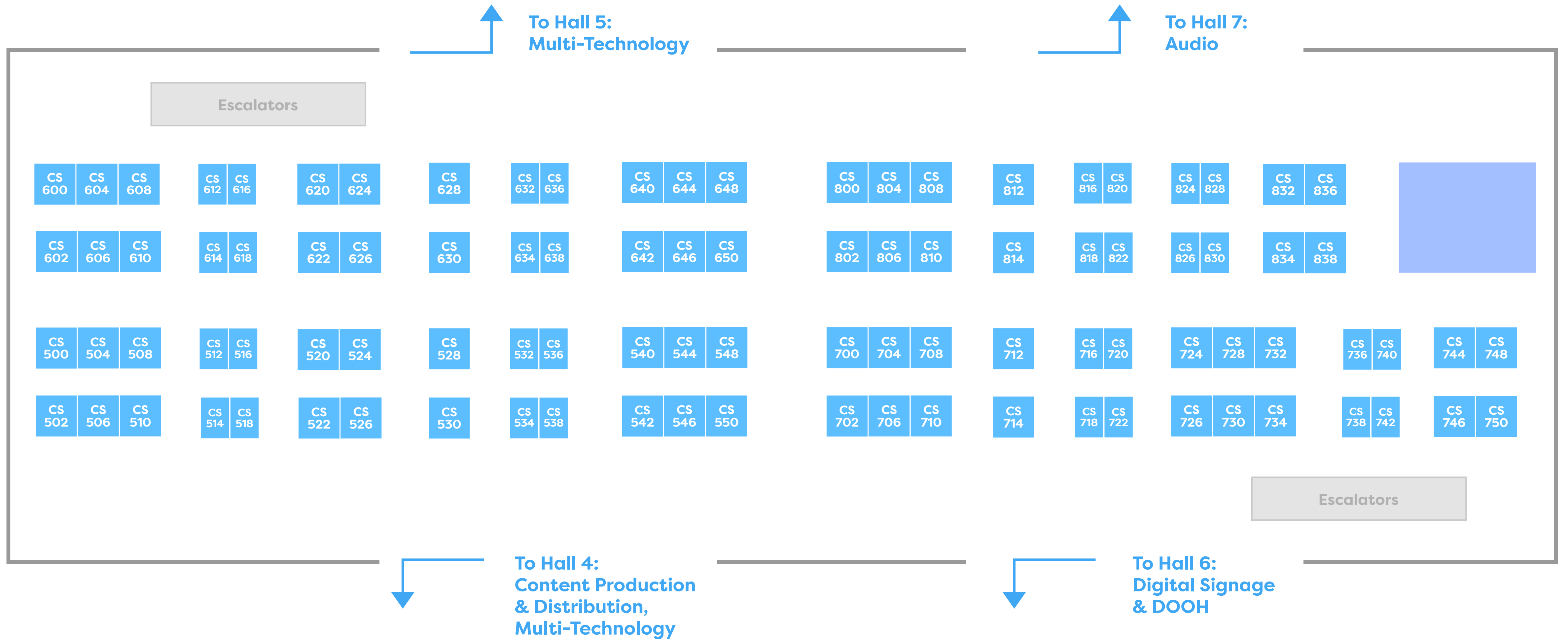


3x3 (9 sqm)



2x3 (6 sqm)

# ISE 2024 Discovery Zone



# Your Sales Contacts

**Michael Freter**  
Senior Sales Director  
E: [mfreter@iseurope.org](mailto:mfreter@iseurope.org)

## Spain, Portugal and other countries

**Elisabeth Kondakow**  
Senior Sales Manager  
M: +34 60 6060452  
E: [ekondakow@iseurope.org](mailto:ekondakow@iseurope.org)

## UK, Ireland, USA

**Dan Cordock**  
Senior Sales Manager  
M: +44 7587 496374  
E: [dcordock@iseurope.org](mailto:dcordock@iseurope.org)

## Germany, Austria, Switzerland, Eastern Europe, Russia

**Alex Schurmann**  
Senior Sales Manager  
T: +49 89 215 4368 25  
M: +49 173 3513 130  
E: [aschurmann@iseurope.org](mailto:aschurmann@iseurope.org)

## Netherlands, Belgium, Luxembourg, France, Greece, Scandinavia

**Otto Viersen**  
International Sales Manager  
T: +31 20 809 6523  
E: [oviersen@iseurope.org](mailto:oviersen@iseurope.org)

## China and Hong Kong

**Felix Tsang (曾駿持)**  
Sales Manager  
Baobab Tree Event Management  
Company Ltd.  
Room 1709-10, 49 Hoi Yuen Rd,  
APEC Plaza, Kwun Tong Hong Kong  
T: +852-3520 3638  
F: +852-3520 3618  
HK mobile: +852-9125 5543  
China mobile: +86 147 1647 7637  
E: [felix.tsang@baobab-tree-event.com](mailto:felix.tsang@baobab-tree-event.com)

## Taiwan

**Jie Tsai**  
Sales Manager  
ACE Forum Inc.  
10F-1, No. 180, Sec. 4, Nanjing E. Rd.  
Taipei 10553, Taiwan  
T: +886 2 2570 6960 ext. 302  
F: +886 2 2570 2305  
E: [jie@aceforum.com.tw](mailto:jie@aceforum.com.tw)

**Jessica Hsu**  
ACE Forum Inc.  
T: +886 2 2570 6960 ext. 351  
E: [jessica@aceforum.com.tw](mailto:jessica@aceforum.com.tw)

## South Korea

**Olivia Oh**  
Manager  
ACE Marketing Inc.  
T: +82-70-4348-2027  
E: [olivia@acemarketing.co.kr](mailto:olivia@acemarketing.co.kr)

## Italy

**Debora Baldinelli**  
Invernizzi Group  
T: +39 02 8689 7000 (Italy)  
E: [debora.baldinelli@invernizzigroup.com](mailto:debora.baldinelli@invernizzigroup.com)

**Alessandro Franchini**  
T: +39 02 8689 7000 (Italy)  
E: [sales@invernizzigroup.com](mailto:sales@invernizzigroup.com)

## Turkey

**Ismail Sezen**  
Istexpo  
Yıldız Posta Caddesi No: 36 D: 27  
34394 Gayrettepe, İstanbul, Turkey  
T: +90 (212) 275 82 83  
E: [ismail@istexpo.com](mailto:ismail@istexpo.com)

## Israel

**Sergio Vinitzky**  
VISERCO Ltd. CEO  
T: 972-522-708060  
F: 972-9-7415443  
E: [sergio@viserco.biz](mailto:sergio@viserco.biz)

**If you have any questions  
about the content of this  
document, please contact us.**

Published by  
Integrated Systems Events  
Barbara Strozzi  
1083 HN Amsterdam  
The Netherlands  
[sales@iseurope.org](mailto:sales@iseurope.org)

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