

「
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」



The Daily.

MARKETING OPPORTUNITIES PRESENTED BY FUTURE FOR
ISE 2023: 31 JANUARY - 03 FEBRUARY 2023

Installation |

AVTECHNOLOGY |

scn |

**SOUND & VIDEO
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MIX
PROFESSIONAL AUDIO AND MUSIC PRODUCTION |

**Residential
Systems**
ResidentialSystems.com

┌ The official Show Daily for ISE 2023

The *ISE Daily* is the *only* official show newspaper. It is produced on-site by *Installation's* specialist AV editorial team, printed overnight, and distributed the following morning to attendees as they arrive at Fira de Barcelona each day. The show dailies uniquely capture the all important product news and announcements from the show floor, the unique thought leadership from the conference seminars and theatre sessions, as well as being a companion guide for every delegate in previewing the must-attend show features for the day ahead.

With a digital preview edition, 16 official newsletters sent to registered attendees, and four live at-show editions, the *ISE Daily* provides an unrivalled wealth of opportunities for ISE exhibitors to communicate their messages to the ever-growing ISE attendee base as we get back to full scale in-person events!





PRODUCERS OF THE OFFICIAL ISE SHOW DAILY

Get exclusive access to ISE's influential buying audience and readers of one of the leading European brands in the pro AV industry



Increase company
visibility and brand
awareness



Drive booth traffic



Generate qualified
leads



Boost sales





OFFICIAL ISE 2023 PUBLICATIONS

PRODUCED BY FUTURE

ISE Daily Preview edition

The *ISE Daily Preview* is distributed to ISE's VIP database of registered attendees and Future subscribers ahead of the show.

The digital preview is a valuable promotional tool to alert registered attendees to your presence at the show, and why they should visit your stand.

The preview contains exclusive interviews and thought leadership pieces with the key speakers and industry experts taking part at ISE 2023, helping you to align your brand with the show's key themes.

The Daily. Official newspaper of ISE 2022 | Preview Edition
Fira de Barcelona, Gran Via | 10-13 May 2022

All eyes on the future of AV

Looking ahead to the speakers, show features and product debuts set to make ISE 2022 a must-attend event.

Plus:
ISE 2022 executive and speaker profiles | Day-by-day show events guide | Exhibitor product news

ISE is a joint venture partnership of AVIXA CEDIA

Not yet registered for ISE 2022? Use free invitation code QGZPZYKN

integrated systems europe
iseurope.org

Official ISE Show Daily

Four editions produced on every day of the show and distributed to the thousands of attendees at the Fira Barcelona Gran Via convention centre

FOR MAKING AN ON-SITE IMPACT, YOU CANNOT BEAT THE DAILY.

50k+
READERS

Professional Development



Today's AVIXA events

AVIXA's offering for the AV community includes CTS events, the AV Experience Zone and some perks for members

CTS Events

All day | Meeting point: AVIXA Stand, Hall 5

CTS Testing

In co-operation with Pearson Vue, AVIXA is offering CTS Testing on all show days, off-site not far from the Fira. Attendees can earn their CTS credential, a professional certification accredited by ANSI to the ISO 17024 standard.

To learn more, see the AVIXA team at stand S1.555 in Hall 5. Tests can be taken in English, Spanish and German.



14:30-16:30 | Room CG3.13 C

CTS Walk-in Centre: Ask the Trainer

Meet experts and trainers who you can talk to about the CTS Prep courses and answer any last-minute questions you have before taking the CTS Exam. Expect some great advice on test-taking strategies. Register via avixa.org/ISE.

Member Meeting Space

All day | Europa Suites

For AVIXA Members, the association offers dedicated meeting rooms in the Europa Suite accessible via the elevated main walkway at Fira Gran Via. To reserve a room, see the AVIXA team at stand S1.555 in Hall 5.

AV Experience Zone

Located in Hall 5, The AV Experience Zone will present Spanish-language

The Daily.



iseurope.org



Presenting Show Partner Official newspaper of ISE 2022 | Day One

Official sponsors and partners of AVIXA CEDIA

Welcome back!

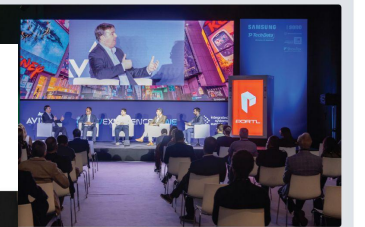
Finally, after all the waiting and the postponements, we're here! at the Fira Barcelona, Gran Via, for ISE 2022. And doesn't it feel good?

ISE 2022 is a long-awaited opportunity for the professional AV community to come together face-to-face once again, explore new solutions and drive new business.

With well over 600 exhibitors across 48,000 square metres of the incredible venue, ISE 2022 is set to be the new benchmark for all future ISEs, with an easy-to-navigate venue in the Catalonian sunshine and a whole host of opportunities to network, learn and get hands-on with tech.

Mike Blockman, managing director, Integrated Systems Events, sums up the anticipation of the AV industry as a whole: "When you walk around and you see the quality of the booths – how much they're spending to make this work – you realise they're really excited to be back at ISE."

Continued on page 3



de la experiencia en campo...
12:30-14:00
Colaboración hoy, desafíos en un nuevo paradigma
 Las comunicaciones corporativas han cambiado a todos los niveles, ¿técnicamente estamos yendo? No solo las comunicaciones corporativas han cambiado a todos los niveles, nuestros expertos nos explican cómo y hasta dónde podemos llegar. En esta sesión analizaremos desde el hardware actual, ventajas, limitaciones y posibilidades de integración hasta como será el espacio de trabajo de un futuro no muy lejano. Destinado principalmente a la vertical de Corporate.

Join the #ISE2022 conversation on social

RGB SPECTRAUM

The Zio 4000
More Than Just A Video Wall

COME SEE US AT BOOTH #3F220

FUTURE

Official newsletter: ISE Online News

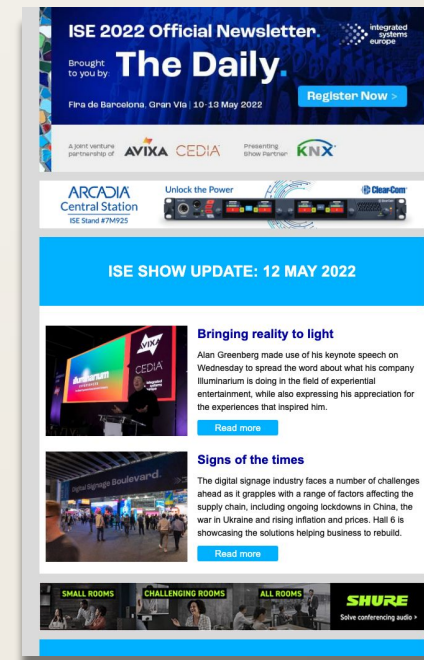
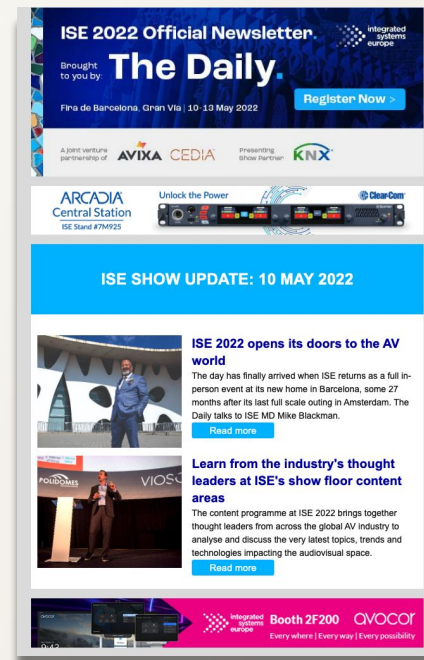
The Official Show Daily Newsletter is distributed before, during, and after the show to ISE's registered attendees and Future's pro AV audience. The weekly sends begin in early January and run up to the show where they are sent on each day, with one post-show send.

100k
DISTRIBUTION

PRE-SHOW EDITIONS



AT-SHOW EDITIONS



ISE Show Daily and eNewsletter Ad Rates

Show Daily			
Ad Size	Investment (5 issue package)	4 Issues	Single Issue
Double Page Spread	£25,500	£21,600	
Full Page	£14,609	£14,609	
Front Cover (¼ strip)	£21,250	£18,000	
Inside Front Cover	£18,063	£15,300	
Inside Back Cover	£16,469	£13,950	
Outside Back Cover	£21,250	£18,000	
Half Page Horizontal	£10,094	£8,550	
Quarter Page Strip	£7,172	£6,075	
Bound Inserts			£4,375
Loose Inserts			£5,000
Product Showcase			POA

1st ad copy deadline: 9 December 2022 Contact your sales rep for more information

Show Daily eNewsletter			
Ad Size	6 sends	12 sends (10% discount)	16 sends (10% discount)
Top banner (600x75)	£6,300	£11,340	£15,015
Mid banner (600x75)	£3,480	£7,680	£10,030
MPU (300x250)	£3,300	£6,000	£8,075

All advertisers will receive guaranteed editorial news coverage in the show dailies. In addition, all advertisers have the option to take up additional editorial opportunities based on their spend level:

Tier 1

£8,000-plus

Editorial options: Choice of 250-word opinion piece or 150-word Q&A

Tier 2

£3,001 - £7,999

Editorial options: Choice of 150-word Q&A or participation in vox pops

Tier 3

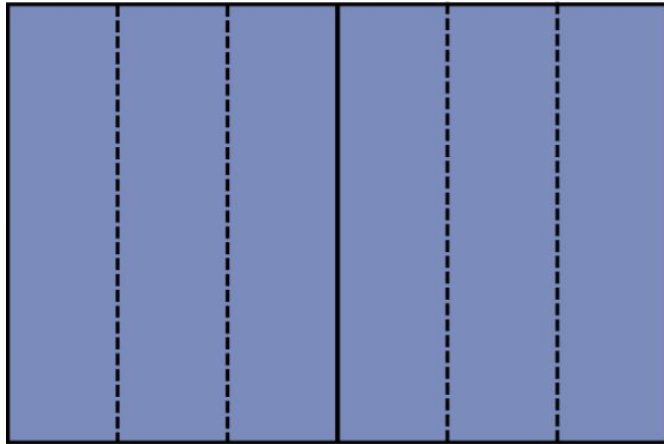
Up to £3,000

Editorial options: Participation in vox pops

Details for all editorial options are available on request. Contact your sales representative for more information.

ISE Show Daily Ad Specs

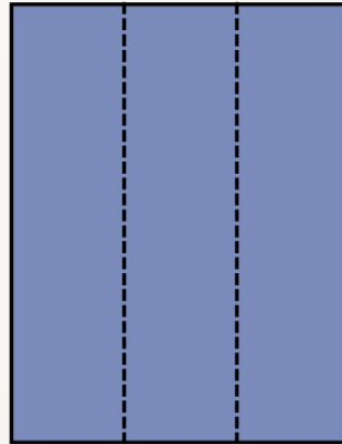
DPS



FULL PAGE SPREAD

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Trim: 430x290mm
Type: 410x270mm

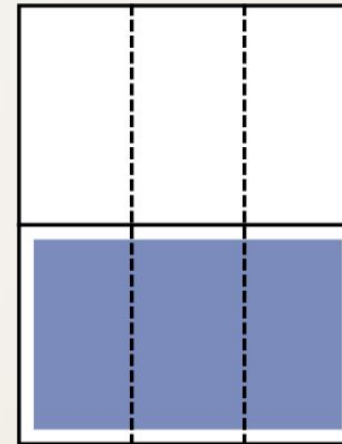
FULL PAGE



FULL PAGE

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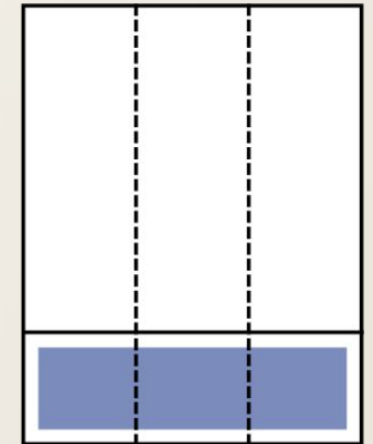
HALF PAGE



1/2 HORIZONTAL

195x135mm

QUARTER PAGE



1/4 STRIP

195x65mm

┌ Contact Us

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