



# Innovation Park

Fira de Barcelona | Gran Vía  
4 - 7 Feb 2025

A joint venture  
partnership of  

Since its inception in 2004, Integrated Systems Europe (ISE) has developed to become the world's leading pro AV and systems integration show.

64%

of attendees are looking to discover new products, equipment or services.\*

Innovation has always played an important part of the show and visitors have an appetite for innovation – it's one of the reasons they attend ISE.

ISE prides itself in fostering new ideas and we continue to engage with entrepreneurs and forward-thinking startups who would like to present and promote their innovations. ISE attracts a high-level audience of experts, investors and business professionals looking for new solutions to help them address the complex problems of a fast changing world.

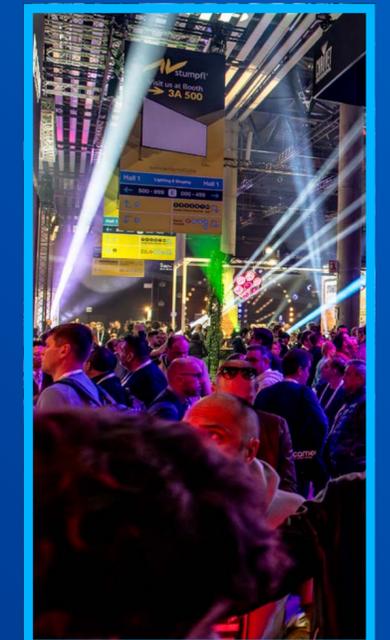


# The Innovation Park at ISE 2025 is designed to be an environment for Entrepreneurs and Startups who have generated breakthrough business ideas.

Located in Congress Square, in the centre of the venue, ISE's Innovation Park provides an environment to amplify innovation: it includes a pitching stage, a match-making area, an investors lounge, and a startup networking evening DJ event; it is also supported by an Investors Conference on the first day of ISE.

At the ISE 2025 Innovation Park, startups can showcase their innovations with their own turnkey promotional pod. In this way, focused visitors looking for truly groundbreaking solutions can experience them at first hand. If you are looking to promote your innovations to the technology markets and/or scale your capabilities through connecting with cooperative assets and potential investors, then you can apply for one of these limited-availability pods.

<sup>1</sup>ISE 2024 Visitor Survey.

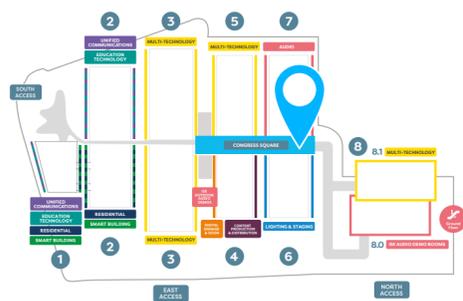


Visitors reported that they made the final purchasing decision, influenced the decision or made recommendations for it.



of visitors expect to invest or spend with exhibitors that they saw at the show.\*

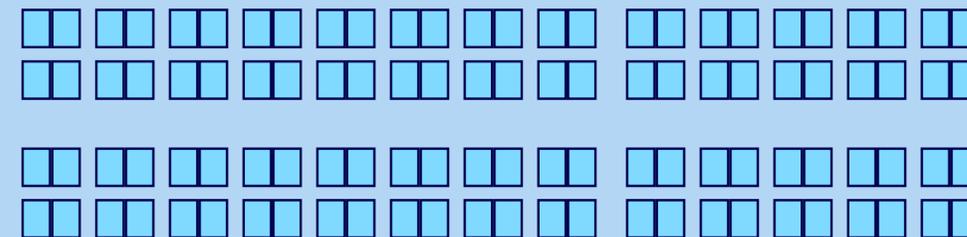
The Innovation Park is located in the center of the venue, in Congress Square.



## Congress Square

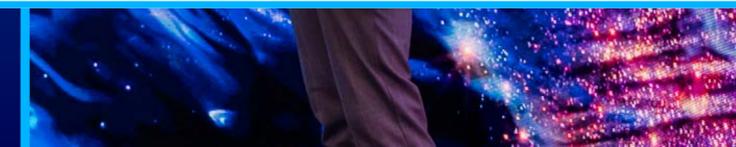


## Innovation Park



Innovation Park Pitching Stage

Innovation Park Networking Lounge



## Take the opportunity to showcase your ideas and position your startup to ISE's influential professional audience.

For an investment of 1,500 euros we provide you with a turnkey 6m<sup>2</sup> promotional pod\*\*. Your promotional pod is exclusive to you and enables you to meet and talk with potential buyers, suppliers and investors.

Taking a promotional pod gives you access to the highest quality of professional visitors, 40% of whom are C-level. At ISE 2024 we saw high levels of attendance from banking, finance, corporates and investor organisations looking to talk to startups.

# 40%

## C-Level Visitors

Within your investment you also have an opportunity to present your idea or startup on the Pitching Stage.

The Pitching Stage is managed by Plug and Play, one of the world's leading early-stage venture capital firms, investing in thousands of startups around the world. Plug and Play will contact Innovation Park exhibitors ahead of the show to explain the pitching opportunities in more detail.

Following your stage pitch, you can continue your conversation in the networking lounge or on your promotional pod.

You can apply for a promotional pod by [clicking here](#) and completing your application.

\*\*Electricity, WiFi, Logo, etc included. Logo to be submitted along with signed contract



Once you have completed your application form, you will be notified within four weeks of your application whether you have successfully acquired a promotional pod at ISE 2025 from 4 - 7 February.

For further details, contact Lara Mayer at [lmayer@iseurope.org](mailto:lmayer@iseurope.org)

