

# Beyond Your Booth at ISE

A Portfolio Collection of Sponsorship, Branding, Advertising, & Partnership Opportunities at ISE

Fira de Barcelona | Gran Vía  
4 - 7 Feb 2025



integrated  
systems  
europe

4-7 FEB 2025 • BARCELONA

A joint venture  
partnership of

AVIXA CEDIA

Dear Exhibitor,

At ISE we value helping exhibitors to amplify their brands to our influential professional audiences. We are proud to reflect your goals and connect you with the right people at the world-leading AV and systems integration show. To reflect the needs of our exhibitors and alongside the Innovation Park promotional pods and the Discovery Zone stands we offer four booth configurations. The booth options give exhibitors a choice of exhibition spaces in which to promote their company and brands.



**Michael Freter**  
Senior Sales  
Director  
**ISE**

For ISE 2025 we are delighted to present a new collection of advertising, branding, and sponsorship opportunities called 'Beyond Your Booth at ISE'. 'Beyond Your Booth at ISE' is a portfolio of tailored and innovative opportunities that help exhibitors to showcase the unique qualities of their brands and allow them to stand out in a competitive market. Covering four pillars; Impact Opportunities, Awareness and Statement Branding, Experiential and Engagement Opportunities, and Navigation and Wayfinding, each collection within the portfolio supports exhibitors with a range of sponsorship, branding and advertising opportunities. There are opportunities to suit all budgets and all marketing objectives, and all designed to support our exhibitors to position themselves in our dynamic and influential industry. From exclusive and high impact branding elements for specific areas to engaging networking event spaces to customized packages, from conference options to garden sponsorship we offer a diverse range of choices to cater to your marketing requirements, deliver a return on your investment and fulfill your marketing objectives.

We are committed to helping you establish a robust and enduring brand that resonates with the Pro AV and systems integration industry. The opportunities presented in the 'Beyond Your Booth at ISE' collection can help you to elevate and amplify your brand and create meaningful connections. Reach out to me and the ISE Global Sales Organisation to discuss your requirements.

We look forward to working with you.

# Impact Opportunities

ISE has created impact opportunities for companies or brands looking to position themselves and their presence at ISE. As a world- or market-leading brand you may be looking to generate a significant and lasting brand effect. The portfolio of impact opportunities consists of a range of sponsorship, branding and advertising assets to suit all budgets – before, during and after the show, to help you amplify your brands and leave a lasting impression.

## Outside ISE:

- East Access Billboard
- East Access Entrance Banner Roundabout
- South Access Billboard
- South Access Entrance Banners
- South Access Screen

## Entrances & Access to ISE:

- Lanyards & Badge Holders
- East Access Canvas Wall
- East Access Double-sided Banners
- East Access Hall 3 Entrance Banner
- East Access Registration Counter (2)
- North Access Double-sided Pillars (13)
- North Access Registration Counters (4)
- South Access +1 Wall
- South Access to Hall 2 Banner
- South Access 0 Wall
- South Access 2 +1 Wall
- South Access Double-sided Pillars (6)
- South Access Double-sided Pillars (10)
- South Access Registration Counter
- South Access Totem Banner (2)

## Online with ISE:

- Registration Confirmation Banner & Registration Banner

## Inside ISE:

- Circular Walls



## East Access Entrance Banners (2)

Take advantage of our two exclusive prominent banners positioned on the left and right sides of ISE's welcoming message banner at the East Access. These banners are the first brands visitors see when they enter the East Access which takes them directly into Hall 2 and Hall 3. Whilst the exact size is yet to be confirmed, you can secure this prime location and impact asset for €15,500 each. The banners give you the opportunity to make a powerful statement about your brand's identity and a memorable impact on ISE attendees.

## East Access Billboard

ISE 2024 welcomed over 179,000 visits to the show across four-days. All ISE visitors pass into the venue through either the East, South and North accesses. Companies looking for high impact opportunities to increase brand visibility and create a lasting impression can achieve this through the dramatic East Access Billboard. Sized at 8 meters wide x 3 meters high, this space provides ample room for brand messaging. Priced €22.700 this is a unique and exceptional opportunity to position your brand and message to ISE attendees accessing the show and hall 3 via the prime East Access location.

## South Access Roundabout

This is a prime and unique premium outdoor branding opportunity. Because of its sheer presence this strategically positioned South Access Roundabout Billboard, guarantees your message receives the attention it deserves. Anyone journeying to Fira Barcelona Gran Vía, whether by metro, bus, car or taxi, cannot but fail see the billboard and therefore generate impact for messaging placed on this substantial asset.

If you are looking to promote your brand's visibility and leave a lasting impression, you can achieve these goals by taking advantage of ISE's four-sided billboard (€195,000). The roundabout is exclusive for the duration of the show and includes four sides of 20 meters wide by 9 meters high billboard. The South Access Roundabout Billboard gives you exposure to everyone targeting to visit the show as well as all the traffic moving around Fira Barcelona and the surrounding area.



## South Access Screen

ISE's ground-breaking and award-nominated Welcome Screen at the South Access of Fira de Barcelona's Gran Via venue is a high impact offering to any company or brand wishing to amplify their presence at ISE 2025. The 193m2 transparent LED display is a permanent fixture for the venue. Due to its impressive size and strategic location, the display captivates attendees while also allowing the interior of the building to be visible through the content, creating a seamless amalgamation of technology and architecture.

The transparent LED display, based on the MUXWAVE M3 LED screen with a 3.9mm pixel pitch, offers flexibility to adapt to various surface geometries. SONO, entrusted with system design and installation, seamlessly integrates more than 950 tiles of transparent screen into the glass façade of Fira de Barcelona at the South Access. Its sheer size and innovation captivates all attendees using the South Access and all the traffic and footfall around Fira de Barcelona.

Supported by Ventuz and Realtime Department, ISE 2025 brings a range of uses to the South Access Digital Screen which seamlessly bridges programming and on-site installation for the show.

Format	Description	Package Price	ISE 2025 Price per Second
Your ISE Company Portrait	Full screen with your company branding for 30 minutes on the last day of build-up Monday 3rd February	€ 2.650	€ N/A
Single Column	Column for total daily screen time of 1200 secs	€ 12.000	€ 2,71
Full Screen	Full screen for total daily screen time of 1200 secs	€ 60.000	€ 11,46

The South Access Digital Screen (11 x 20 metres) is the largest transparent screen on any exhibition venue in Europe and gives any exhibitor the ultimate boost and impact to their branding.

Your ISE Company Portrait:

**1 PRIORITY POINT**

Single Column:

**4,53 PRIORITY POINTS**

Full Screen:

**22,64 PRIORITY POINTS**



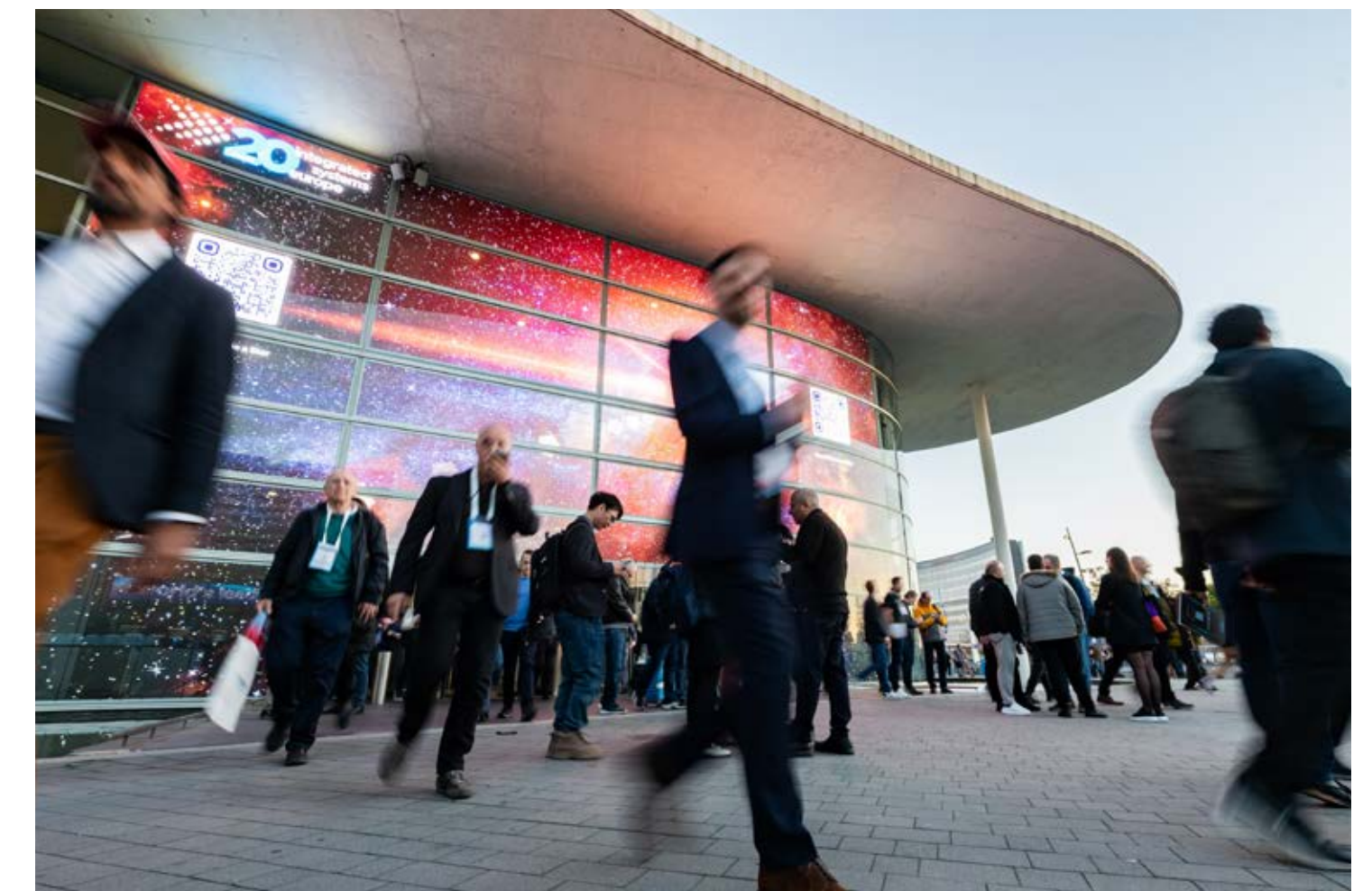
## South Access Billboard

This mega-sized exclusive billboard measuring 45 meters wide by 11 meters high gives you a special chance to promote your brand to ISE's influential attendees. This prime location is priced at €55,000 and is situated on the left-hand side of the South Access near hall 2. This unique branding opportunity is seen by anyone entering the South Access and our hall 2 entrance passage. As the largest advertising and branding opportunity the South Access Billboard can be said to truly make an impact and help you achieve a lasting impression.



## South Access Entrance Banners (2)

Located outside the South Access, to the right of FIRA Barcelona, there are two premium banners positioned on the right and left side of ISE's message. These banners offer an exhibitor the opportunity to use established brand-defining key words or images which showcase their companies values, personality and aesthetic. The banners can be purchased together (at €35,000) or separately (at €17,500) and offer an exceptional opportunity for uninterrupted brand exposure. By taking the south access entrance banners, you can amplify your brands distinctive identity to everyone entering the show as well as all the surrounding footfall moving around this part of Barcelona. When booking the south access entrance banners, you have exclusive use of them for the duration of ISE.



## Lanyards & Badge Holders

Every visitor to ISE must wear a badge during ISE. Therefore, the sponsorship of the lanyard and badge holder provides continuous exposure to event participants and positions the sponsor brand in the minds of all attendees throughout the four-days of ISE and beyond the show. This exclusive sponsorship is priced at €145,000 and includes:

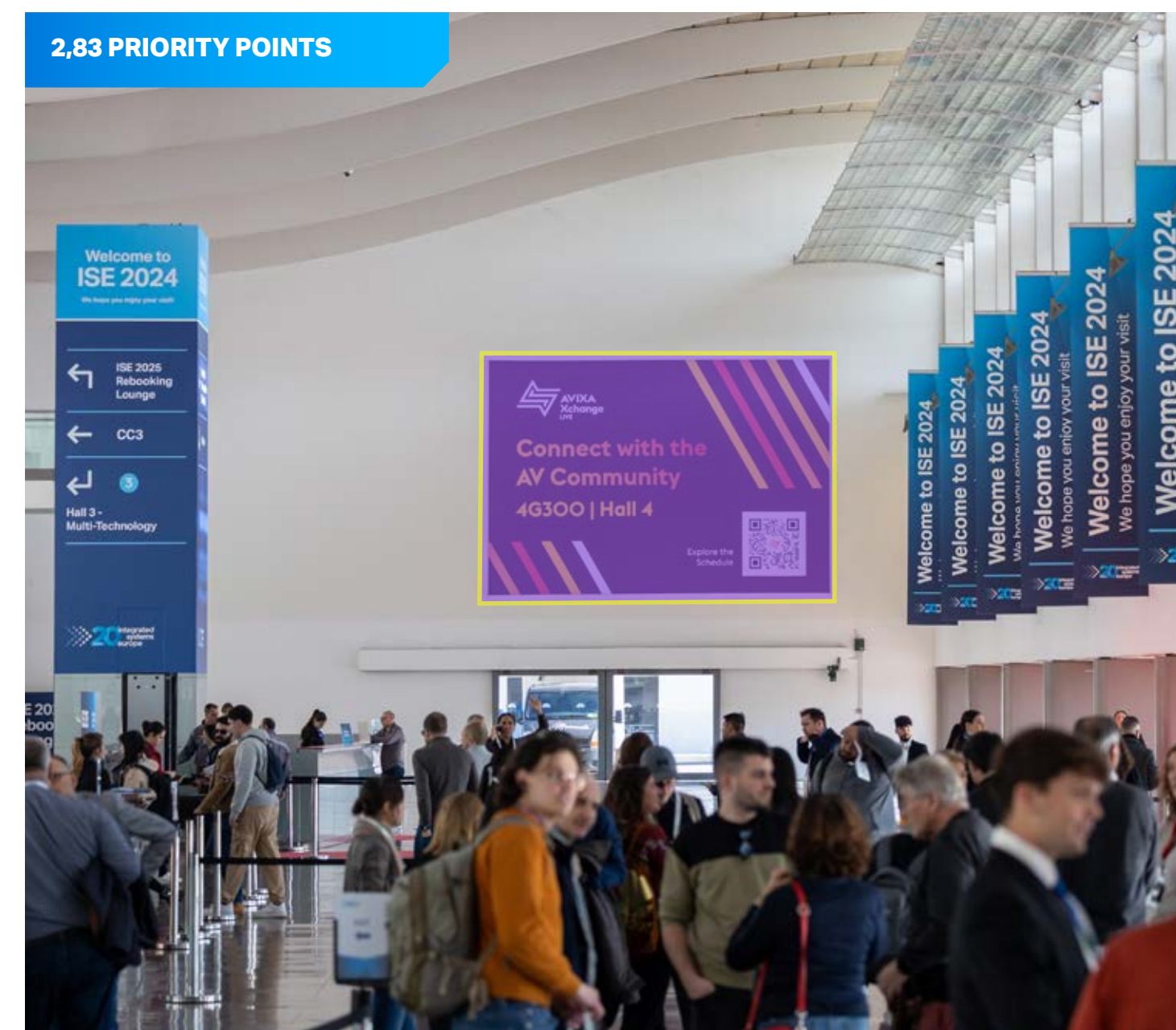
- > A professional sophisticated sleek black and white colour scheme giving your brand the maximum opportunity to stand out
- > Your brand featured on the Visitor Badge Holder
- > Your logo and messaging clearly displayed on both sides of the lanyard.

The visitor Lanyards and Badge Holder is an impact sponsorship opportunity for companies looking to establish a lasting and widespread presence and consistent brand messaging.



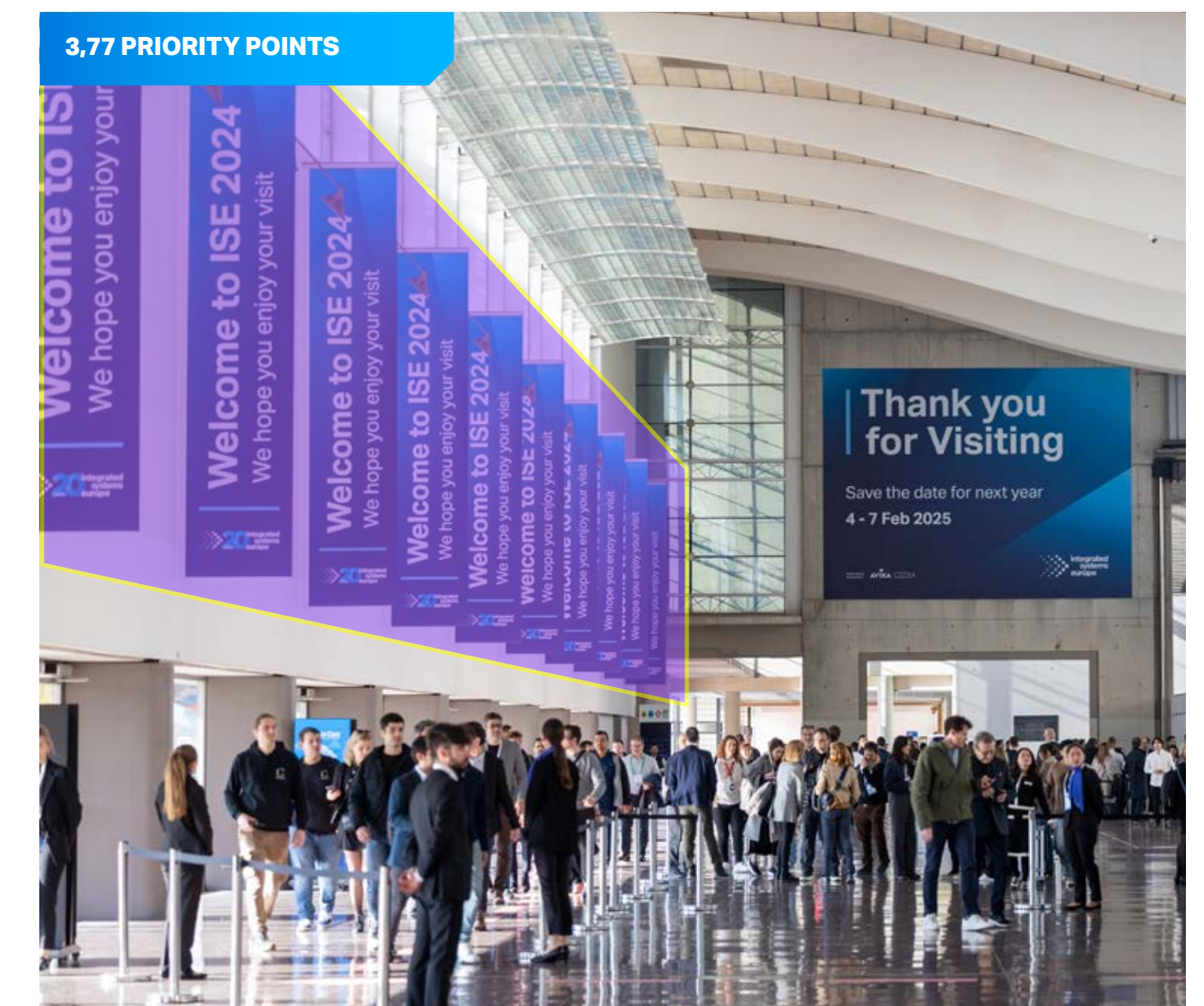
## East Access Canvas Wall

At ISE 2025 we will be introducing our East Access Canvas Wall. This is designed to deliver unparalleled branding opportunities and leave a lasting impression on every ISE attendee gaining access to the show and the Multi-Technology hall 3. Priced at €7,500, this exclusive and striking Canvas Wall measures 7.20 meters wide by 5 meters high. This impressive display ensures your brand is showcased in a powerful and memorable way, capturing the attention of all event participants.



## East Access Double-Sided Banners (17)

In 2025 we will be helping exhibitors to elevate their brands and build brand prominence with 17 commanding locations for Double-Sided Banners at the East Access. Strategically positioned within the vibrant East Access leading directly into hall 3, these captivating displays are priced at €10,000. The East Access is embellished with these double-sided banners and each measures 1 meters in width by 5 meters in height and guarantee any exhibitor high impact to over 40,000 visitors expected to use the East Access in 2025.



## East Access Hall 3 Entrance Banner

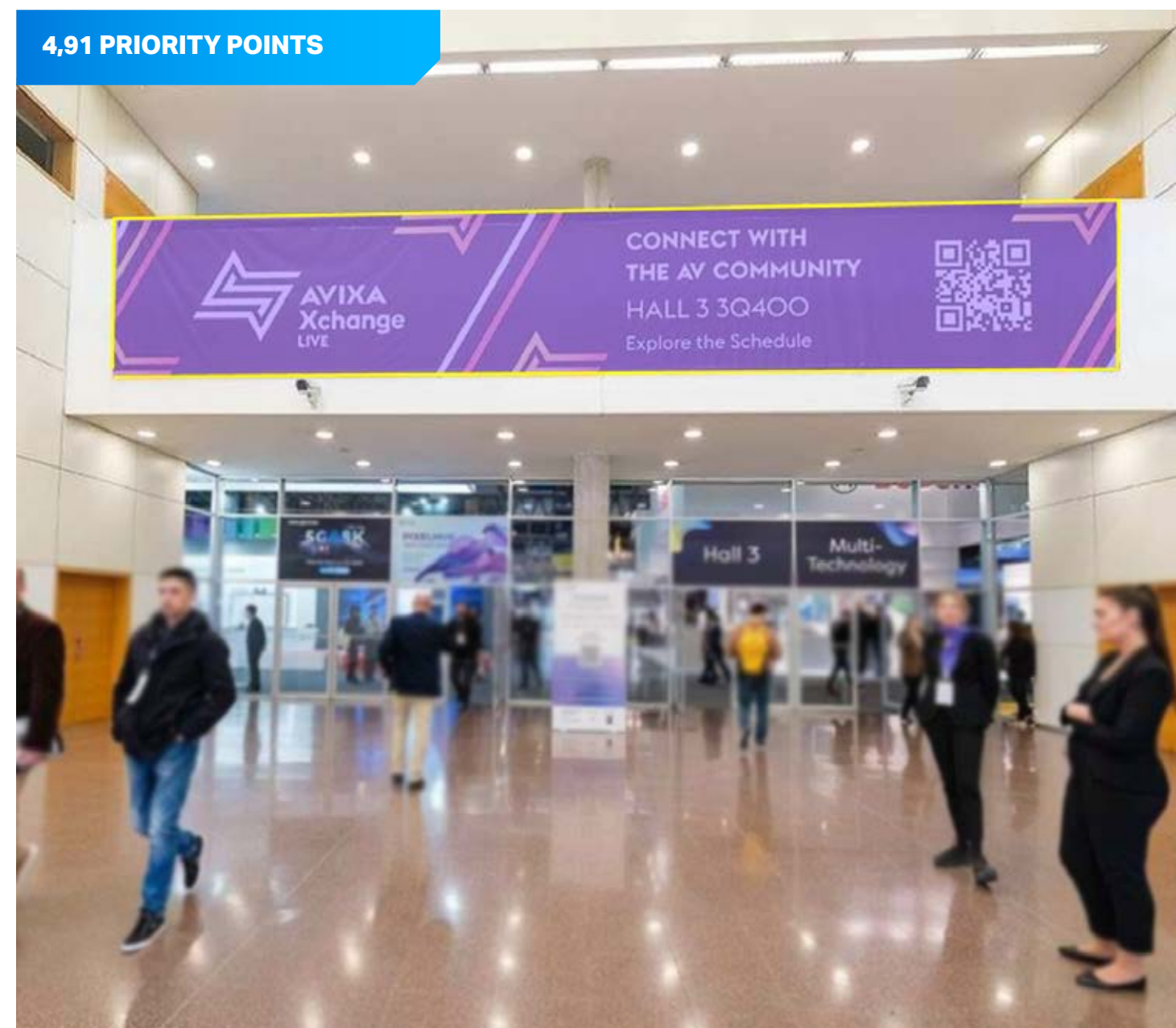
The East Access Entrance Banner at the entrance of Hall 3 measures an impressive 12 meters wide x 2.45 meters high. Priced at €13,000 it represents a unique opportunity to stand out from competition and position your brand to create a lasting impact. With its strategic placement, it stands alone in reaching all attendees moving through the East Access.

## East Access Registration Counter (2)

ISE attendees entering from the East Access are welcomed to the show at the East Access Registration Counter. The two registration counters serve as the focal point for attendee registration, distribution of transportation tickets, and handling registration or ticket-related queries. Priced at €10,000 each they give companies an impact branding opportunity to stamp their brand's logo and message (on 27,63 m<sup>2</sup>). Enhanced brand visibility and presence at the registration leave a lasting impression all ISE attendees accessing the event and the Multi-Technology zone at hall 3.

## North Access Double-sided Pillars (13)

For ISE 2025 we are introducing our North Access Double Sided Banners on pillars. 13 commanding locations have been meticulously crafted for optimal exposure to attendees moving through the North Access area into the show and the show features in hall 8.0. Pillars are embellished with Double-sided banners spanning 70 cm in width by 200 cm in height. Priced at €10,000 there are 13 strategically positioned assets which allow you to create captivating displays and guarantee your brand's prominence.





## North Access Registration Counters (4)

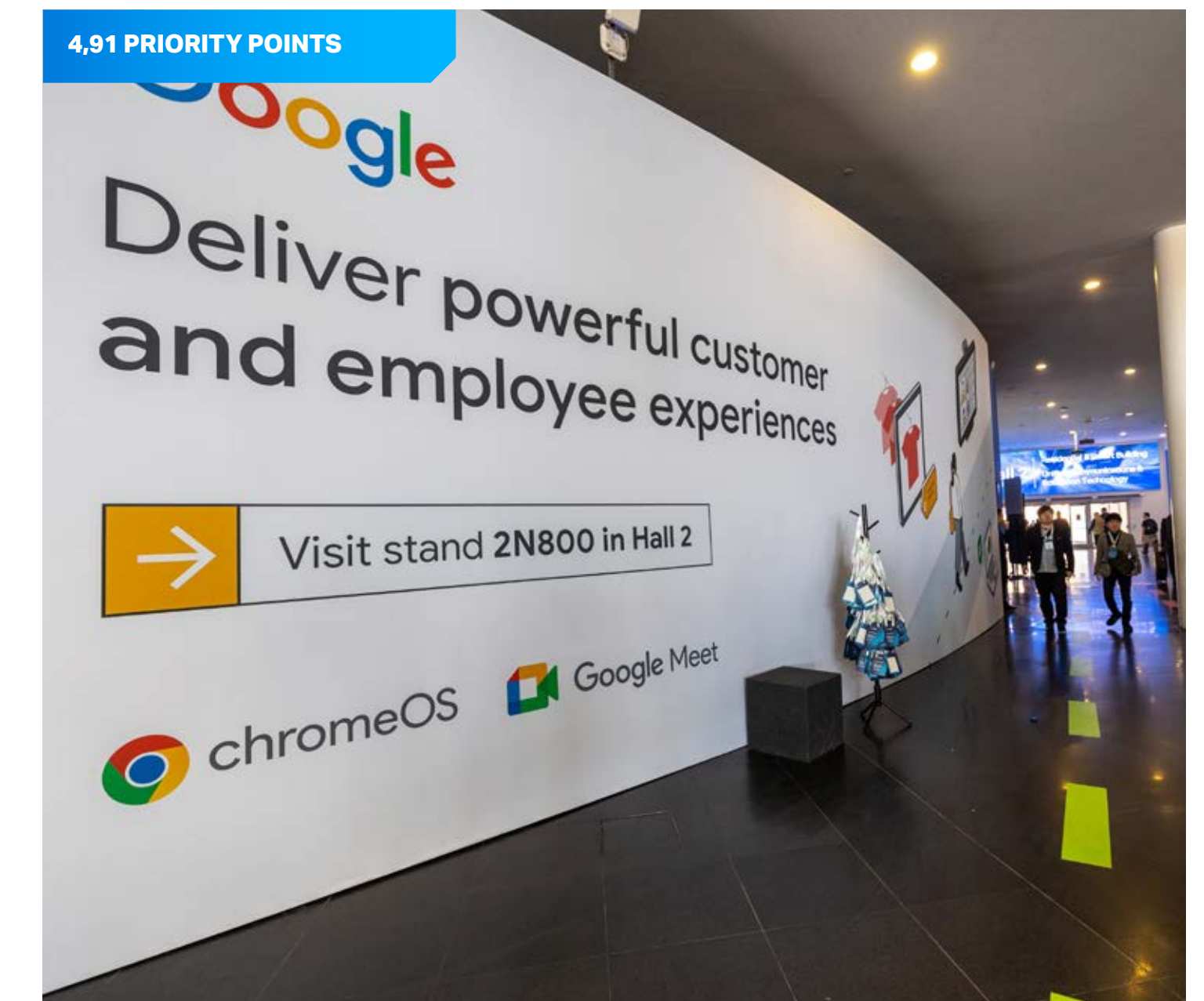
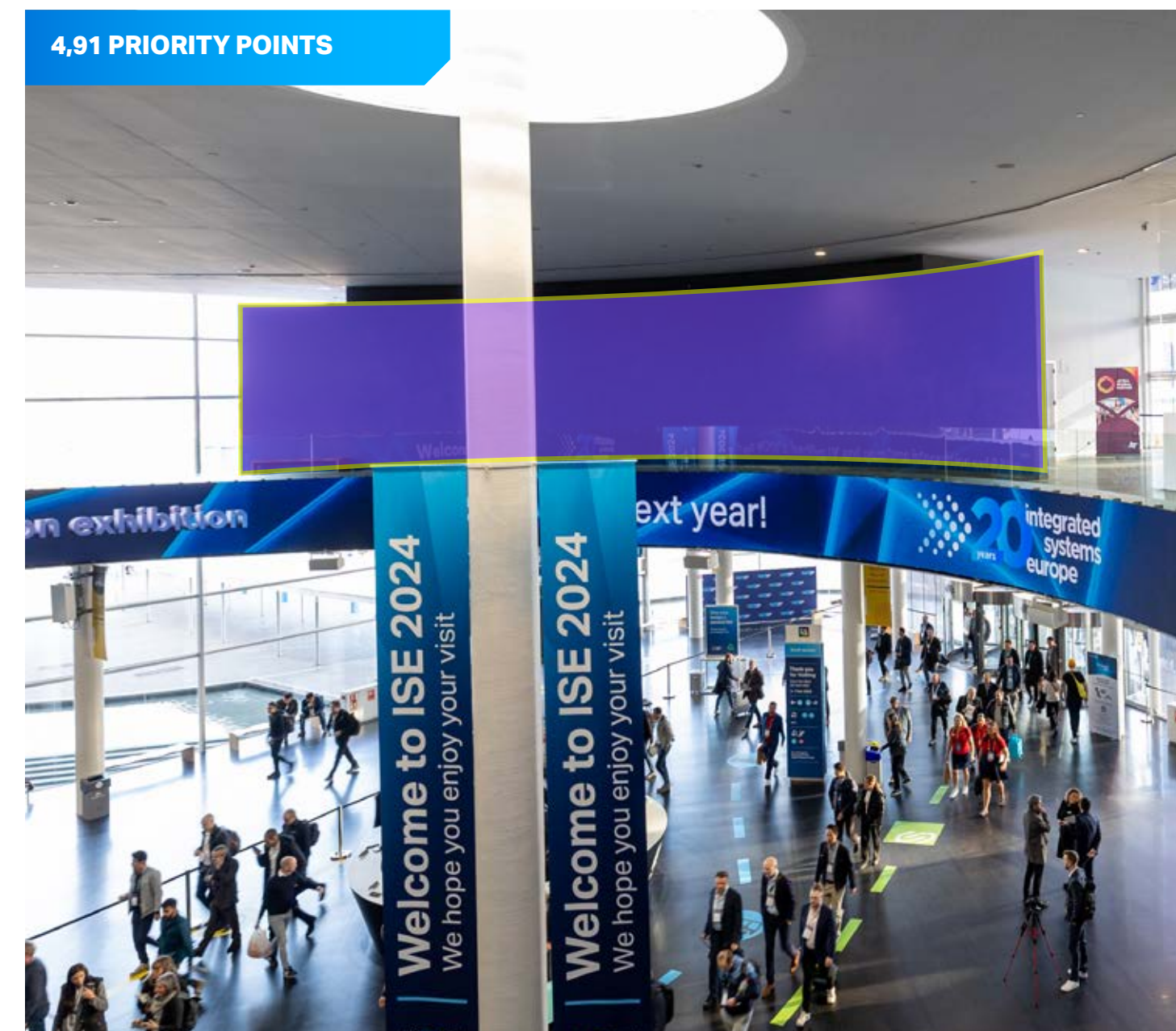
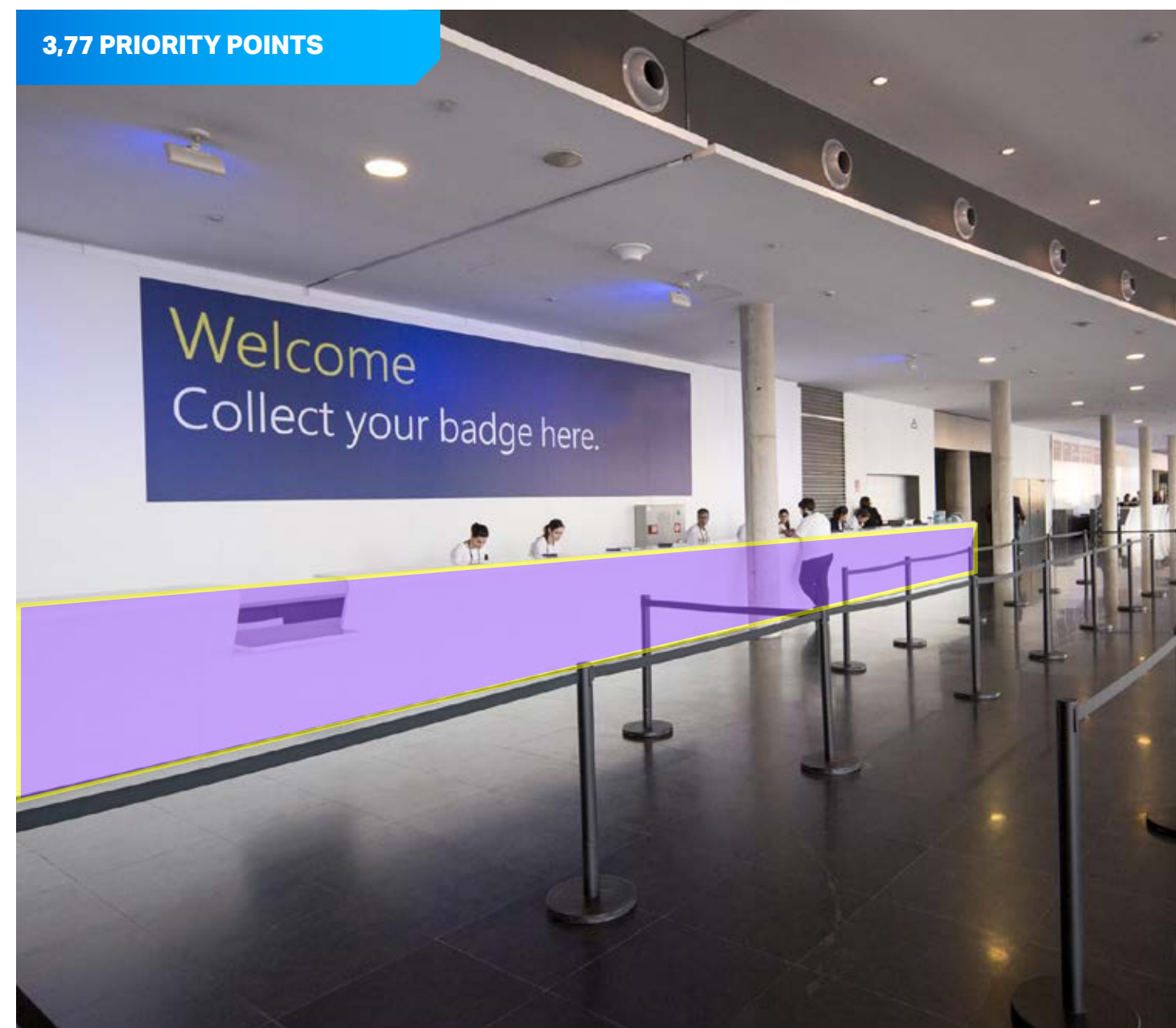
With hall 8.1 home to the Discovery Zone and a multitude of ISE show features we are helping to elevate exhibitor brand visibility by offering four North Access Registration Counters. The registration counters create a welcoming atmosphere and serve as the focal point for personalized experience as attendees check in, collect transportation tickets, and seek assistance with registration or ticket-related inquiries. Priced at €10,000 each you can customize the registration counters with your brand's logo and message and therefore you can create an impact by showcasing your brand prominently at this architecturally original, beautiful and important entrance to ISE 2025.

## South Access +1 Wall

The South Access Upper Walkway Wall is situated in the prime location of the South Access. By strategically positioning your brand on this wall, you can maximise exposure from both the ground floor and the upper walkway of the South Access. With an investment of €13,000 the South Access +1 Wall creates a powerful impact on the audience as they enter and exit the exhibition. This impact opportunity offers exhibitors a remarkable opportunity for brand visibility and amplification.

## South Access 0 Wall

The South Access Wall is situated in a prime location within the South Access. With an investment of €13,000 the South Access Wall creates a powerful impact on the audience as they enter, navigate and exit the exhibition. This holds immense value to exhibitors looking to amplify and enhance their brand visibility. This asset gives exhibitors a unique opportunity to strategically position their brand on these walls and receive maximise exposure and attention to ISE attendees moving through the show.



## South Access Hall 2 +1 Wall

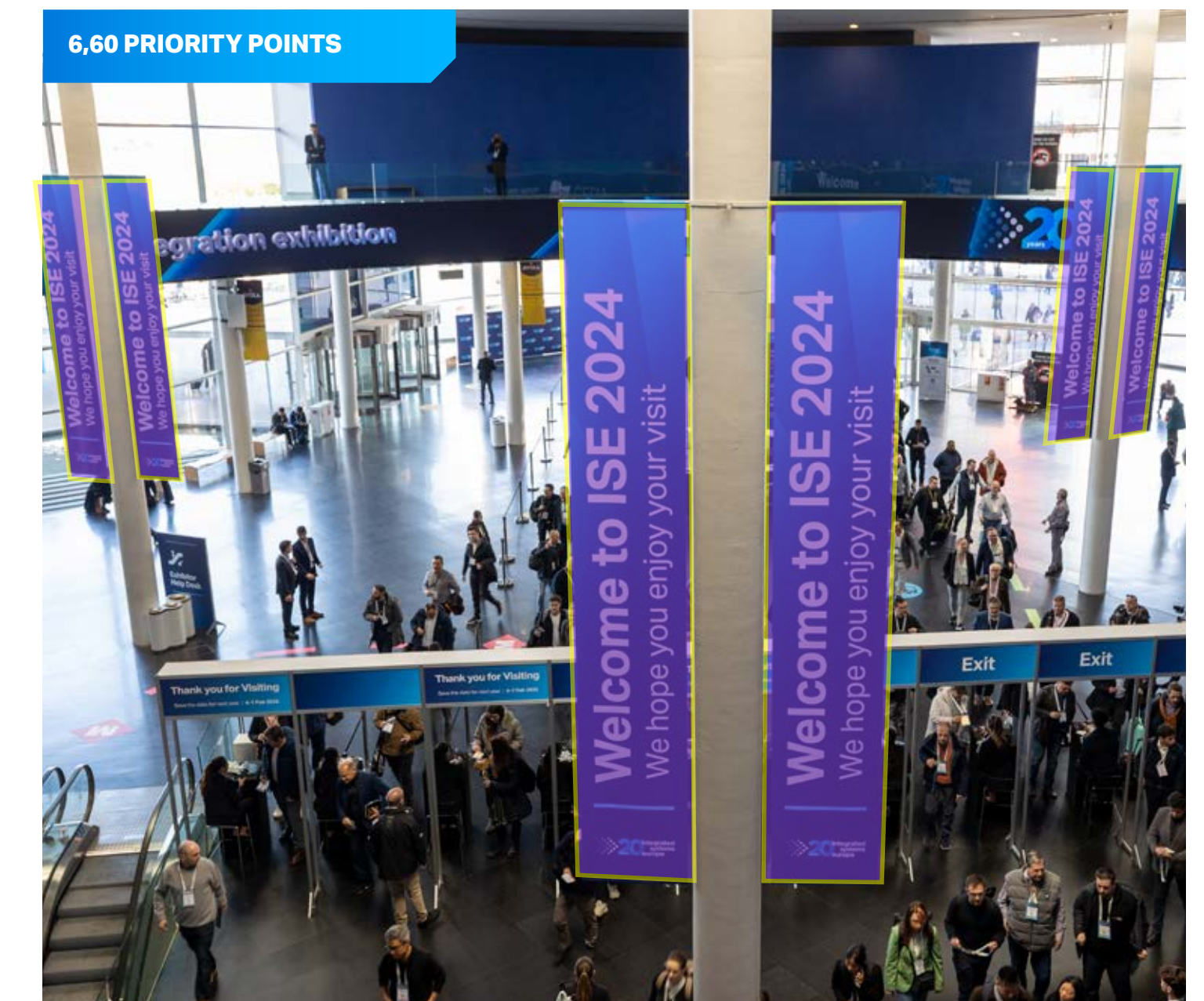
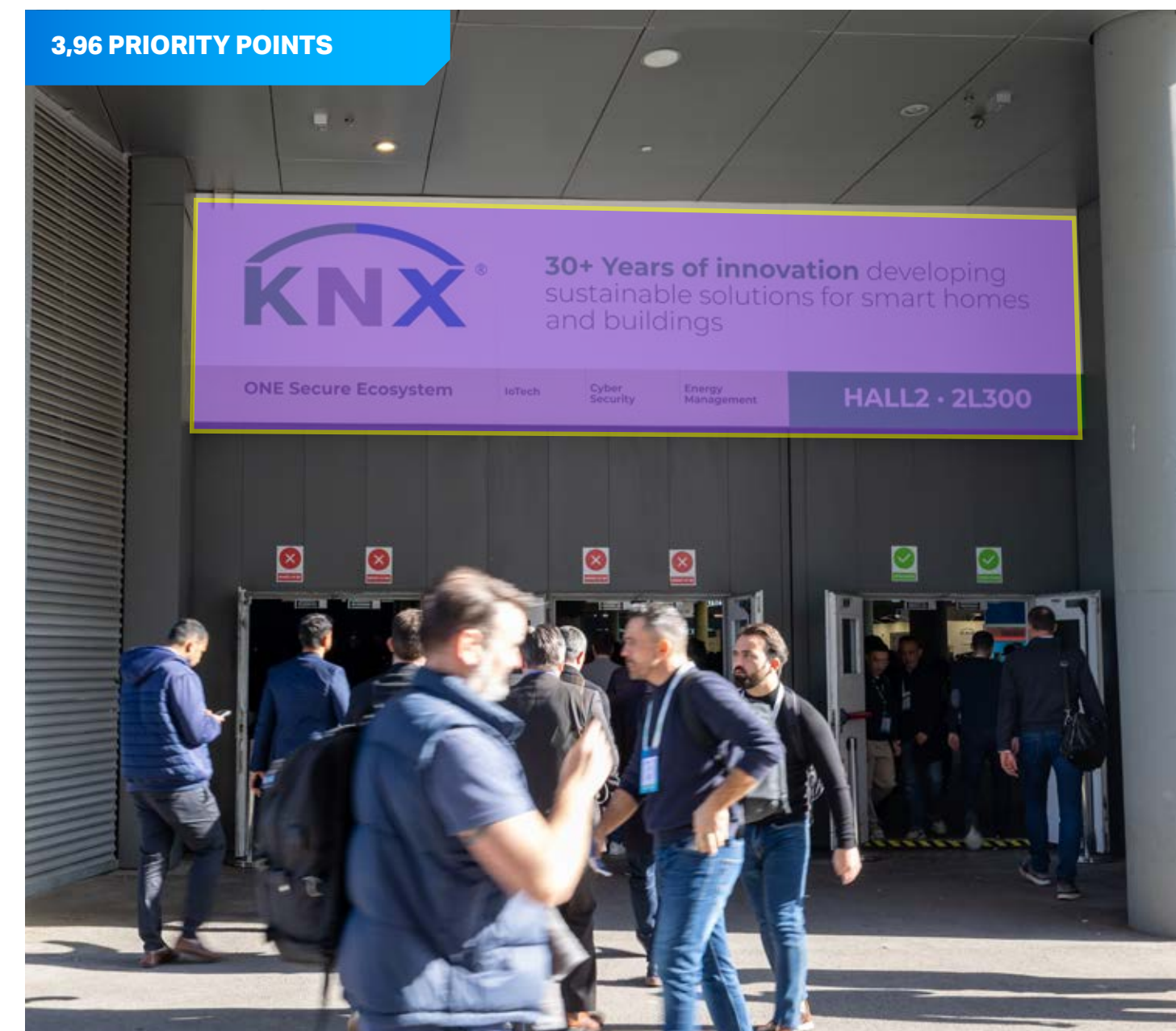
For €13,000, you can secure a prime position in the heart of the action and make a lasting impression on ISE attendees. This premium branding opportunity, at the South Access Upper Walkway, greets all visitors and attendees as they navigate their way to the halls, conference suite and meeting rooms. You can leverage the power of strategic placement and create brand exposure with this highly visible location which guarantees that your brand will be noticed.

## South Access to Hall 2 Banner

Positioned right before Hall 2, this dominant banner measuring 7.50 meters wide x 1.90 meters high, serves as a powerful impact opportunity. This prime location reached an impressive 224,189 views at ISE 2024. The entrance banner offers a unique opportunity to promote your brand and receive significant exposure to a large number of attendees. Priced at €10,500 you can capture the attention of visitors by placing your brand message over the entrance to Hall 2 and leave a lasting impression as they enter the hall.

## South Access Double-sided Pillars (6)

New to ISE 2025. We are introducing six South Access Pillars with Banners. These are designed to create maximum impact at the South Access entrance they will be seen by over 91,000 visitors as they access the South Entrance to the show. Priced as a package at €17,500 euros each banner measures 80cm x500cm, and as they are located in the South Access Lobby gives a high visibility and impact to any brand booking this package.



## South Access Double-sided Pillars (10)

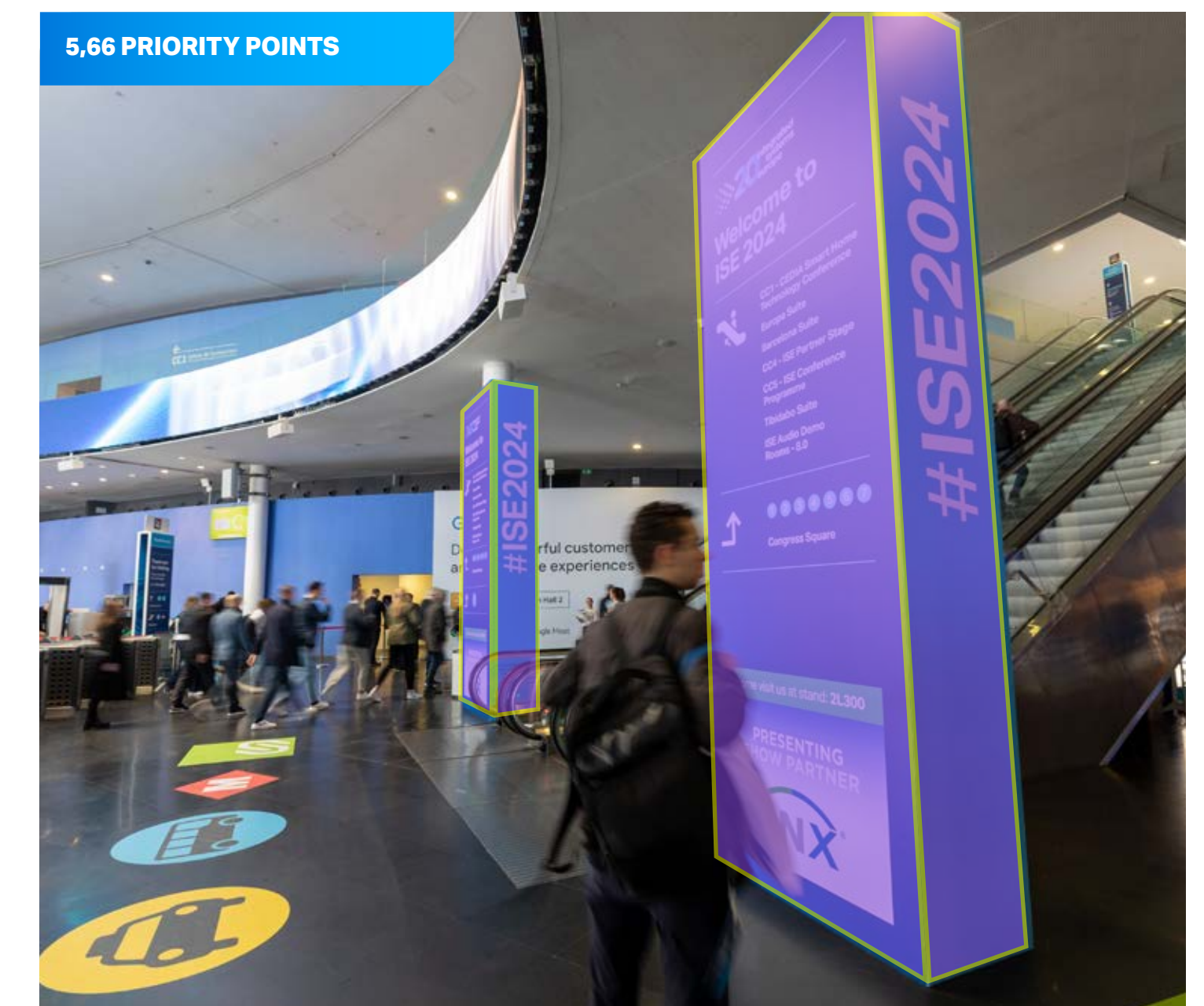
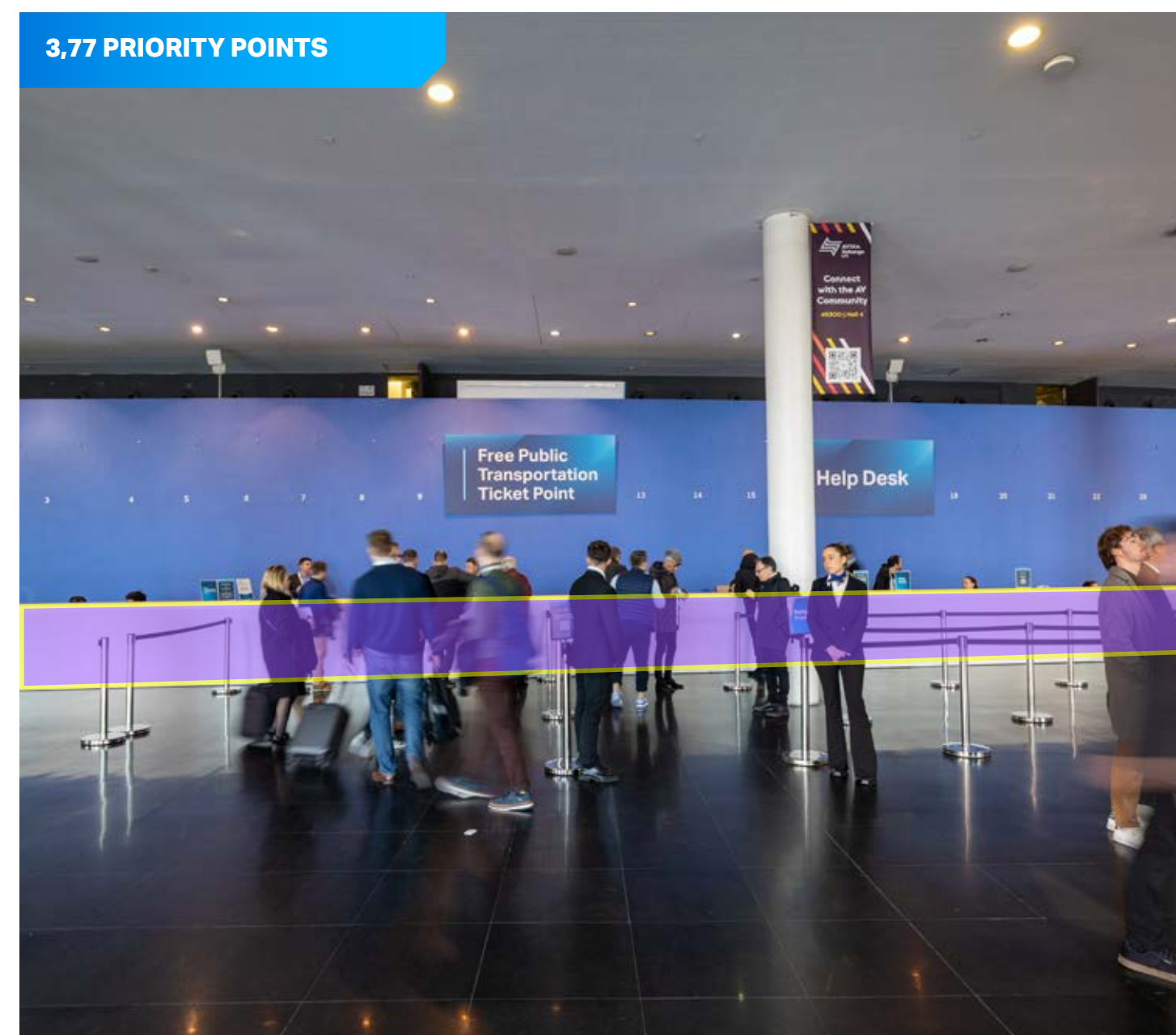
Extend your brand's reach with ten pillars, each featuring double-sided banners sized 0.7 meters wide by 2 meters high. Strategically placed within the vibrant South Access area, these displays capture the attention of attendees, ensuring your branding permeates all ISE attendees moving through the South Access and garners over 91,000 potential views. Priced at a package of €17,500, each banner measures 70 cm x 200 cm.

## South Access Registration Counters

For ISE 2025 we are introducing the South Access Registration Counters. These branded counters serve as the focal point for attendee registration, distribution of transportation tickets, and handling any registration or ticket-related queries. Two registration counters are available (€10,000 each) for branding and represent an impact opportunity to showcase your brand in a prominent position to all event attendees. As you can customize the South Access registration counters with your brand's logo and message (size specifications to be confirmed) you are able to maximise your brand's visibility, presence and exposure where ISE attendees are beginning their journey at the show.

## South Access Totem Banner (2)

Create brand impact with our exclusive South Access Totem Banners. Positioned strategically in prominent locations along the South Access route, these two towering totems offer unparalleled exposure to every attendee entering or leaving via this bustling high traffic thoroughfare. The South Access Totems come as a package of two totems and priced at €15,000 euros. Their placement offers exceptional value and exposure where attendees move along the route towards the upper walkway Halls 2-8, the walkway to Halls 2-8 and Hall 1. Secure these totems and customize the design and messaging to create a memorable and cohesive brand experience for attendees. These eye-catching totem banners ensure maximum exposure to every individual passing through the south access area.



## Registration Confirmation Banner & Registration Banner

We are excited to offer exhibitors at ISE a unique opportunity to enhance brand exposure and make a lasting impression on all registered attendees. Registration for ISE 2025 opens on October 1st and there are two online banner options available to companies looking to maximize visibility at the moment of registration. The two options are:

### 1. Registration Confirmation Banner

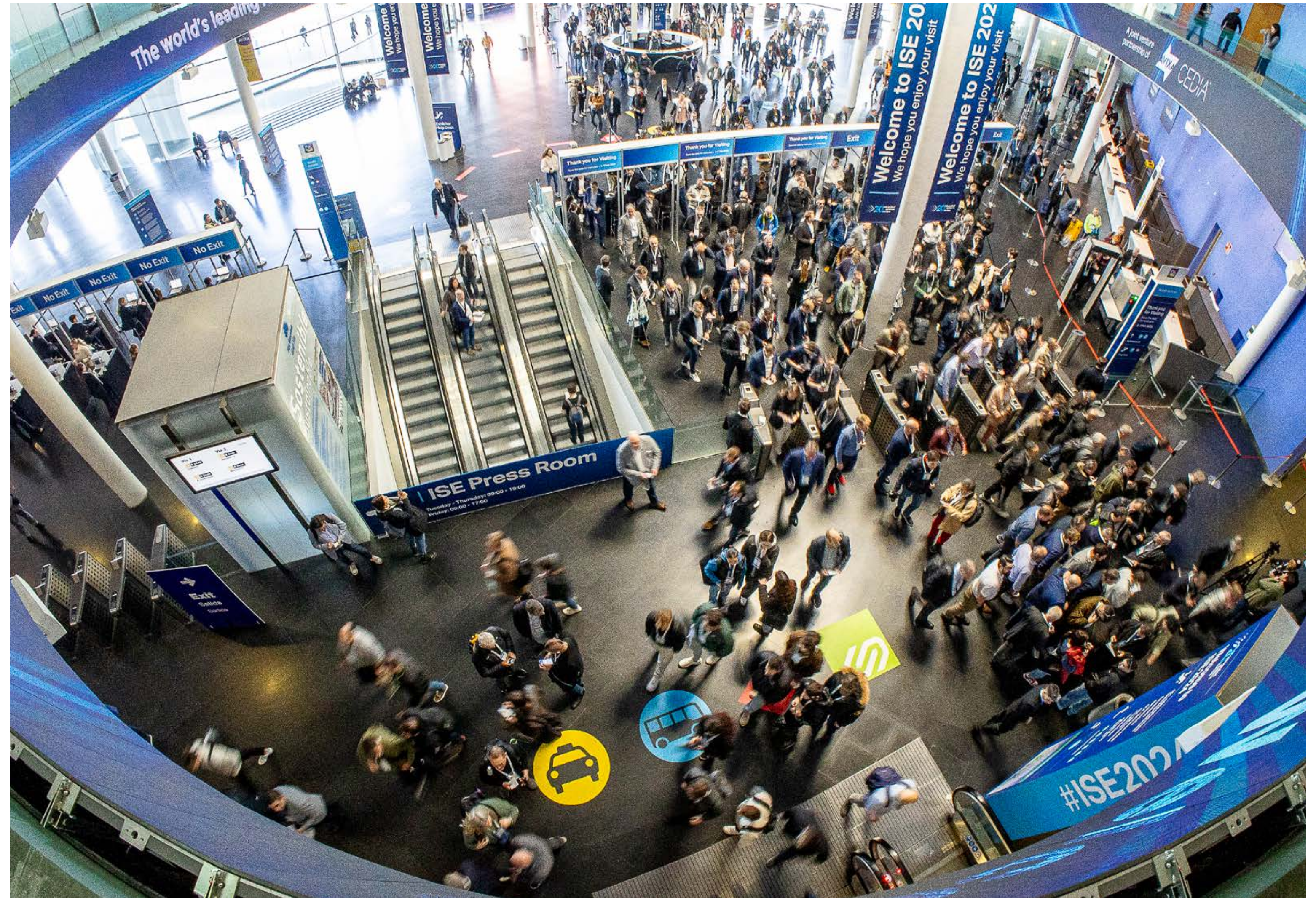
For €25,995, you can place your advertisement on the Email Registration Confirmation Banner. This will be showcased on the confirmation email sent to all attendees after they register for ISE.

9,81 PRIORITY POINTS

### 2. Registration Banner

Or for €25,995, you can place your advertisement on the Registration Banner. This will be prominently displayed on the ISE website and seen by everyone during the registration process for ISE 2025.

9,81 PRIORITY POINTS



## Upper Walkway Circular Walls

Positioned along the Upper Walkway, adjacent to Hall 5, 6, and Hall 7, Circular Walls represent a rare opportunity to captivate a highly engaged audience moving through the show. Circular walls command attention with their prominent placement and remarkable dimensions. There are three circular walls and each has a unique size; CW.1 spans 3302 cm in width x 360 cm in height, CW.2 measures 3322 cm in width x 348 cm in height, and CW.3 stretches 3328 cm in width x 360 cm in height. The Circular Walls on the upper walkway give you ample space to leave a memorable impact on attendees through the duration of ISE 2025. Each wall is priced at €13,000 and represent a valuable marketing and advertising asset which can elevate your brand's visibility, communicate brand messages, and navigate visitors to your stand location.



# Awareness & Statement Opportunities

The 'Beyond Your Booth at ISE' Awareness and Statement portfolio contains a number of opportunities for exhibitors to build on their brand awareness. Whether your campaign is looking to increase brand recognition, to differentiate, create emotional connections, improve customer loyalty, build positive word of mouth or just tell ISE audiences you are exhibiting at the world-leading AV and systems integration show there are options to suit all budgets and plans.

## Online with ISE:

- ISE App – Splash Screen
- ISE App – Home Page Banner (3x)
- ISE App – Digital Voucher Banner
- ISE App – Info Page Banner
- ISE App – Exhibitor List Promotion (5x)

## Entrances & Access to ISE:

- Hall Entrance Clips (5/10/15 seconds)
- Escalators (11)
- Travelators (5)
- Gardens
- Restrooms



## ISE App

The ISE App is crafted to enhance attendees' experience before, during and after the show. It generates awareness, informs and educates and provides seamless navigation and access to vital event and conference information. The App represents an opportunity to gain unparalleled exposure to everyone attending, at ISE 2024 98% of visitors downloaded the app. The following banner advertising opportunities place your brand at the forefront of the entire ISE show and conference audience. The options available include:

### Exhibitor List Promotion (5x available) **1,89 PRIORITY POINTS**

Unlocking a 4.5 times wider reach (ISE 2024) for just €5,000.

### Digital Voucher Banner **7,55 PRIORITY POINTS**

Displayed on the digital voucher, this option secured 362,450 views and garnered 1,765 clicks at ISE 2024. This is priced at €20,000.

### Home Page Banner **4,72 PRIORITY POINTS**

Achieving an impressive 2,540,157 views at ISE 2024 the Home Page Banner (3x available), priced at €12,500 represents a unique brand exposure opportunity.

### Info Page Banner **7,55 PRIORITY POINTS**

Capturing 117,210 views at ISE 2024 the Info Page Banner is priced at €20,000.

### Splash Screen Banner **18,87 PRIORITY POINTS**

Priced at €50,000. At ISE 2024 this banner garnered 352,717 views.

As you can see the ISE App offers a number of dynamic opportunities to elevate your brand presence and connect with a vast audience at ISE 2025 in interactive and engaging ways.

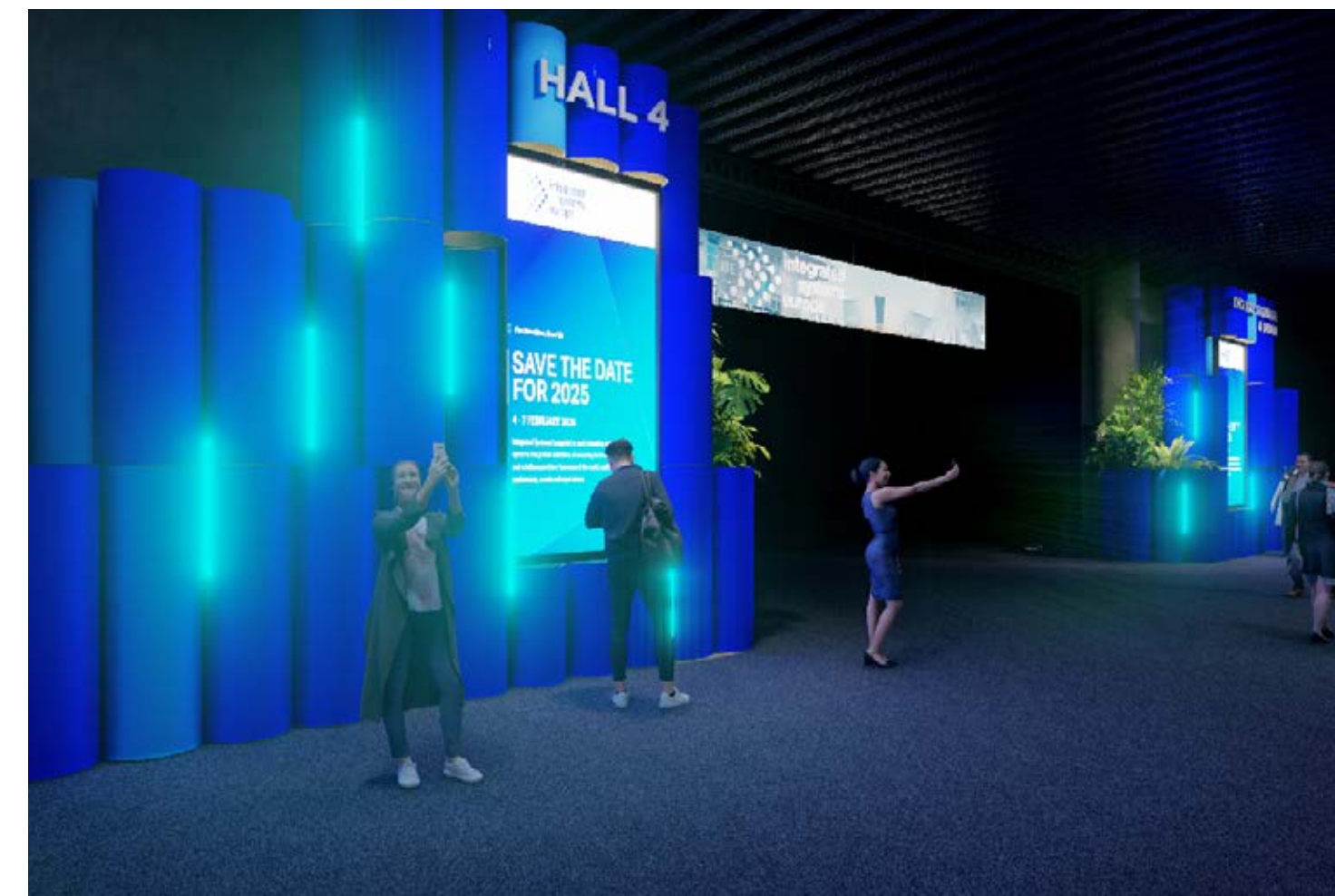


## Hall Entrance Clips (5/10/15 Seconds)

ISE presents nine halls at Fira de Barcelona. Strategically situated at the entrance of each hall are digital screens. The Hall Entrance screens designed to create awareness of exhibitors in the hall. At the entrance of each hall, we offer exhibitors the opportunity to buy a 5, 10 or 15 sec clip.

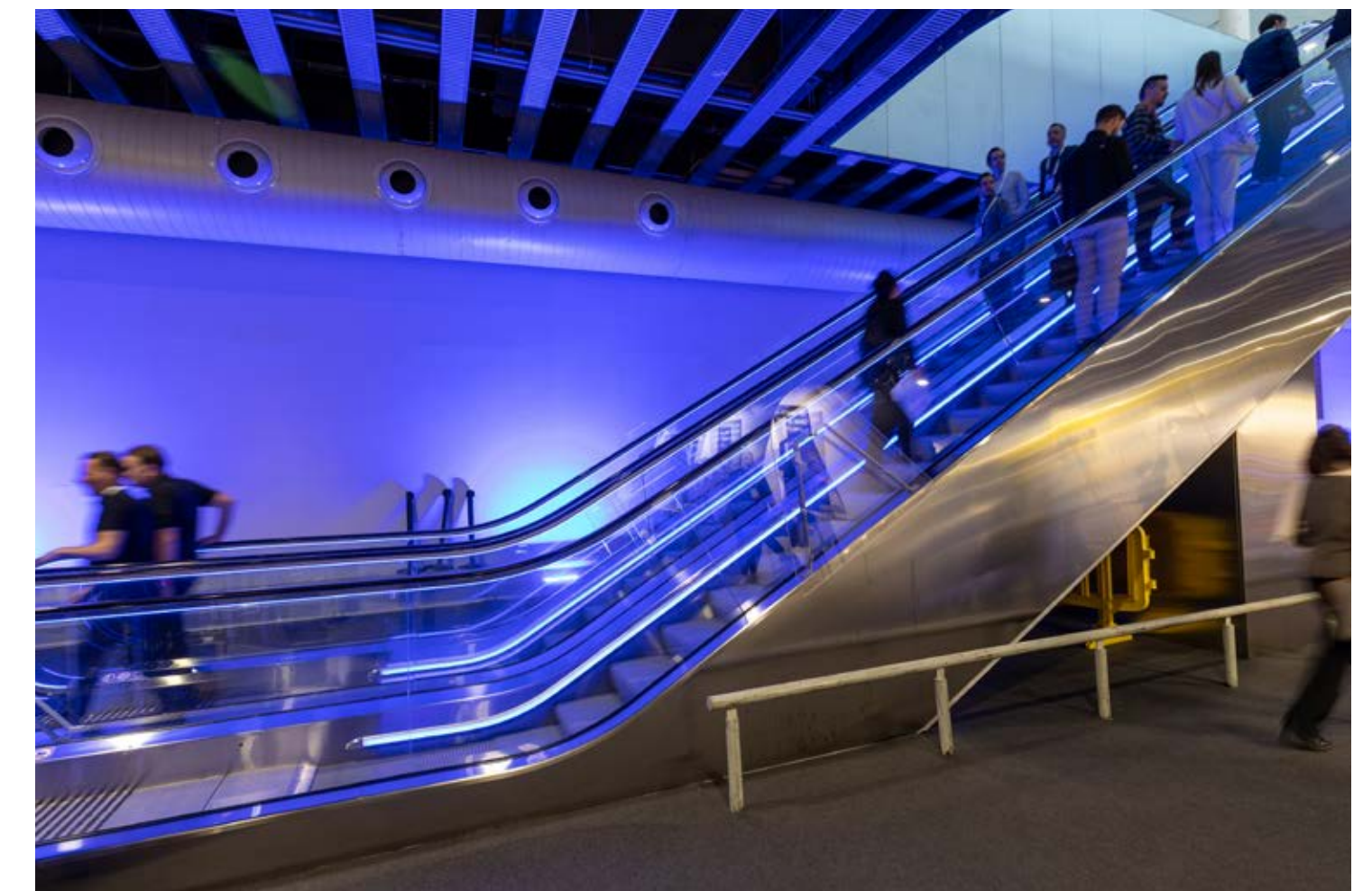
- > 5-sec clip are priced at 2,500 euros **0,94 PRIORITY POINTS**
- > 10-sec clips at 5,000 euros **1,89 PRIORITY POINTS**
- > 15-sec clip at 7,500 euros **2,83 PRIORITY POINTS**

Booking a Hall Entrance Clip gives you the opportunity to convey your message to a diverse audience across the four-days of the show. This branding and advertising opportunity enables you to showcase your brand message, enhance the reach and impact of your brand to the thousands of attendees who will be exploring the show.



## Escalators (11) & Travelators (5)

The upper walkway allows ISE attendees to move seamlessly throughout Fira Barcelona. There are 11 escalators and 5 travelators placed strategically throughout the South Access and upper walkway. The escalators and travelators (starting at €9,500 each) represent an original opportunity to create a lasting impression with ISE audiences on the move. Branding on the escalators and travelators at ISE allows you unique, prominent, unparalleled display space to generate visibility to your brand. Whether you're looking to promote a new product or increase brand awareness, booking the upper walkways escalators and travelators creates a platform for memorable messaging experiences to ISE's highly attentive visitors.





## Gardens

Fira Barcelona offers six enchanting outdoor spaces, thoughtfully positioned away from the bustling exhibition floor. Called 'The Gardens', they are situated on the Upper Walkway, nestled strategically across the upper floor of the venue. These prime locations provide easy access and high visibility to attendees and exude a serene ambiance. For ISE 2025 the Gardens will be used to provide catering points for attendees. ISE offers six stunning Gardens ranging in size from 362m<sup>2</sup> to 884m<sup>2</sup> and offering capacities of 90 to 200 people. Each garden can be sponsored and presents abundant possibilities for branding, signage and awareness. Gardens available are:

- > Garden B2 / Garden C / Garden D / Garden E / Garden F / Garden G

There are three levels of garden sponsorship. Whatever level of sponsorship, securing a garden gives you the unique opportunity to craft a customised experience that aligns with your brand values and marketing goals. We can offer you a pre-designed garden or assist you in creating a bespoke garden to your requirements.



### Garden Package 1 - €10,000

3,77 PRIORITY POINTS

- > Pillar Flags around the gardens
- > Garden sponsored by sign at the doors, branded glass panels, branding on catering tent

### Garden Package 2 - €15,000

5,66 PRIORITY POINTS

- > Pillar Flags around the gardens
- > Garden sponsored by sign at the doors, branded glass panels, branding on catering tent
- > Customized Wi-Fi (username password e.g. Username WifibylSE, password: visityourbooth.
- > Branding on tables

### Garden Package 3 - €20,000

7,55 PRIORITY POINTS

- > Pillar Flags around the gardens
- > Garden sponsored by sign at the doors, branded glass panels, branding on catering tent
- > Customized Wi-Fi (username password e.g. Username WifibylSE, password: visityourbooth.
- > Branding on tables
- > The package includes the option to collect lead retrieval and to use a 3 x 3 space in the garden to host your product or include a DJ (at own costs).

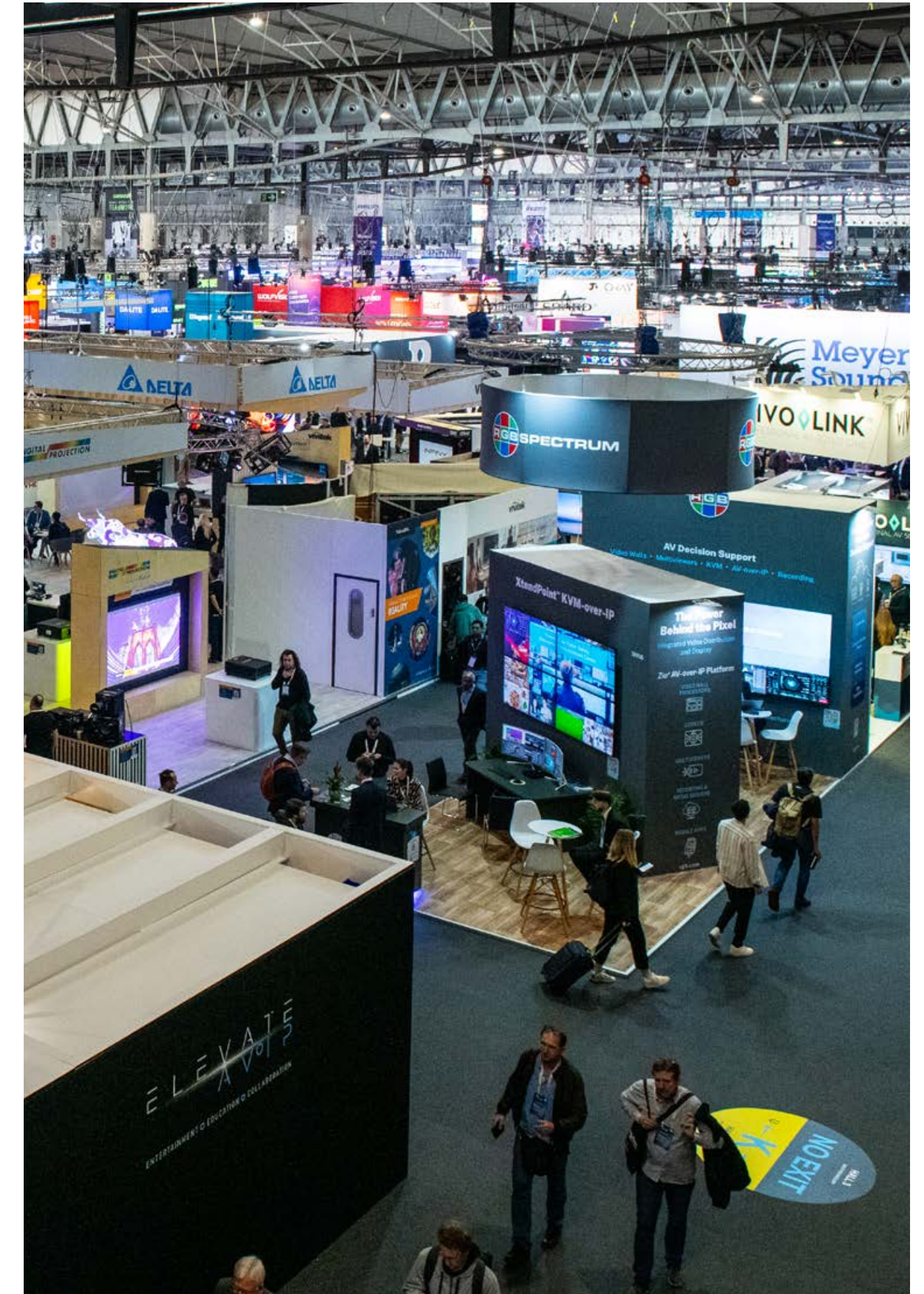
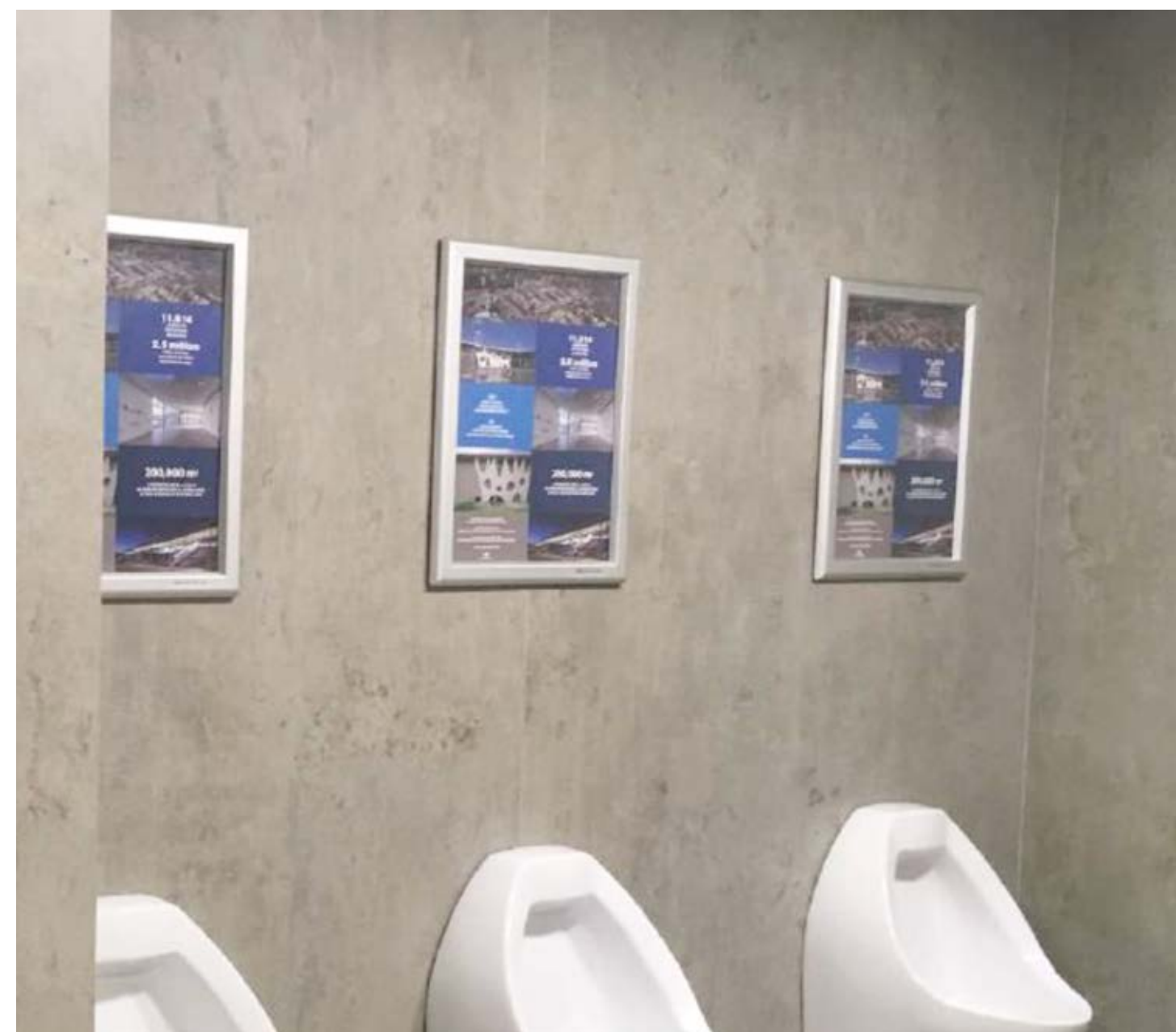
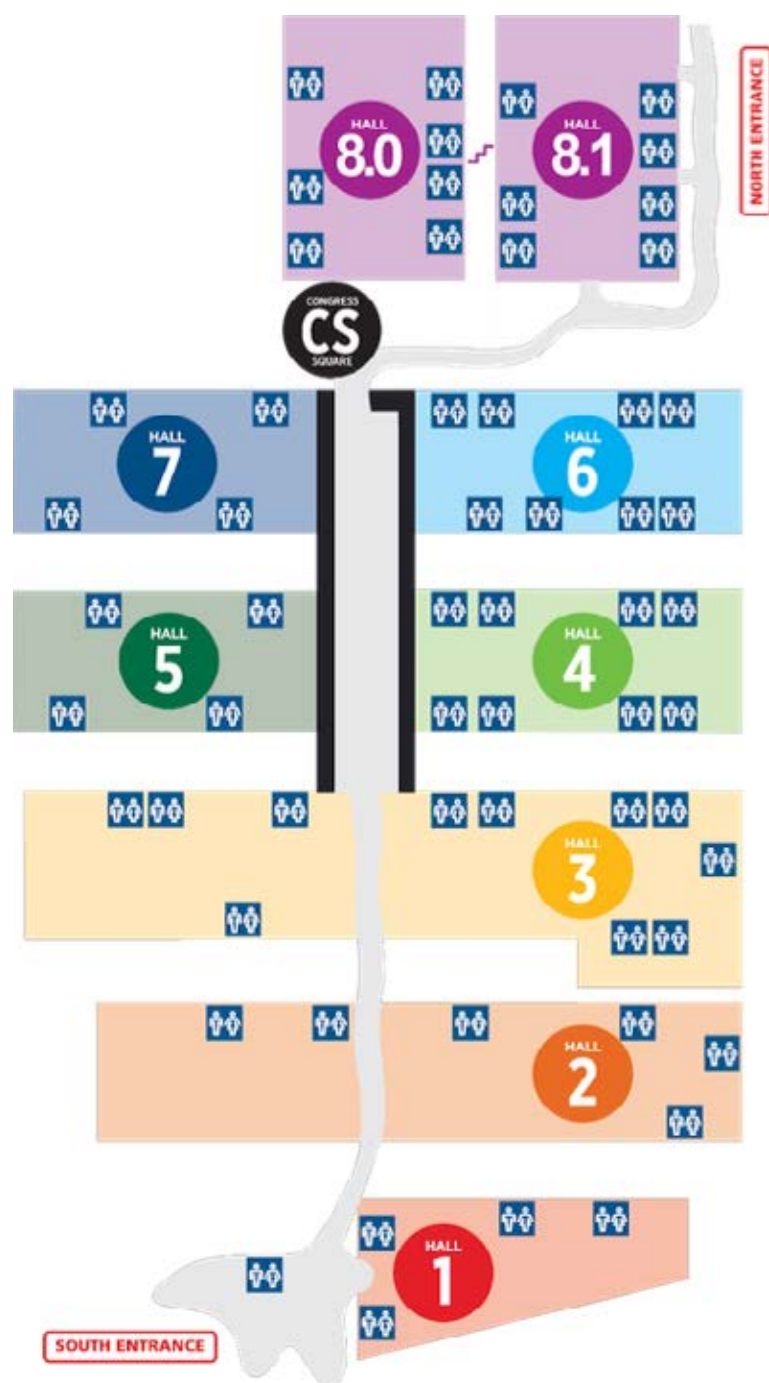
By sponsoring a garden, you can create an exclusive environment and unforgettable engaging visitor experience. The Gardens provide an unparalleled opportunity to engage, indulge and connect with ISE visitors in a refreshing and immersive atmosphere and elevate your brand's presence.



## Restrooms

Companies can underestimate the impact of advertising in restrooms. By strategically placing your brand on mirrors, doors and in lightbox frames, you have the potential to engage your target audience with uninterrupted messaging. In each hall, there are exclusive branding opportunities that allow you to create a memorable impression on your audience. There are a total of 40 restroom facilities spread across nine halls, providing ample chances to connect with your audience. The starting price for restroom poster branding is €7,500 euros.

If you're interested in exploring these branding options further, please contact our ISE Sponsorship Sales manager for more information.



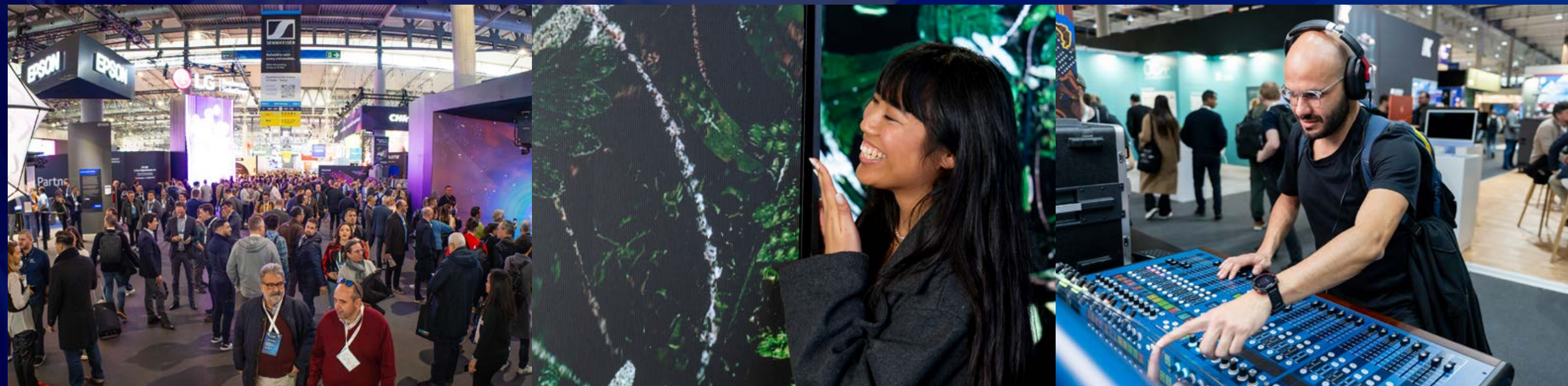
# Navigation & Wayfinding Opportunities

With 9 halls, a suite of conferences and immersive showfloor features the Navigation and Wayfinding portfolio consist of a range of opportunities before, during and after the show to help exhibitors drive customers to their booth. We have presented a number of options to enable exhibitors to boost brand visibility, reduce confusion and frustration and ensure ISE audiences can locate and visit your booth and thereby drive your sales pipeline.

## Inside ISE:

- Aisle Banners Hall 1
- Aisle Banners Hall 2
- Aisle Banners Hall 3
- Aisle Banners Hall 4
- Aisle Banners Hall 5
- Aisle Banners Hall 6
- Aisle Banners Hall 7
- Aisle Banners Hall 8.0
- Aisle Banners Hall 8.1

- Floorstickers
- Fold-out Floorplan
- Loading Bay Frames
- Outdoor Hanging Frame Banners
- Upper Walkway Hanging Banners



## Aisle Banners Hall 1

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

ISE offers 6 Aisle Banners in Hall 1, and with each measuring 2 meters wide x 6 meters high gives you ample space to make a brand impact. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,495. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,32 PRIORITY POINTS

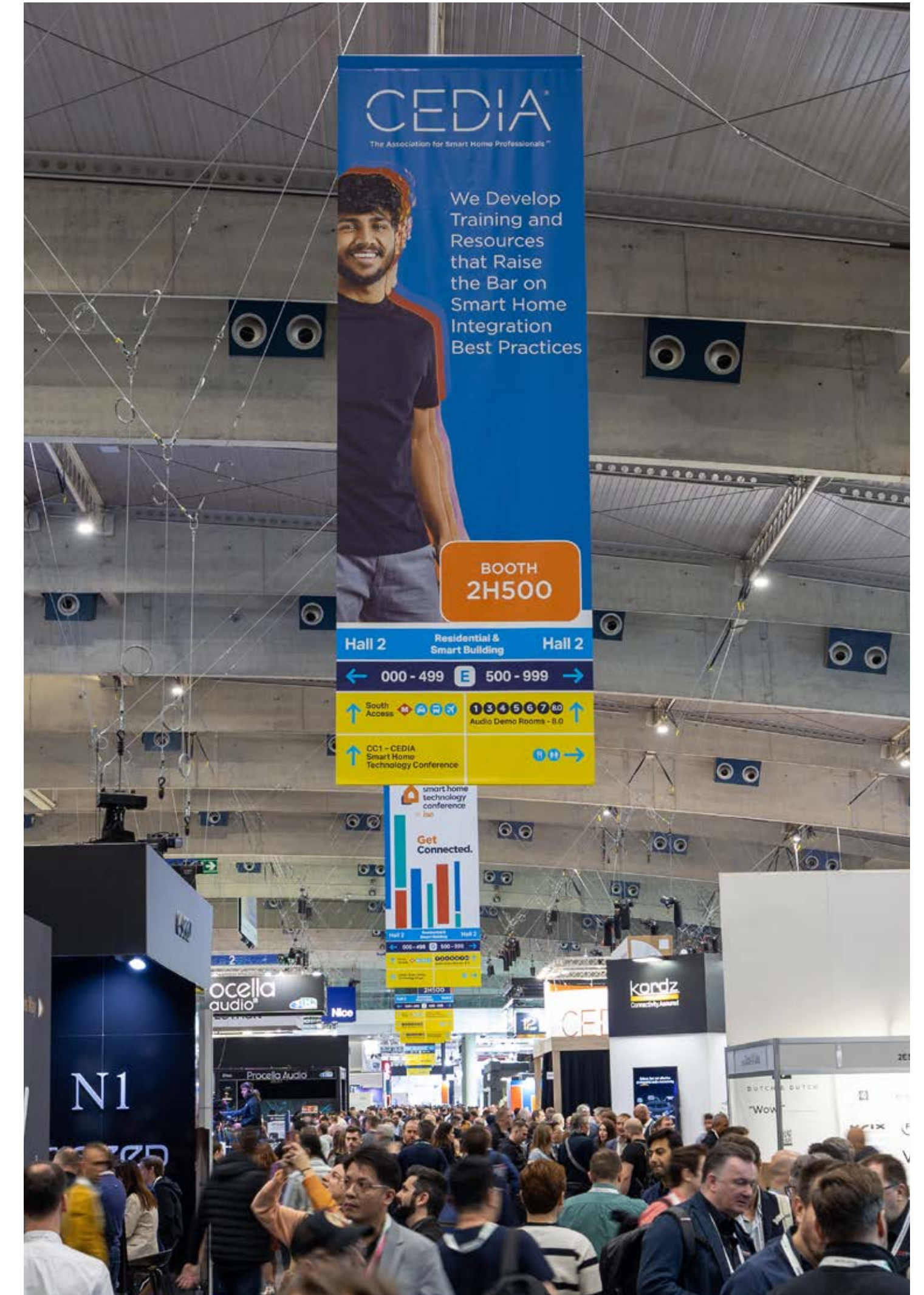


## Aisle Banners Hall 2

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

ISE offers 14 Aisle Banners in Hall 2, and with each measuring 2 meters wide x 6 meters high gives you ample space to make a brand impact. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,495. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,32 PRIORITY POINTS

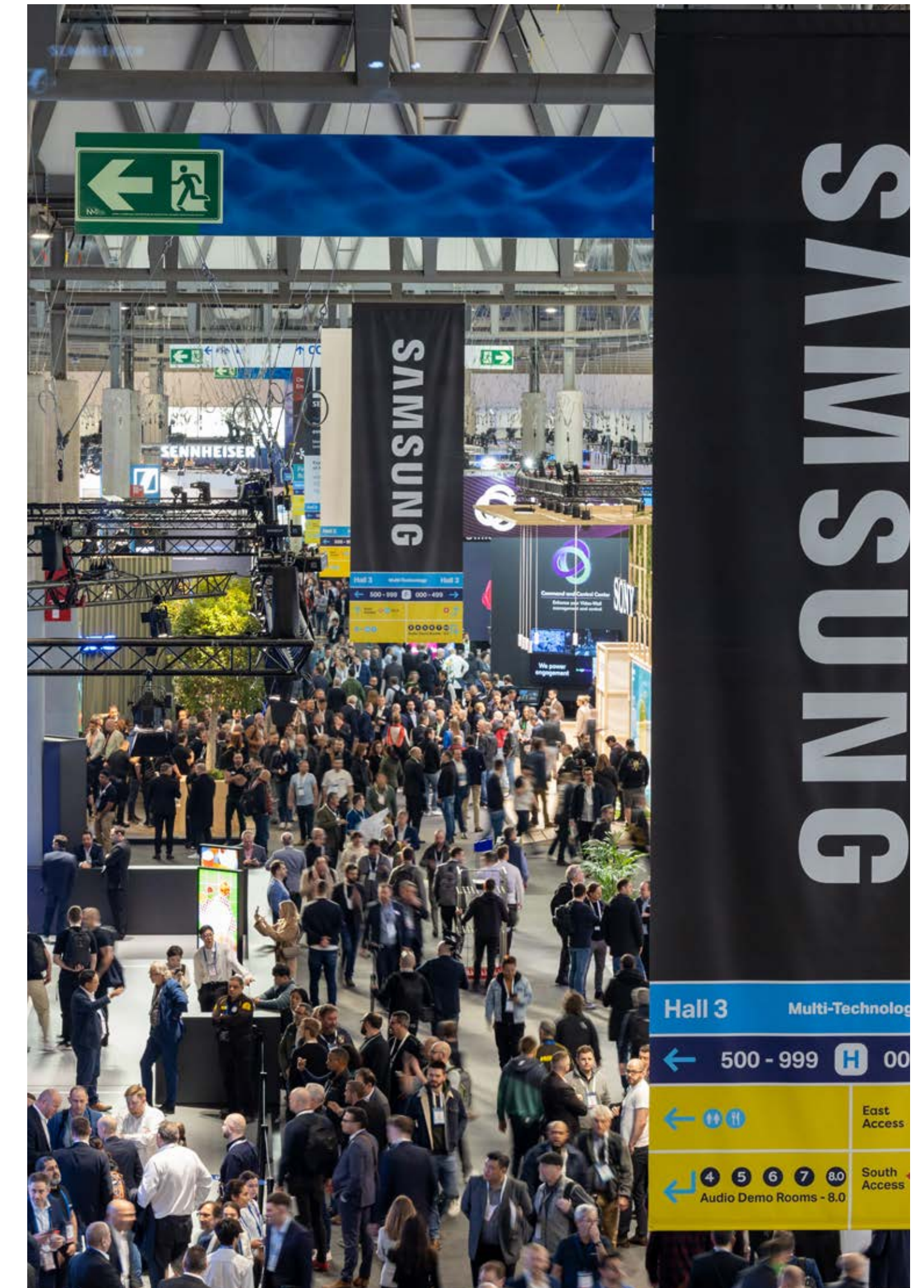
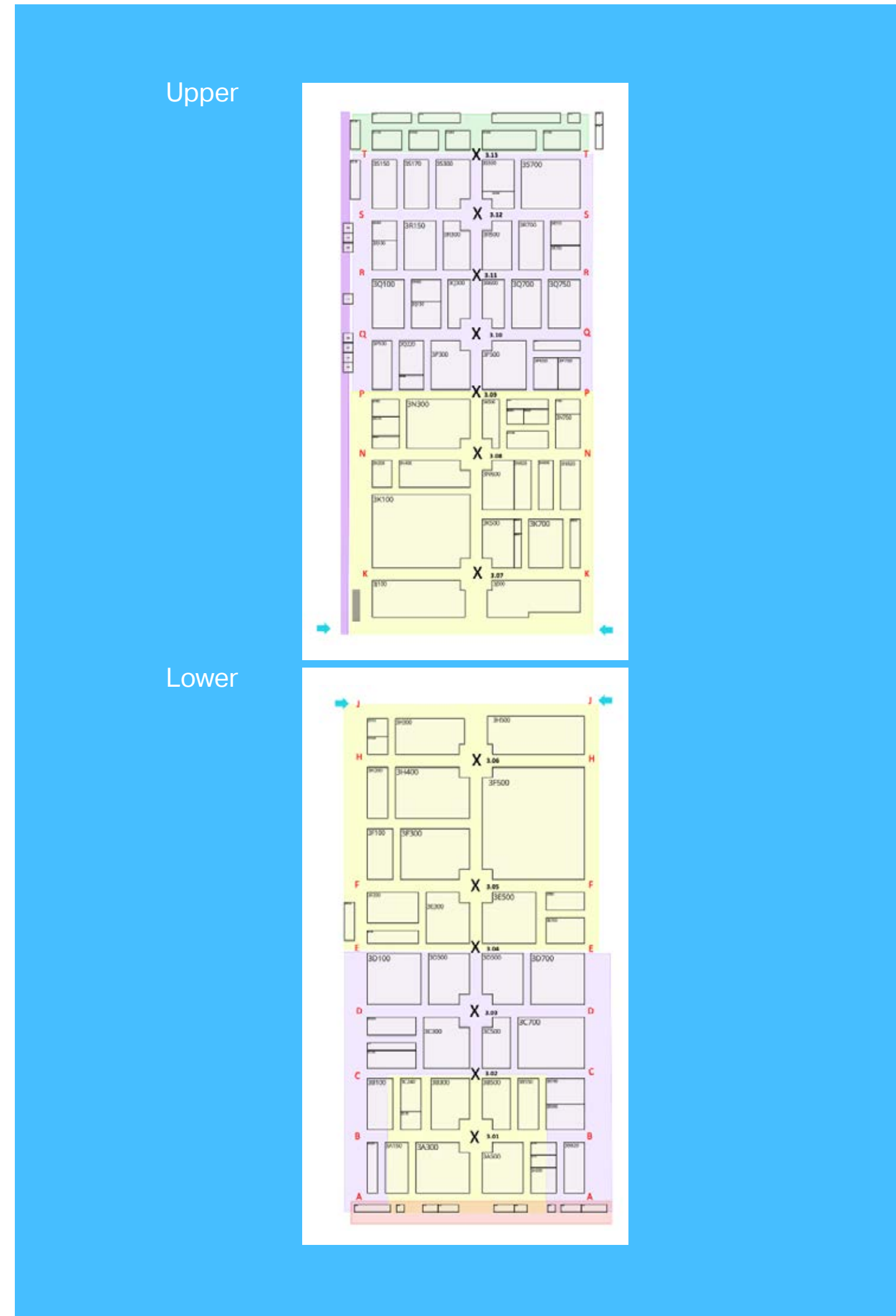
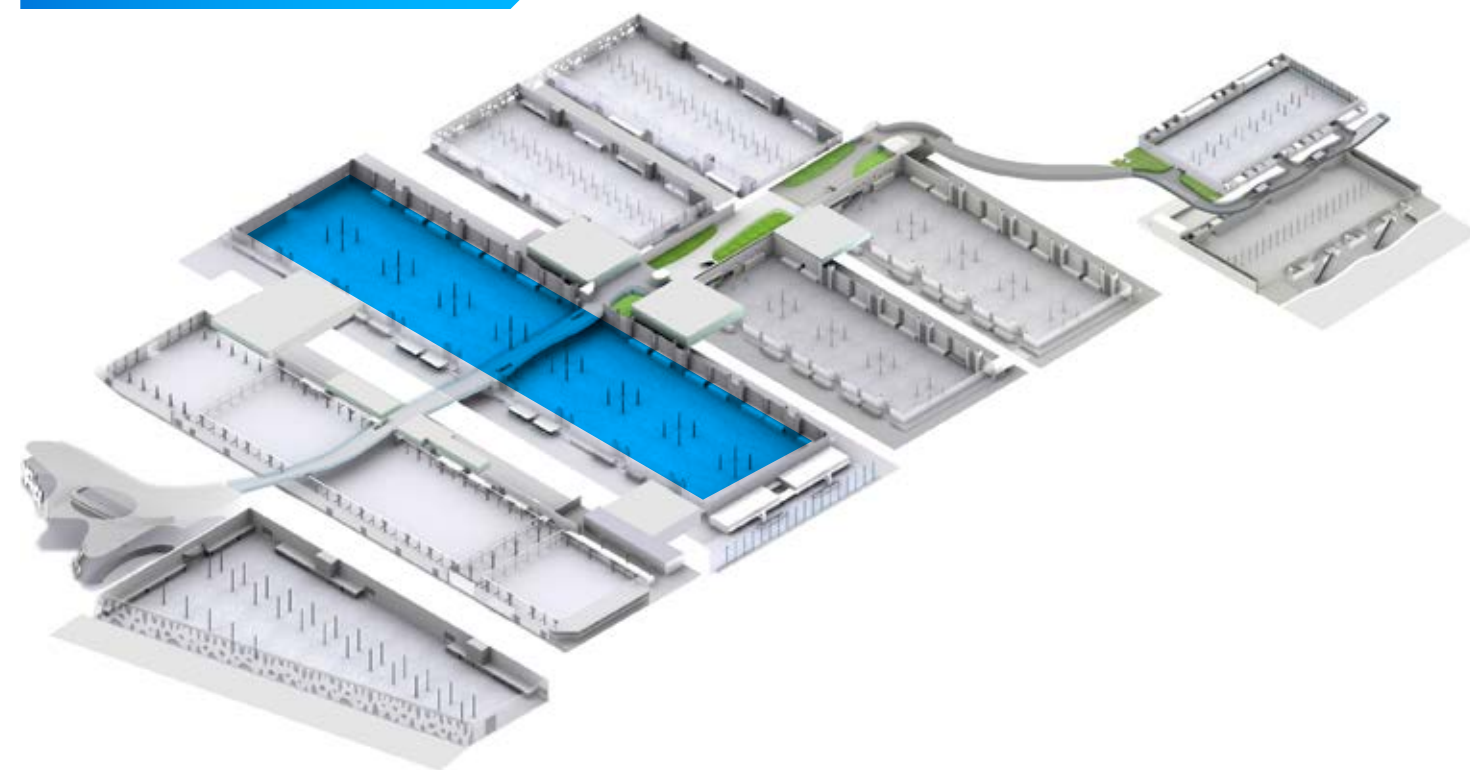


## Aisle Banners Hall 3

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

The multi-technology Hall 3 offers 13 Aisle Banners. Each aisle banner measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,495. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,32 PRIORITY POINTS

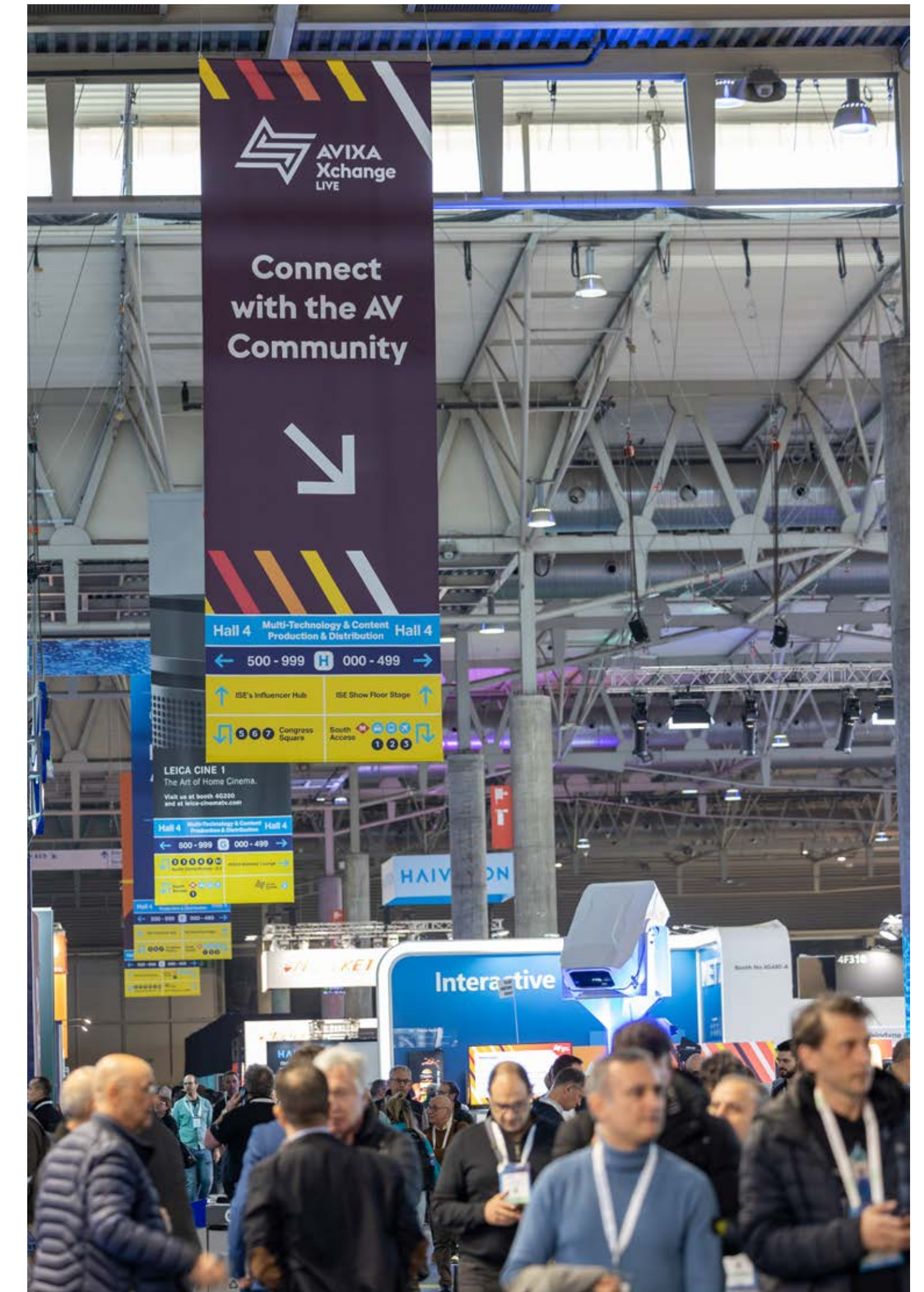
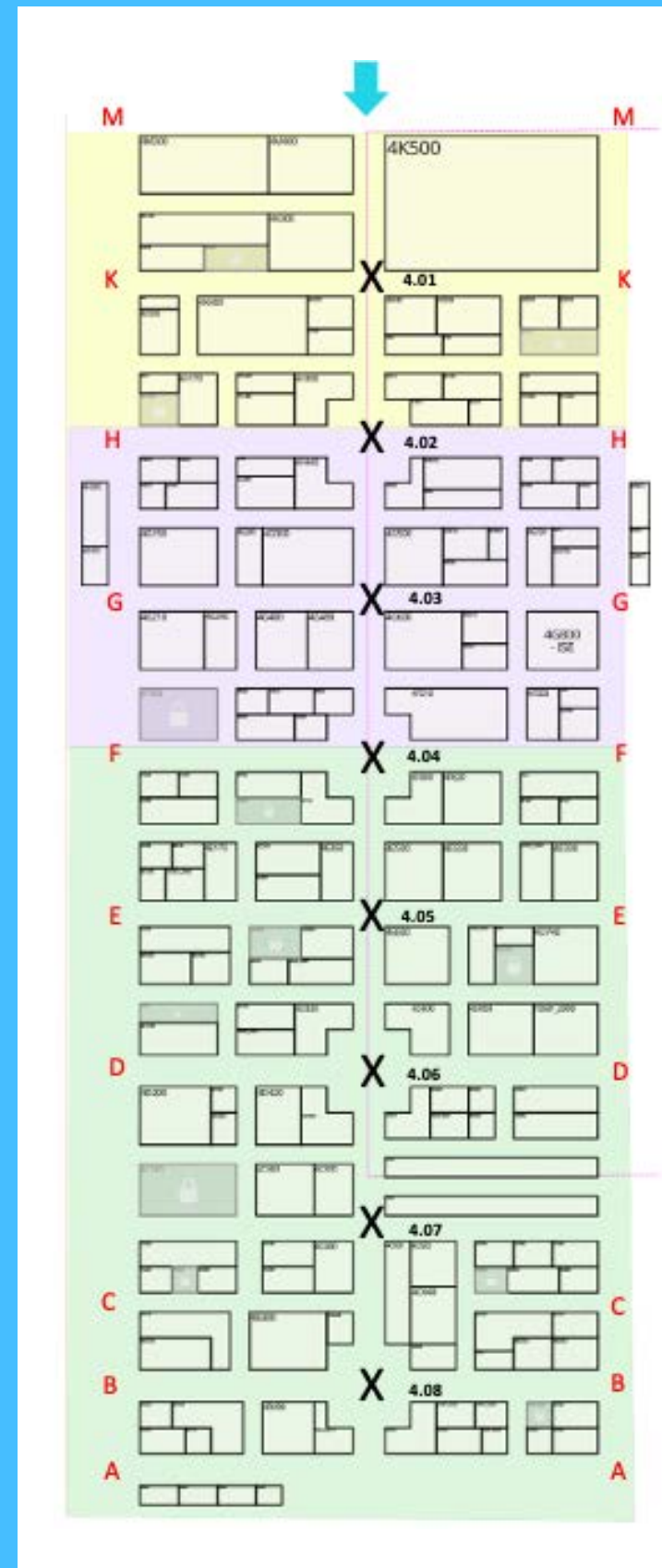
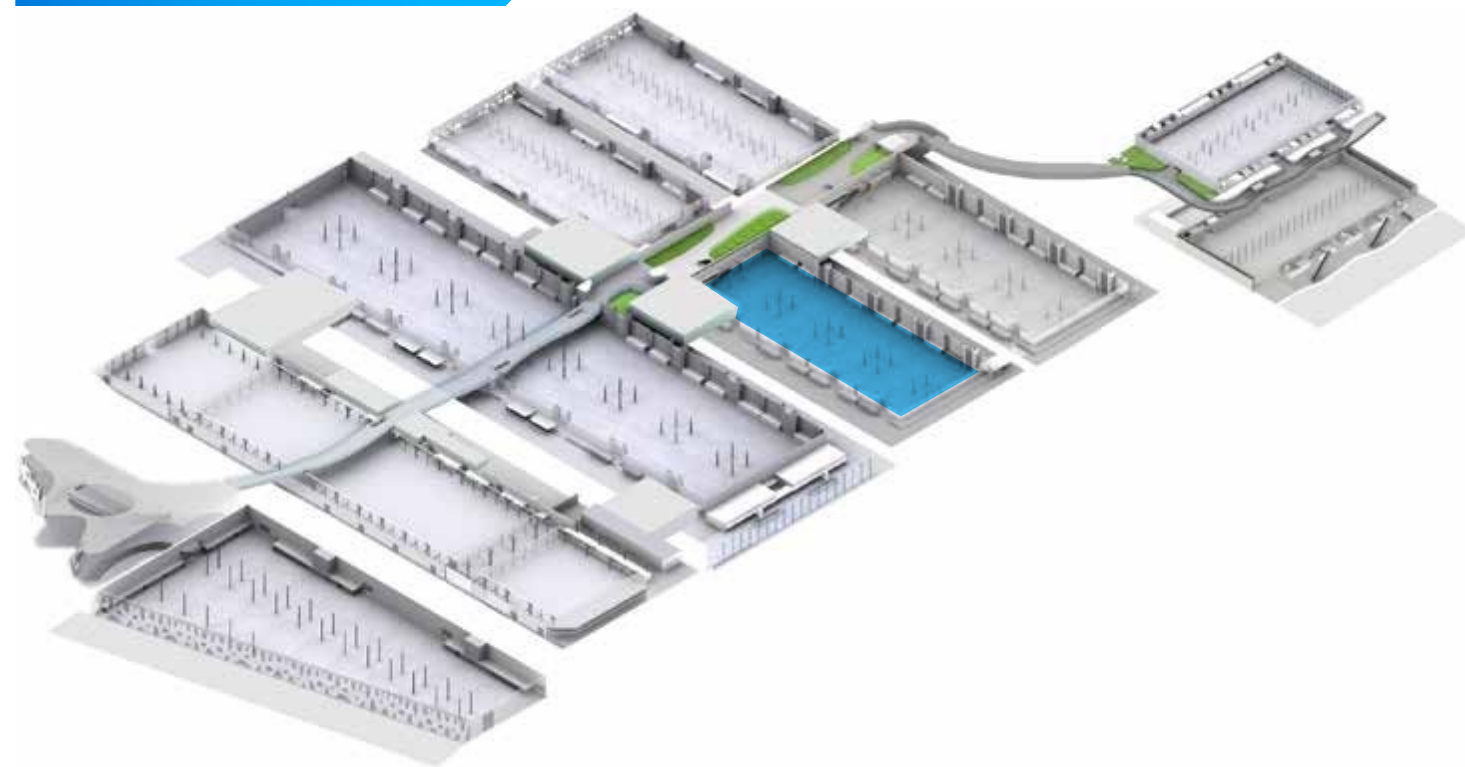


## Aisle Banners Hall 4

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

The Hall 4 offers 8 Aisle Banners. Each aisle banner measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,495. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,32 PRIORITY POINTS

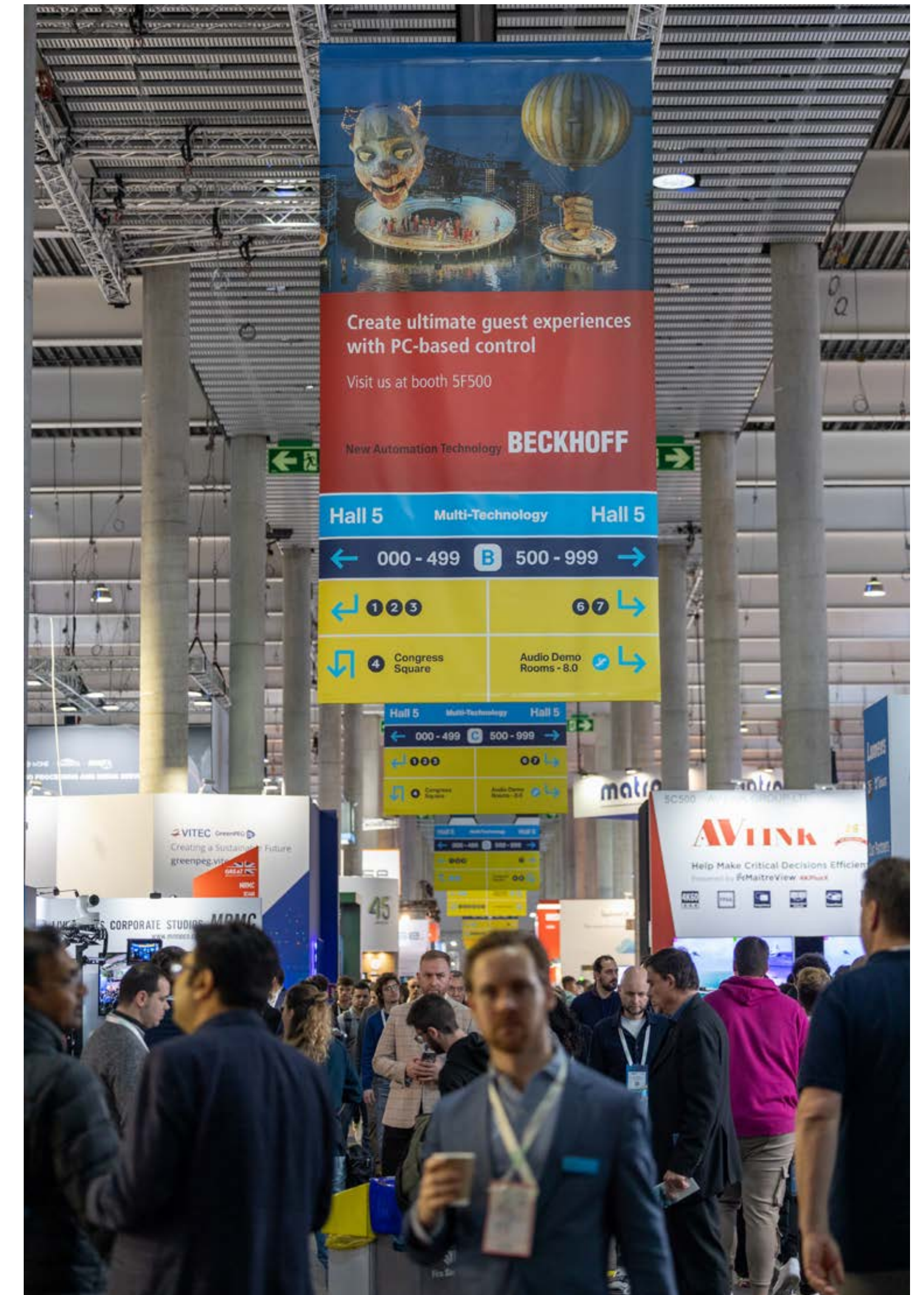


## Aisle Banners Hall 5

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

The Hall 5 offers 10 Aisle Banners. Each aisle banner measures 2 meters wide x 4 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €2,895. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,09 PRIORITY POINTS



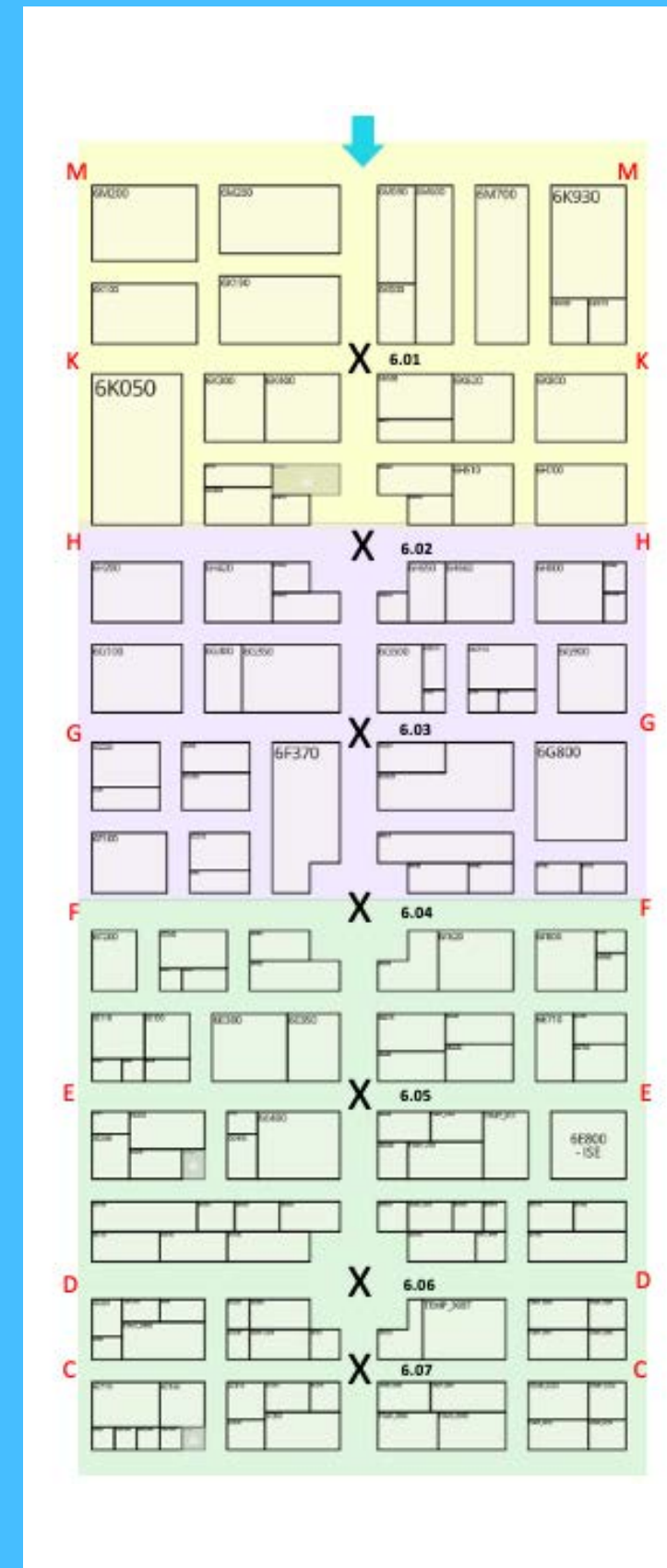
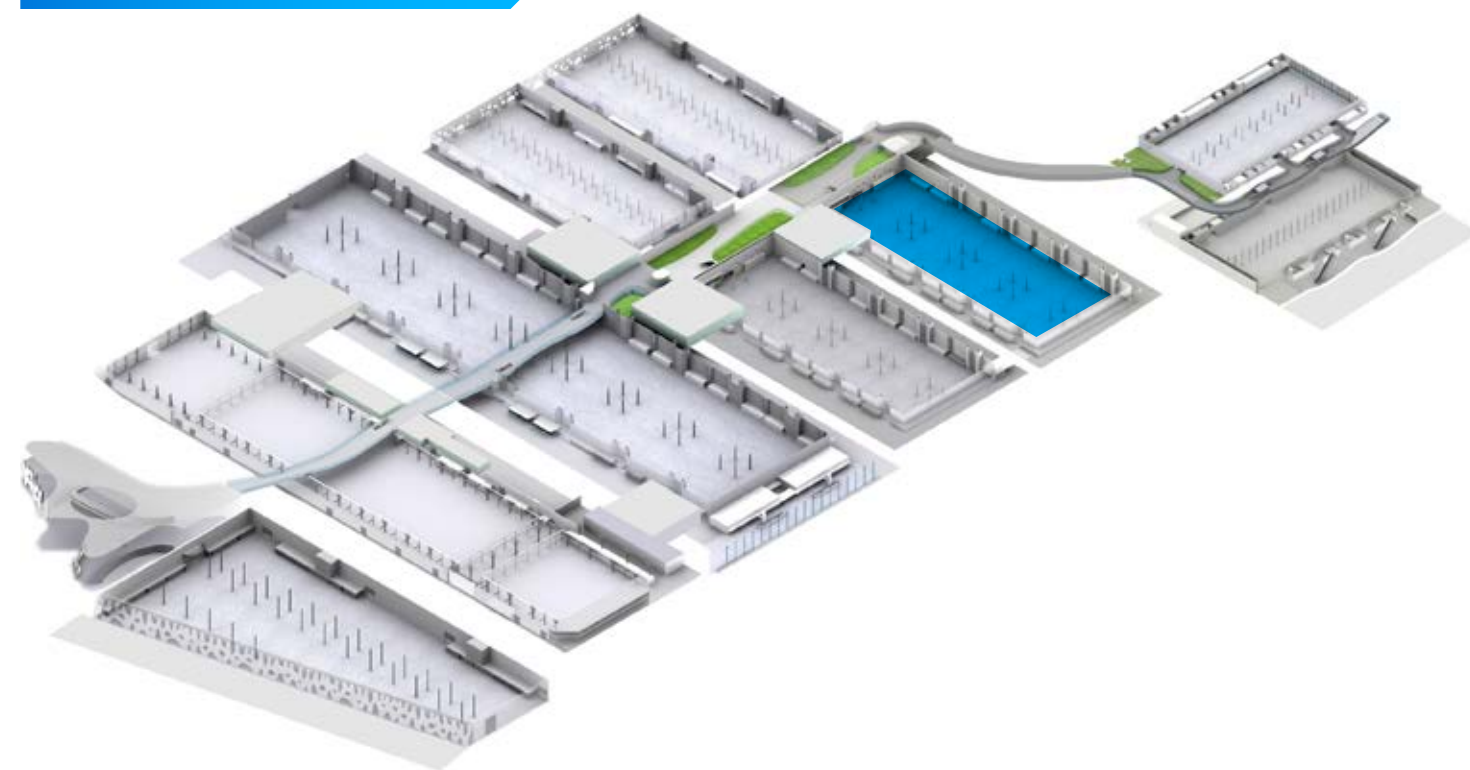


## Aisle Banners Hall 6

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

There are 7 Aisle Banners on offer in Hall 6. Each aisle banners measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle Banners are priced at €3,495. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,32 PRIORITY POINTS

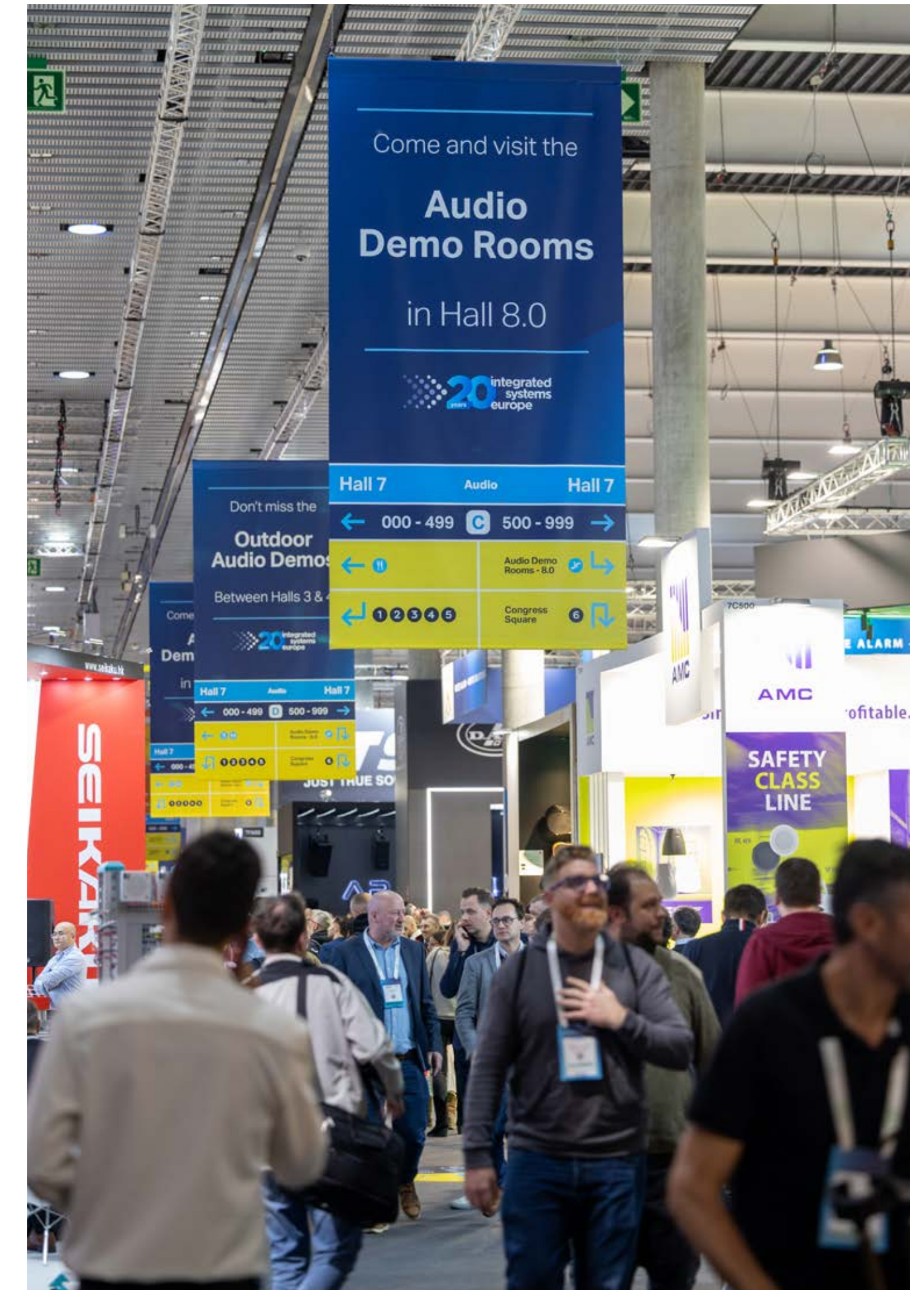
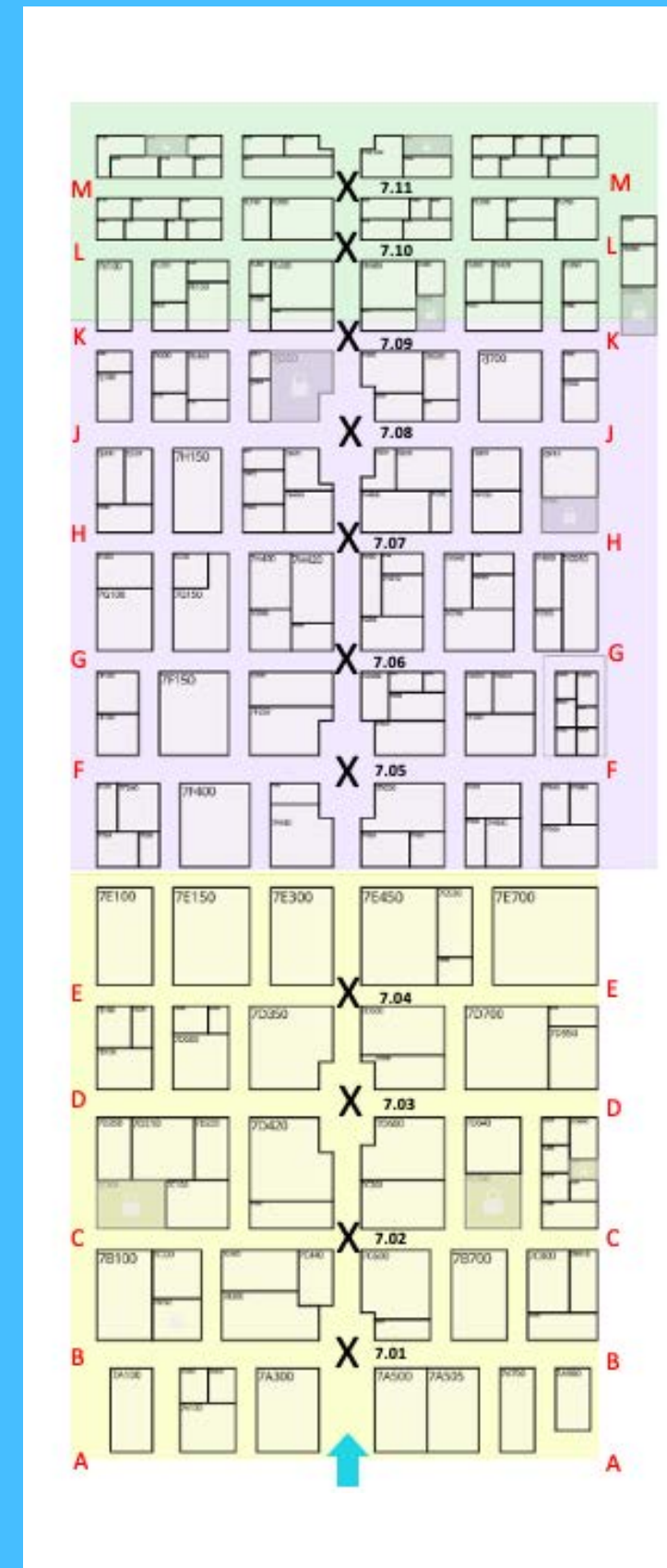
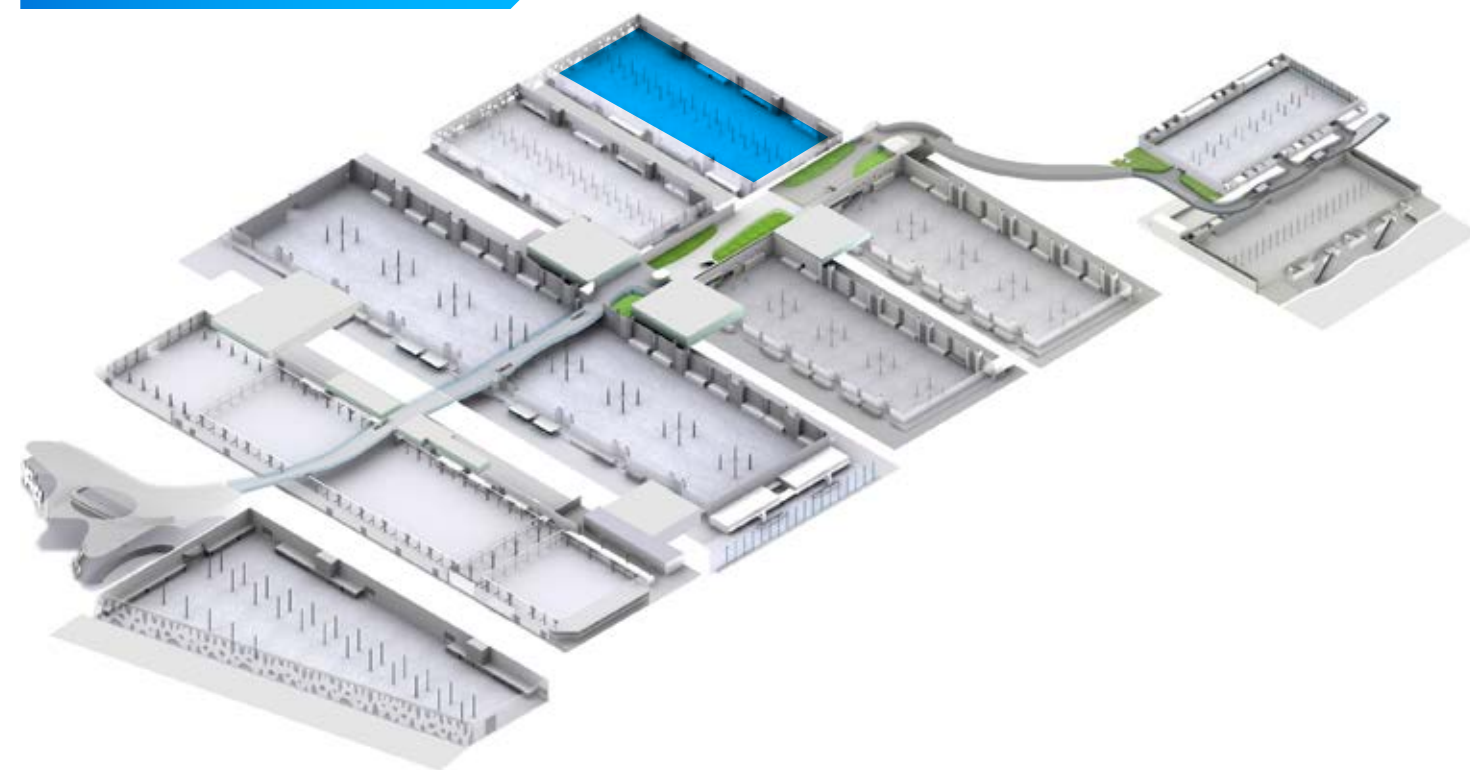


## Aisle Banners Hall 7

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

Aisle banners in Hall 7 measure 2 meters wide x 4 meters high. There are only 11 Aisle Banners available and priced at €2,895 each. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,09 PRIORITY POINTS

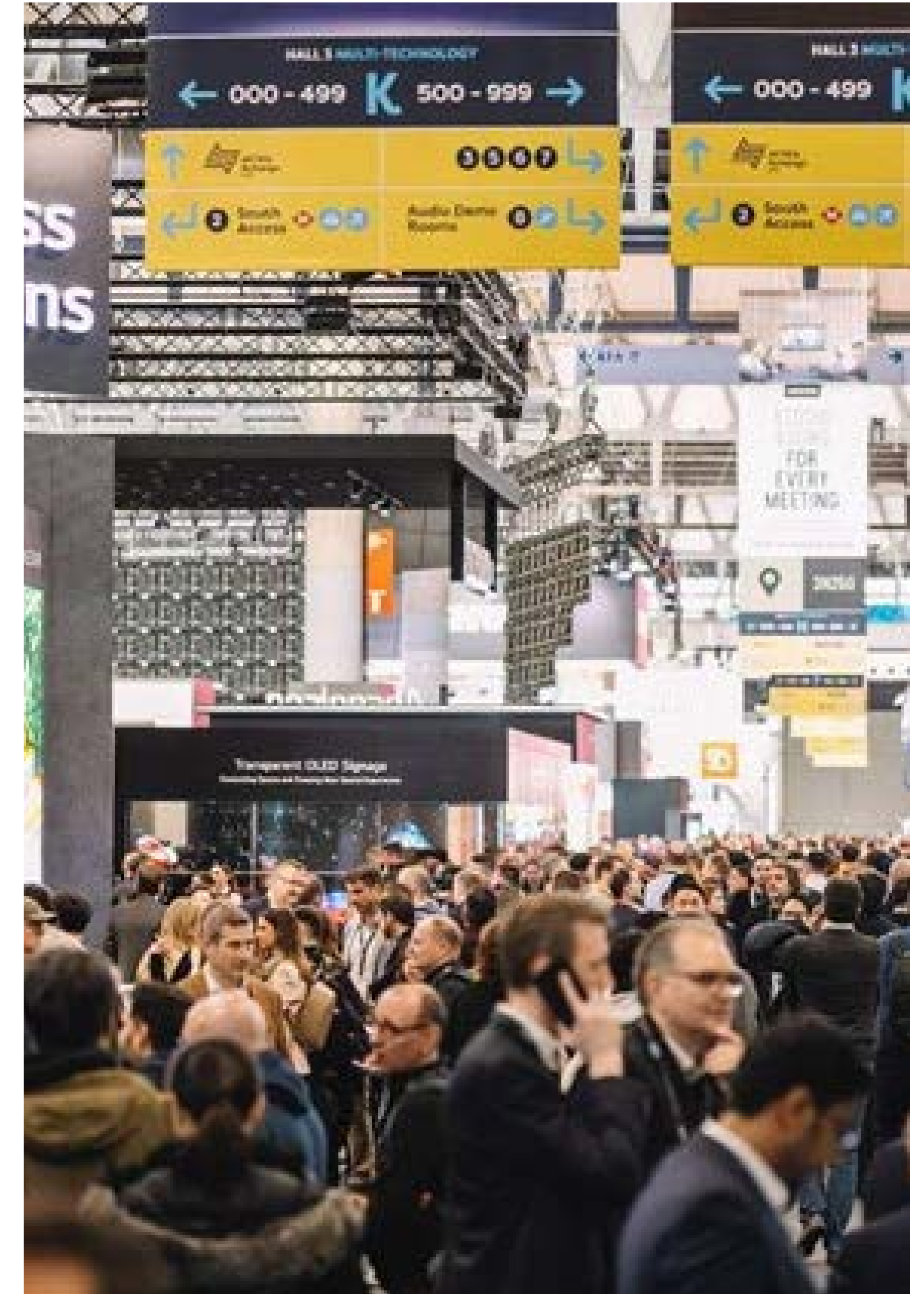
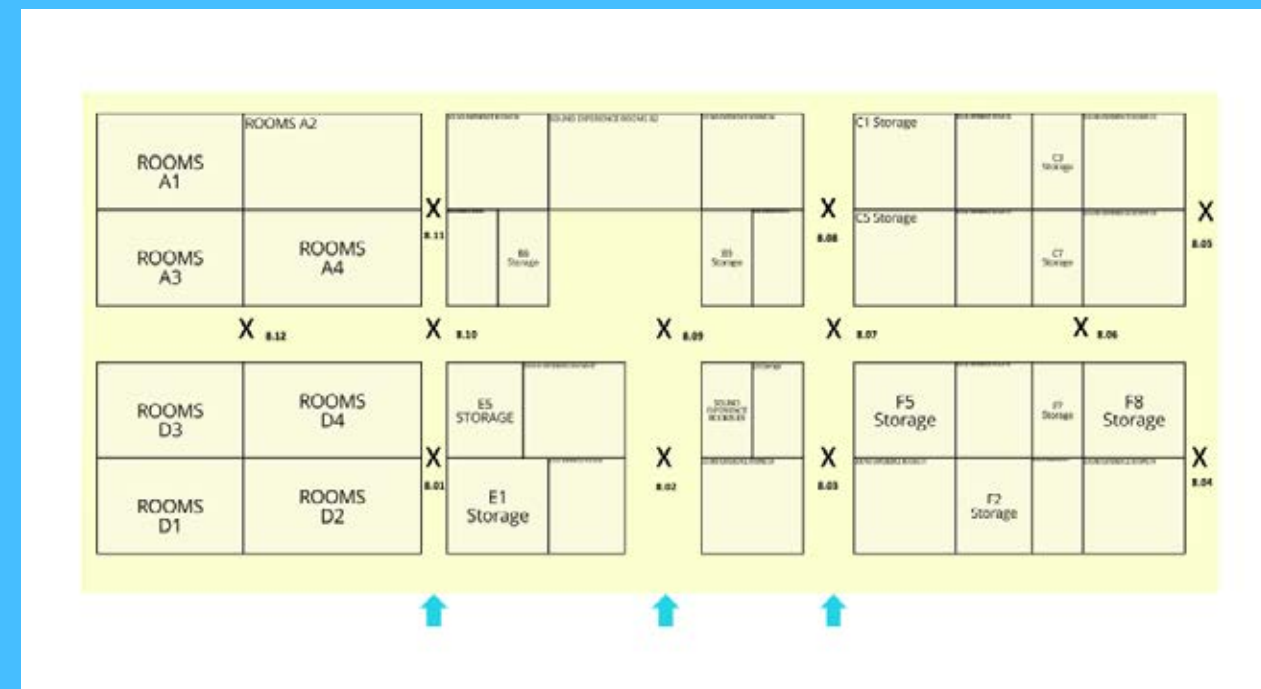


## Aisle Banners Hall 8.0

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

Aisle banners in Hall 8.0 measure 1.20 meters wide x 2 meters high. There are only 12 Aisle Banners available and priced at €2.895 each. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,09 PRIORITY POINTS

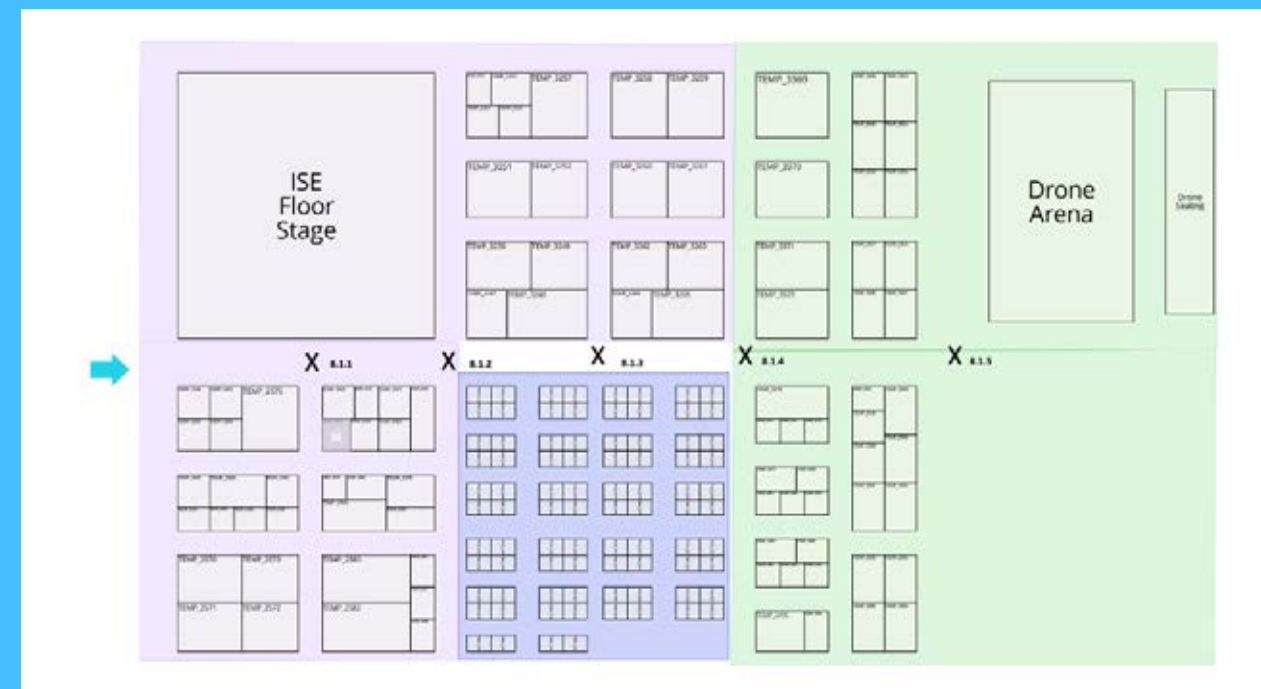


## Aisle Banners Hall 8.1

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

Aisle banners in Hall 8.1 measure 2 meters x 4 meters high.. There are only 5 Aisle Banners available and priced at €2.895 each. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.

1,09 PRIORITY POINTS



## Fold-Out Floorplan

The ISE Fold-Out Floorplan Sponsor serves as a valuable reference and resource for event attendees. It enables them to navigate with ease. For exhibitors looking to achieve visibility and brand exposure two sponsorship options are available.

### Option 1 **7,55 PRIORITY POINTS**

The first option is the exclusive (only one available) Official Fold-Out Floorplan Sponsor. Priced at €19,995, as the sponsor you receive:

- > Prominent display of your company logo on the front cover
- > A full-page advertisement on the back cover
- > A highlighted stand location to promote your presence at ISE
- > To enhance your brand recognition, we incorporate a "sponsored by" logo
- > An emphasized entry to facilitate attendees in locating your booth.

### Option 2 **0,75 PRIORITY POINTS**

The second option is designed to spotlight your stand location with a Highlighted Entry. There are only 20 Highlighted Entry packages available and each is priced at €1,995. This opportunity draws visitors' attention to your stand location and the exhibitor list highlights your booth.



## Floorstickers

Upper Walkway Floor Stickers are an original and impactful marketing tool. Before customers ascend or descend escalators (E.01, E.02, E.03, E.04, E.05, E.06, E.07, E.08, E.09, E.10 and E.11), and at the starting and ending points of travelators (T.01, T.02, T.03, T.04 and T.05), you can showcase your brand and attract attention by incorporating eye-catching graphics and decals on the floor. Floor stickers at ISE 2025 can be strategically placed in various locations, ensuring repetitive brand visibility. Priced at €3,495, and with a diameter of 250 cm, the floor stickers are situated throughout the four-days of the show and provide ample space to showcase your message and make a lasting impression. By booking floor stickers you can captivate the attention of visitors and strengthen your brand's identity with originality and creativity.

### **1,32 PRIORITY POINTS**

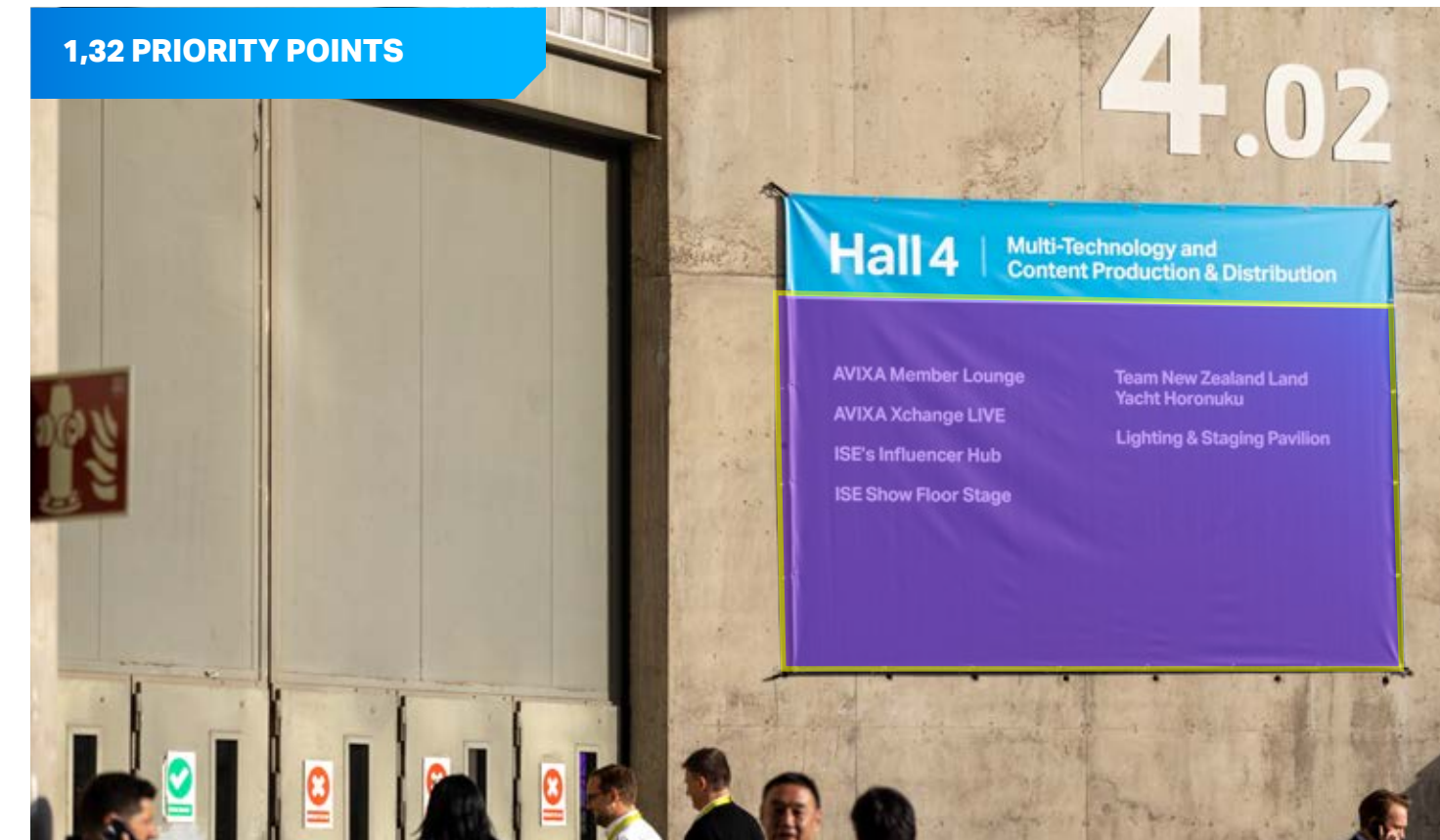


## Loading Bay Frames

Loading Bay Frames are located in between and outside the entrance of all halls. Loading Bay Frames are the banners next to the big doors outside in the loading bays. Priced at €3,495 euros for each banner, they represent a unique opportunity to create brand awareness. Their sheer size makes them an unmissable option for statement branding.

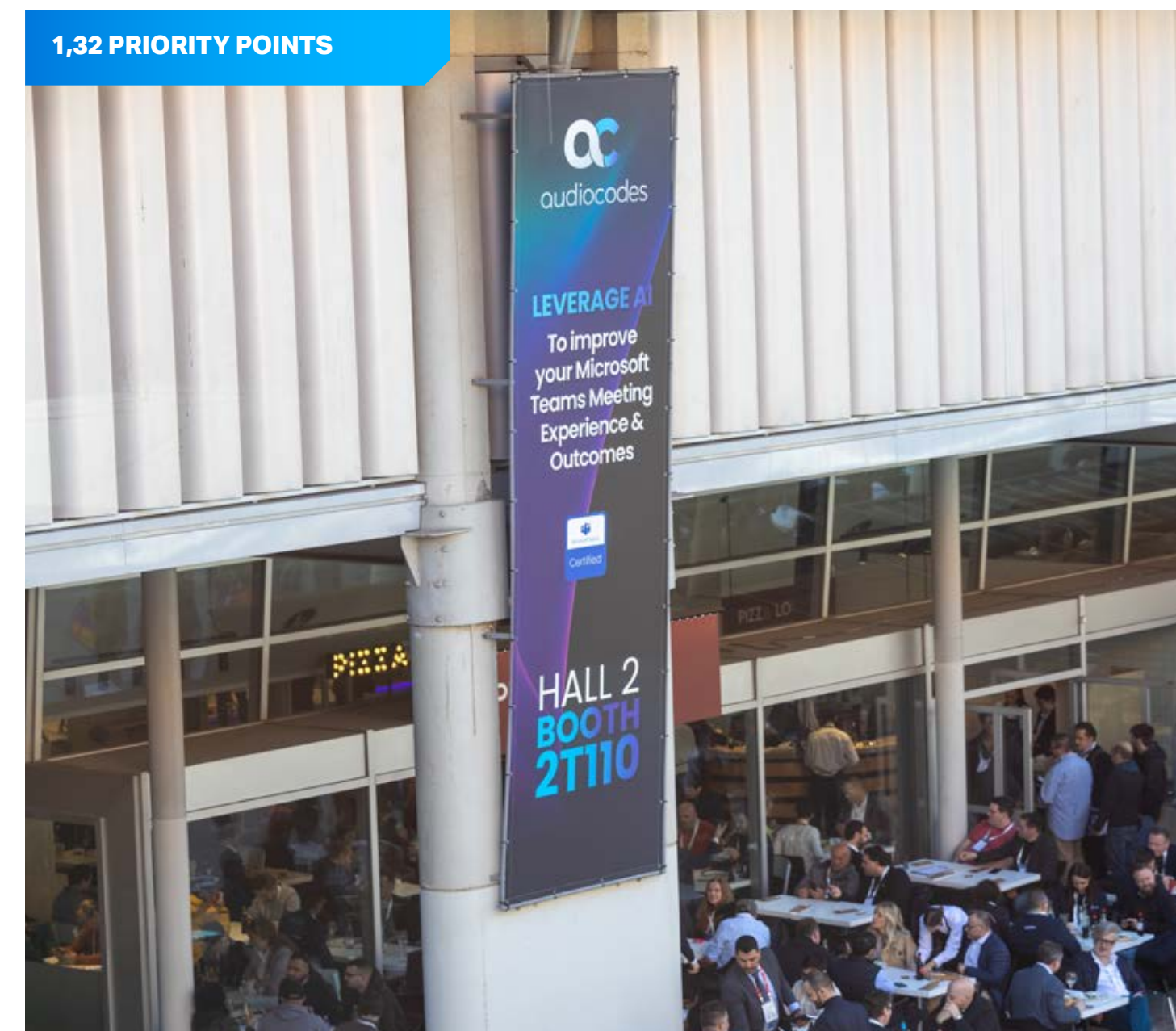
### Measurement:

- > **Hall 1** - 1.01, 1.02 = 300 x 200 cm.
- > **Hall 2** - 2.04, 2.06, 2.08, 2.10, 2.12, 2.14 = 300 x 200 cm.
- > **Hall 3** - 3.03, 3.05, 3.06, 3.07, 3.08, 3.09, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17 = 339 x 249 cm.
- > **Hall 4** - 4.02, 4.03, 4.04, 4.05, 4.06, 4.07, 4.08, 4.09 = 339 x 249 cm.
- > **Hall 5** - 5.02, 5.03, 5.04, 5.05, 5.06, 5.07, 5.08, 5.09 = 339 x 249 cm.
- > **Hall 6** - 6.02, 6.04, 6.06, 6.08 = 339 x 249 cm.
- > **Hall 7** - 7.02, 7.04, 7.06, 7.08 = 327 x 240 cm.



## Outdoor Hanging Frame Banner

Enhance your brand's visibility by strategically placing your branding in the highly sought-after areas adjacent to Halls 2 and 3. The vibrant outdoor courtyard, bustling with activity and offering a variety of catering options, provides a captive audience for your brand. Priced at €3,495 for each banner, the hanging frames are located between Hall 2 and 3 in the outdoor courtyard. There are 12 hanging frames available which can be customized with your unique brand messaging. The hanging frame banners gives you a bold opportunity to prominently showcase your message and gain maximum exposure by being viewed from the Upper Walkway.



## UW Hanging Banners

The Upper Walkway is a vital link for visitors moving through Fira Barcelona and around ISE's halls and technology zones. The upper walkway offers a unique opportunity to capture the attention of everyone looking to access the conferences, meeting rooms, the gardens and the show floors. Situated above Hall 3 at a premium location on the Upper Walkway are 16 hanging banners. These banners are an impressive 1.60 meters wide x 4.40 meters high, making them impossible to miss. For €3,495 each banner, your brand will benefit from prime exposure. Investing in this opportunity ensures your brand has prominence and grabs the attention from the ISE footfall on the Upper Walkway.



# Experiential & Engagement Opportunities

## Experiential

Conferences  
Treasure Hunt  
Networking Event Spaces  
Meeting Rooms  
Audio Demo Rooms & Spaces

Because of experiential marketing's ability to create an authentic touchpoint, build emotional connections and bring audiences closer to the brand, 90% of marketers agree that brand experience delivers strong face-to-face interaction and more compelling brand engagement. In the Experiential Marketing and Engagement pillar, we offer exhibitors the opportunity to help drive word of mouth, brand loyalty, and live storytelling that helps exhibitors rise above the 'ad clutter'.



## Conferences

For many years ISE has presented an extensive series of ticketed conferences. ISE visitors view the conference programme as an important aspect of their show attendance and in our current climate, building knowledge and up-skilling has never been more important. Every year ISE's Conference Programme brings together the thought-leaders and companies redefining the global AV industry. Technology-leading experts come together to seek advice, share ideas and best practice, and meet new partners and suppliers. The knowledge, learning and networking inspires and equips ISE's influential business professionals with the information and tools they need to lead their organisation.

Visitors view the conference programme as a key part of their show experience and their professional development, and to learn at first hand about latest trends and developments in specific topics and subjects which shape their business futures. For ISE 2025 we are proud to present the most comprehensive conference programme yet:

### Tuesday 4 February:

- > ISE Smart Building Conference
- > ISE Investors Forum
- > ISE Live Events Summit (H6)
- > AVIXA Congresso

### Wednesday 5 February:

- > ISE Digital Signage Summit
- > ISE Education Technology Summit
- > ISE 'AV Broadcast AV' (tbc) Summit
- > ISE ELAS; Live Events Summit (H6)
- > AVIXA Congresso

### Thursday 6 February:

- > ISE Smart Workplace Summit
- > ISE Control Room Summit
- > ISE Live Events Summit (H6)
- > AVIXA Congresso

### Friday 7 February:

- > AVIXA Congresso
- > ISE Live Events Summit (H6)





## New for ISE 2025 - TRACKS

Integrated Systems Europe 2025 will shine a spotlight on five distinctive tracks with high importance to the global AV industry. The tracks cover AI, Audio, Cybersecurity, Residential, Retail and Sustainability.

### AI

Artificial intelligence has exploded in the last couple of years. The use of AI within the ISE marketplace predates the explosion of interest in generative AI tools over the past couple of years. Equipment manufacturers have been including (non-generative) AI functionality in their products for some time – for instance making hardware perform more effectively and/or intuitively or performing complex calculations, and AI-enhanced meeting-room equipment applications, video processing, retail displays and more. And it is accelerating: its computational power is increasing by the month, as is its affordability. Audiovisual integrators can enhance their productivity by using AI tools to write business proposals, draft CAD drawings, and even write code. User experience is an increasingly critical area of AV systems integration, and AI assistants combined with spatial computing are set to be a major step forward in the development of XR (extended reality) applications. The AV industry is on the cusp of something massive – and ISE is the ideal location for you to align as a leader in the field.

### Audio

Audio is everywhere. It's at the heart of everything we do – whether we're collaborating at work, visiting a live event, or chilling out at home. For instance, online meetings having had a massive boost in recent years, corporates are now aware that audio quality translates into better communication and increased productivity. In the live events space, exciting new venues such as the Sphere have made massive investments in audio systems that have far greater capabilities than what has gone before. And in the home, consumers are increasingly investing in multi-room audio systems, high-spec media rooms and home cinemas. Whatever the sector, the professional audio industry is continuously raising the quality of the audio experience and continues to dominate the conference themes and tracks.

## Cybersecurity

Systems that are networked are much more of a target for malicious actors than those that are physically secured behind locked doors. Sadly, the steady increase in networking that has driven growth in the AV integration industry for several years has also put its systems into a potentially more exposed position. Hacking is a clear and present danger and has increasingly become big business, with ransomware attacks and major data breaches on the rise. Every organisation and individual are at risk – size is no guarantee of immunity. It's vital that providers and users of networked systems take the risks of cybersecurity seriously. Cybersecurity should not be thought of as a separate discipline – it's simply one aspect of overall security. Cybersecurity is only going to get bigger in terms of its importance to the professional AV ecosystem.

## Retail

The retail sector is one of five major focus points at ISE 2025. It's an area that's bounced back from the pandemic to reclaim its position as one of AV's leading vertical market drivers of innovation and commerce. It's a 'shop window' for an omnichannel experience combining fully integrated customer facing technologies to deliver a unique experience. With increased competition it has become business critical for organisations where innovative technology is driving footfall, engagement and spend. The retail sector is a touchstone for the introduction and implementation of innovative customer facing audio and video technologies. For example, the desire to create memorable 'experience-type stores' are leading retailers to turn to digital signage technology and to provide information on conversions, shopper viewing habits, and in-store buyer behaviour and commit to large-scale AV projects. In fashion the use of displays such as digital mannequins and interactive mirrors means shoppers can try on clothes virtually and see items in realistic settings. Additionally, video walls are helping to immerse consumers in the shopping experience with 4K, super thin, curved and transparent LED displays screens providing eye-catching in store focal points to attract and entertain browsers. One step beyond this, 3D holographic signage improves dwell time and trigger positive emotions. And with contactless shopping utilising advances such as augmented reality, machine learning and computer vision there is much to explore in this influential track.

## Sustainability

Commitment to economic, environmental, and social sustainability goals are central for planning today's business models. Reducing our environmental footprint and conserving resources is no longer an option, it is a must have for 'profits, people, and the planet.'

Nowhere is this more applicable than to the international audiovisual community where legal and regulatory requirements from governments and trade bodies are mirrored by a demand from customers for transparency around supply chains. Focussing on sustainability has a direct benefit not just for the planet, but also for developing new market opportunities by reducing business risks and building the economy. The audiovisual industry is poised to make even greater steps forward to make progress in waste management, carbon emission reduction, reduced energy consumption and recycling. ISE's commitment to sustainability is one of its key pillars. Sustainability is at the heart of planning for a better future for companies, the audiovisual business, and the planet. ISE 2025 will provide the platform to debate and answer some of the key sustainability questions of the day and for our futures.

Visitors will be able to explore these tracks through the conference programme, show floor features, Live Events Stage, Keynotes and the ISE exhibitors in the 7 technology zones at ISE 2025.



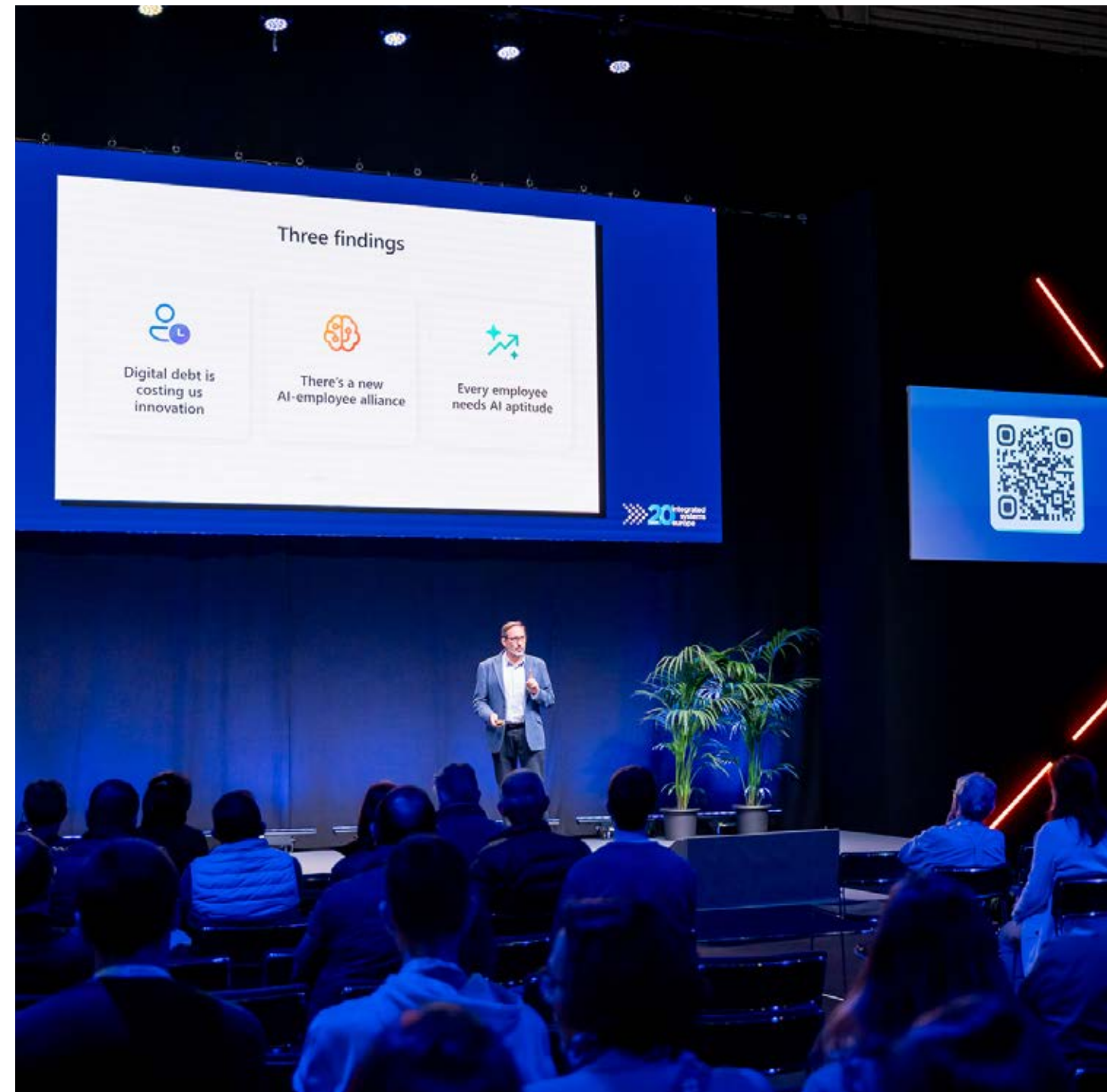
## How to get involved?

The ISE Conference programme represents a deep experiential and engagement marketing opportunity. With a focus on themed Tracks, ISE looks to help you to engage attendees and create unique moments and experiences that they will remember – opportunities to meet people with similar interests together, to talk and listen to industry peers, explore relevant and targetable solutions to pressing business problems by connecting with expertise in the global AV industry. ISE presents the ideal opportunity for you to benefit from sharing your expertise with an enquiring audience.

The ISE 2025 four-day Conferences Programme of agenda-setting Summits, Keynotes, Content Tracks and Show Features will provide a unique platform for companies to demonstrate their thought leadership credibility via an exclusive range of sponsorship, branding and partnership opportunities. These include:

- > Headline Sponsor/s
- > Track Sponsor/s
- > Networking Break Opportunities

And much, much more. Over the coming month we will bring you information about these dynamic engagement and experiential marketing options. If you would like to know more about these and to register your interest please connect with [Antonia Lennon](#).



## ISE 2025 Treasure Hunt

For the third year running, the ISE Treasure Hunt guides visitors to exhibitors through a unique experiential show floor feature. The ISE Treasure Hunt provides visitors with a fun and engaging activity to help them explore the showfloor, meet exhibitors they may not have met before, and in the process win exciting prizes. How does it work? Treasure Hunters scan special QR codes, located on participating exhibitor stands, to discover tech treasures. Treasure hunters who complete the hunt receive a small ISE gift and are automatically entered into the exciting main prize draw. The Treasure Hunt runs from Tuesday 4 February to Friday 7 February. There are two prize draws - the first prize draw takes place on Wednesday 5 February, and the second draw on Friday 7 February.

For an investment of €5,725 Treasure Hunt Exhibitors benefit from an enhanced set of ISE promotions before, during and after the show. These are:

### Before the show:

- > You will receive a mention in a RISE Magazine Treasure Hunt article which is circulated to all ISE visitors

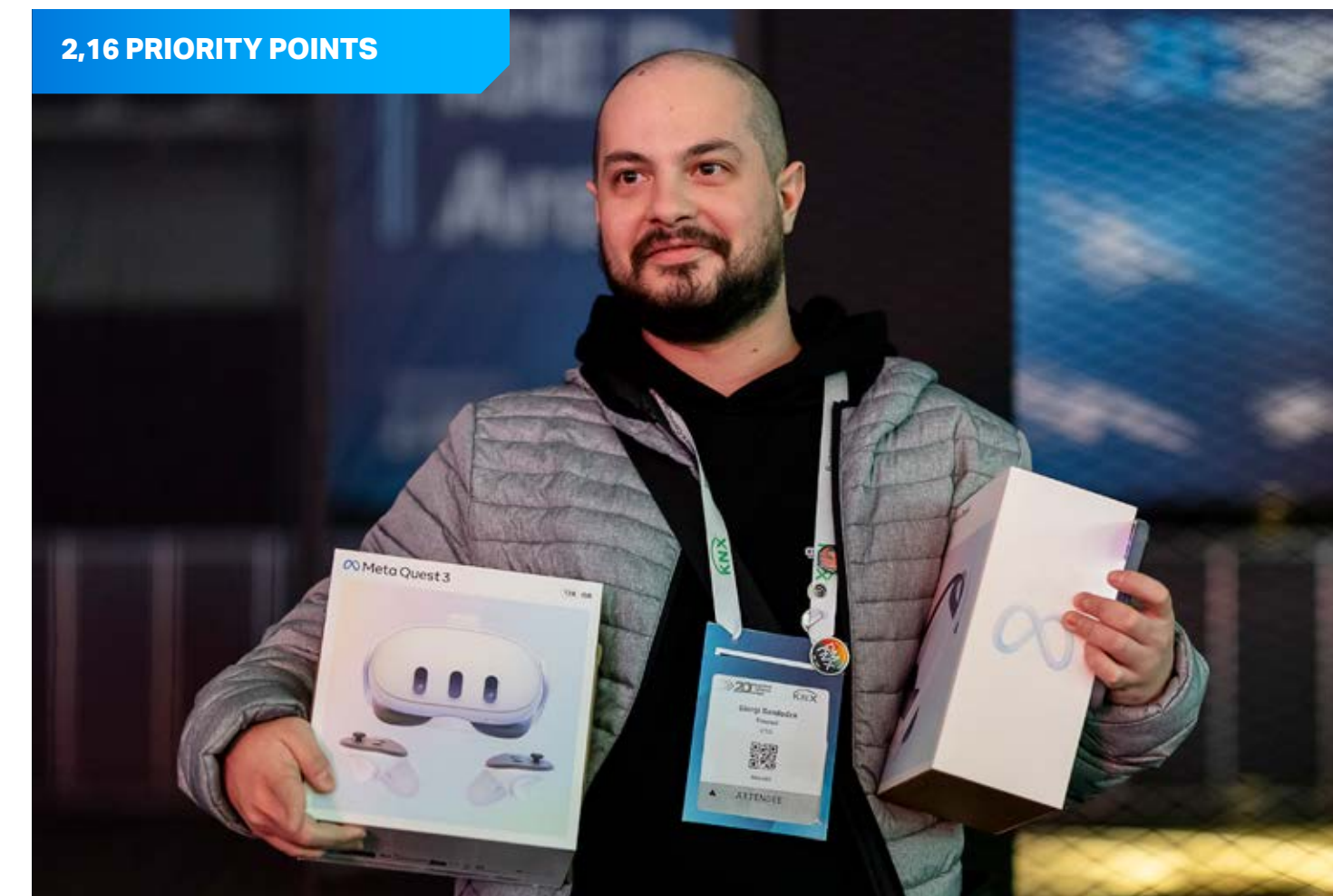
### During the show:

- > You will be listed as a Treasure Hunt exhibitor in the Official ISE Show Guide
- > Your stand will be highlighted on the foldout floorplan
- > Your company & logo will be listed as a Treasure Hunt location in the show app
- > The Treasure Hunt will be promoted via on-site roll-up banners

### After the show:

- > You will receive all QR code scan data from ISE Treasure Hunters so you can follow-up on the leads you receive.

With treasure hunters navigated to participating stands this elevates their visibility and increases footfall. The ISE Treasure Hunt has a proven record in driving your company and brand exposure at ISE whilst increasing your lead potential.



# Networking Event Spaces

## Networking Event Spaces

If you are looking to make your mark in the industry, connect with like-minded professionals, and provide your clients with an unforgettable experience ISE's networking event spaces offer you a range of options to suit all budgets. During ISE, we offer you a host of Networking Event Spaces in which you can organise a private dinner, a breakfast meeting, a lunch time event, a product launch, a training programme, a seminar or a lively cocktail party. These can be arranged in ISE's in restaurants with gastronomic-focused menus or ISE's unique outdoor gardens.

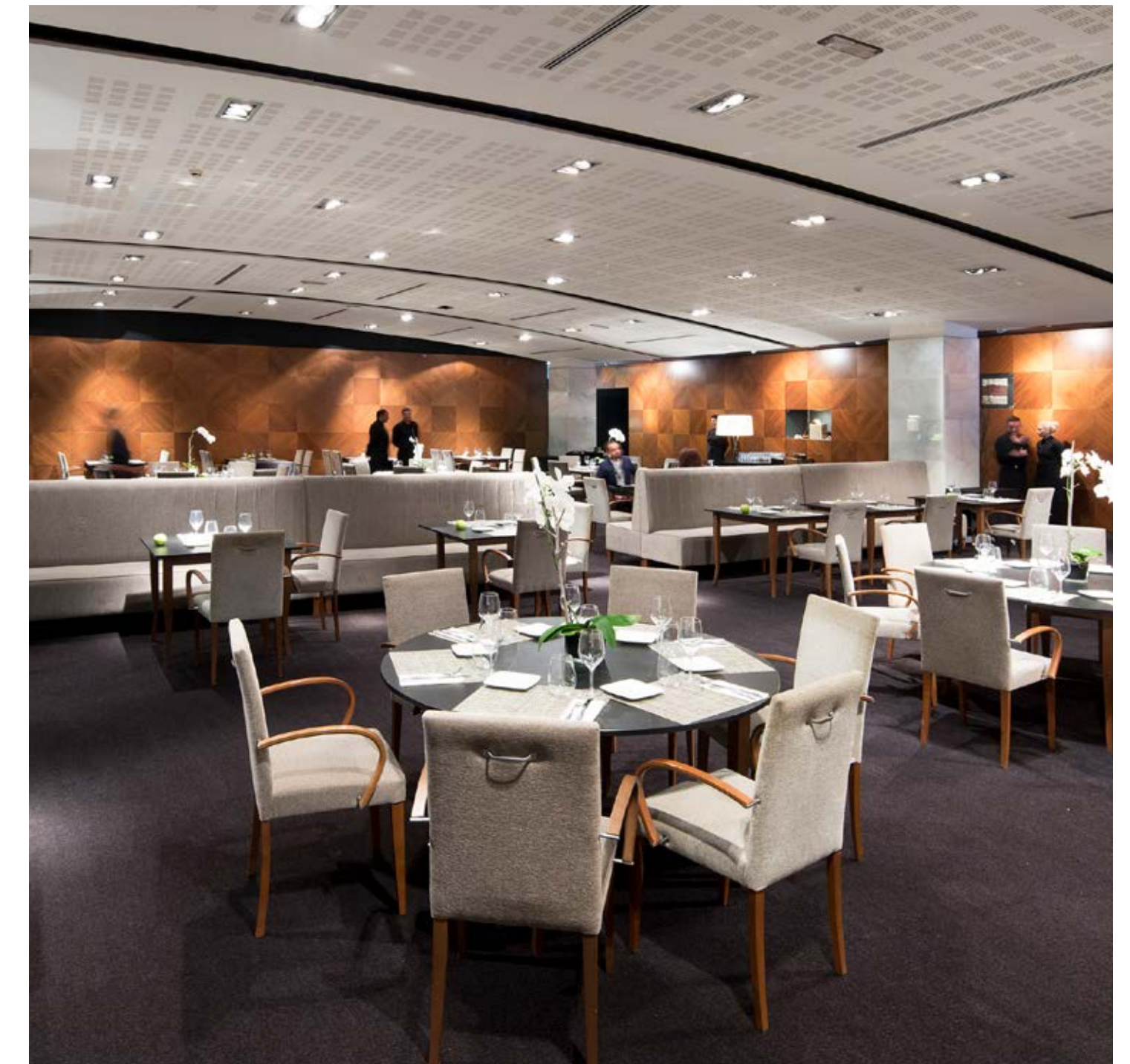
There are two in-door networking event spaces to choose from:

### Nuclo Restaurant:

Whether it's an intimate gathering or a grand event, you may require settings which help you create a unique ambience for various group sizes. Located at the South Access of Fira, the Nuclo Restaurant offers three areas and a menu with gastronomic creativity using fresh produce and seasonal flavours.

### The Market' Restaurant:

Located on the first floor, between halls 2 and 3, the Market Restaurant is a convenient dining offering where culinary excellence meets contemporary allure. With three exclusive private spaces, this restaurant ensures a private and personalised setting for you and your guests and where you can create an exceptional dining experience.



# Networking Event Spaces

## Networking Event Spaces

There are two out-door networking event spaces to choose from:

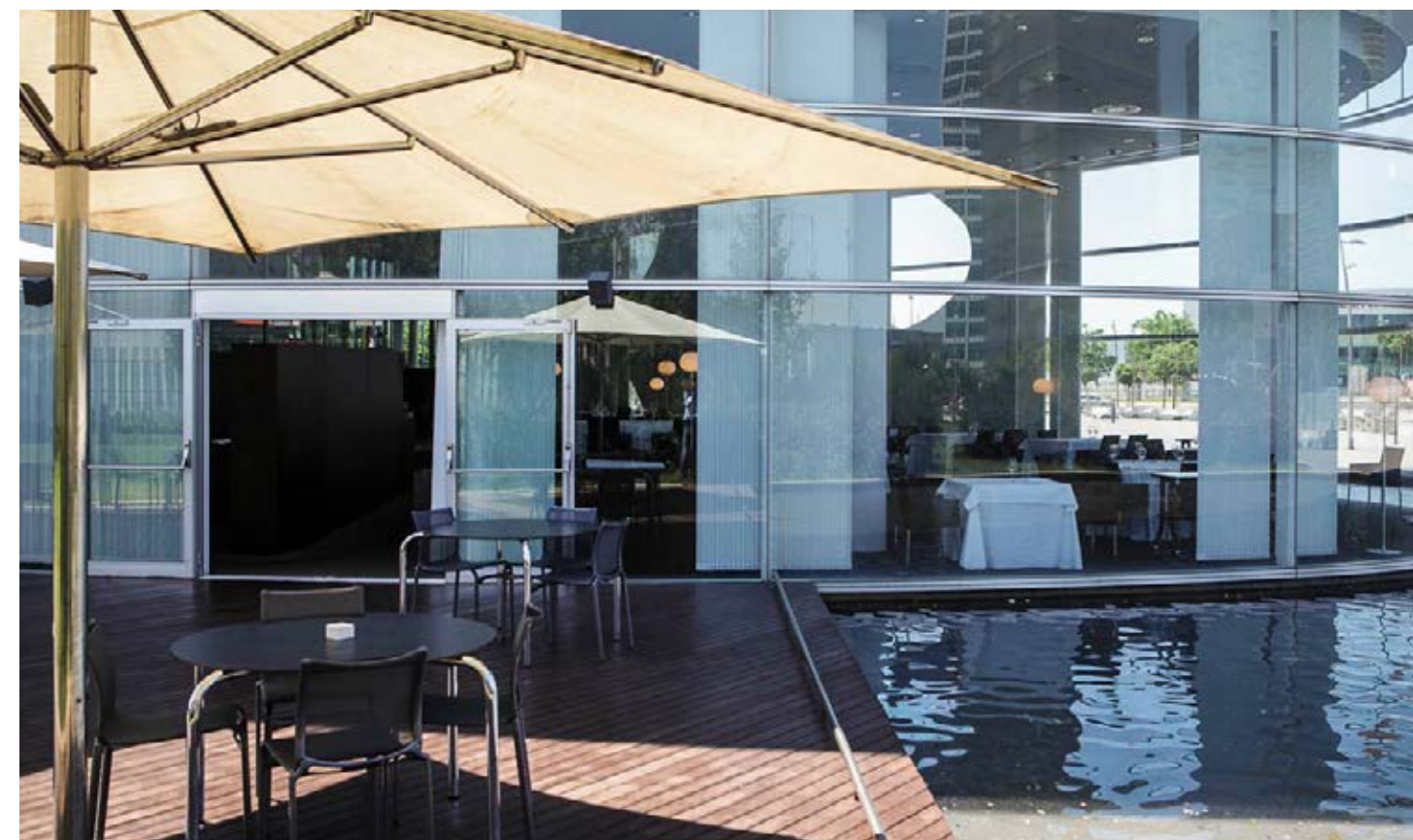
### Networking Garden A:

Fira de Barcelona's cutting-edge venue, designed by Toyo Ito (Pritzker Architecture Prize Winner), offers exhibitors a unique outdoor event space which you can stage and dress to amaze, captivate and delight your guests. Garden A (734 sqm) can accommodate small groups to a larger party (up to 165) with all-weather options and designs. For as little as € 6,000 you can create a memorable experience with an outdoor event garden.

### Nuclo Terrace:

If you are looking for an outdoor event space at the South Access you can hire Nuclo's Terrace. This dynamic venue gives exhibitors endless opportunities to curate just the right ambience and environment for a memorable event, and all with the convenience of being on-site at ISE. Alongside Nuclo's seamless execution you have the added advantage of choosing in-house catering which can cover everything from canapes to tapas, from finger buffet to pre-plated food.

If you already have a concept, or would like to discuss the various event spaces, please contact. We will contact you with a quote for your event. Or, if you want to discuss the various event spaces, connect with [Natalie Mekotova](#).



# Meeting Rooms

## Meeting Rooms

At ISE we understand the importance of finding the perfect meeting space. Whether you are hosting a small team meeting, a corporate event, or a training session or workshop, we have the ideal space and facilities for you. Our state-of-the-art conference centres and meeting rooms can provide you with a range of rooms and space to help you to deliver a memorable experience for your customers, visitors and attendees.

Within Fira de Barcelona, there are seven different locations where you can find meeting rooms. These are:

- > Europa Suite
- > Barcelona Suite
- > Tibidabo Suite
- > Conference Centre 3 - CC3
- > Conference Centre 7 - CC7
- > Conference Centre 8- CC8

Most of the conference centres and meeting rooms are located on the upper walkway (Level 1), except CC3, CC7, and CC8, which are in different areas within the venue (see location map). There are a variety of conference and meeting rooms which can provide you with the space you need. These include boardrooms, conference rooms, meeting rooms, and flexible event spaces.

The Barcelona Suite provides 46 rooms and The Europa Suite holds 56 rooms offering 3 sizes - 16sqm, 18sqm, and 36sqm and different configurations and formats. Prices range from 6,672 € to 12,788 € for meeting rooms in these locations.

Conference Centres (CC) are in various locations across Fira de Barcelona. The rooms in CC3, CC7, and CC8 represent flexible spaces which can be configured in Boardroom (54 – 60 people), Theatre (150 – 182 people) and other formats. Prices range from 24,040 € to 34,732 €.

If you would like to explore the range of meeting rooms and secure a booking please reach out to your International Sales Manager or click on the [link](#) to request more information.



# Audio Demo Rooms & Outdoor Demo Spaces

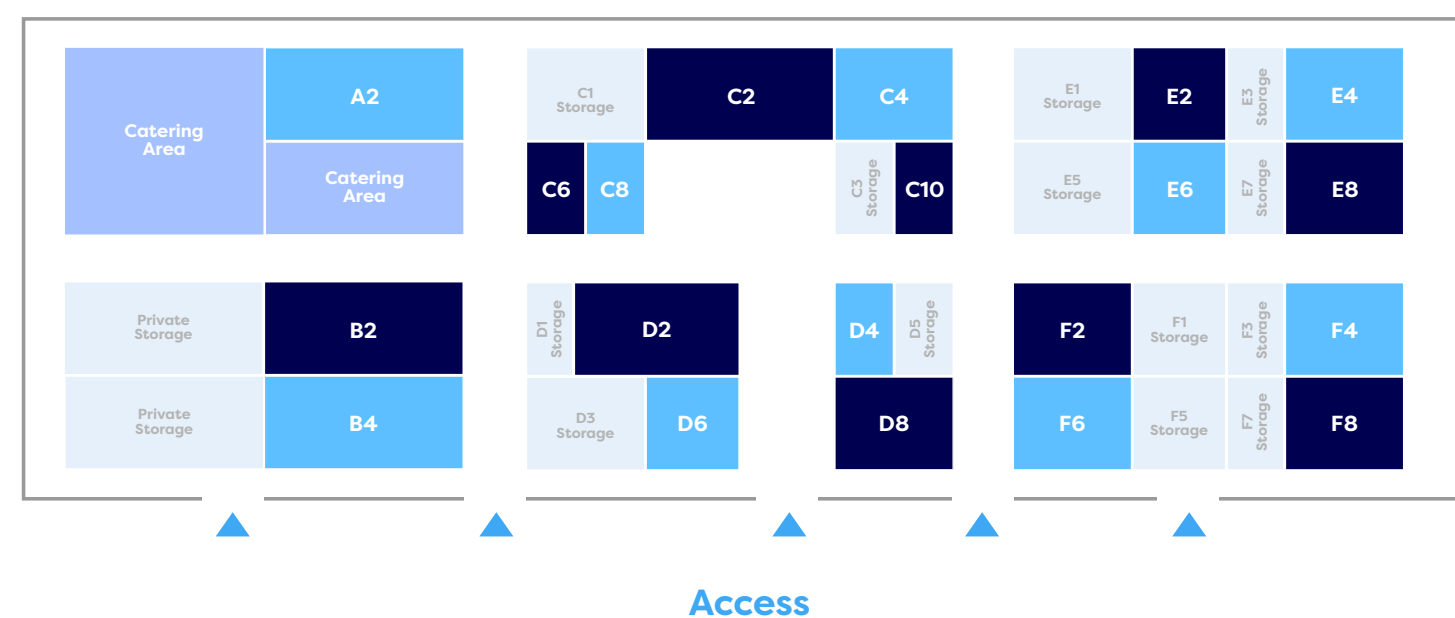
## Audio Demo Rooms & Outdoor Demo Spaces

Engaging and capturing the purchase attention and decisions of audio corporate buyers means creating environments of engagement, learning and interaction. All audio brands have a great story to showcase and technical demos speak to audiences in truly emotive and unique ways. The brand exposure, interaction and appeal generated by high performance technical demos give audiences 'a full, and truly immersive, buying experience' – and experiencing great audio is the key to unlocking sales.

### Experiencing Great Audio - Your Key to Unlocking Sales

ISE understands experiencing great audio means creating the right environment to engage and make an impact. ISE's audio demo rooms and outdoor demo spaces have proven to be must visit show features. Whilst all the audio demo rooms for ISE 2025 are reserved we are currently developing the Outdoor Demo Spaces and will bring you more information on these in the coming months. Please talk to Dan Cordock for more information and to register your interest.

Our dynamic environment and interactive audience involvement allow us to help you create customised packages that work with your marketing objectives.



# Package Opportunities

By partnering with ISE, you gain access to a dedicated team of experts who will guide you at every stage. We are committed to assisting you in establishing a robust and enduring brand at ISE and that resonates with your target audiences. So, if you're looking to elevate your brand and create a meaningful impact, connect with your ISE Sales Manager today, and let us help you achieve your goals.

## Packages

Presenting Show Partner  
Sponsoring Show Partner  
Premium Show Sponsor  
Show Sponsor





# Presenting Show Partner

## Presenting Show Partner (PSP)

When you spend € 166,950 (equivalent of 63 priority points) you automatically become a Presenting Show Partner. Presenting Show Partner is the highest accolade we give to our sponsors and partners. As such we give you a unique collection of assets to recognise their status and position in the world-leading AV and systems integration show. As a Presenting Show Partner you automatically receive:

- > Your logo on the ISE website
- > An official ISE Presenting Show Partner media kit with all necessary branding and partner logos to include in your marketing and social media
- > 1 ISE RISE Show TV interview
- > 1/2 page pre-show advertorial in RISE Magazine distributed internationally
- > Inclusion of your company logo on Partner/ Sponsor page in RISE Magazine
- > 3 guaranteed news stories in the ISE Daily
- > 3 guaranteed news stories in ISE online newsletter
- > The Presenting Show Partner badge alongside a Show Guide entry
- > A highlighted entry with your company logo on the Foldout Floorplan

Your Sales Manager can work alongside you to help build a package of sponsorship, branding, advertising, and experiential marketing solutions to meet your strategic marketing goals and help elevate you to Presenting Show Partner.



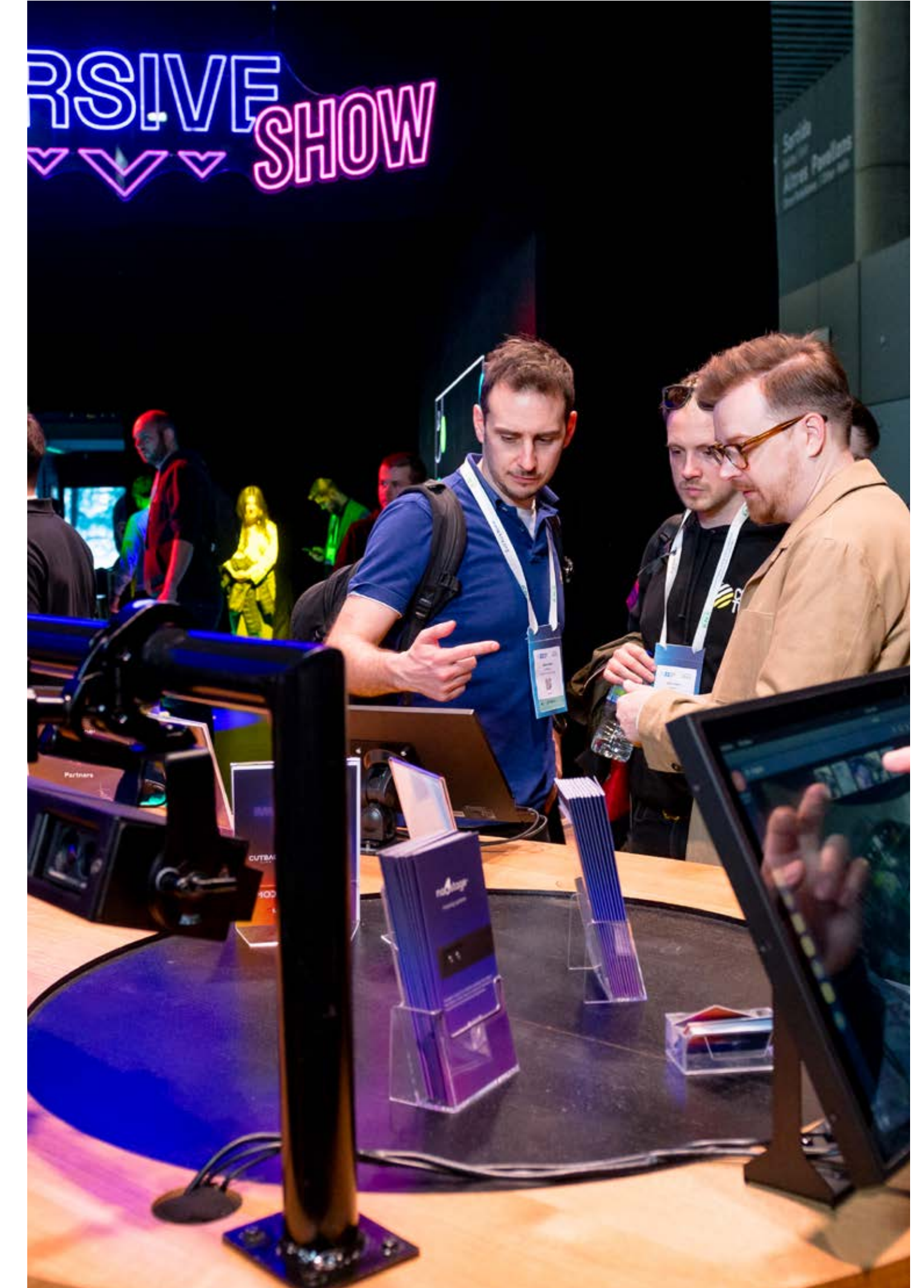
# Sponsoring Show Partner

## Sponsoring Show Partner (SSP)

You become a Sponsoring Show Partner when you spend € 129,850 (equivalent of 49 priority points). As a Sponsoring Show Partner you automatically receive:

- > Your logo on the ISE website
- > An official ISE Sponsoring Show Partner media kit with all necessary branding and partner logos to include in your marketing and social media
- > 2 guaranteed news stories in the ISE Daily
- > 2 guaranteed news stories in ISE online newsletter
- > Inclusion of your company logo on Partner/ Sponsor page in RISE Magazine
- > Sponsoring Show Partner badge alongside a Show Guide entry

You can explore the opportunities in 'Beyond Your Booth at ISE' or find out more from your ISE Sales Manager. They can help you to build a customised package of sponsorship, branding, advertising, and experiential marketing solutions that work with your strategic marketing goals and elevate you to Sponsoring Show Partner.



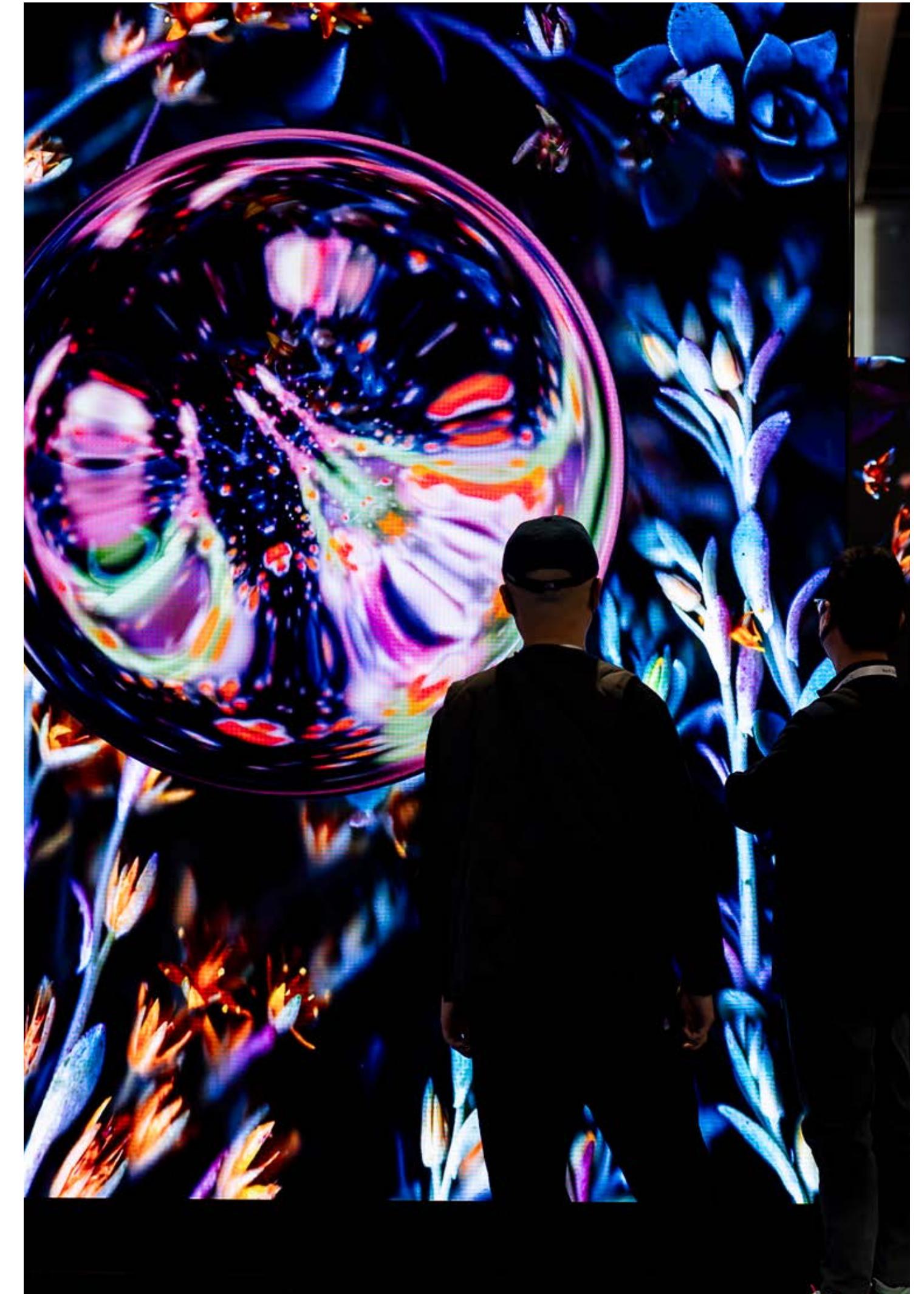
# Premium Show Sponsor

## Premium Show Sponsor (PSS)

When you spend € 76,850 (equivalent of 29 priority points) and over you automatically become a Premium Show Sponsor. In recognition of your commitment to ISE all Premium Show Sponsors receive:

- > Their logo on the ISE website
- > An official ISE Premium Show Sponsor media kit with all necessary branding and sponsor logos to include in their marketing and social media
- > 1 guaranteed news story in the ISE Daily
- > 1 guaranteed news story in ISE online newsletter
- > Inclusion of their company logo on Partner/ Sponsor page in RISE Magazine
- > The Premium Show Sponsor badge alongside a Show Guide entry

ISE Sales Managers can help you to find opportunities within the 'Beyond Your Booth at ISE' brochure that meet your marketing objectives and secure you the prestige title of Premium Show Sponsor.



# Show Sponsor

## Show Sponsor (SS)

All exhibitors who spend € 39,750 (equivalent of 15 priority points) or over automatically receive the title Show Sponsor. ISE gives all Show Sponsors recognition and elevates them with the following items:

- > Their logo on the ISE website
- > An official ISE Show Sponsor media kit with all necessary branding and sponsor logos to include in their marketing and social media
- > The Show Sponsor Badge alongside a Show Guide entry
- > Inclusion of their company logo on the Partner/ Sponsor page in RISE Magazine

ISE Sales Managers can help you to find opportunities within the 'Beyond Your Booth at ISE' brochure that will secure you the title of Show Sponsor whilst meeting your marketing objectives.



# Map your Show Opportunities

Alongside the four ISE partner and sponsor packages, in conjunction with Map Your Show, we offer a range of online advertising packages. All exhibitors receive a free MYS Standard Listing. The standard listing includes your company address, phone number, social media links (LinkedIn, Facebook, Twitter), booth number, product categories, and company description.

## Map your Show Packages

Booster  
Promotion  
Amplify



# Map your Show Advertising Packages

## Map your Show Advertising Packages

As well as their Standard Listing exhibitors can boost awareness, increase promotion, and amplify their presence at the show by taking advantage of a range of online advertising packages. The three advertising packages, Booster, Promotion and Amplify, are progressive which means as you move up from one tier to the next, you also receive everything included in the lower tier. So when you purchase the highest tier package, you are getting all the features included in all previous tiers.



### Booster Package - Build Awareness with Online Advertising \$995

The Booster Package help exhibitors to build awareness through online advertising. Exhibitors who add this package to their standard listing can brand their company profile with their logo in the directory and the interactive floorplan. With this package exhibitors can:

- > Upload product information, business cards, press releases, case studies, catalogues/brochures, or white papers to your company profile
- > Post a schedule of availability & appointments sign up
- > Access online leads from ISE Show Planners & 'Favoriting' from your company profile page

On average this booster package results in a 200% increase in company profile visits and leads over the standard listing.



### Promotion Package - Promote \$1,995

The Promotion Package gives exhibitors everything that is included in the Booster package and increases their online advertising capacity. This package gives exhibitors the option to:

- > Increase capacity for more collateral & business cards
- > Upload a gallery of hi-resolution product images & descriptions
- > A "Featured Exhibitor Listing" where attendees can filter search results with a direct link to the "Featured Exhibitor" list from the directory homepage

On average, the Product Promotion package results in a 500% increase in company profile visits and online leads.

### Amplify Package - Amplify your Presence \$3,995

The Amplify Package is an online advertising package which results in a 700% increase in company profile visits and leads over the standard listing. In addition to the features included in the Booster and Promotion packages, exhibitors who secure this highest tier package benefit from the opportunity to:

- > Upload videos & descriptions to their product gallery
- > Upload additional collateral, business cards, and product gallery images/descriptions
- > Highlight of the exhibitor's stand on the interactive floor plan

The Amplify Package can place your company profile at the top of the all search results or filters that attendees apply to the online directory and interactive floor plan.

For more information and to secure your advertising package reach out to **Brett Glatfelter, Vice President of Exhibitor Engagement** [brett@mapyourshow.com](mailto:brett@mapyourshow.com).

# Connect, engage and be inspired by the ISE Global Sales Organisation



"ISE is The essential destination for the global AV industry. With Fira Barcelona, ISE curates a dynamic calendar of events and offers a suite of opportunities to showcase the AV industry throughout the four days of the show. At ISE, we have created a whole range of marketing opportunities to enable exhibitors to connect, engage and inspire ISE's influential audience.

These cover everything from advertising, booth space, branding, discovery zones, experiential and immersive marketing tools such as the audio demo rooms in the ISE Sound Experience, meeting rooms, and sponsorships.

The ISE Global Sales Organisation are here to offer their expertise of tradeshow marketing and knowledge of ISE and the AV industry to work with you to craft the best campaign to maximise your presence at the show. We look forward to working with you for ISE 2025"

**Michael Freter**  
Senior Sales Director  
Integrated Systems Events



"It's human nature to connect, communicate and have face-to-face experiences. Yes, our world is changing and I am proud that our industry is driving these changes. Our best technologies for collaboration, for communication, for delivering experiences and enhancing our lives. For exhibitors, ISE represents a showcase and opportunity to demonstrate

their technologies, and for visitors to collaborate, buy and learn – and as we all know – the best learning is experiential"

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