

2025 ISE EXPO MARKETING OPPORTUNITIES

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



Generate qualified leads



Drive booth traffic



Boost sales

2025 ISE EXPO MARKETING OPPORTUNITIES

Official Show Daily for ISE 2025

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 expert 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, official pre-show and at-show newsletters sent to registered attendees, the ISE Daily provides an unrivalled wealth of opportunities for ISE exhibitors to communicate their messages to the ever-growing ISE attendee base.

The Daily

20^{years} integrated systems europe
iseurope.org



Presenting Show Partner **KNX**

The Official Newspaper of ISE 2024 | Day 1

ISE is a joint venture partnership of **AVIXA** **CEDIA**

DMIX Experience it at booth #3300



ISE's 20th anniversary gift to Barcelona

Digital artist and ISE Keynote speaker Sofia Crespo wowed visitors to Casa Batlló last weekend as she transformed the building into a canvas for technology-driven art. To commemorate the 20th anniversary of ISE and the 200th anniversary of Passeig de Gràcia, one of the major avenues in Barcelona and home to Casa Batlló, ISE sponsored a projection mapping on the facade of the iconic Gaudi building as a gift to the city of Barcelona.

Produced in collaboration with the Palau de la Música Catalana and the Barcelona Supercomputing Center and utilising Panasonic projectors, the innovative mapping, entitled 'Structures of Being', attracted more than 95,000 spectators on Saturday and Sunday evening and was also live-streamed on the Casa Batlló website.

Rich in textures, creatures and natural phenomena, the work featured music by generative composer Robert M Thomas and featured local musicians including organist Juan de la Rubia and the Cosmos Quartet string quartet.

Crespo will present her Keynote, 'Making 'Structures of Being'', on the ISE Show Floor Stage in Hall 4 at 13:15 on 1 February.



Visit us at Booth #3K930

Just like running with the bulls, choosing the right video processing can be difficult.

With RGB it doesn't have to be.

We offer video processing and control solutions to support the decision process, enabling better decisions, faster. **Absolutely no bull.**

Better Decisions. Faster. / Learn more at www.rgb.com



2025 ISE EXPO MARKETING OPPORTUNITIES

ISE Daily Preview Edition

The ISE Daily Preview is distributed to ISE's **VIP database of registered attendees and Future subscribers two weeks 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 2025, helping you to align your brand with the show's key themes.



2025 ISE EXPO MARKETING OPPORTUNITIES

Official ISE Show Daily

A printed show daily is produced each day of the show (four total) and is distributed to the thousands of attendees at the Fira Barcelona Gran Via convention centre, while daily digital editions are sent via the ISE Daily Newsletter each day for expanded reach.

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

100K+
Readers

The Daily 20th Integrated Systems Europe
The Official Newspaper of ISE 2024 | Day 1

ISE's 20th anniversary gift to Barcelona

Digital and ISE have teamed up to create a special gift to Barcelona for its 20th anniversary. The newspaper is a celebration of the city's rich history and its role in the world of AV technology. It features a special section on the city's history and its role in the world of AV technology. It also features a special section on the city's history and its role in the world of AV technology.

Just like running with the bulls, choosing the right video processing can be difficult. With RGB it doesn't have to be. We offer video processing and control solutions to support the decision process, enabling better decisions, faster. Absolutely no bull.

Visit us at Booth #39030

The Daily 20th Integrated Systems Europe
The Official Newspaper of ISE 2024 | Day 2

Award-winning director champions use of AV in storytelling

By David Wood
Audiovisual technologies have a pivotal role to play in the success of any event. That was the message of Director of the ISE Opening Ceremony, David Chioy, who delivered the ISE Opening Ceremony, awarding the ISE Opening Ceremony to the ISE Opening Ceremony. He also delivered the ISE Opening Ceremony, awarding the ISE Opening Ceremony to the ISE Opening Ceremony.

Just like the perfect paella, a streamlined operational workflow can be elusive. With RGB it doesn't have to be. Our video and control solutions distribute content, unify data sources, streamline operations and optimize workflow. Masterfully.

Visit us at Booth #39030

The Daily 20th Integrated Systems Europe
The Official Newspaper of ISE 2024 | Day 3

Breaking boundaries

By David Wood
Digital and ISE have teamed up to create a special gift to Barcelona for its 20th anniversary. The newspaper is a celebration of the city's rich history and its role in the world of AV technology. It features a special section on the city's history and its role in the world of AV technology.

Just like Flamenco dancing, managing, distributing and presenting video data in real time can be challenging. With RGB it doesn't have to be. Providing a common operating picture for real-time decision support. Step right into the workflow.

Visit us at Booth #39030

The Daily 20th Integrated Systems Europe
The Official Newspaper of ISE 2024 | Day 4

Mapping a Gaudi masterpiece

By Monica Heck
All technology, hardware and art combined to give birth to the recent ISE Opening Ceremony of ISE 2024. It was a masterpiece of technology, hardware and art combined to give birth to the recent ISE Opening Ceremony of ISE 2024.

Just like running with the bulls, choosing the right video processing can be difficult. With RGB it doesn't have to be. We offer video processing and control solutions to support the decision process, enabling better decisions, faster. Absolutely no bull.

Visit us at Booth #39030

ISE Show Daily Ad Rates and Specs

ISE The Daily		
Ad Size	Investment (5 issue package)	Investment (4 issue package)
Full Page Spread	£25,500	£21,600
Full Page	£16,709	£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
Product Showcase	£3,000	£2,500

Additional Products	Single Issue
Bound Inserts	£4,375
Loose Inserts	£5,000

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 option piece or 150-word Q&A

Tier 2

£3,001 - £7,999

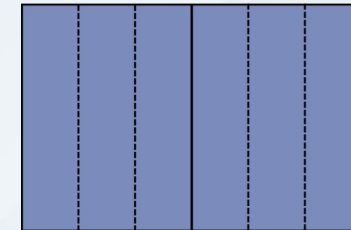
Editorial options: Choice of 150-word Q&A or participation in vox pops

Tier 3

Up to £3,000

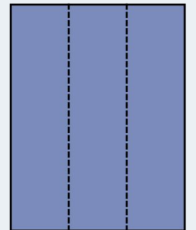
Editorial options: Participation in vox pops

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



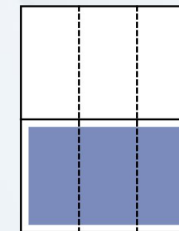
FULL PAGE SPREAD

Bleed: 436x296mm
Trim: 430x290mm
Type: 410x270mm



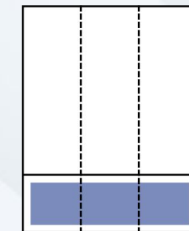
FULL PAGE

Bleed: 221x296mm
Trim: 215x290mm
Type: 195x270mm



1/2 HORIZONTAL

195x135mm



1/4 STRIP

195x65mm

1st ad copy deadline: 17 December 2024
Contact your sales rep for more information

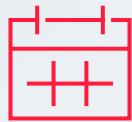
2025 ISE EXPO MARKETING OPPORTUNITIES

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 December and run up to the show where they are sent on each day, with one post-show send.

100k+
Distribution

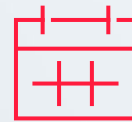
Pre-Show Editions



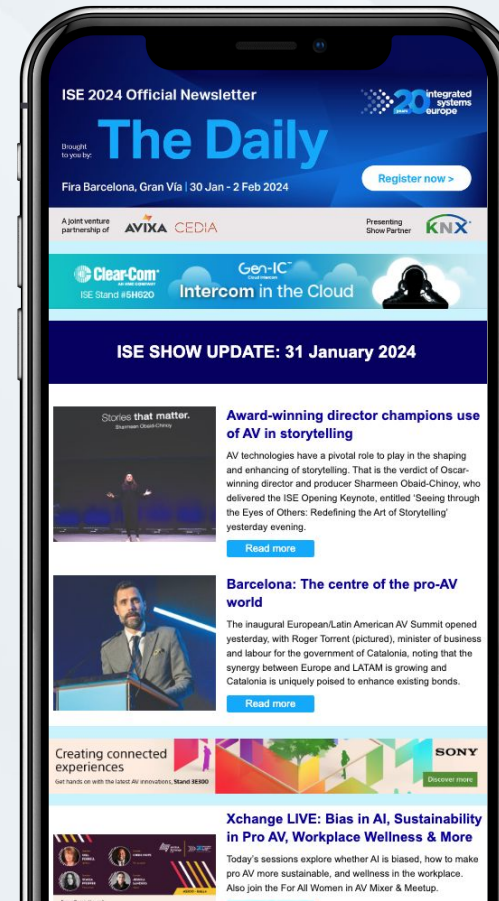
Schedule Today!



At-Show Editions

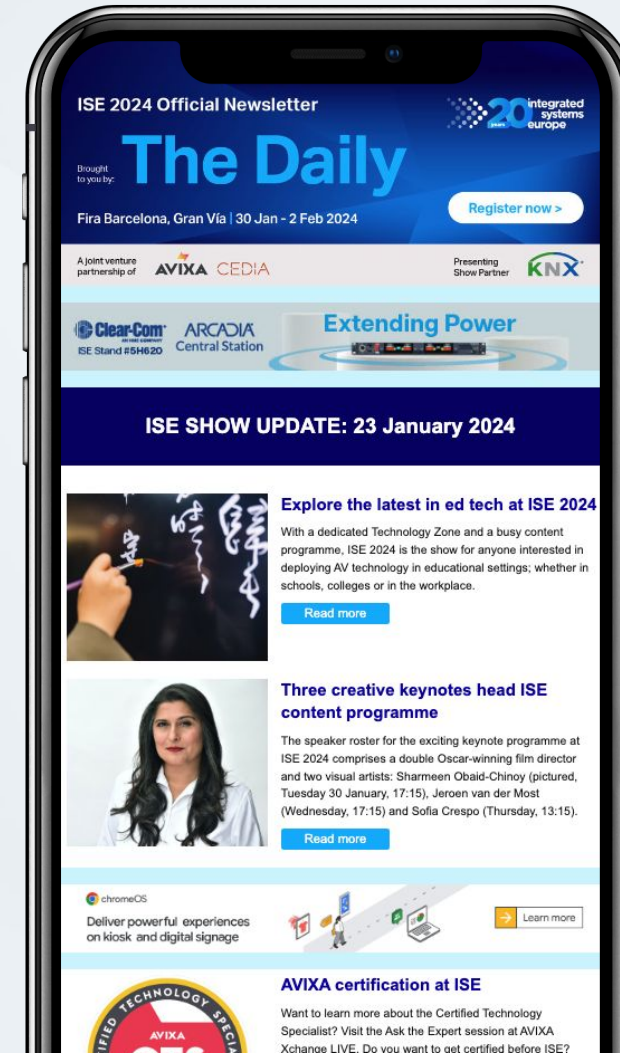


Schedule Today!



ISE Show eNewsletter Ad Rates

Show Daily eNewsletter			
Ad Size	6 Sends	12 Sends (10% Discount)	16 Sends (10% Discount)
Top banner (600x75)	£6,400	£11,450	£15,100
Mid banner (600x75)	£3,600	£7,800	£10,150
MPU (300x250)	£3,400	£6,100	£8,200



2025 ISE EXPO MARKETING OPPORTUNITIES

TVBEurope/Installation AV Broadcast Guide to ISE

TVBEurope, TV Tech and Installation are joining forces on a special product preview guide in the run up to ISE 2025 to help exhibitors drive more traffic to their stands.

- Full-page ad in the Product Preview Guide
- Distribution includes TVBE, TV Tech, Installation and ISE Show Daily newsletters
- Gated to deliver 100+ leads for sponsors
- Promotion of Guide via dedicated eblasts, online editorial and social.

Full page + product listing = £2,500

Winter
PRODUCT SHOWCASE
eBook
FEATURING A SPECIAL REPORT INTO R&D IN MEDIA TECH
From **TVB EUROPE**
Installation

For advertising inquiries, get in touch with an AV & Pro Audio Group sales representative.



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