

# ISE 2026 Innovation Park

A Guide for Pioneers & Breakthrough Companies

Congress Square, Fira de Barcelona | Gran Vía  
3 – 6 Feb 2026

A joint venture  
partnership of

AVIXA

CEDIA™



# Innovation with ISE

Innovation has always played an important part of Integrated Systems Europe (ISE) – the world-renowned pro AV and systems integration show.

ISE visitors have an appetite for innovation – it’s one of the reasons they come to the show.

ISE attracts Business Executives looking for innovation and solutions to help them address the complex and ambiguous problems of a discontinuous world.



# Powerful Buyers. Real Impact.

€121,184

is the average amount ISE 2025 visitors expect to spend with exhibitors they saw at the show.

4 out  
of 5

visitors said they made the final purchasing decision, influenced it, or recommended it.

64%

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

70%

of visitors authorise or recommend specific products or technology solutions to their company.

1 in 3

visitors work at a company with an annual AV spend of over €1,000,000.

**ISE prides itself in welcoming innovation and we continue to engage with startup entrepreneurs and forward-thinking companies who would like to showcase their innovations to a captive audience of experts, investors and business professionals.**

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**The Innovation Park 2026 ecosystem includes a pitching stage, a matching-making area, support from the Investors Forum and two areas for participating exhibitors: a Pioneer section for Entrepreneurs and Startups and a Breakthrough section for exhibitors new to, or returning to ISE.**

Here are just a few comments from ISE 2025 Innovation Park participants:

**"Being part of the Innovation Park was a fantastic opportunity for Treble Technologies to showcase our groundbreaking advancements in acoustic simulation and spatial audio."**

The event provided a dynamic platform for us to connect with industry leaders and demonstrate how our solutions can empower pro-audio professionals in their projects. The high-caliber attendance at ISE enabled us to engage with key players in the pro-audio sector, fostering valuable discussions on integrating our technology into their workflows."



Guillaume Demerliac  
Senior Marketing Specialist  
**Treble**

**"We had the opportunity to meet existing customers and partners as well as potential customers from around the world."**

Participating at ISE Barcelona was critical to show that we are a start-up but very solid company with innovative products. I will borrow a real quote from an actual customer: "I always try to visit Innovation Park first because this is where you find innovative products from new companies eager to expand their business around the world therefore opening potential business opportunities and to network with like-minded companies."



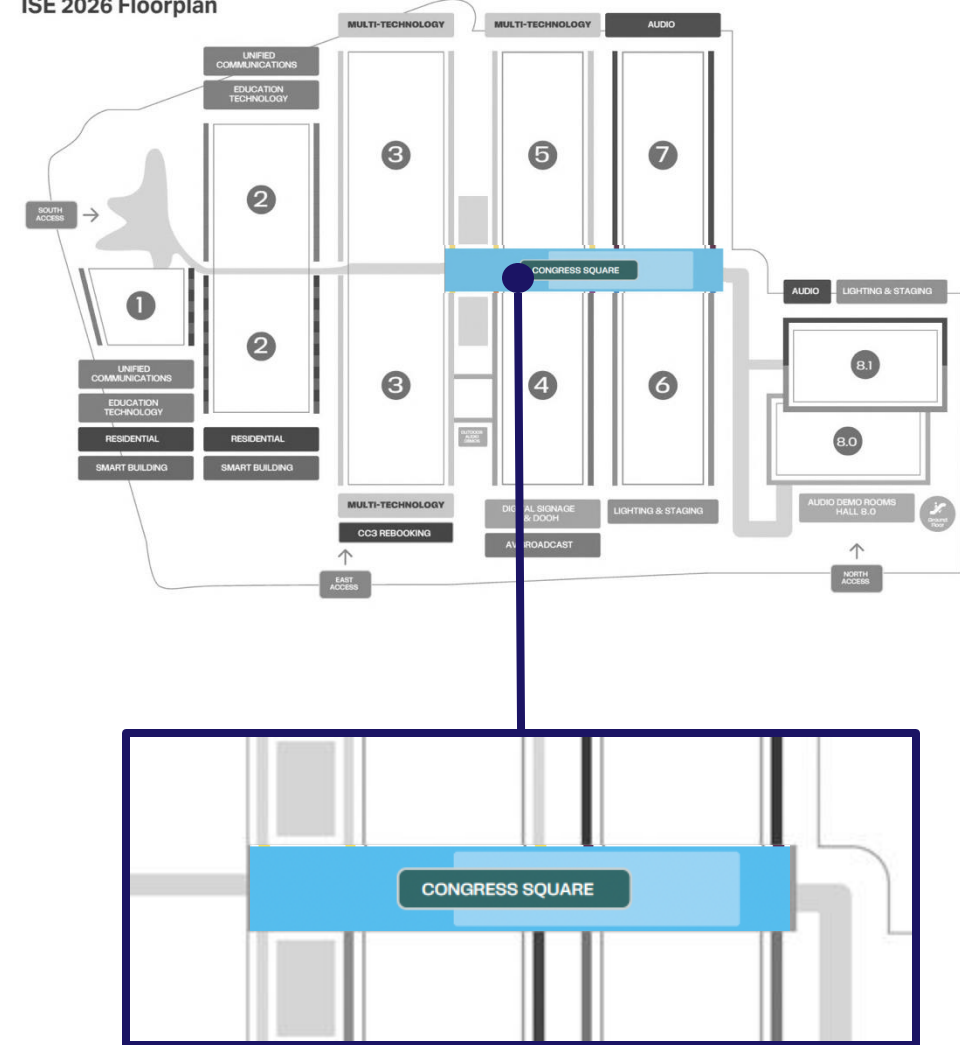
Eamon Drew  
Co-Founder & CEO  
**Turtle AV**

**"In this amazing ecosystem we clearly had the opportunity to meet the right person at the right place, at the right moment ! It's a must be part of!"**

An Innovation Park Exhibitor

Located in Congress Square,  
ISE's Innovation Park provides  
an environment where  
innovation and breakthrough  
technologies can be amplified.

ISE 2026 Floorplan





# Pioneer Package for startup companies

# Package for startup companies

To give ISE's focused visitors an opportunity to experience the latest innovations first-hand we offer pioneering entrepreneurs and startup companies a **3m2 turn-key** Pioneer Pod package.



The pioneer package includes:

- **1 slot**  
Slot on the Pitching Stage
- **Power supply**  
1.2kW switch board (with two socket)
- **Flooring**  
Fixed carpet
- **A pre-built Pod**
- **Standard signage**  
Back wall branding and stand number
- **Furniture**  
Two highchairs, one high table
- **Daily cleaning**  
Pre-opening and daily event cleaning
- **Wi-Fi**
- **Lighting**  
remove spotlight

Investing in a Pioneer Pod for 990 Euros gives you a **unique environment to promote your innovations to the technology markets and connect with co-operative assets and potential investors.**

Each pioneer pod can be branded to showcase your innovation. **We offer only 80 pioneer pods so act quickly** by following the link to complete your application request\*.

[Apply Now](#)

\*Once we receive your request you will be notified by email within 10 working days if your application has been successful.



# Breakthrough Space Package

# Breakthrough Space Package

We offer only **64 x 6m2** **turn-key space** package for companies new to ISE or returning to the show after a three-year absence.



Each pre-built breakthrough space package includes:

- **Signage**  
Back wall branding and stand number
- **Power supply**  
3.3kW switch board (with two socket)
- **Flooring**  
Fixed carpet
- **Daily cleaning**  
Pre-opening and daily event cleaning
- **Pitching Stage**  
The opportunity to purchase a slot on the Pitching Stage
- **Furniture**  
Two highchairs, one high table
- **Lighting**
- **Wi-Fi**

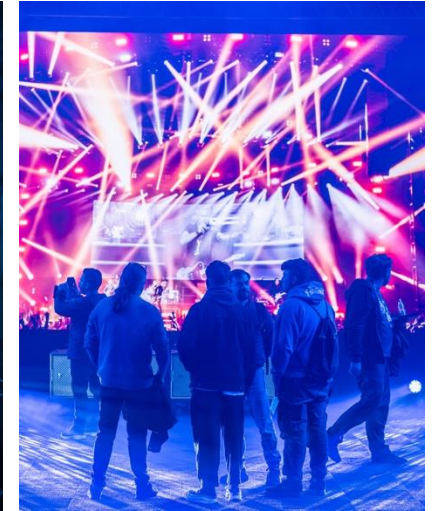
For an investment of 2,700 euros breakthrough companies benefit from a dynamic opportunity to increase their product awareness and connect with the industry leaders and forward-thinking professionals shaping the future of AV technology.

There are 64 Breakthrough Space packages available so click the link and complete your application request\*

[Apply Now](#)

\*Once we receive your request you will be notified by email within 10 working days if your application has been successful.





# Branding Opportunities

**In addition to individual and company application requests ISE welcomes inquiries from Associations, Institutions and Innovation Hubs for multiple applications.**

There are special Innovation Park branding opportunities given to these organisations. Please talk to Lara Mayer if you need more information on multiple applications, the impact of ISE's Innovation Park and application process at [lmayer@iseurope.org](mailto:lmayer@iseurope.org).

Alongside the Pioneer Pods and Breakthrough Space packages there are number of branding, sponsorship, networking and advertising opportunities to connect with influential Innovation Park visitors and exhibitors. Talk to ISE's Sponsorship Manager, Antonia Lennon at [alennon@iseurope.org](mailto:alennon@iseurope.org).



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