

# ISE 2022. Branding, Advertising & Sponsorship.

Make Your Brand Stand Out.

Fira de Barcelona | Gran Vía  
10-13 May 2022

A joint venture  
partnership of

CEDIA



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The **Smart Building Zone** at ISE provides a show floor for manufacturers, suppliers and integrators, covering a range of technologies. Alongside ISE's annual Smart Building Conference, ISE showcases a range of exhibitors with smart building technologies, solutions and insight: from air conditioning to audio, from heating, lighting and shutter control, from security systems to metering and energy management.

A 3D architectural rendering of a modern, multi-story office building complex. The building features a central courtyard area with a large blue swimming pool. The architecture is characterized by clean lines, large windows, and a mix of grey and white exterior panels. The complex includes several interconnected wings and a central service area. The rendering is presented in a perspective view, highlighting the building's layout and surrounding landscape.

- > Meeting Rooms
- > Branding Packages
- > Pillar Branding
- > Outdoor
- > Gardens
- > Print
- > Online
- > Accesses
- > Conferences





As technologies continue to evolve, so does the supply of ISE's exhibitors products and services.

These exhibitors may offer specific solutions targeted at a number of different industries. Or perhaps they produce some of the technologies that are the backbone of almost any AV installation. Hall 3 is designed to showcase multidisciplinary solutions from exhibitors to ISE audiences across more than one specialist sector.

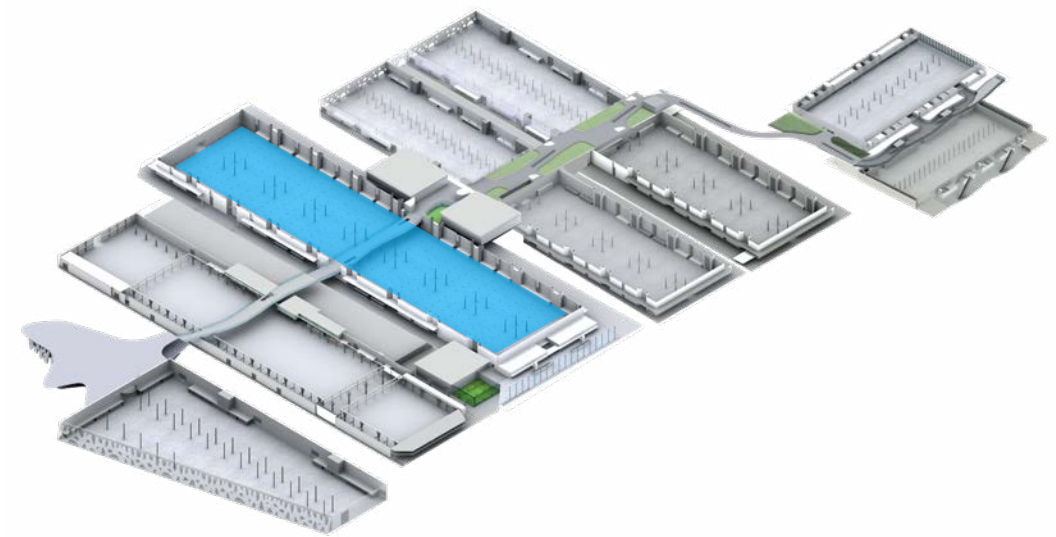
Either way, the Multi-Technology Zone, also known as the **Generic Zone**, in ISE's Hall 3, is the home of some of the biggest names in the industry.



Hall 3 is located near the East Access, Hall 2, Hall 5, CC3, CC4 and CC5.

The main entrances can be found in the middle of the hall, as well as via the East Access, which can be found at the bottom of the hall. You can access hall 3 via the East Access, and can be accessed via Halls 2 and 5, as well as via the Upper Walkway.

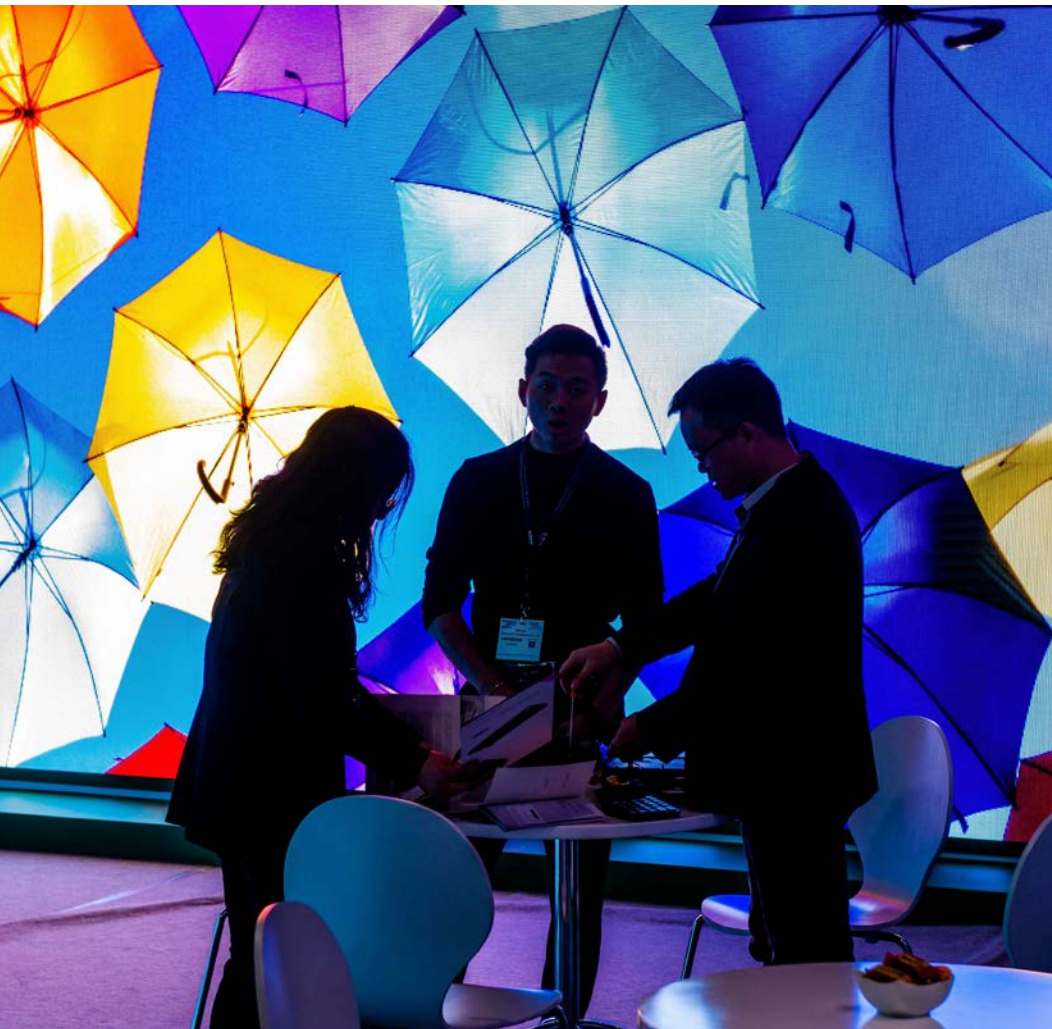
Hall 3 includes 10 catering outlet points, 6 restroom facilities and 43 Aisle Banner location points.



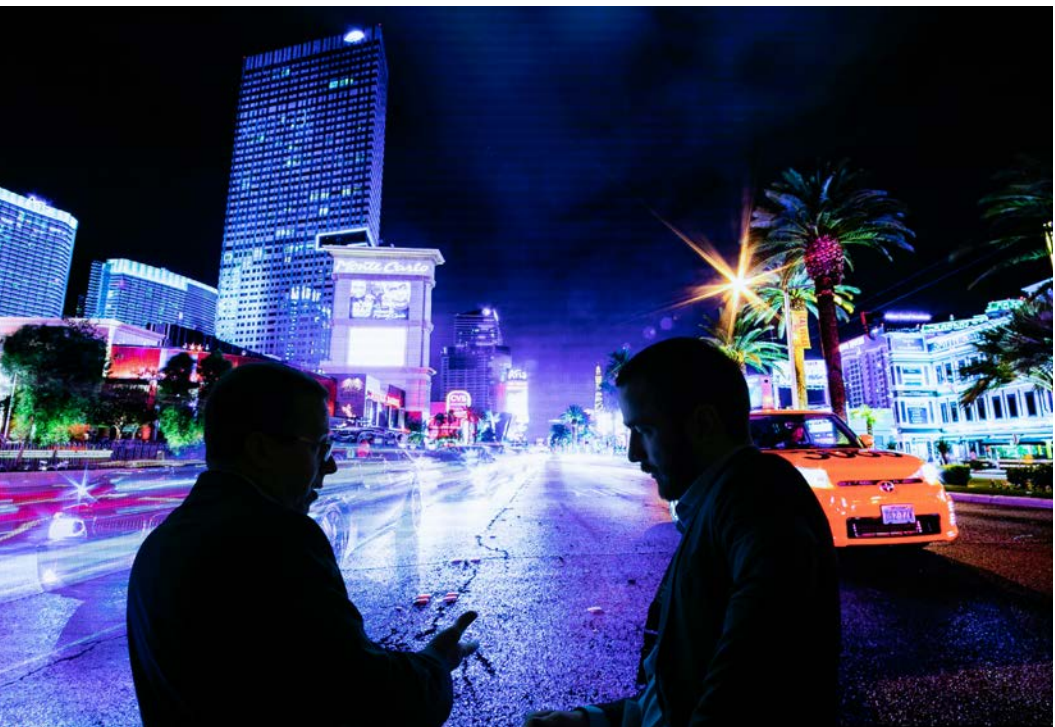
On your night, you can find the **floorplan of Fira de Barcelona, Gran Via**, with Hall 3 being highlighted. By clicking on the Hall, you will be redirected to the website of Fira de Barcelona, Gran Via, where you can find all information regarding the Hall, including **technical information**, images and a **walkthrough**, which allows you to navigate through the hall.

Below you will find the **hall specific items** which can be branded for your purposes. By clicking on the items, you will be redirected to a page, where all information, such as **prices**, **specifications**, **images** and **floorplans** will be available.

- > Aisle Banners
- > Upper Walkway
- > Framed Canvases
- > Restroom Branding



On your night you will find the **generic items located throughout the show** which can be branded for your purposes. By clicking on the items, you will be redirected to a page, where all information, such as **prices**, **specifications**, **images** and **floorplans** will be available.



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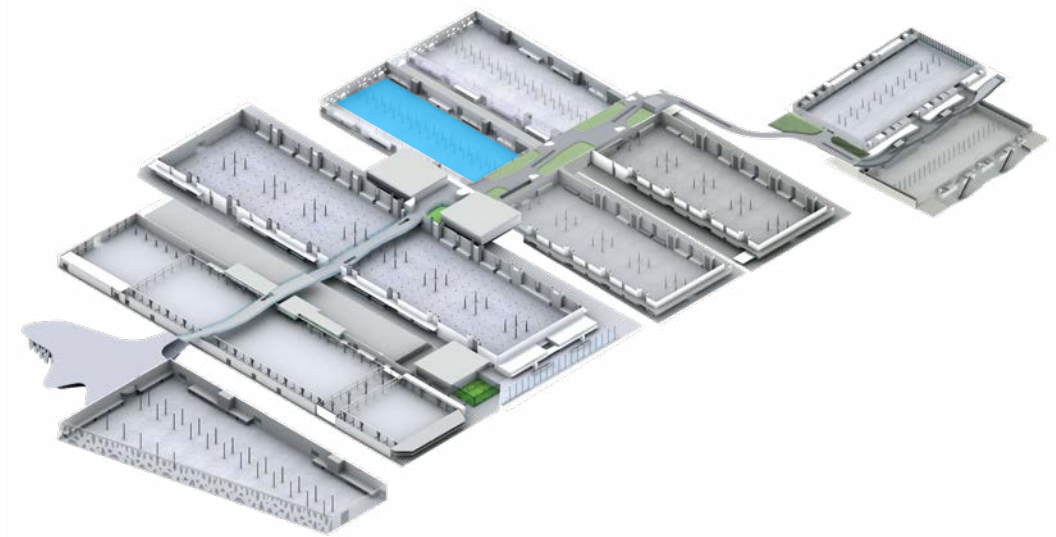
Either way, the Multi-Technology Zone, also known as the **Generic Zone**, in ISE's Hall 5, is the home of some of the biggest names in the industry.



Hall 5 is located near Halls 3, 6 and 7, CC4 and CC5.

The main entrance can be found at the bottom of the hall attached to an area which gives direct access to Halls 6 and 7. Hall 5 can be accessed either by using the under walkway, or by using the upper walkway by taking the escalator or elevator down.

Hall 5 includes 3 catering outlet points, 4 restroom facilities, and 13 Aisle Banner location points.



On your night, you can find the **floorplan of Fira de Barcelona, Gran Via**, with Hall 5 being highlighted. By clicking on the Hall, you will be redirected to the website of Fira de Barcelona, Gran Via, where you can find all information regarding the Hall, including **technical information**, images and a **walkthrough**, which allows you to navigate through the hall.

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- > Aisle Banners
- > Upper Walkway
- > Restroom Branding



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Digital signage has been the fastest growing market segment at ISE in recent years. The retail sector continues to grow in importance as omnichannel marketing strategies make extensive use of digital signage solutions. However, there are also major customers within sectors as diverse as transportation, healthcare, corporate, education, leisure, and hospitality, where digital signage plays a significant role.

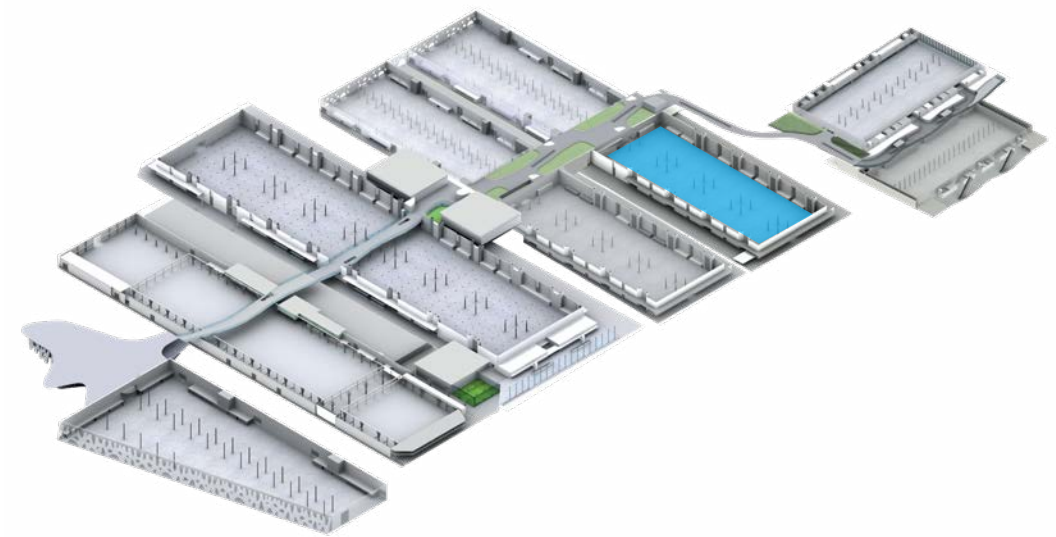
The Digital Signage & DOOH Zone at ISE showcases how state-of-the-art digital signage is used extensively for advertising and information delivery. Here ISE exhibitors generate immersive, eye-catching displays and the content management, scheduling and media distribution solutions that bring them to life.



Hall 6 is located near Halls 5 and 7, CC7 and the Tibidabo Suite.

The main entrance of Hall 6 can be found at the top of the hall attached to an area which gives direct access to Halls 5 and 7. Hall 6 can be accessed either by using the Under Walkway, or the Upper Walkway by taking the escalators down.

Hall 6 includes 5 catering outlet points, 5 restroom facilities and 24 Aisle Banner location points.



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- > Aisle Banners
- > Upper Walkway
- > Framed Canvases
- > Restroom Branding



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ISE's Audio Zone has firmly established itself as the key destination for professionals looking to find out about the latest innovations. From boardrooms and classrooms to auditoriums and stadiums, high-quality audio is a fundamental element of the Audio Visual experience. ISE showcases the audio chain, from signal processing & transport, immersive spatial audio, microphones & amplifiers, to the cutting edge of loudspeaker design. The unique Pro Audio Soundscapes at Cines Filmax Gran Via creates the opportunity to experience sound close-up. Of course, the only way to be sure that an audio system fits the need is to experience it at first hand. For this reason, ISE is debuting the Pro Audio Soundscapes at Cines Filmax Gran Via this year. Here ISE attendees will have the opportunity to truly experience audio systems perform without limits.

Although live events, are currently something of a novelty, it won't be too long before audiences become just as demanding of innovation as they were in 2019. This challenges events producers to deploy an increasingly wide-ranging and sophisticated set of solutions for small temporary venues right up to major stadium concerts – and many are looking to deliver an immersive experience that begins at the entrance to the venue. New for ISE 2022 is the **Lighting & Staging Zone**, showcasing lighting and lighting control, rigging and staging equipment, motion tracking, video mapping, holography and much more.



Hall 7 is located near Halls 5 and 6, CC7 and the Tibidabo Suite.

The main entrance can be found at the bottom of the hall, attached to an area which gives direct access to Halls 5 and 6. Hall 7 can be accessed either by using the Under Walkway, or the Upper Walkway by taking the escalators down.

Hall 7 includes 3 catering outlet points, 4 restroom facilities and 15 Aisle Banner location points.

Below you will find the **hall specific items** which can be branded for your purposes. By clicking on the items, you will be redirected to a page, where all information, such as **prices, specifications, images** and **floorplans** will be available.

- > Aisle Banners
- > Upper Walkway
- > ISE Sound Xperience Rooms
- > Restroom Branding

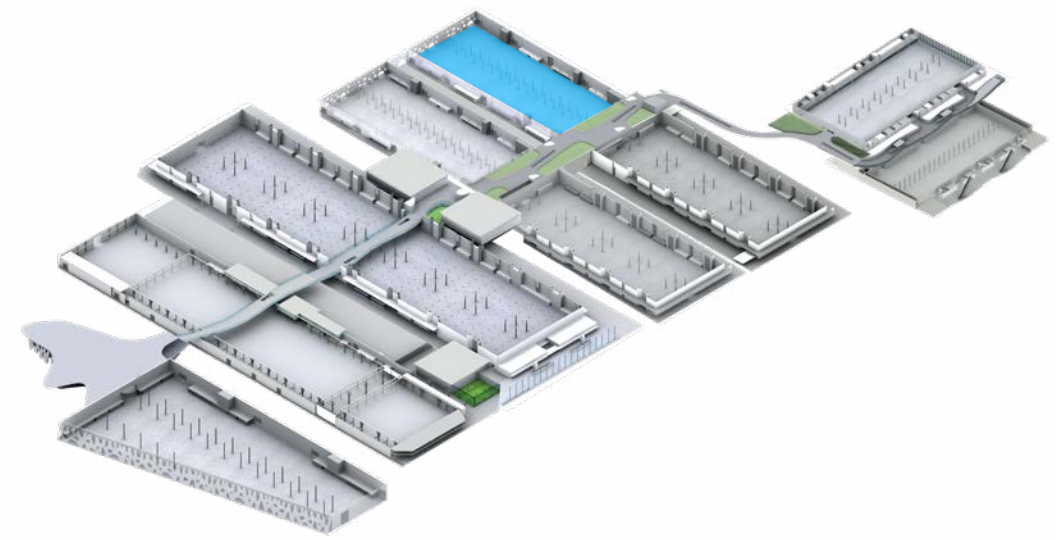


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Aisle Banners

Advertising is a powerful way to raise awareness, to attract potential customers, to create demand and to increase knowledge of new and existing products. It stimulates a liking and a preference to purchase, by reminding and reinforcing ISE's audience to make the 'right' choice. ISE has a number of intimate and highly visible advertising opportunities in the form of Aisle Banners, to communicate your essential messages.

- ISE offers Aisle Banners in the following sizes:
- > 2x4m (highlighted in orange) - €2,495.  
For every additional banner you pay €1,995.
  - > 2x6m (highlighted in red) - €2,995.  
For every additional banner you pay €2,495.

For an overview of the Aisle Banners throughout the show, [click here](#).



Pillars

Branding shows customers what makes you, you. It tells your story in an instant. It stimulates a liking and reinforces the audience to get to know you to create a deep connection. Express your identity with established brand-defining keywords or images, and use these to shape your companies voice, tone and aesthetic on the pillars located throughout the venue.

- ISE offers pillars in the following formats:
- > Pillar Wrap (Canvas) - €4,750 per 5 units.
  - > Pillar Wrap (Aluminium Frame) - €4,750 per 5 units.
  - > Pillar Banner - €3,500 per 5 units

\*A combination of Pillar Wrap (canvas) and Pillar Banner is possible.

For an overview of the pillars throughout the show, [click here](#).

Branding Packages

ISE 2022 offers a limited number of exclusive, brand value-enhancing packages. Our four updated and improved Branding Packages bring you optimal brand visibility before, during and after the show. Designed to amplify your brand, Platinum, Gold, Silver and Bronze packages offer numerous print and digital benefits.

ISE offers the following packages:

- > Platinum Level - €25,000
- > Gold Level - €20,000
- > Silver Level - €15,000
- > Bronze Level - €7,500

These packages represent different branding opportunities for organisations wishing to amplify their brand to the unique ISE audiences. For detailed information about each package, [click here](#).



Exclusive Access Packages

These exclusive access packages are designed to build brand awareness from the moment attendees enter Fira de Barcelona or register at the show. Let your company welcome each ISE attendee by making use of one of these two exclusive packages. Each unique package offers companies the prestige of first-mover brand exposure. These opportunities guarantee brand messaging right from the start.

ISE offers the following Registration Packages:

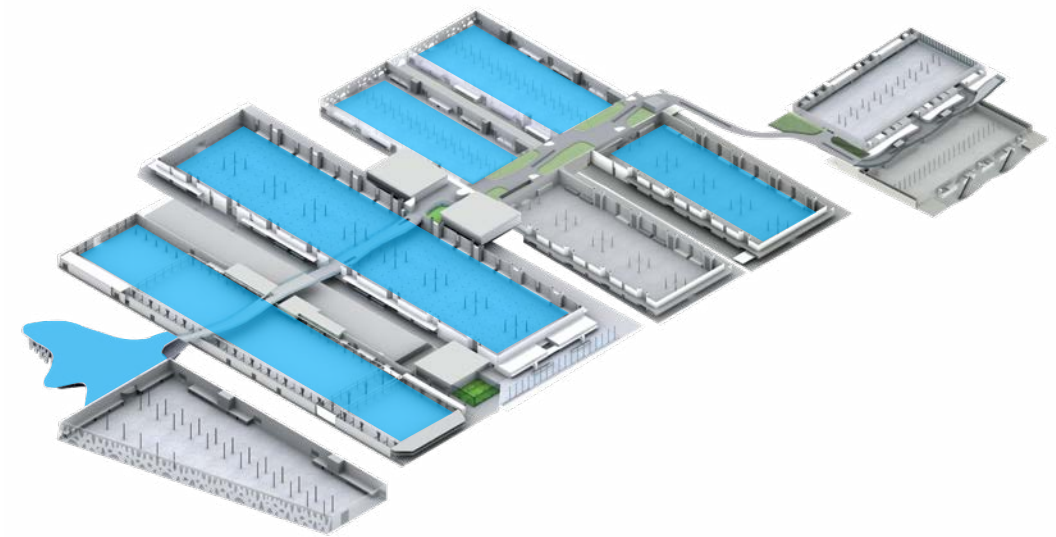
- > South Access - €39,995
- > East Access - €39,995

For detailed information about the Access Registration Packages, [click here](#).

Restroom Branding Packages

Restrooms are often overlooked as locations for exhibitor branding opportunities. Using strategically placed media frames you can reach your target audience with uninterrupted attention. For more information, please select your preferred location highlighted on the map on the right.

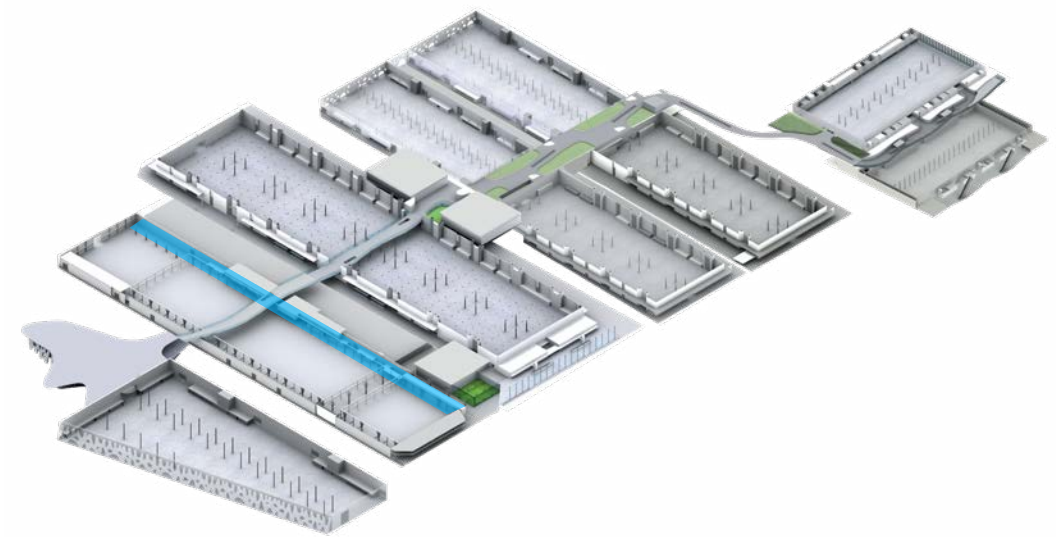
Please contact your Sales Manager for more information.



Canvas Banners Outside Hall 2

Brand this key location outside Halls 2 and 3. Anyone who spends time in the outside courtyard, where plenty of catering points are located, will be exposed to your branding, which is also visible from the upper walkway. Please select the highlighted area on the right and click on CB.1 – CB.12 for Fira Walkthrough.

Price for one banner: €3,995.  
For every additional banner you pay €1,995.





Framed Canvases

Throughout Halls 3 and 6, Framed Canvas Banners can be placed over the outlet walls (restrooms) on each side of the halls. If you are looking for high visibility to anyone walking through Hall 3, and also those using the exit doors to access the exterior areas outside this hall, or those walking through Hall 6, these canvas banners are for you.

ISE offers the canvas banners in the following size:

- > 16 m x 2.4 m - €6,500. For every additional unit you pay €4,500.

For the hall specific Framed Canvas Banners, [click here](#). You will be redirected to the Aisle Banner Floorplan, where you can click on the frames, FC.1 - FC.19, to be redirected to Fira Walkthrough.



Print

Print materials are designed to inform and guide prospective attendees to get the most out of ISE 2022. Showcasing vital information from ISE and its exhibitors, whether this is through brochures, magazine, badges, lanyards, bags or newsletters, you can make sure that attendees get familiar with your brand and products.

ISE offers the following Print opportunities:

- > RISE – Pre-Show Visitor Magazine | Various prices
- > Fold-Out Floorplan | Various prices
- > Visitor Bags | €30,000

For more information, [click here](#).

Online

Similar to print, online branding is designed to inform and guide prospective attendees to get the most out of ISE 2022. Showcasing vital information from ISE and its exhibitors, whether this is through online brochures, magazines, newsletters or logos, you can make sure that attendees get familiar with your brand and products.

ISE offers the following Online branding opportunities:

- > Logo on the Online Floorplan | €1,495
- > Highlight on the Online Floorplan Exhibitor List | €1,495
- > RISE Online – Pre-Show Visitor Newsletter | €5,000
- > Email Registration Confirmation Banner | €12,995
- > Registration Banner | €12,995

For more information, [click here](#).



Outdoor

ISE 2022 offers you the opportunity to promote your branding and messaging to all people who pass the outdoor areas of Fira de Barcelona. With highly visible branding opportunities near the South Access and East Access, anyone who heads towards Fira de Barcelona, will be exposed to your branding.

ISE offers the following Outdoor branding opportunities:

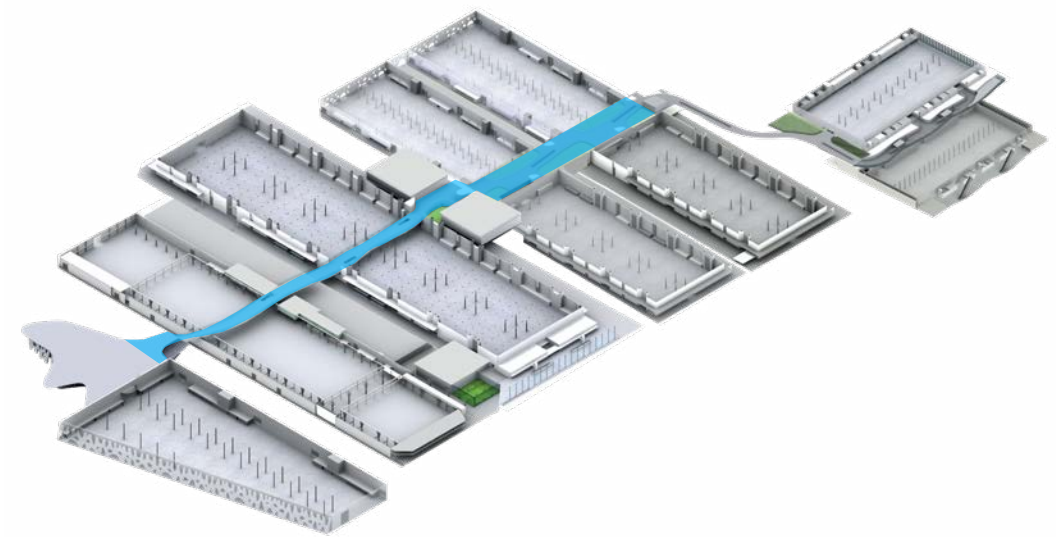
- > South Access
- > East Access

For detailed information about the Outdoor branding opportunities, [click here](#).

Upper Walkway

Fira de Barcelona, Gran Via, is unique in its way as each Hall can be accessed via the Lower Walkway as well as the Upper Walkway. Specially designed, the Upper Walkway gives you the opportunity to message key areas and drive brand awareness through optimal visibility.

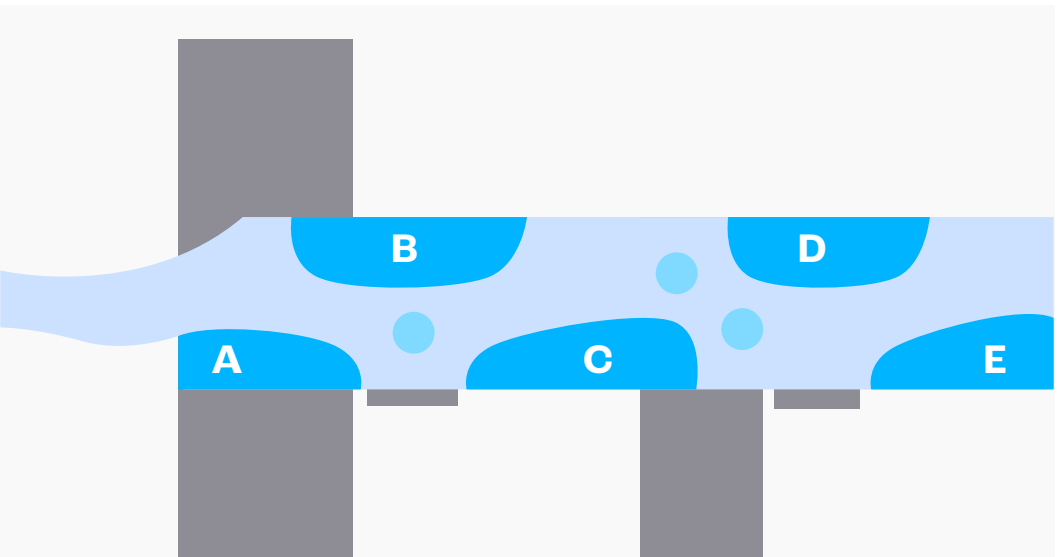
For more information, please select the highlighted area on the map on the right.



Gardens

ISE 2022 offers an original sponsor opportunity – an outdoor experience away from the exhibition floor. ISE 2022 features 5 unique Gardens, all located in key areas across the upper floor of the venue.

For more information [click here](#). For Fira Walkthrough please select the preferred Garden on the map on the right. For other information or pricing, please contact your Sales Manager.





# Outdoor Areas.



**South Access Billboard (BB.01)**

This one-of-a-kind 45 m × 11 m billboard, located at the South Access next to Hall 2, will be the only outdoor branding opportunity offered to exhibitors at the South Access.

Take advantage of this opportunity by exclusively branding this billboard and target anyone who enters or leaves via the South Access. The South Access Billboard Package (€39,995) represents a singular stand-out opportunity for all four days of ISE.

To view the Billboard via Fira walkthrough, click on the image above.

For specs, click [here](#).



**BB.02**

This Billboard is located at the outdoor area near the East Entrance, located next to Hall 4 and 6, and allows you to brand to all people who pass this area, or make use of the underground car park. ISE offers this billboard for the following price - €19,995

To view the Billboard via Fira walkthrough, click on the image above.

**W.01 - W.05**

These windows are located at the outdoor area near the East Entrance, located next to Hall 4 and 6, and allows you to brand to all people who pass this area, or make use of the underground car park. Price per window (1.85 x 3,30): €5,495. For every additional window you pay €1,495.

To view the windows via Fira walkthrough, click on the image above.

**G.06 - G.11**

These Underground Car Park entrances are located at the outdoor area near the East Entrance, located next to Hall 4 and 6, and allows you to brand to all people who pass this area, or make use of the underground car park. Price: €11,500. For every additional Car Park entrance, you pay €7,500.

To view the Car Park Entrances via Fira walkthrough, click on the image above.



**G.01 - G.05**

These Underground Car Park entrances are in front of the East Access and allows you to brand to all people who pass this area or make use of the underground car park. Price: €11,500. For every additional Car Park entrance, you pay €7,500

To view the Car Park Entrances via Fira walkthrough, click on the image above.





Platinum Package

Only five Platinum Branding Packages (€ 25,000 each) are available. Each package delivers premium status with the following benefits:

- Print Benefits:**
- > 1 Aisle Banner, 2 m × 6 m
  - > 1 news-style feature in the official ISE visitor magazine, RISE
  - > 3 news stories within the ISE Daily newspaper, available to all ISE attendees
  - > Your company logo on Invitation Cards ordered via the EBO
  - > Official Platinum Sponsor Logo on the ISE
  - > Fold-Out Floorplan
  - > Official Platinum Sponsor Logo and highlighted entry in the ISE Show Guide
  - > Official Platinum Sponsor Logo in the ISE visitor magazine, RISE

- Digital Benefits:**
- > 1 ISEshow.TV interview
  - > 2 news stories within ISE Online News
  - > Closing email to be sent to all members of the Registered Press
  - > Official ISE 2022 Platinum Sponsor Logo Package to be used in your company's marketing collateral
  - > Official Platinum Sponsor Logo on the ISE website
  - > Official Platinum Sponsor Logo on all ISE's Online News emails
  - > Official Platinum Sponsor Logo on the online floorplan on the ISE website
  - > Official Platinum Sponsor Logo on the 3 RISE Online Newsletters

Gold Package

Only 7 high-status Gold Branding Packages (€20,000 each) are available. Gold level packages come with the following branding benefits:

- Print Benefits:**
- > 1 Aisle Banner, 2 m × 4 m
  - > 2 news stories within the ISE Daily newspaper, available to all ISE attendees
  - > Official Gold Sponsor Logo and highlighted entry in the ISE Show Guide
  - > Official Gold Sponsor Logo in the ISE Visitor Magazine, RISE
  - > Your Company logo on Invitation Cards ordered via the EBO

- Digital Benefits:**
- > 1 news story within ISE Online News
  - > Official ISE 2022 Gold Sponsor Logo Package to be used in your company's marketing collateral
  - > Official Gold Sponsor Logo on all ISE's Online News emails
  - > Official Gold Sponsor Logo on the ISE Website

Silver Package

Ten Silver Branding Packages (€15,000 each) are available. This prominent package comes with the following benefits:

- Print Benefits:**
- > 1 news story within the ISE Daily newspaper, available to all ISE attendees
  - > Official Silver Sponsor Logo and highlighted entry in the ISE Show Guide
  - > Official Silver Sponsor Logo in the ISE Visitor Magazine, RISE
  - > Your Company logo on Invitation Cards ordered via the EBO

- Digital Benefits:**
- > Official ISE 2022 Silver Sponsor Logo Package to be used in your company's marketing collateral
  - > Official Silver Sponsor Logo on all ISE's Online News emails
  - > Official Silver Sponsor Logo on the ISE Website

Bronze Package

Ten Bronze Branding Packages (€7,500 each) are available. This package comes with the following benefits:

- Print Benefits:**
- > 1 news story within the ISE Daily newspaper, available to all ISE attendees
  - > Official Bronze Logo and highlighted entry in the ISE Show Guide

- Digital Benefits:**
- > Official Bronze Sponsor Logo on the ISE Website
  - > Official ISE 2022 Bronze Sponsor Logo Package to be used in your company's marketing collateral



Print

Fold-out Floorplan

ISE's new venue brings a great deal of new opportunities when it comes to floor space and functionality. Additionally, ISE 2022 offers dynamic sponsor opportunities for our exhibitors. Being a sponsor at ISE 2022 gives you the opportunity to generate more publicity and leads, reinforce your branding, and also helps you deliver great ROI.

The ISE Fold-Out Floorplan continues to be a prime tool. Two options are available, Official Floorplan Fold-Out Sponsor (€18,620) and Highlighted Entry (€1,990). Take a look at what is on offer and talk to your ISE Sales Manager for more information:

Official Fold-Out Floorplan Sponsor:

- > Company logo on front cover
- > Full page advertisement on the back cover
- > Stand location highlighted on the floorplan
- > Sponsored by' logo on the right-hand side of the map
- > Highlighted entry in the plan's exhibitor listing

Highlighted Entry:

- > Stand location highlighted on the floorplan
- > Highlighted entry in the plan's exhibitor listing

Print

RISE – Pre-Show Visitor Magazine

The Official ISE Visitor Pre-Show Magazine, RISE, is directed to our most up to date database. The Pre-Show Magazine is designed to inform and guide prospective attendees to get the most out of ISE 2022. Showcasing vital information from ISE, the magazine features full page advertisements and new product features from exhibitors. Exhibitors can make sure that readers get familiar with their brand and products.

Advertising options available are:

- > Outside Back Cover: €5,995
- > Inside Front Cover: €4,995
- > Inside Back Cover: €4,995
- > Double Page Spread Pages 4 and 5: €7,990
- > Double Page Centre Spread: €8,495
- > Full Page, First Half: €3,995 (8 Available)
- > Full Page, Second Half: €3,995 (6 available)
- > New Product Feature: €1,995 (32 Available)
- > Page 3 Banner Advertisement: €2,995
- > Stand Highlight on Floorplan: €1,295 (1 per hall available)

Online

RISE Online – Pre-Show Visitor Newsletter

Next to the hard copy issue of RISE, several E-Newsletters will be sent out to ISE's industry database. By securing one of these newsletters, you can include a banner advertisement, weblink to preferred website and one news item. An additional benefit is the link to the ISE website which will carry the full article. The following publications are available:

- > Early October: €5,000
- > Late October: €5,000
- > Late November: €5,000

Print

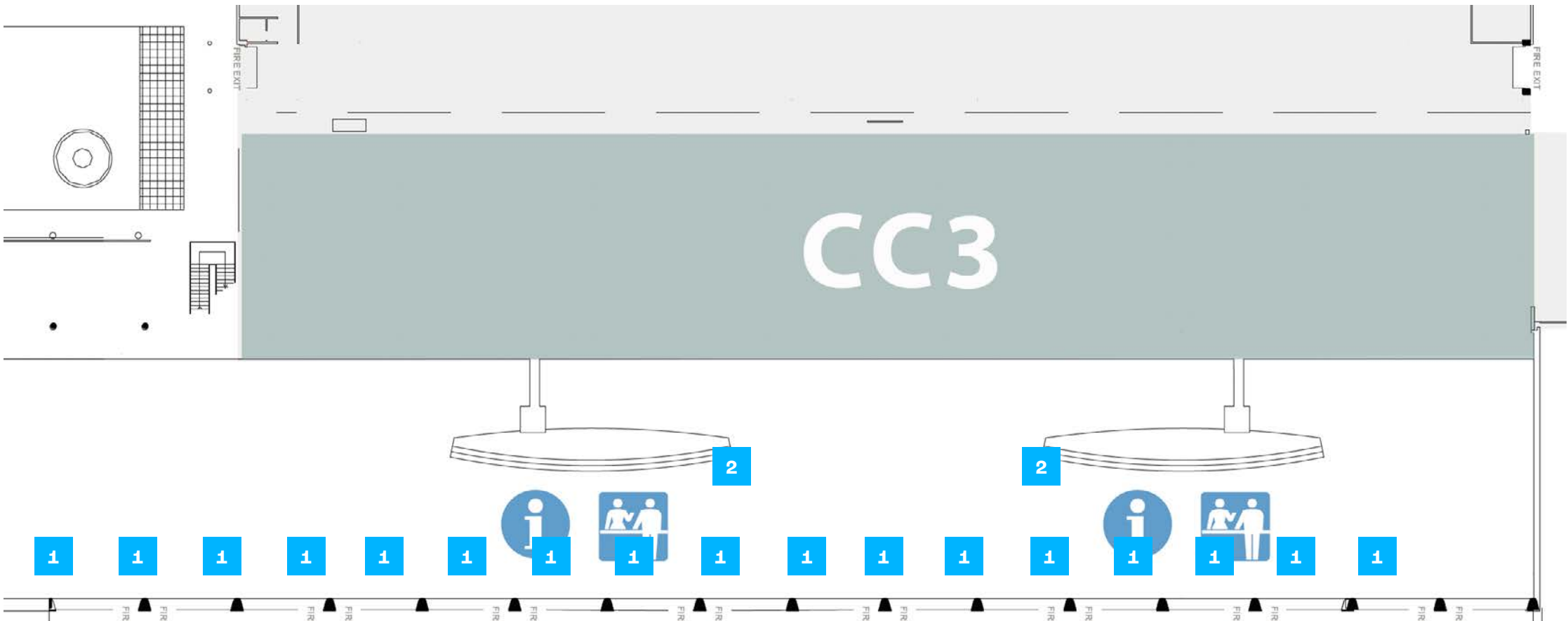
Visitor Bag Sponsor

Our Official Visitor Bags make your company brand visible throughout the show and also around the city of Barcelona. This sponsorship opportunity (€30,000) offers touchpoints at key locations around Fira de Barcelona. The following branding options are included:

- > 50/50 shared bag design with ISE (design has to be approved by ISE)
- > Logo on both sides of the bag
- > Official Visitor Bag Sponsor Logo on the ISE website
- > Know how many people have picked up the bags



# Exclusive Access Registration Packages.



## South Access Registration Package

The South Access Registration Package (€ 39,995) gives exclusive branding and messaging exposure. This dynamic package focuses on the South Entrance with direct access to Hall 1,

Hall 2, CC1 and Metro Access South. It includes the following branding opportunities:

- 1 3 pillars with 2 double-sided drop banners each
- 2 10 pillars with one double-sided drop banner each
- 3 Circular counter, up to 15 metres
- 4 Registration counter, up to 60 metres

Please click on the number in the images, so you will be redirected to Fira walkthrough for a better view.



## East Access Registration Package

The high-profile East Access Registration Package (€39,995) offers exclusive branding and messaging exposure at the East Entrance. With direct access to Hall 3, CC3, CC4 and CC5, the package delivers high visibility branding opportunities on:

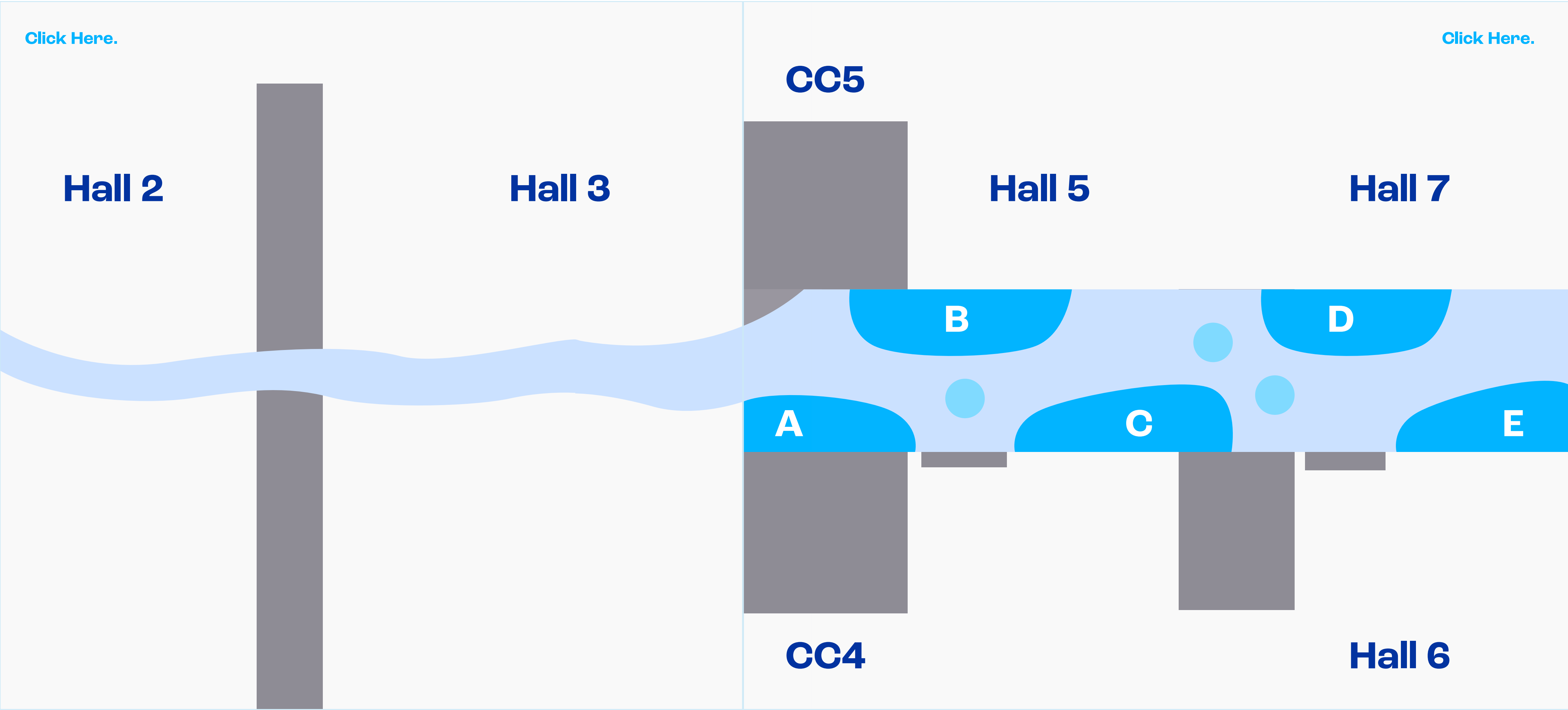
- 1 17 double-sided drop banners
- 2 Registration counter branding

This opportunity enables you to know the number of attendees that have been scanned at this entrance each day. You will know exactly how many attendees have seen your exclusive branding and messaging.

Please click on the number in the image on the right, so you will be redirected to Fira walkthrough for a better view.

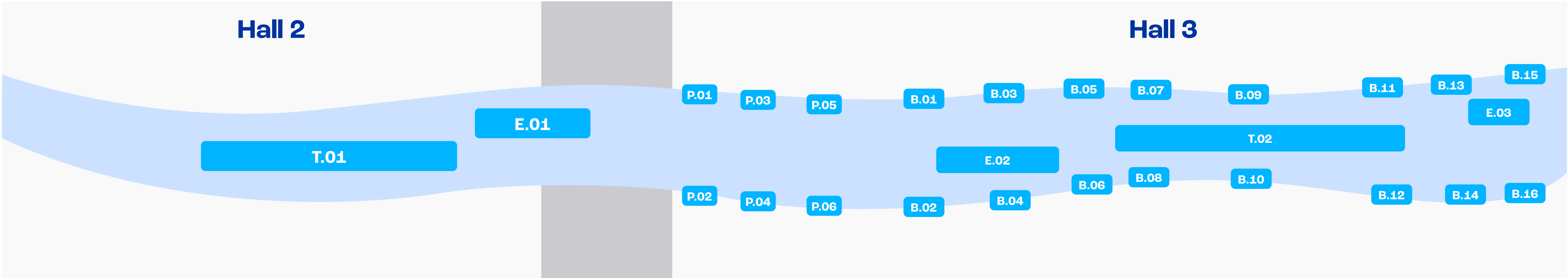








# Upper Walkway.



## T.01

This travelator is located on the Upper Walkway above Hall 2. This travelator includes branding on 6 sides. ISE offers this travelator in the following size: 39.90 m x 0.55 m.

To view the travelator via Fira walkthrough, click [here](#).

For more information, or pricing, please contact your Sales Manager.

## T.02

This travelator is located on the Upper Walkway above Hall 3. This travelator includes branding on 6 sides. ISE offers this travelator in the following size: 41m x 0.57m.

To view the travelator via Fira walkthrough, click [here](#).

For more information, or pricing, please contact your Sales Manager.



## E.01

This escalator is located on the Upper Walkway and gives direct access to Hall 2. This escalator includes full glass railing + top section branding.

To view the escalator via Fira walkthrough, click [here](#).

For more information, or pricing, please contact your Sales Manager.

## E.02

This escalator is located on the Upper Walkway above Hall 3. This escalator includes top section branding.

To view the travelator via Fira walkthrough, click [here](#).

For more information, or pricing, please contact your Sales Manager.



## E.03

This escalator is located on the Upper Walkway and gives direct access to Hall 3. This escalator includes full glass railing + top section branding.

To view the escalator via Fira walkthrough, click [here](#).

For more information, or pricing, please contact your Sales Manager.

## P.01 - P.05

These pillars are located on the Upper Walkway in between Halls 2 and 3. These pillars can be branding in 3 different formats: pillar wrap, pillar cover and pillar banner.

To view the pillars via Fira walkthrough, click [here](#).



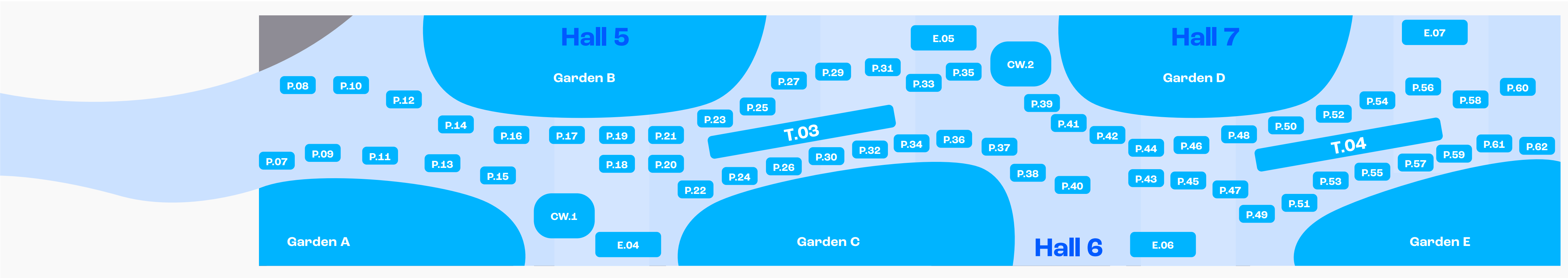
## B.01 - B.16

These hanging banners are located on the Upper Walkway above Hall 3. ISE offers the banners in the following size: 1.60 m x 4.40 m - €3,995. For every additional banner you pay €1,995.

To view the location of the banners via Fira walkthrough, click [here](#).







**P.07 - P.62**

These pillars are located on the Upper Walkway in between Halls 5, 6 and 7. These pillars can be branding in 3 different formats: pillar wrap, pillar cover and pillar banner.

To view the pillars via Fira walkthrough, click [here](#).

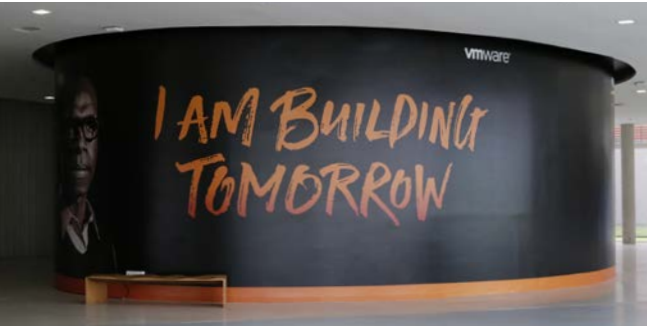
**CW.1 - CW.3**

These Circular Walls are located on the Upper Walkway above Halls 5, 6 and 7 and are highly visible.

**CW.1** – 33.02 m x 3.60 m - €10,500. For specs, click [here](#).

**CW.2** – 33.22 m x 3.48 m - €10,500. For specs, click [here](#).

**CW.3** – 33.28 m x 3.60 m - €10,500. For specs, click [here](#).



To view the circular walls via Fira walkthrough please click above.

For every additional Circular wall, you pay €8,500.

**E.04**

This escalator is located on the Upper Walkway. This escalator includes top section branding.

To view the escalator via Fira walkthrough, click [here](#).

For more information, on pricing, please contact your Sales Manager.

**E.05**

This escalator is located on the Upper Walkway above Hall 5. This escalator full glass railing + top section branding.

To view the escalator via Fira walkthrough, click [here](#). For specs, click [here](#).

For more information, on pricing, please contact your Sales Manager.



**E.06**

This escalator is located on the Upper Walkway above Hall 6. This escalator includes full glass railing + top section branding.

To view the escalator via Fira walkthrough, click [here](#). For specs, click [here](#).

For more information, on pricing, please contact your Sales Manager.

**E.07**

This escalator is located on the Upper Walkway above Hall 7. This escalator includes full glass railing + top section branding.

To view the escalator via Fira walkthrough, click [here](#). For specs, click [here](#).

For more information, on pricing, please contact your Sales Manager.



**T.03**

This travelator is located on the Upper Walkway above Hall 5. This travelator includes branding on 6 sides.

To view the travelator via Fira walkthrough, click [here](#).

For more information, on pricing, please contact your Sales Manager.

**T.04**

This travelator is located on the Upper Walkway above Hall 5. This travelator includes branding on 6 sides.

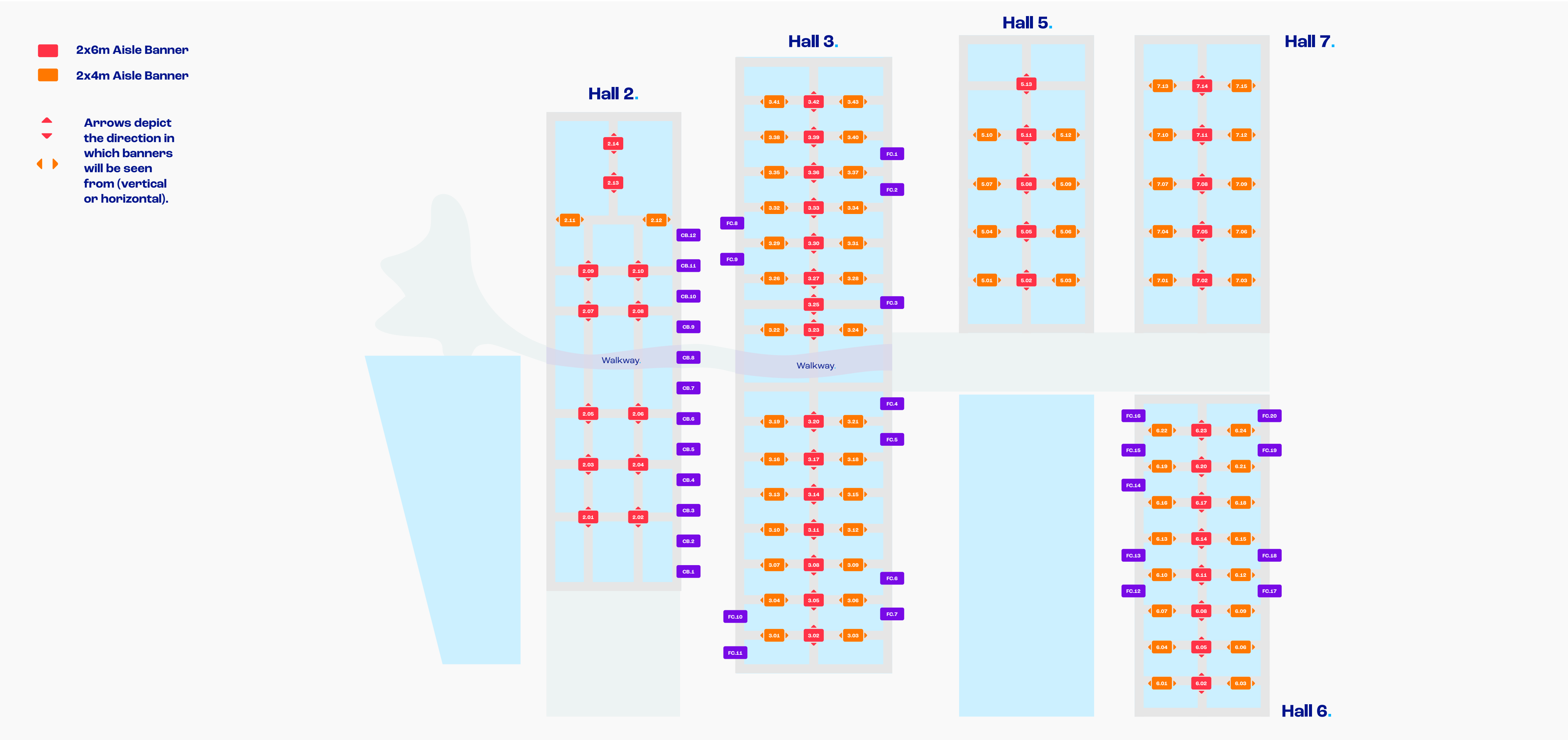
To view the travelator via Fira walkthrough, click [here](#).

For more information, on pricing, please contact your Sales Manager.





# Aisle Banners.





## Smart Building Conference

Monday, 9 May 2022

The Smart Building Conference is the must-attend pan European conference for professionals working in the smart buildings industry. The full-day conference Conference looks at how smart buildings are being built and used, with expert case studies and presentations from the industry's pre-eminent educators and consultants.

## Superyacht Technology Conference

Monday, 9 May 2022

Superyacht Technology Conference is the conference dedicated purely to superyacht technology. It hosts inspiring global technology speakers, thought leaders, immersive hands on demos and workshops. It is produced in association with media brand Superyacht Technology.

## Control Rooms Summit

Tuesday, 10 May 2022

The Control Rooms Summit discusses business and technology strategies for control rooms across a wide range of vertical markets, including utilities, transportation, government and public services.

## Smart Workplace Summit

Tuesday, 10 May 2022

The Smart Workplace Summit takes a deep dive into the trends that are driving the world of work, helping attendees understand the changing technology needs of businesses, individuals and the environments where they do their work.

## Digital Signage Summit

Wednesday, 11 May 2022

The Digital Signage Summits are a series of events that explore the business, technology and strategy of the Digital Signage and DooH (Digital-out-of-Home) marketplace. The Digital Signage Summit Series is co-produced by Integrated Systems Events and invidis consulting.

## Digital Learning Summit

Wednesday, 11 May 2022

The massive boost in uptake that resulted from the pandemic has put digital learning into the spotlight like never before. The Digital Learning Summit looks at the strategies, learning models and trends that are driving the deployment of digital learning technologies in universities, schools, corporate bodies and training facilities.

## Live Events Summit

Thursday, 12 May 2022

During the pandemic, many producers of live events explored opportunities online. As large-scale events come onstream again, which of these innovations remain the most relevant? The Live Events Summit presents expert insight and analysis into what's driving change in the live events space.





# Conference Sponsorship Packages.



## Premium Package

The perfect package for you to get the most out of the event. Position your company at the heart of the conference, so delegates can meet you and get to know your business at your premium stand. Align your company within the conference through multiple branding opportunities before, during and after the event, including the opportunity to follow up with the delegates with a post-event mailing.

### Half Day Conferences

ISE Exhibitors: € 4,000  
Non-ISE Exhibitors: € 5,500

### Full Day Conference

ISE Exhibitors: € 5,500  
Non-ISE Exhibitors: € 6,000

### Visibility

- > Company logo and URL in conference newsletters
- > Company description, URL and logo on the conference website
- > Company description, URL and logo in the conference app
- > Company logo on displays located at the venue
- > Company logo on holding slides between presentations
- > Company presentation (PDF) for download at event website
- > Plan ahead whom to meet at the event by browsing attendee profiles
- > Send in-app messages
- > Get in touch with delegates you didn't meet during the conference
- > Company description, URL and logo will stay on website and in the app for at least 6 months after the conference

### Space

- > Meeting Space (Sofas, 3x2m)

### Content

- > 1 mailing to delegates after the conference

Control Rooms Summit

Digital Learning Summit

Smart Workplace Summit

Live Events Summit

Digital Signage Summit

Superyacht Technology Conference



## High Visibility Package

High brand awareness will further position your company as a leader in the industry. Whether you are a new business or an existing supplier, this package is designed to make our highly relevant delegates see you as essential to do business with.

### Half Day Conferences

ISE Exhibitors: € 3,000  
Non-ISE Exhibitors: € 4,500

### Full Day Conferences

ISE Exhibitors: € 4,000  
Non-ISE Exhibitors: € 5,000

### Visibility

- > Company logo and URL in conference newsletters
- > Company description, URL and logo on the conference website
- > Company description, URL and logo in the conference app
- > Company logo on displays located at the venue
- > Company logo on holding slides between presentations
- > Company presentation (PDF) for download at event website
- > Plan ahead whom to meet at the event by browsing attendee profiles
- > Send in-app messages
- > Get in touch with delegates you didn't meet during the conference
- > Company description, URL and logo will stay on website and in the app for at least 6 months after the conference

### Space

- > Meeting Space (Table top, 2x1,5m)

Control Rooms Summit

Digital Learning Summit

Smart Workplace Summit

Live Events Summit

Digital Signage Summit

Superyacht Technology Conference



## Visibility Package

A simple but effective way to get your brand across to decision makers and high-level influencers in this specialist sector. Your association will be promoted before and during the conference, highlighting your company's credentials as a significant player in the sector.

### Half Day Conferences

ISE Exhibitors: € 2,000  
Non-ISE Exhibitors: € 3,000

### Full Day Conferences

ISE Exhibitors: € 2,500  
Non-ISE Exhibitors: € 3,500

### Visibility

- > Company logo and URL in conference newsletters
- > Company description, URL and logo on the conference website
- > Company description, URL and logo in the conference app
- > Company logo on displays located at the venue
- > Company logo on holding slides between presentations
- > Company presentation (PDF) for download at event website
- > Plan ahead whom to meet at the event by browsing attendee profiles
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- > Get in touch with delegates you didn't meet during the conference
- > Company description, URL and logo will stay on website and in the app for at least 6 months after the conference

Control Rooms Summit

Digital Learning Summit

Smart Workplace Summit

Live Events Summit

Digital Signage Summit

Superyacht Technology Conference



# Conference Sponsorship Packages.



## Conference Headline Sponsor

Position your business as critical to the sector topic of our conference. Receive multiple opportunities including exhibition space, high visibility branding, sponsorship of the lunch and of course, the opportunity to become a part of the conference programme.

Including three conference passes.

ISE Exhibitors: € 10,000  
Non-ISE Exhibitors: € 12,000

Smart Building Conference

### Visibility

- > Company logo and URL in conference newsletters
- > Company description, URL and logo on the conference website
- > Company description, URL and logo in the conference app
- > Company logo on displays located at the venue
- > Company logo on holding slides between presentations
- > Company presentation (PDF) for download at event website
- > Plan ahead whom to meet at the event by browsing attendee profiles
- > Send in-app messages
- > Get in touch with delegates you didn't meet during the conference
- > Company description, URL and logo will stay on website and in the app for at least 6 months after the conference

### Space

- > Meeting Space (Sofas, 3x2m)

### Content

- > 1 mailing to delegates after the conference

### Content Workshop

### Lunch Sponsor



## Content Workshop

Become part of the conference and position your business as an industry thought leader within this sector. Various opportunities are available to showcase your products in a demo style room or host your own workshop at the conference for our delegates. ISE are on hand to help you craft the right message and content.

Including two conference passes.

ISE Exhibitors: € 5,500  
Non-ISE Exhibitors: € 6,000

Smart Building Conference

### Visibility

- > Company logo and URL in conference newsletters
- > Company description, URL and logo on the conference website
- > Company description, URL and logo in the conference app
- > Company logo on displays located at the venue
- > Company logo on holding slides between presentations
- > Company presentation (PDF) for download at event website
- > Plan ahead whom to meet at the event by browsing attendee profiles
- > Send in-app messages
- > Get in touch with delegates you didn't meet during the conference
- > Company description, URL and logo will stay on website and in the app for at least 6 months after the conference

### Content

- > Content Workshop can be set up as Roundtable Sessions / Workshops / Live Demos
- > The topic can be chosen by the sponsor, but must be discussed and approved by ISE
- > Slot per session is 60 minutes with max. 5 sessions in parallel





# Get in touch.

ISE provides a unique dynamic of environment and audience engagement to help exhibitors and their brands achieve a return-on-investment and a return-on-marketing-objectives.

To receive information on the different opportunities available, please contact your Sales Manager (see below for contact information). They can work with you to create bespoke marketing solutions. The ISE team looks forward to welcoming you as an ISE 2022 exhibitor.

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