

What to expect at ISE INTEGRATED SYSTEMS EUROPE – Fira Barcelona Stand Contractors



Barcelona, Sep 22, 2020 ([Issuewire.com](https://www.issuewire.com)) - ISE is the largest AV and systems integration show in the world. ISE 2021 takes place at the [Fira de Barcelona](#) complex.

[Integrated Systems Europe](#) started life in 2004 when the first edition of the fair was held in Geneva, Switzerland. It was visited by 120 exhibitors and attracted 3,500 visitors. Most importantly, it laid the foundations for the unprecedented growth of the annual program over the years. Fast forward 16 years and ISE 2020 attracted over 1,300 exhibitors and over 116,000 visits to its latest edition at **RAI Amsterdam**. ISE is now recognized as the world's largest system and AV integration event. It is a European destination for a truly global industry. If you have work to do in one of the many market segments that make up this dynamic industry, you'll want to be part of the ISE - as an exhibitor or participant.

As the show grew, it changed and evolved naturally. What started as a temporary storefront for 120 companies is now a multi-faceted, four-day event that includes a huge showroom, comprehensive education and professional development programs, conferences, world-class speakers, and a host of affiliate and partner events. While the numbers are a good indication of the program's success and importance to the industry, they don't tell the full story. With the development of CEI, the layers of its offer also grow. While its role as a showcase for the latest products and solutions in the industry remains in the spotlight, it has developed into a platform for the exchange of ideas and insights - not only from the AV industry but from other industries that cross it. The organization behind ISE - Integrated Systems Events LLC - is a joint venture between [AVIXA](#) and CEDIA, two of the leading industry associations for the global audiovisual industry.

It is very important for all organizational parties that ISE serves the industry in the best possible way and

that it remains strong so that it can continue to support the industry - the companies and the people who make it.

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