

ISE 2013 Gets Attendance "Record"

Written by Marco Attard
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Integrated Systems Events announce "record" attendance for the 10th ISE show-- 44151 registered visitors, an 8% increase over the previous 2012 record.



Attendees got to check out "just under" 900 exhibitors spread over all 12 halls of the Amsterdam RAI on 29-31 January 2013.

"Few who attended our inaugural event in 2004 could have imagined just how big, how interconnected and how inclusive ISE would become within less than a decade," Integrated Systems Events MC Mike Blackman says. "ISE 2013 demonstrated more clearly than ever that the electronic systems integration industry is capable of defying economic headwinds and encouraging its stakeholder companies toward continued growth."

The 10th edition opened with a much praised keynote by "cyber-illusionist" Marco Tempest, followed by a 10th Birthday Party with some of the ISE Founding Exhibitors receiving honours.

Preceding the show were 3 conferences-- the Smart Building Conference, MegaPixel Summit and InfoComm Future Trends Summit.

As for next year, the organisers says the positive trend is set to continue-- 500 exhibitors already reserved over 30000 square metres (around 93% of the 2013 show footprint, or 75% of the expanded 2014 area) for ISE 2014, which will also take place at Amsterdam.

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"All the signs point to a wonderful show in 2014, and a rosy future for an industry that continues to grow into business sectors that would have seemed out-of-bounds to us only a few short years ago," Blackman concludes.

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