

ISE 2017 To Be Biggest Yet

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26. 10. 2016

February 2017 might still be some time away but Integrated Systems Events already can announce ISE 2017 will be the biggest in the show's 14-year history, thanks to an increase in show-floor space, exhibitors and halls.



ISE 2017 sees 135 first-time exhibitors and over 3000 square metres of additional show-floor space compared to ISE 2016, the result of an additional hall and pavilion. The new hall is named Hall 9, and accessible via Halls 8, 10 and 11, while the new Pavilion occupies the Congress Square. It provides 1500 square metres and connects with the Exhibitor Foyer, Diamond Lounge and Auditorium, making a combined area known as Hall 14.

"Making sure that we can feature all of the world's leading AV vendors and service providers has always been a priority for us in delivering value for ISE attendees," ISE managing director Mike Blackman says. "With the expansion of the show I am delighted that we are able take the attendee and exhibitor experience to the next level for our 2017 event."

The 4-day ISE 2017 will have a closing keynote by Cirque du Soleil CEO Danial Lamarre, a "largest" educational programme produced by CEDIA and InfoComm International, 5 show floor theatres and the addition of 940 parking spaces to cater for the expected increase in attendee demand.

The show takes place in the Amsterdam RAI on 7-10 February 2017.

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