

ISE 2013 is going to be bigger than this year's edition-- the show organisers are making the Amsterdam RAI Hall 8 available to both new and existing exhibitors.



You might remember Hall 8 as the part of the RAI hosting ISE 2005, the first time the show took place in Amsterdam.

"...[T]he response from exhibitors to our 2012 show has been overwhelmingly positive and, in the end, we felt we had no option but to expand our footprint for 2013." Integrated Systems Events MD Mike Blackman remarks.

At-show rebooking during ISE 2012 for 2013 resulted in the reservation of 28300 net square metres of floor space for existing ISE exhibitors. Further bookings have (so far) taken that amount to almost 31000 square metres-- larger than the area occupied at ISE 2012.

The organisers say Hall 8 will house a number of technologies, chiefly digital signage (expanding from the already sold out Halls 9 and 10). The new space will also open a key walkway between Halls 7 and 8, easing traffic congestion at the front of the venue.

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