

Who Had the Most Stand Space at ISE 2013?

Written by Bob Snyder
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The race for space at ISE 2014 has already begun with the on-site exhibitor rebooking process for ISE 2014. More than 500 companies have for 2014 already reserved more than 30,000 sq. m—that's nearly 93% of the show's 2013 footprint.

Many of the companies committing themselves to larger stands for 2014 are smaller to medium-sized exhibitors who are relatively new to ISE.

"What we clearly see emerging now at ISE is a fresh wave of exhibitors that are building their businesses on the back of their ability to inspire new connections, greater collaboration and, perhaps above all, wonderful content," notes Mike Blackman, MD of Integrated Systems Events.

The 10th annual ISE drew a record attendance of 44,151 registered attendees (an 8% increase). That attendance growth was fueled by the presence of 200 new exhibitors, an increase to 900 total exhibitors who filled up the halls of the RAI convention center in Amsterdam.

Which exhibitors at ISE 2012 took the most stand space? We think our chart may surprise you...

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TOP 15 in STANDS at ISE 2013				
RANK	SQ. M	COMPANY	HALL	2012 Ranking
1	810	Samsung	Hall 1	1
2	656	Panasonic	Hall 1	5
3	594	LG	Hall 11 & 9	2
4	528	Christie	Hall 1	3
5	525	Milestone*	Hall 2	9
6	480	Crestron	Hall 2	4
7	450	Mitsubishi	Hall 2	9
8	419	Core Brands**	Hall 5	
9	406	NEC	Hall 4	6
10	315	AMX	Hall 1	8
11	308	Epson	Hall 1	7
12	256	Sony	Hall 1	10
13	240	Barco	Hall 11	
14	240	Control4	Hall 8	
15	231	Blackmagic	Hall 7	11

*Milestone= Chief, Da-Lite, Projecta, Sanus, Procolor
**Core Brands= ATON, BlueBolt, ELAN, Furman, Niles, Panamax, Proficient, Speakercraft, Sunfire, Xantech

It's based on TOTAL square meters as shown on the official ISE Floor Plan. That means while one company may have had the larger single stand, other exhibitors (like Panasonic and Christie) who had additional space actually bought more total square meters.

Exhibitors can only grow their stand footprints in conjunction with an ISE priority system so an exhibitor with higher priority can choose its stand location and size before another exhibitor.

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This time, as last year, **Samsung** dominated in square meters of exhibition space at ISE with 810 sq.m. Rival **LG** came in third at 594 sq. m. but this year **Panasonic** jumped to second place with 656 sq. m.

Christie at 4th moved up one rank from last year by significantly increasing space, **Milestone** came in 5th (although the stand was marketed as a confederation of three separate brands co-locating: Chief, Projecta and Da-Lite), and **Crestron** at 6th. **Mitsubishi** held up in 7th.

Core Brands dominated the residential sector with 419 sq.m for all their brands.

Blackmagic Design, a company with a broadcast industry background that is jumping parallel into pro AV sales, makes the Top 15 list...as it took up a role as a Platinum Sponsor of ISE 2013.

Blackman confirms ISE will remain at the RAI in Amsterdam until at least 2019. Next year's ISE 2014 will take place from 4-6 February, but **the show will move to the second week of February from 2015**.

Go [Who Had the Largest Stands in ISE 2012?](#)

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