Local ISE Partnerships



Integrated Systems Europe partners with local organizations to deliver unparalleled experiences both on and beyond the show floor. At the event, the Treasure Hunt adds an exciting layer of interactive discovery, creating unique and memorable moments for attendees. Additionally, the updated ISE app offers enhanced functionality, improved wayfinding, and dAVe, ISE’s AI-powered chatbot, for an even smoother experience.

ISE 2025 attendees can take advantage of exclusive discounts at Barcelona's top attractions, enriching their experience in one of Europe's most vibrant and dynamic cities - before, during, and after the event. Highlights include:

- IDEAL Barcelona: Explore the immersive JULES VERNE 200 experience with a 10% discount on tickets. Use code VERNEISE to redeem online or in person by presenting your ISE visitor badge or ISE app.
- Immersive Center at Westfield La Maquinista: Enjoy a revolutionary multi-user VR adventure with a 20% discount on tickets. Use code ISE20 to redeem.
- White Rabbit - The OFF Museum: Discover the extraordinary world of White Rabbit with a 20% discount on tickets. Explore stunning collections that

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blend cutting-edge technology with Catalan culture.
- The Barcelona Aquarium: Immerse yourself in a Mediterranean-themed aquatic spectacle that promises awe-inspiring experiences for all ages. Get 20% off entry tickets using code ISEVISITOR and 10% off for the Shark Experiences & Premium Pass
- Mirador Torre Glòries: An unparalleled observatory experience with a more than stunning 360° views. Claim your 20% discount, use the promo code ISEVIP when booking online

ISE is providing every attendee with a complimentary 5-day travel pass for Barcelona’s train, metro, and bus systems. This year, the pass also covers transportation between the airport and the city. Passes can be collected from Sunday to Tuesday in the baggage claim areas of Terminal 1 and 2 at the airport, on Tuesday and Wednesday in the FGC station at Plaça Espanya or any day at the Fira South, East, and North Access points. Simply present your ISE badge, either printed or via the app, to receive your pass.

During show hours, there will be a free ISE Shuttle bus service from Barcelona city centre to convenient points outside the North and South Accesses in the morning and then back again in the afternoon. Find detailed information about transportation option on the website below.

Running for its third year, the ISE Treasure Hunt is an exciting and interactive activity designed to engage attendees throughout the event. Participants can use the Official ISE App to join the hunt, follow clues, and complete challenges. By locating and scanning a set number of QR codes at participating exhibitors' stands, visitors will receive a special ISE prize and qualify to enter the prize draws. Treasure Hunt exhibitors will be highlighted on both the in-app Treasure Map and the fold-out floor plan. Two prize draws will be held during ISE 2025: the first on Wednesday, 5 February, and the second on Friday, 7 February.

The lucky winners of the final prizes will be drawn at the Robotics and Drone Arena in Hall 8.1. For more information on the ISE Treasure Hunt, please visit the ‘Treasure Hunt’ section within the ISE app. This activity offers a fun way to explore the exhibition, discover new products and services, and network with other attendees, adding an extra layer of excitement to the ISE 2025 experience

The Official ISE App is designed to offer all attendees a smooth experience at the event. For ISE 2025, the app includes a helpful guide to explore its features, making it easier and more enjoyable to use. The app offers the latest event info, networking opportunities, and login to join the ISE Treasure Hunt. The new, improved interactive wayfinding map provides point-to-point directions, shows the fastest route to your destination, and estimates your arrival time.

New for 2025, dAVe, ISE’s AI chatbot, is here to assist you. Whether you need event details, help finding exhibitors, or general information, dAVe is ready to answer your questions and enhance your ISE experience. With all essential details at your

fingertips, the app ensures attendees can easily navigate the show and connect with other professionals.

www.iseurope.org

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