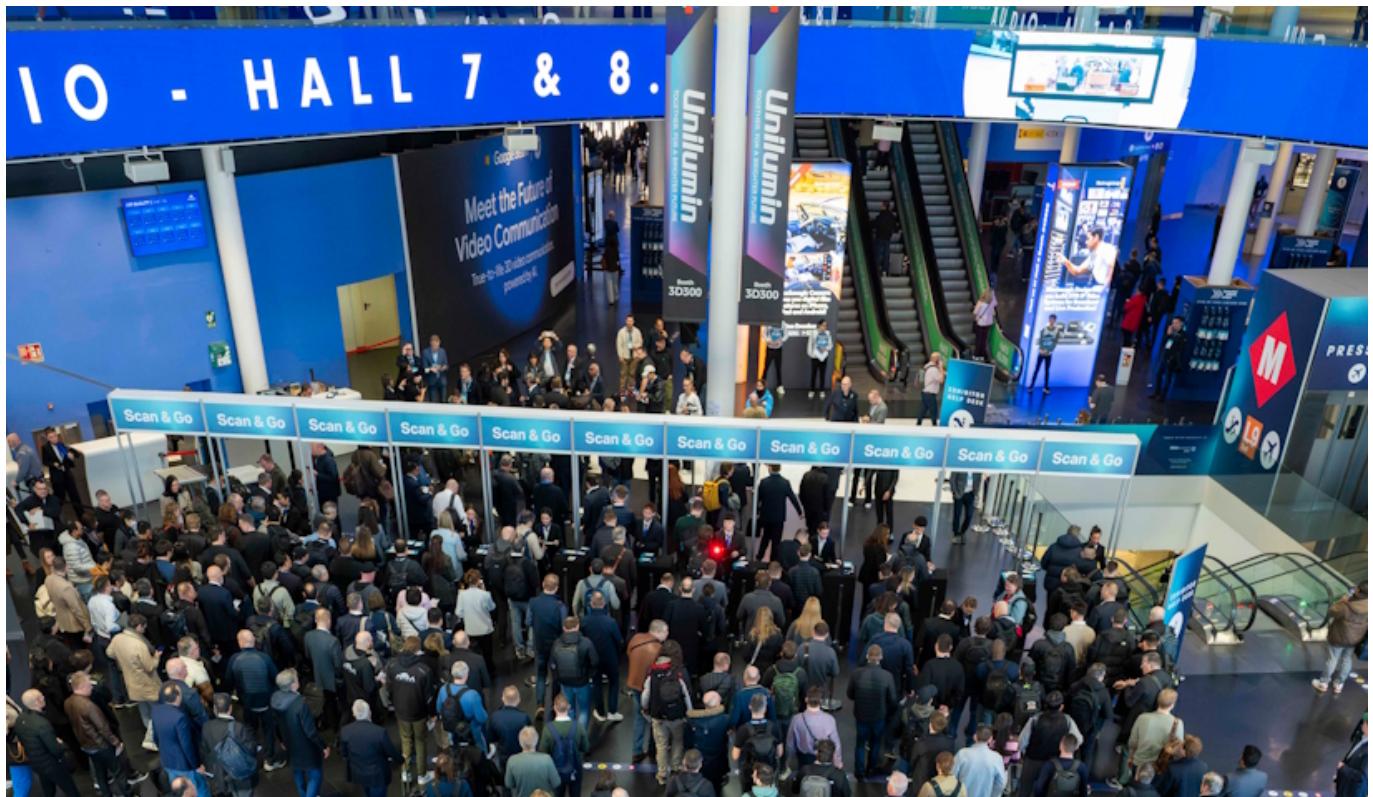


## ISE 2026 Recap



Integrated Systems Europe (ISE) 2026 has officially closed its doors following four days of inspiring firsts that pushed beyond the expected to redefine the possible and reinvigorate the AV and systems integration industry. ISE 2026 broke all records welcoming 92,170 visitors from around the world. A total of 1,751 exhibitors, including 323 making their debut at the event, contributed to the largest total show floor space in the event's history at 101,000 sqm.

ISE 2026 delivered exceptional attendance growth, underlining the continued expansion and global appeal of the show. By Tuesday, the event had already welcomed 55,156 unique attendees, a 10% increase compared with Tuesday 2025 (49,981). By Wednesday, total unique attendance across all show days reached 76,035, while the show recorded its largest single day ever, with 64,198 visitors onsite, almost equalling the pre-pandemic record attendance of an entire ISE show (64,908 at ISE 2019 in Amsterdam). Momentum continued through Thursday, as total unique attendance climbed to 87,648, officially marking the highest attendance in ISE history. Overall, ISE 2026 achieved a 8% increase in total attendance compared with 2025, demonstrating unprecedented energy, scale, and industry engagement, and confirming its position as the world's leading event for the audiovisual and systems integration community. The total number of registrations reached 120,914 with over 212,000 visits across the four days.

"As ISE 2026 comes to a close, I'm truly inspired by the passion and strength of our

community," said Mike Blackman, Managing Director of Integrated Systems Events. "Over four extraordinary days, we celebrated groundbreaking technology, ignited bold ideas, forged lasting connections, and set new benchmarks for our industry. What excites me most is the creativity, energy, and diversity of our exhibitors and partners, and the unwavering dedication of the ISE team that makes it all possible."

At ISE 2026, Spark debuted as a show of unity for creativity and technology – a new initiative driving innovation and knowledge sharing across the creative industries. The new event format brought together the creators of tomorrow, uniting the brightest minds from Broadcast, Live Events, Marketing, Design, and Gaming into one immersive experience. Spark served as a hub for creative professionals, technologists, and decision-makers to connect, share ideas, and explore the future of creativity. With an outstanding line-up of partners and speakers, Spark 2026 showcased how technology transformed the audience experience, on screen, in physical spaces, and live, and demonstrated how innovation and collaboration are shaping the next generation of creative work.

In another first, ISE announced the ISE Foundation, an initiative spearheaded by ISE, and backed by co-owners AVIXA and CEDIA, with support from the City of Barcelona and the Government of Catalonia. The ISE Foundation aims to empower the AV and systems integration community, with an emphasis on teamwork, innovation, and lasting impact under the tagline "Powering On, Together". The foundation launched at a press conference, with distinguished speakers David Labuskes, CEO of AVIXA; Daryl Friedman, Global President & CEO of CEDIA; Raquel Gil, Deputy Mayor of Barcelona; and Miquel Sàmper, Minister for Business and Labour, Government of Catalonia.

The keynote sessions at ISE 2026, delivered by Matt Clark and Sol Rashidi, electrified the event, drawing full-capacity audiences. Clark took attendees "Behind the Façade: Building a Performance-led Mapping at Casa Batlló, from Concept to Implementation," revealing the creative and technical mastery behind the mapping at one of Barcelona's most iconic landmarks. Rashidi's "The AI Reality Check: What It Takes to Scale and the Future of Leadership" offered a compelling look at how AI is reshaping industries and the leadership needed to navigate this transformation. Together, their presentations showcased ISE as the ultimate stage for innovation, creativity, and forward-thinking industry leadership.

ISE's partnership with Barcelona continues to play a vital role in the event's success. The 2026 show featured a notable delegation of VIPs and government officials, including representatives from Latin American countries, reflecting Barcelona's status as a global technology hub. Attendees included leaders in national and regional governments, as well as experts in digitalisation and AI policy, highlighting ISE's impact on international collaboration and regional growth.

"ISE jumpstarts every year as the largest gathering of AV professionals. But beyond the numbers is a more remarkable story: people connecting with one another from different corners of the world and exchanging ideas that will live on past the

convention center walls," said David Labuskes, CTS, CAE, RCDD, Chief Executive Officer of AVIXA. "The week was full of brilliant minds that push this exciting industry forward. AVIXA is proud to collaborate with the ISE and CEDIA teams to deliver such a vibrant forum."

"ISE 2026 once again demonstrated the extraordinary power of collaboration across our global technology ecosystem," said Daryl Friedman, Global President and CEO of CEDIA. "As co-owners of ISE, we are proud to see the event continue to expand its influence as a platform where innovation, education, and partnership converge. The energy on the show floor and throughout the conference programme reflects a thriving industry that is not only embracing emerging technologies, but shaping how they enhance the spaces where people live, work, and connect."

As the industry looks ahead, ISE 2026 leaves a lasting impression, as a showcase of cutting-edge solutions, and a catalyst for collaboration and progress across the AV and systems integration landscape. ISE will return for ISE 2027 from 2 – 5 February 2027 at Fira de Barcelona Gran Via – save the dates and prepare to push beyond even further.

[www.iseurope.org](http://www.iseurope.org)