FACTS & FIGURES ISE 2016

The first four-day Integrated Systems Europe exhibition was an unqualified success. In drawing over 65,000 registered attendees to interact with over 1,100 exhibitors it officially positions ISE as the world's largest AV systems integration trade show.

This Facts and Figures document is designed to provide full attendance statistics and audience demographics for the 2016 event. The data included here is generated by the ISE delegate registration system and post-show surveys of exhibitors and attendees. We trust that you will be able to use this information to maximise your ISE experience through a detailed understanding of who attended, where they came from and where they fit in the systems integration value chain.
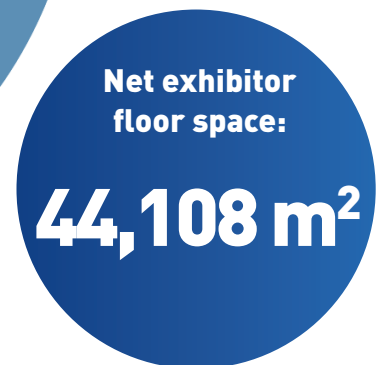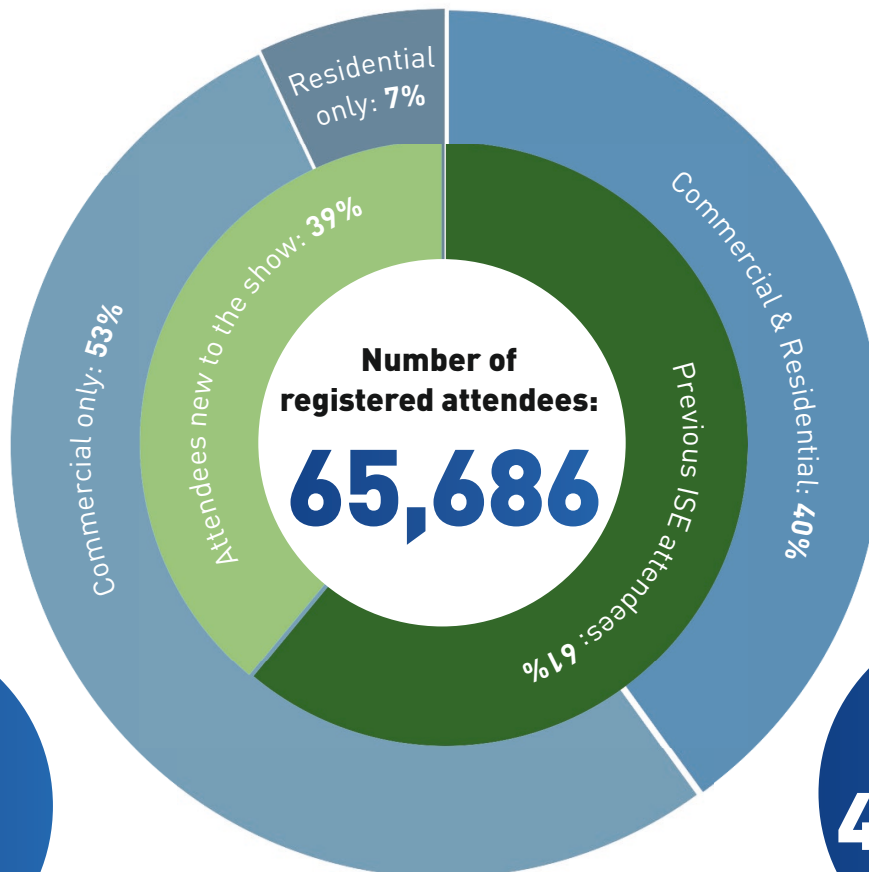
ISE will use this data to help shape the 2017 show, which following the growth trends of previous years, will include the addition of two new halls at the Amsterdam RAI.

Please feel free to contact us should you have any questions regarding this document and its content.

Thank you for your interest and support. We look forward to welcoming you to ISE 2017.
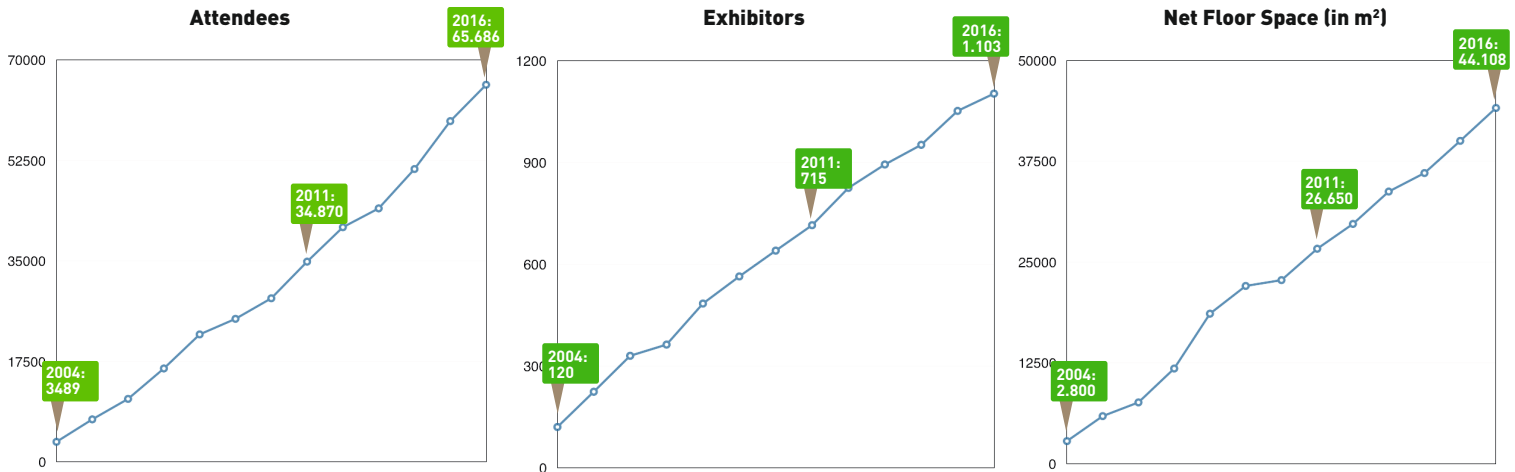
HEADLINE NUMBERS:

The total number of registered attendees at ISE 2016 increased by 10.7% year-on-year, plus there was a record number of exhibitors using the largest area of sold floor space to date. Over a third of all attendees came to ISE for the first time – a fact that remains extremely popular with exhibitors. A total of 53% of visitors were classified as 'Commercial Only', up from 39% in the 2015 Facts and Figures report.

Residential only: 7%

Commercial only: 53%

Attendees new to the show: 39%

Commercial & Residential: 40%

Previous ISE attendees: 61%

Number of registered attendees:
65,686

Number of exhibitors:
1,103

Net exhibitor floor space:
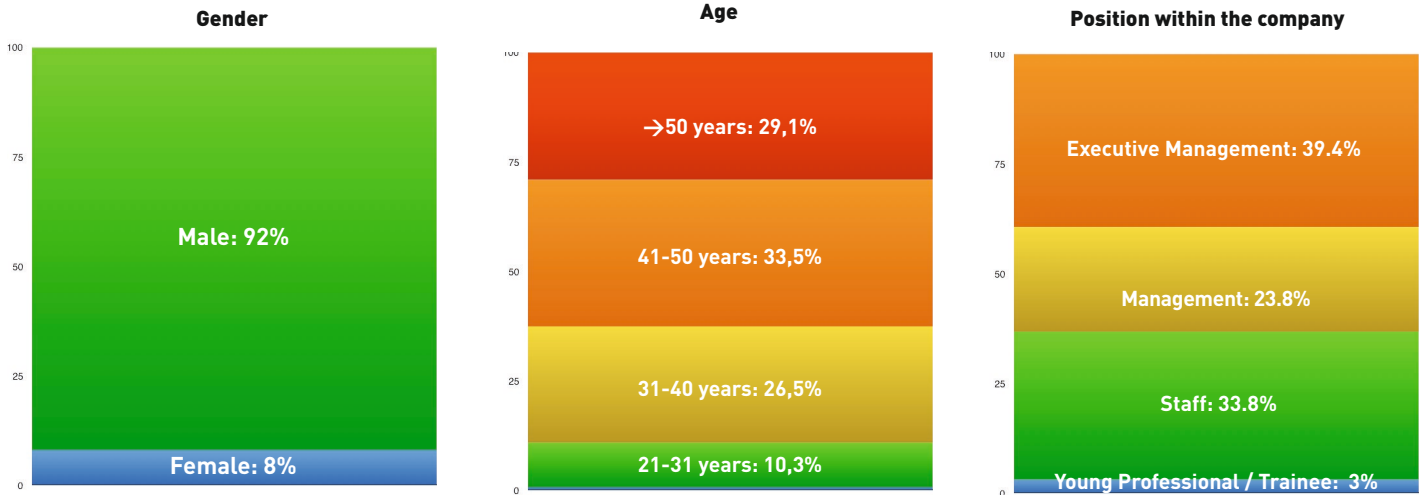**44,108 m²**

Integrated Systems Europe

EVENT GROWTH YEAR BY YEAR

Since the launch of the show in 2004 Integrated Systems Europe has demonstrated consistent growth each year. The following graphs show this development across Numbers of Exhibitors; Number of Attendees and Total Net Floor Space. While exhibitor number growth has slowed, due to ISE's deep penetration in the AV marketplace, attendees and floor space sold has continued to increase at around 10% per annum right through to the 2016 edition.

Attendees

2016: 65.686
2011: 34.870
2004: 3489

Exhibitors

2016: 1.103
2011: 715
2004: 120

Net Floor Space (in m²)

2016: 44.108
2011: 26.650
2004: 2.800

ISE ATTENDEE DEMOGRAPHICS

Visitors to ISE 2016 were predominantly male but with over 5,000 women in attendance. Almost 90% of attendees were over the age of 30 years, indicative of ISE's ability to attract experienced professionals from the following employee categorisations: Executive Management; Management and Staff.

Gender

Male: 92%
Female: 8%

Age

→50 years: 29,1%
41-50 years: 33,5%
31-40 years: 26,5%
21-31 years: 10,3%

Position within the company

Executive Management: 39.4%
Management: 23.8%
Staff: 33.8%
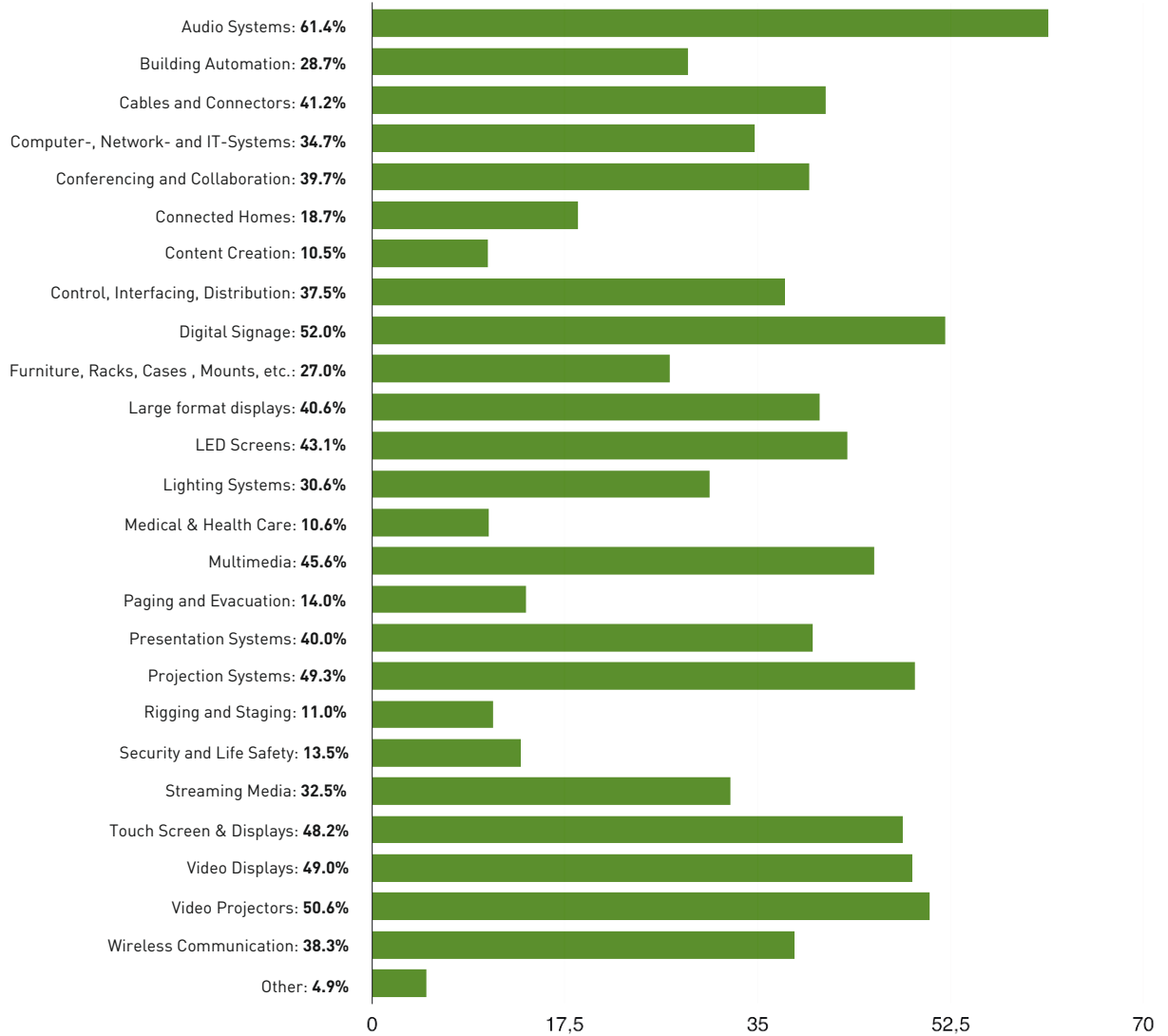Young Professional / Trainee: 3%

ATTENDEES BY COUNTRY

Integrated Systems Europe continues to cement its international credentials with visitors to ISE 2016 being shown to come from 155 countries. This is the largest geographic spread in the show's 13 year history and includes first time representation from Argentina, Columbia, Kosovo and Lichtenstein. The 'top three' countries represented numerically were The Netherlands, The UK and Germany. The table below shows the total number of attendees for each major territory.

| Country	No.	Country	No.	Country	No.	Country	No.	Country	No.
Albania	29	Denmark	1049	Italy	2520	Mexico	32	Slovakia	224
Algeria	35	Egypt	110	Japan	455	Morocco	132	Slovenia	132
Argentina	33	Estonia	110	Jordan	83	Netherlands	15722	South Africa	151
Australia	150	Finland	562	Kazakhstan	70	Nigeria	78	Spain	1445
Austria	605	France	3122	Kenya	26	Norway	907	Sweden	1093
Azerbaijan	17	Georgia	32	Korea Rep	1736	Oman	32	Switzerland	1116
Belarus	56	Germany	8061	Kosovo	26	Pakistan	31	Taiwan	426
Belgium	3602	Greece	186	Kuwait	57	Philippines	27	Thailand	60
Brazil	91	Hong Kong	112	Latvia	104	Poland	1062	Tunisia	34
Bulgaria	94	Hungary	368	Lebanon	102	Portugal	421	Turkey	925
Canada	229	Iceland	37	Liechtenstein	19	Qatar	101	Ukraine	181
China	1248	India	346	Lithuania	106	Romania	272	UAE	478
Colombia	21	Indonesia	41	Luxembourg	154	Russian Federation	922	UK	8297
Croatia	119	Iran	116	Macedonia	24	Saudi Arabia	250	USA	1949
Cyprus	63	Ireland	337	Malaysia	21	Serbia	121	Others	1276
Czech Rep	474	Israel	689	Malta	40	Singapore	102		
								Total	**65686**

CHANNEL VISITORS BY TECHNOLOGIES SPECIFIED

Attendees at Integrated Systems Europe are responsible for purchasing and specifying a wide range of technologies, as shown in this listing. The figures for each category are broadly in line with those produced for ISE 2015 with the largest % increases against the prior year coming from attendees working with Projection Systems, Video Projectors and Video Displays.

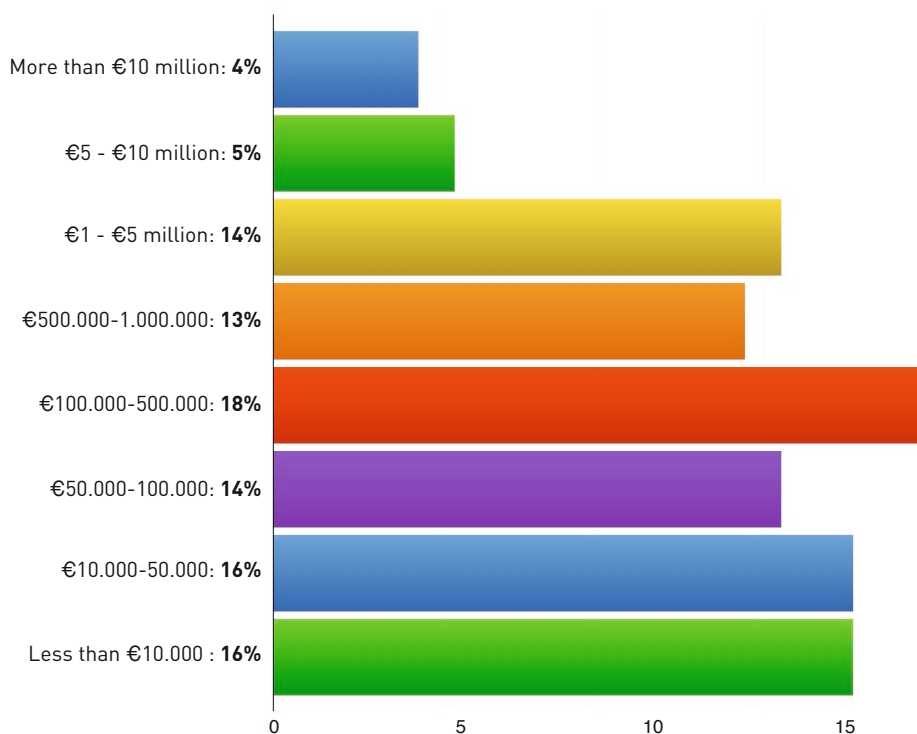| Category	Value
Audio Systems: **61.4%**	
Building Automation: **28.7%**	
Cables and Connectors: **41.2%**	
Computer-, Network- and IT-Systems: **34.7%**	
Conferencing and Collaboration: **39.7%**	
Connected Homes: **18.7%**	
Content Creation: **10.5%**	
Control, Interfacing, Distribution: **37.5%**	
Digital Signage: **52.0%**	
Furniture, Racks, Cases , Mounts, etc.: **27.0%**	
Large format displays: **40.6%**	
LED Screens: **43.1%**	
Lighting Systems: **30.6%**	
Medical & Health Care: **10.6%**	
Multimedia: **45.6%**	
Paging and Evacuation: **14.0%**	
Presentation Systems: **40.0%**	
Projection Systems: **49.3%**	
Rigging and Staging: **11.0%**	
Security and Life Safety: **13.5%**	
Streaming Media: **32.5%**	
Touch Screen & Displays: **48.2%**	
Video Displays: **49.0%**	
Video Projectors: **50.6%**	
Wireless Communication: **38.3%**	
Other: **4.9%**	

Axis: 0   17,5   35   52,5   70

ATTENDEES BY PURCHASING POWER

Integrated Systems Europe attendees have the authority to authorise, recommend and influence purchasing for themselves and their company. Over 50% of ISE 2016 attendees directly authorise the purchase of goods and services.
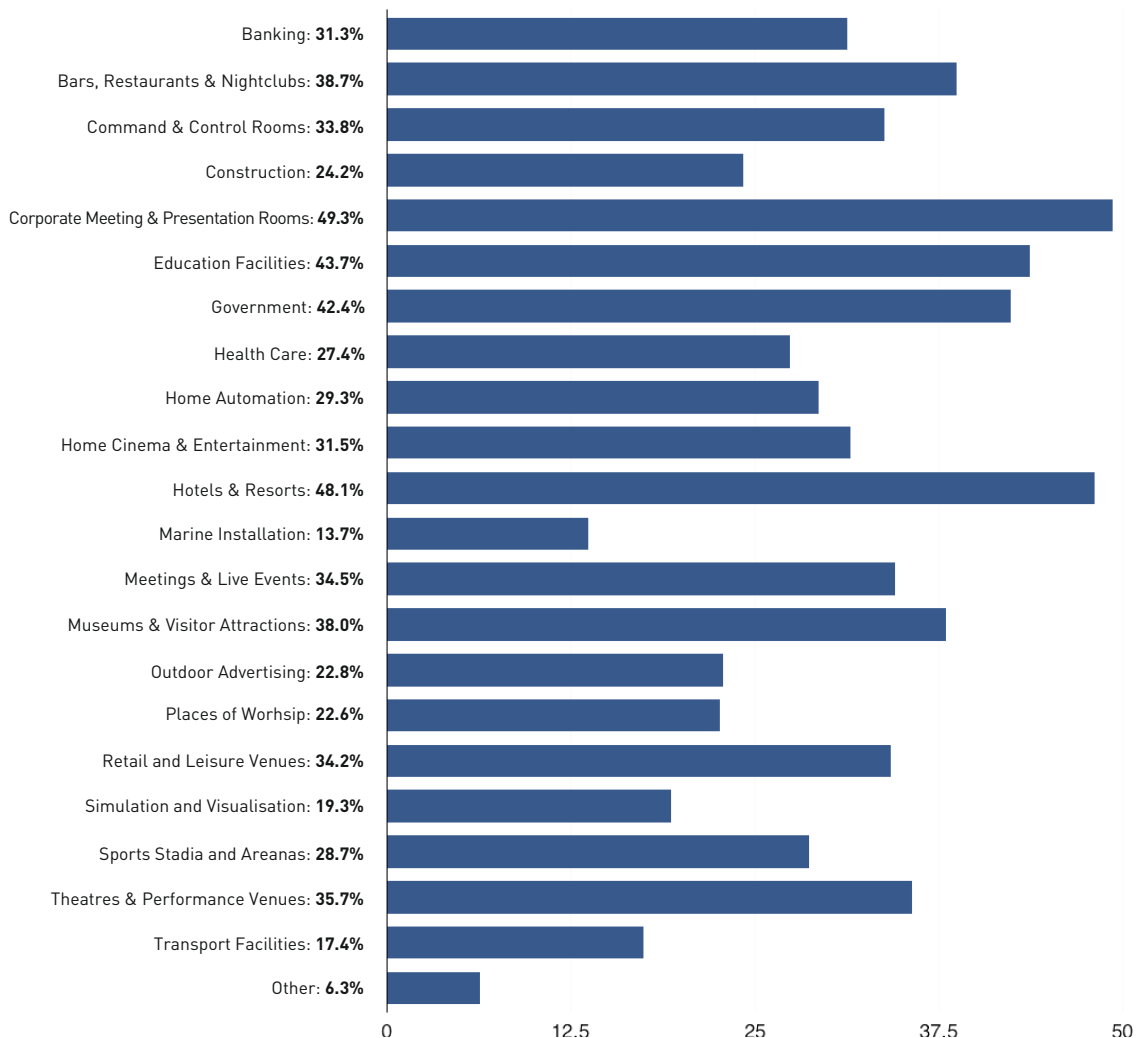
Recommend purchase: **30%**

Influence purchase or has no influence: **18%**

Authorise purchase: **52%**
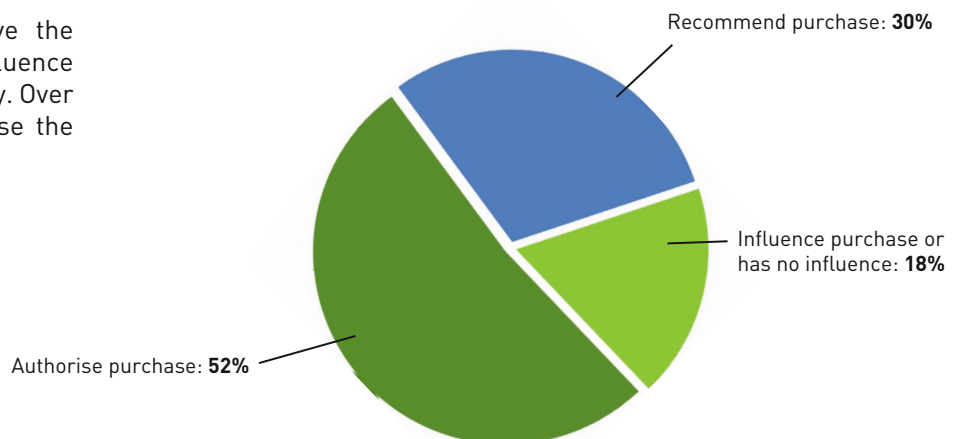
ATTENDEES BY SPENDING POWER

Reflecting the seniority of those attending ISE 2016, 36% of visitors spend over €500,000 per annum. Only 16% spend less than €10,000.
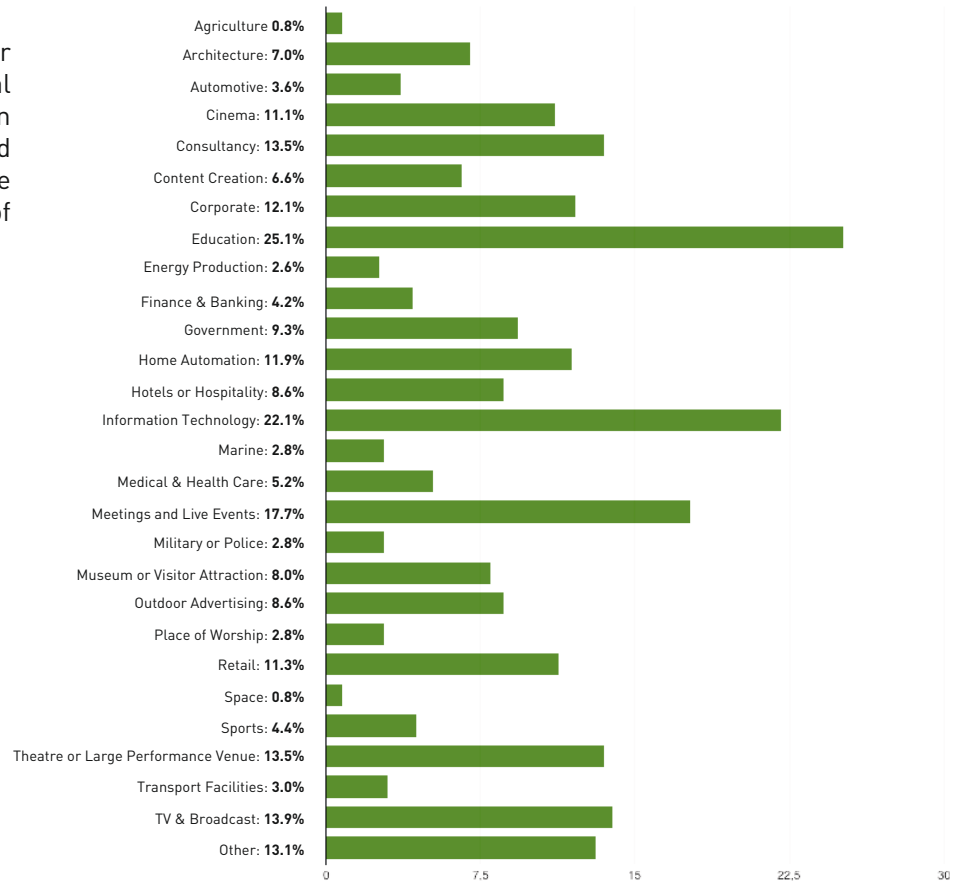
Category	Percentage
More than €10 million	4%
€5 - €10 million	5%
€1 - €5 million	14%
€500.000-1.000.000	13%
€100.000-500.000	18%
€50.000-100.000	14%
€10.000-50.000	16%
Less than €10.000	16%

CHANNEL VISITORS BY MARKETS SERVED

Integrated Systems Europe attendees serve a wide range of end customer segments. When compared to ISE 2015 demographics the largest increased attendance was recorded from professionals serving the following areas: Bars, Restaurants and Nightclubs; Corporate Meeting and Presentation Rooms; Meetings and Live Events.

Market	Percentage
Banking	31.3%
Bars, Restaurants & Nightclubs	38.7%
Command & Control Rooms	33.8%
Construction	24.2%
Corporate Meeting & Presentation Rooms	49.3%
Education Facilities	43.7%
Government	42.4%
Health Care	27.4%
Home Automation	29.3%
Home Cinema & Entertainment	31.5%
Hotels & Resorts	48.1%
Marine Installation	13.7%
Meetings & Live Events	34.5%
Museums & Visitor Attractions	38.0%
Outdoor Advertising	22.8%
Places of Worhsip	22.6%
Retail and Leisure Venues	34.2%
Simulation and Visualisation	19.3%
Sports Stadia and Areanas	28.7%
Theatres & Performance Venues	35.7%
Transport Facilities	17.4%
Other	6.3%

END-CUSTOMER VISITORS BY MARKET SECTOR

Integrated Systems Europe end customer attendees come from a wide range of vertical market sectors. When compared to the table in the 2015 Facts and Figures we have expanded this section by almost 50% to present a more detailed representation of the wide breadth of attendee market sector focus.

Market Sector	Percentage
Agriculture	0.8%
Architecture	7.0%
Automotive	3.6%
Cinema	11.1%
Consultancy	13.5%
Content Creation	6.6%
Corporate	12.1%
Education	25.1%
Energy Production	2.6%
Finance & Banking	4.2%
Government	9.3%
Home Automation	11.9%
Hotels or Hospitality	8.6%
Information Technology	22.1%
Marine	2.8%
Medical & Health Care	5.2%
Meetings and Live Events	17.7%
Military or Police	2.8%
Museum or Visitor Attraction	8.0%
Outdoor Advertising	8.6%
Place of Worship	2.8%
Retail	11.3%
Space	0.8%
Sports	4.4%
Theatre or Large Performance Venue	13.5%
Transport Facilities	3.0%
TV & Broadcast	13.9%
Other	13.1%

ADDITIONAL KEY NUMBERS

Attendees at Integrated Systems Europe were also asked an additional set of questions which were placed alongside statistics drawn from the Visit Intelligence lead monitoring system. The answers endorse the positive anecdotal comments made about the success of the four-day ISE. The average lengths of visitor stay at the show increased by 0.62 days with almost 9,000 visitors staying for all four days of the show.

Average length of visitor stay (including Netherlands-based visitors): **1.7 days**

Average length of visitor stay (excluding Netherlands-based visitors): **1.9 days**

Proportion of exhibitors that are „sure" or „very likely" to exhibit at ISE 2017: **91.2%**

Average unique sales leads generated by exhibitors (estimated): **417.8**