



As you might expect from a show that is all about displays, digital signage and more, ISE will invest in wayfinding and navigation initiatives for the 2014 show.

First, you should know that ISE 2014 will open a third visitor entrance. Joining Entrances C and K (also known as the “Holland” and “Europa” entrances respectively) will be Entrance F (known as the Park entrance). This entrance will be particularly convenient for Halls 7 and 8 of the RAI, where the show’s new theatre spaces will be located. A new Business Lounge will be located on the bridge between Halls 7 and 8, and there will be a free cart shuttle service between the entrance and the RAI train station.

“Visitor congestion is one of the nicer problems for a trade show to have, but it still poses challenges,” comments Mike Blackman, MD, Integrated Systems Events. “As well as safety issues which are of course paramount, visitors who are ‘stuck in traffic’ will find it that little bit harder to maximise their time. That’s why we’ve taken the decision to open Entrance F for the first time at ISE 2014.”

Also new for next year’s show will be pop-up signage at the entrances to all 12 halls of the RAI, standardised route planners with consistent orientation to complement the interactive wayfinding screens introduced in 2013, and an ISE Info Channel which will show event information on the in-house ‘RAI Live!’ digital signage screens.

## ISE: Practicing What You Preach

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That's right, ISE is adding signage, wayfinding and video-- which is exactly the advice the industry would give to any other client in a similar situation.

"The larger a trade show gets, the more important it is that visitors are able to get from location to another with the minimum of fuss and stress," Blackman adds.

"We believe the investment we are making in on-site wayfinding and navigation will not just improve the visitor experience at ISE, but also help to ensure that all of our exhibitors benefit from high levels of visitor footfall throughout the three days of our 2014 show."

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