Who Had the Largest Stands at ISE 2014?

Written by Bob Snyder
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TOP 10 Stands (Combined) ISE 2014

COMPANY	SIZE	RANK		
	Sq. M	2014	2013	2012
Samsung	816	1	1	1
Crestron	530	2	6	4
Milestone	525	3	5	9
Mitsubishi	522	4	7	9
Christie	496	5	4	3
LG	459	6	3	2
NEC	425	7	9	6
Panasonic	412	8	2	5
Sony	384	9	12	10
Barco	374	10	13	--
Epson	308	11	11	7

Does size really matter? We'll let you decide.

Our **rAVe Europe 3rd annual report on ISE stand size** shows **Samsung** continues to dominate ISE in size of stand-- their single stand is nearly 300 sqm bigger than the next. And a 300 sqm stand by itself would have gotten you ranked among the Top 10 stands.

The landscape changes if you are counting "combined stand space" versus "single stand space." Companies like **Crestron** with multiple locations jumps from 4th to 2nd place when you add in the extra locations. Some of this is "hospitality" space (as opposed to display space) but as long as it is on the main show floor we counted it.

Mitsubishi, which would have appeared to a passer-by as a single stand, is actually listed as three separate units in Hall 2.

Barco is the only European company in the Top 10.

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Competition is toughest in Halls 1 and 2, but Hall 11 is now another hall where size counts.

Hall 6, the smallest Hall (and more like a large hallway than a hall) would be the easiest place to be noticed. Hall 12's largest exhibitor was **Cisco** with 140 sqm. In Halls 7-8-9, even a 200 sq m stand would have dominated.

Single Largest Stands ISE 2014

RANK	COMPANY	HALL	Sq. m
1	Samsung	Hall 1	816
2	Milestone	Hall 2	525
3	Mitsubishi	Hall 2	522
4	Christie	Hall 1	496
5	Crestron	Hall 1	480
6	LG	Hall 11	459
7	NEC	Hall 4	425
8	Panasonic	Hall 1	400
9	Sony	Hall 1	384
10	Epson	Hall 1	308
11	Legrand	Hall 1	294
12	Philips	Hall 10	260

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