



ISE 2026 GUIDE

STAYING SAFE, CONFIDENT,
AND CONNECTED.



Global Headline Partner

QSC

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Q-SYS

ISE Safety Partners

almo PRO AV

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SHURE

Hello & Welcome

Meet the Rise AV team! We are here to support you throughout the show no matter the situation. Visit our stand **EA315 in the East Entrance** for support or a safe space.



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Staying Safe, Confident, and Connected

Attending trade shows like ISE 2026 is an exciting opportunity to learn, grow, and connect with colleagues across the AV industry. Safety, confidence, and professionalism are key for everyone. This guide focuses on supporting women while welcoming men and allies who want to foster a safe, inclusive, and empowering environment.

At Rise AV, we're here to support anyone in the Rise AV Community, helping you navigate the show, make meaningful connections, and thrive professionally. Whether you're attending sessions, networking events, or simply need a moment to take a breath, the Rise AV stand is a safe space where you can pause, chat, or seek support.

We also offer safe cars to get you home securely at the end of the day, and emergency kits stocked with essentials to help you stay comfortable and prepared throughout the show. If you ever need assistance, our safety hotline is available to provide guidance and support at any time.

This guide is designed to ensure you feel confident, supported, and ready to make the most of ISE 2026.

Important Links & Contact Info

Safe Car Number: +34 697493558

Support Hotline Number: +44 7478011217

Police Number: 112

Official ISE Safety Information: [CLICK HERE](#)

ISE Official App: [CLICK HERE](#)

Rise AV WhatsApp Community + Helpline: [CLICK HERE.](#)

Insider Tips!

- **Plan Ahead:** Review the conference agenda, prioritise must-see sessions, and pre-book key meetings to make the most of your time.
- **Share Your Attendance:** Let the community know you're attending by posting creative attendance cards on social media and starting conversations ahead of the show.
- **Use the ISE App:** Take advantage of real-time updates, interactive maps, schedules, and networking tools to stay organised on the go.
- **Network with Purpose:** Schedule important meetings, attend drinks and social events, and make use of networking lounges.
- **Free Travel:** Yes, you don't have to pay for travel! Turn to the next page for full details.
- **Stay Flexible:** Leave room in your schedule for spontaneous moments -unexpected conversations often lead to the most valuable opportunities.
- **Choose Comfort:** Don't wear new shoes. Comfortable, well-worn footwear is essential for trade shows—and yes, trainers are now widely accepted!
- **Essentials to Pack:** Be prepared for long show days with a water bottle, lip balm, painkillers, throat sweets, plasters, portable chargers, business cards, mints, and spare hair ties or clips.
- **Forgot something?** Don't worry! Shure has provided emergency kits at the Rise AV stand, stocked with essential items to help you get through the day comfortably and confidently.

Yes, You Get Free Travel!

Many people don't realise that visitors to ISE 2026 from outside Barcelona (attendees and exhibitors) are entitled to a free three-day Zone 1 travel pass for the Barcelona train, metro and bus systems.

How to Collect Your Passes

Passes can be used on Tuesday, 3 to Friday, 6 February, and are valid for 72 hours from first use.

You can collect your pass at the following locations – just present your badge for scanning:

01: Airport T1/T2B - baggage claim halls

Sunday 1 February: 09:00 – 20:00

Monday 2 February: 09:00 – 20:00

Tuesday 3 February: 07:00 – 12:00

02: Plaça Espanya – FGC

Tuesday 3 February: 07:00 – 13:00

Wednesday 4 February: 07:00 – 13:00

03: Inside Fira

Throughout ISE 2026 show days

**How to Navigate Barcelona
Transport [click here](#)**

Staying Safe at ISE

Everyone deserves to feel secure while attending a busy trade show.

Here are practical tips for all attendees.

01. Plan Ahead

Familiarise yourself with venue layouts, emergency exits, and nearby services.

02. Share Your Schedule

Let colleagues or friends know which sessions or events you'll attend.

More than just creating visuals, I delve deep into understanding the core values and aspirations of every brand I work with.

03. Stay Connected

Keep your phone charged and use apps for maps and contacts.

04. Trust Your Instincts

If something feels uncomfortable, leave the situation and seek support.

05. Travel in Groups

Attend sessions or networking events with peers whenever possible.

06. Secure Belongings

Keep personal items close, hidden and properly secured when in Barcelona.

07. Know Event Safety Services

Event security and information desks are available to help.

Safety and Wellbeing Initiatives at ISE 2026

With the support of industry partners, Rise AV is proud to introduce initiatives that make ISE 2026 safe and supportive for women.

Safe Car Initiative

Kindly provide by Almo Pro AV, licensed, chauffeured taxis will operate from 22:00 – 04:00, with designated pick-up points across the city. Vehicles are branded with Rise AV and Almo Pro AV, and a dedicated phone line allows women to access safe transport directly.

Book your safe ride: +34 697 493 558

Emergency Kits

Provided by Shure, emergency kits will be available at the Rise AV stand (EA315). Kits include sanitary products, pain relief, hair ties, and other necessities for long show days. Complimentary kits are available while supplies last.

Safety Hotline & Safe Space

Rise AV will operate a safety hotline, with the stand serving as a safe space where attendees can seek support, assistance, or a quiet moment away from the show floor.

Safety hotline number: +44 7478 011 217

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How to Show Up at ISE

Professionalism doesn't mean changing who you are. The most effective connections are built on confidence, authenticity, and respect.

01. Dress Confidently

Follow industry norms while choosing outfits that feel comfortable and true to you. When you feel good, it shows.

02. Be Punctual

Arriving on time shows respect, professionalism, and gives you a moment to settle in and feel confident.

More than just creating visuals, I delve deep

into understanding the core values and

essence of each brand to ensure every

project is a true reflection of their identity.

By combining creative vision with strategic

insight, I help brands tell their story with

impact and authenticity.

Let's create something meaningful together.

— [Name], Creative Director

— [Name], Creative Director

— [Name], Creative Director

— [Name], Creative Director

— [Name], Creative Director

— [Name], Creative Director

— [Name], Creative Director

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— [Name], Creative Director

— [Name], Creative Director

04. Mind Body Language

Stand tall, make eye contact, smile, and offer a confident handshake, small signals that make a strong impression.

05. Listen Actively

Engage thoughtfully by asking questions and showing genuine interest. Being present is just as powerful as being articulate.

06. Follow Up Thoughtfully

A personalised email or LinkedIn message helps reinforce connections and shows professionalism and care.

Making the Most of Networking Opportunities

Networking works best when it's personal and human. It's not about having the perfect pitch or knowing the right people - it's about real conversations, shared experiences, and genuine curiosity. Showing up as yourself, listening openly, and connecting with intention will always leave a stronger impression than trying to "network perfectly."

- **Set Clear Goals:** Decide what success looks like for you, whether it's meeting new contacts, exploring collaborations, or learning from others.
- **Show Up Where It Counts:** Attend mixers, panels, and workshops where conversations happen naturally in structured settings.
- **Use Social Media Strategically:** Engage with event hashtags, LinkedIn, and professional apps before, during, and after the show to stay visible and connected.
- **Ask for Introductions:** Confidence includes asking for help; colleagues and event staff are often happy to connect you with the right people.
- **Share What You Know:** Offer insights, advice, or support when you can. The most memorable connections are built through generosity.
- **Capture the Moment:** Make brief notes after conversations so your follow-ups feel personal and meaningful.

For Our Allies

Supporting Women at ISE

Being an ally at trade shows doesn't require big gestures. Most of the time, it's about awareness, respect, and small actions that help everyone feel comfortable and included.

Here's a simple checklist.

- ✓ **Treat women as the professionals they are** - technical expertise and leadership come in all forms.
- ✓ **Notice who's speaking (and who isn't)** - if someone gets talked over, help bring them back into the conversation.
- ✓ **Keep it professional** - compliments are best aimed at ideas, work, or achievements rather than appearance.
- ✓ **Respect personal space** - busy show floors don't mean boundaries disappear.
- ✓ **Listen more than you talk** - genuine curiosity goes a long way.
- ✓ **Be mindful of unconscious bias** - we all have it; noticing it is the first step to counteracting it.
- ✓ **Use your voice when it matters** - a simple redirect or check-in can make a big difference.
- ✓ **Support safety initiatives** - know where the Rise AV safe space, safety hotline, and safe car options are, and help point people to them if needed.
- ✓ **Be human** - sometimes allyship is just asking, "Are you okay?" or "Do you want company?"

Unconscious Bias

What It Can Look Like at ISE

None of these behaviours are usually intentional - and they're not limited to any one group. We can all fall into these patterns, including women. Noticing them in ourselves and others is the first step to changing them.

01. Assuming roles

Automatically directing technical questions to men, or assuming women are in marketing, sales, or support roles.

02. Who gets the mic

Noticing that certain voices dominate conversations, while others are interrupted, overlooked, or spoken over.

03. Surprise at expertise

Responding with visible surprise when a woman demonstrates deep technical knowledge or seniority.

04. Credit gaps

Ideas raised by women being acknowledged only when repeated by someone else.

05. Different standards

Expecting women to be more “polished” or agreeable, while praising men for being assertive or outspoken.

06. Social shortcuts

Inviting some colleagues to informal networking or late-night events while assuming others wouldn't be interested or wouldn't fit in.

07. Talking around, not to

Addressing questions or comments to a male colleague when a woman is the lead or decision-maker.

Small Ways to Check Your Bias (Without Overthinking It)

- Pause before making assumptions about someone's role or expertise.
- Pay attention to who you're engaging with — and who you might be overlooking.
- Credit ideas to the person who shared them first.
- Make space in conversations by inviting quieter voices in.
- If you're unsure, ask — curiosity is better than assumption.

Rise AV Stand Drop-In Sessions

Rise AV will host daily drop-in sessions at its stand EA315 in the East Entrance, giving attendees the chance to learn more about professional development programmes, mentoring opportunities, and community initiatives.

Tues **03 | 15.00 - 16.00**

**Learn about our Programmes
& Meet Mentee Alumni Amber Holbrook**

Wed **04 | 14.00 - 15.00**

**How to Attract More Women to Your Business
With Denise Hughes and Carla Maroussas**

Thur **05 | 10.00 - 10.30**

**Thinking about becoming a Mentor?
Chat to Jane Hammersely**

Thur **05 | 13.00 - 14.00**

**The Mentor-Mentee Relationship.
Chat to Morgan Cameron & Lauren Sweeney**

Fri **06 | 11.00 - 12.00**

**How You Can Be Involved with Rise AV
With Rachael Hamilton**

**Visit us on stand EA315 at the
East Entrance.**

Rise AV Community Events at ISE

The Rise AV community has also been kindly invited to a number of industry networking events:

Rise AV Community Happy Hour – Global Headline Partner QSC

- When: Tuesday 3 February | 16:00
- Where: Stand 2M300
- Register: [Click here.](#)

K-array Happy Hour | Italian Hospitality

- When: Every day, from 17:00 onwards
- Where: Stand 7C300
- Details: Live DJ, Italian wine, prosecco, and charcuterie

AV Magazine Cocktail Party

- When: Wednesday 4 February | 17:00–19:00
- Where: Stand 5B700
- Details: Cocktails, beers, wine, and soft drinks

BenQ After Show Event

- When: Wednesday 4 February | 19:00–23:00
- Details: Open bar and tapas, no registration required
- Location: La Confiteria - [Click here.](#)

AVIXA Women in AV Collective

- When: Thursday 5 February | 14:30 - Keynote + Panel Discussion (FIRA CC 4.1)
- 16:00-17:00- Networking Reception (CC 4 Garden A)
- Registration: [Click here.](#)

Bubble House Drinks

- When: Thursday 5 February | 18:00–20:00
- Where: Marquee Nerandam, Fira Congress Hotel (next to Fira Barcelona)
- RSVP: charlotted@bubbleagency.com
- Details: Post-show, pre-dinner drinks.

Northamber Group ISE Afterparty 2026

- When: Thursday 5 February | 20:30–02:00
- Where: El Bestiari, Barcelona
- Details: Live band, late-night DJ, signature cocktails, and endless tapas
- Register: Danielle Williams - DWilliams@avmltd.co.uk

These events are great opportunities for networking and connection.

Thank you to our Sponsors.

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