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Bubble's Guide to ISE 2026

With ISE 2026 fast approaching, we have created this handy guide to help make the most of your experience. Inside, you will find essential tips, top recommendations, and key insights to inspire and plan your journey, strengthen your connections, and fully engage with the variety of offerings ISE and Barcelona have to offer.

Transforming your business with our
knowledge & network.

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01. Tradeshow Essentials Checklist & Must-Have Apps

The essentials to carry with you:

- Water bottle
- Lip balm
- Mints
- Paracetamol
- Plasters
- Glasses cleaner
- Portable mobile and laptop charger
- with convertor
- Business cards
- Snacks

Must-have apps:

- **Official ISE app:** Customise your ISE schedule and keep it up to date
- **Citymapper:** Navigate Barcelona with ease
- **Otter.ai:** Keep track of notes and ideas
- **Google translate app:** Overcome language barriers and translate in real-time with no internet connection
- **OpenTable:** Easily discover and book your table at the best restaurants around Barcelona

02. Quick Tips for Maximising Your Time at ISE 2026

- **Plan ahead:** Review the conference programme, on-floor stages, and networking events in advance, then prioritise the sessions and meet-ups you do not want to miss. Use our dedicated ISE events guide on AV Connect to see what is happening across the show and plan your schedule
<https://bubbleagency.com/av-events>
- **Communicate your attendance:** Let the community know you are attending with creative attendance cards shared via social media - don't forget to put something fun in your post though, otherwise it is likely to be lost in the flood of LinkedIn updates during a busy pre-show period!
- **Use the app:** Leverage features for real-time updates
- **ISE AI planning tool:** just add your job title and company and let it generate your show journey
<https://iseurope.exhibitly.ai/en>
- **Map the venue:** Familiarise yourself with the Fira layout in advance. It is straightforward, with even-numbered halls on one side and odd-numbered halls on the other, but it is still worth planning your routes. There are also quieter access points, such as the East Entrance, where you will find the Rise AV stand

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- **Stay flexible:** Leave space in your schedule for impromptu moments - those unexpected conversations or spontaneous meetings can sometimes lead to the best opportunities. Be ready to adapt as the show unfolds
- **Go old school:** Print out a copy of your schedule, it won't run out of battery or have problems with timezones like your phone
- **Don't wear new shoes!** Comfy, pre-worn shoes are a trade show must! (unless you are Kelli Neve-Read, Bubble's Director of Media Relations and wearer of heels)

03. AV Connect: Your Go-To AV Events Hub



To make it easier to keep track of everything happening around ISE and beyond, we have created **AV Connect**, a dedicated events listing page designed to bring the global AV community together in one place. It showcases industry events from across the AV world in a single, easy-to-browse hub. Anyone can submit an event, making it a valuable way to stay up to date and share what is happening across the industry. For ISE, we have added as many official and partner events as possible, and we encourage the community to submit their own events as well.

View all listed events:

<https://bubbleagency.com/av-events>

Submit an event to be listed:

<https://bubbleagency.com/submit-an-event>

04. Learn and Network at the Conference – Ticketed Content

For ISE 2026, the content programme introduces two main content types alongside the familiar Summits and Conferences:

Megatrends Programme (NEW for 2026)

A new series of sessions focused on six themes shaping the future of the industry:

- AI
- Cybersecurity
- Robotics
- Smart Spaces
- Sustainability
- TradeScape (market and regulatory change)

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These sessions run across the first three days of the show and are designed to give strategic, big-picture insight beyond individual technologies.

Summits & Business Forums

The popular ISE Summits return, including focus areas such as Digital Signage, Smart Buildings, Control Rooms, Broadcast AV and more. Business Forums also return in 2026, including the Investor Forum and the European Latin American AV Forum.

CEDIA Smart Home Technology Conference

Run by CEDIA, this multi-day conference focuses on design, integration, business strategy and innovation in smart homes. There is also a pre-show CEDIA workshop for those looking for hands-on training.

05. Free-to-Attend Content

In addition to the ticketed programme, ISE 2026 offers a wide range of free sessions included with your show badge:

Spark - Brand New Four-Day Creative Industries Event

Designed to explore where creativity and technology meet. It brings together voices from broadcast, media, live events, gaming, design and beyond to encourage cross-industry thinking and collaboration. Through a mix of keynotes, panels, live demonstrations and immersive experiences, Spark focuses on themes such as industry convergence, AI and innovation, immersive storytelling and cultural intelligence. The aim is to inspire fresh ideas, challenge conventional thinking, and show how technology can unlock new creative possibilities in practical, meaningful ways.

Live Events Stage

Featuring experts from the world of live production, including lighting, audio, staging, content creation and technical direction.

AVIXA Xchange LIVE

Panel discussions and practical sessions covering industry challenges, project insights and emerging trends, alongside daily community meetups.

Smart Home Technology Stage

Free content focused on residential technology, design thinking, future home trends and business growth.

Congreso AVIXA (Spanish-language programme)

Dedicated Spanish-language sessions covering AI, AV over IP, immersive tech, XR and sustainability.

Pitching Stage

Startup pitches and innovation showcases, hosted in partnership with Plug and Play.

View more about the different content programmes here:

<https://www.iseurope.org/content-programme>

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06. Stay in Touch and Connect with Your Community

- **Join online groups:** Engage in event forums like the [AVIXA Xchange](#)
- **Use social media:** Follow [#ISE2026](#), [#AVTweeps](#), the [ISE LinkedIn Page](#), and the [AVIXA LinkedIn Page](#) for updates
- **Attend workshops:** Participate in interactive sessions
- **Visit community and associations stands:** Meet influencers and leaders
- **Leverage app features:** Connect with other attendees
- **Be sure to visit Rise AV and Rise Broadcast:** Level 0 - EA315

07. Have Fun Exploring Barcelona: Top Restaurants

Here Are a Few Recommended Restaurants, Bars and Unique Culinary Experiences:

- **Cruix:** Featured in the Michelin Guide, known for inventive rice dishes and exceptional flavour combinations
- **Bar Brutal:** A beloved wine bar with an impressive selection of natural wines and knowledgeable staff
- **El Nacional:** A stunning upscale food hall with multiple restaurants and bars to suit every palate
- **Cañete:** Famous for high-quality, fresh tapas and an extensive wine list. A must-visit for authentic flavours
- **El Chigre 1769:** A mix of cider, vermouth, and Catalan wines paired with amazing local food
- **La Paradeta:** Inexpensive, ultra-fresh seafood served in a casual, self-service environment
- **Pez Vela:** A beach bar right on the sand. Rice dishes, salads and catch-of-the-day fish are the star dishes
- **Maitea:** A go-to spot for Basque pinxtos, offering a delightful variety of small bites
- **Eldiset:** Ideal for a nighttime meal with a vast selection of Catalan wines and open-faced sandwiches, known as "torrades."
- **Dr. Stravinsky:** A creative cocktail bar offering inventive takes on classics with all ingredients made in-house
- **Bar Marsella:** A historic spot known for its absinthe and literary connections—Hemingway was a regular
- **Moments:** A two-Michelin-starred restaurant, offering an award-winning culinary experience inspired by Catalan cuisine, set in an elegant atmosphere
- **Disfrutar:** Offering an extraordinary dining experience, blending creativity and innovation to deliver avant-garde Mediterranean cuisine
- **Alkimia:** Redefines Catalan cuisine with a modern twist, offering an intimate and artful dining experience that showcases the essence of local ingredients through inventive and refined dishes
- **Cocina Hermans Torres:** Offers a unique culinary journey, crafting innovative dishes in an immersive open kitchen setting, blending creativity with the finest seasonal ingredients for a gastronomic experience
- **Fismuler:** A vibrant dining experience, focusing on fresh, seasonal ingredients and a simple yet creative approach to modern cuisine, all set in a relaxed, rustic-chic atmosphere

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We hope this guide enhances your ISE 2026 experience.

Will we see you at ISE? Reach out to one of our team to find out what Bubble is up to in Barcelona and how we can assist in amplifying your brand's story and impact.

Meet the team attending:



Sadie Groom
CEO
sadieg@bubbleagency.com
+44 7715422414



Kelli Neve-Read
DIRECTOR OF MEDIA RELATIONS
kellinr@bubbleagency.com
+44 7935067393



Peggy Blaze
ACCOUNT DIRECTOR
peggyb@bubbleagency.com
+1 (818 357-3693)



Charlotte Drinkall
SENIOR ACCOUNT EXECUTIVE
charlotted@bubbleagency.com
+44 7523685321



Tiffany Hutt
EVENTS
tiffh@bubbleagency.com
+44 7712358112



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