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Inspire, Share, Empower: Bubble's Guide to ISE 2025

With ISE 2025 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 Have on Hand:

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

Must-Have Apps:

Citymapper: Navigate Barcelona with ease
Official ISE App: Customise your schedule and keep to up to date
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 2025

Plan ahead:

Review the conference agenda and prioritise must-see sessions.

Communicate your attendance:

Let the community know you are attending with creative attendance cards shared via social media.

Use the app:

Leverage features for real-time updates.

Map the venue:

Familiarise yourself with the FIRA layout in advance.

Network wisely:

Schedule key meetings, attend drinks events, and maximise networking lounges. Use the ISE app to identify the best networking opportunities in real-time, and remember to have your elevator pitch ready.

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.

Don't wear new shoes!

Comfy, pre-worn shoes are a trade show must!

(unless you are Kelli Neve-Read, Bubble's EMEA AV PR Account Director).

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03. Learn and Network at the Conference

Track Program: New to ISE 2025, Tracks are designed to complement the Summit programme. From Tuesday to Thursday, join expert sessions exploring five industry megatrends.

AI, Audio, Cybersecurity, Retail, and Sustainability.

ISE offers several content access options: Content Day Passes provide access to all Summits and Track Sessions for a single day.

The CEDIA Smart Home Conference can be attended with a CEDIA Day Pass (single day) or a CEDIA Pass (all three days).

The All-Conference Pass includes access to all Summits, Track Sessions, and the Smart Home Conference. The European Latin American AV Forum, Investor Forum, and CEDIA Workshops require separate tickets.

04. Free-to-Attend Content

Discover a range of free, expert-led sessions available to all attendees at ISE 2025. Here are a few highlights to consider:

Live Events Stage - Stand 6B100

Hear from thought leaders in audio, lighting, video, staging & special effects and pyrotechnics.

Learn more here.

AVIXA Xchange LIVE - Stand 3R150

Featuring interactive sessions on AI, cybersecurity, digital signage, and wellness, along with daily AV community meetups. Join the conversations ahead of the show in the **ISE Room on Xchange.**

Smart Home Technology Stage - Stand 2F350

Offering insights into technology, design, business, and the future of smart homes.

Learn more here.

AVIXA Congress - Stand CC5.3

Featuring 12 specialised sessions, all conducted in Spanish, covering AI, AVoIP, XR, immersive technologies, and AV sustainability.

Learn more here.

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05. Stay in Touch and Connect with Your Community

Join online groups: Engage in event forums like the AVIXA Xchange

Use social media: Follow #ISE2025, #AVTweeps, the ISE LinkedIn Page, and the AVIXA LinkedIn Page for updates

Attend workshops: Participate in interactive sessions

Visit community and associations stands: A great way to meet influencers and industry leaders to grow your network

Leverage app features: Connect with other attendees

06. Have Fun Exploring Barcelona: Top Restaurants

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

Restaurants

Cruix: Featured in the Michelin Guide, known for inventive rice dishes and exceptional flavour combinations.

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.

La Paradeta: Inexpensive, ultra-fresh seafood served in a casual, self-service environment.

Maitea: A go-to spot for Basque pinxtos, offering a delightful variety of small bites.

Eldiset: Ideal for a night-time meal with a vast selection of Catalan wines and open-faced sandwiches, known as "torrades."

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 Hermanos 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.

Bars

Bar Brutal: A beloved wine bar with an impressive selection of natural wines and knowledgeable staff.

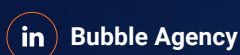
Dr. Stravinsky: A creative cocktail bar offering inventive takes on classics with all ingredients made in-house.

Bar Marsella: A historic spot known for its absinthe and literary connections - Hemingway was a regular.

El Chigre 1769: A mix of cider, vermouth, and Catalan wines paired with amazing local food.

Pez Vela: A beach bar right on the sand. Rice dishes, salads, and catch-of-the-day fish are the star dishes.

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We hope this guide
enhances your
ISE 2025 experience.

Will we see you at ISE? We would love the opportunity to engage with you, share some insights and exchange ideas.

Reach out to one of our team at hello@bubbleagency.com to find out how we can assist in amplifying your brand's story and help you to make an impact.

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