

Martin Audio plans product launch event for ISE 2023



In recognition of the changing post-pandemic exhibition landscape, Martin Audio has announced that it plans to run both an online and offline product launch event at ISE 2023, in order to maximise engagement for those that can and cannot attend the trade show.

Marketing Director, James King, explains, “The pandemic re-wrote the rule book on launch events. While most industry product launches were previously geared around the trade show calendar, once the pandemic hit, and trade shows were off the agenda, we all moved online. Now, that trade shows are back we are entering an interesting period where attendance to trade shows is still lower than it was pre-pandemic - plus there are always potential visitors who, for whatever reason, are unable to attend. For that reason we feel the hybrid solution becomes a pragmatic way to keep customers right up to date with the latest developments.”

The online event will showcase latest news from Martin Audio plus the announcement of two new products, while the offline event at ISE will take in both a press event and listening demonstrations. The latter will take place in their dedicated audio demo room (Hall 8, Room F1), with product also on show on stand H200 in Hall 7.

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“We’re excited about the possibilities that hybrid events provide for us as a brand and we see this as a template for us moving forward,” King continued. “2023 promises to be one of the busiest product launch calendars in Martin Audio’s history, so ensuring that our customers have the flexibility to keep up-to-date with all the activities is the least we can do.”

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