

HYBRID & DIGITAL OPPORTUNITIES

As part of IBC2021's Hybrid proposition, IBC plans to deliver exhibitor content and insight to as wide an audience as possible, both in person in Amsterdam and remotely using IBC's digital community of over 250,000 regular users.

A simple, single sign on registration process will give attendees access to both the live event in Amsterdam and a log in for IBC Digital.

All physical exhibitors will receive a "Bronze Package" online profile free of charge for IBC2021. This offers the ability to update their company details whilst having access to 1-2-1 video meetings and networking opportunities through the platform and having a single portal to capture leads from the show and online.

IBC's hybrid platform will also be the portal for accessing live streamed and VOD content from the showfloor theatres and stages and will provide a single dashboard of leads for each exhibitor generated either onsite or via their digital profile.

AI technology will generate recommendations for attendees of exhibitors, products and services, theatre content and even individual attendees throughout the event.

In addition to enhanced Exhibitor Profiles on IBC Digital, exhibitors can maximise their digital profile at IBC2021 for a fully Hybrid presence through a range of other options:

- Online Press Conferences
- Digital Workflow Tours
- Video Breakout Sessions (to extend the reach and engagement of existing sponsored content sessions such as Showcase Theatre Sessions, Showfloor Stage Sessions and Digital Workflow Tours)
- Digital Round Tables
- IBC Daily Digital Edition

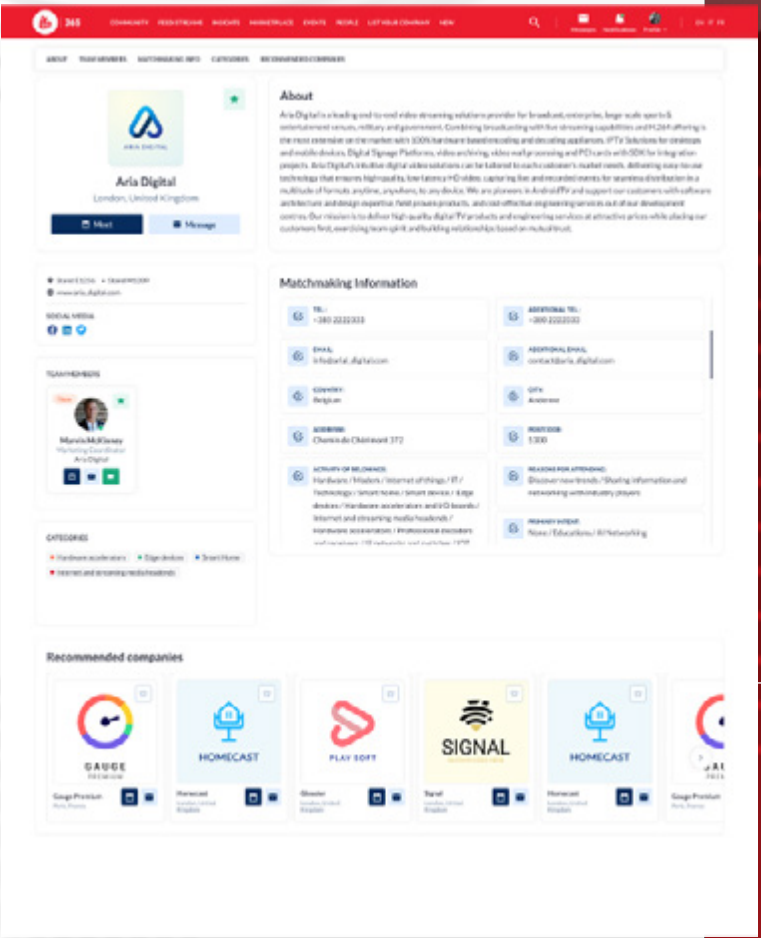
BRONZE PACKAGE	02
SILVER PACKAGE	02
GOLD PACKAGE	03
PLATINUM PACKAGE	03
EXHIBITOR PROFILES	04
IBC2021 HYBRID ENGAGEMENT PACKAGES	04
BREAKOUT SESSIONS	05
DIGITAL PRESS CONFERENCES	05
DIGITAL ROUND TABLES	05
SPONSORED CONTENT OPPORTUNITIES	06
DIGITAL WORKFLOW TOURS	06
SHOWCASE THEATRE	07
SHOWFLOOR STAGES	07
SHOWCASE THEATRE SPONSORSHIP PACKAGE	08
SHOWFLOOR STAGES SPONSORED SESSION	09
IBC SPONSORED KEYNOTES	09

BRONZE PACKAGE

The Bronze Package will be given to all physical exhibitors free of charge in 2021.

The Bronze package provides the core functionality needed to engage with attendees live and online before, during and after the show. This includes 1-2-1 video meetings and AI recommendation technology.

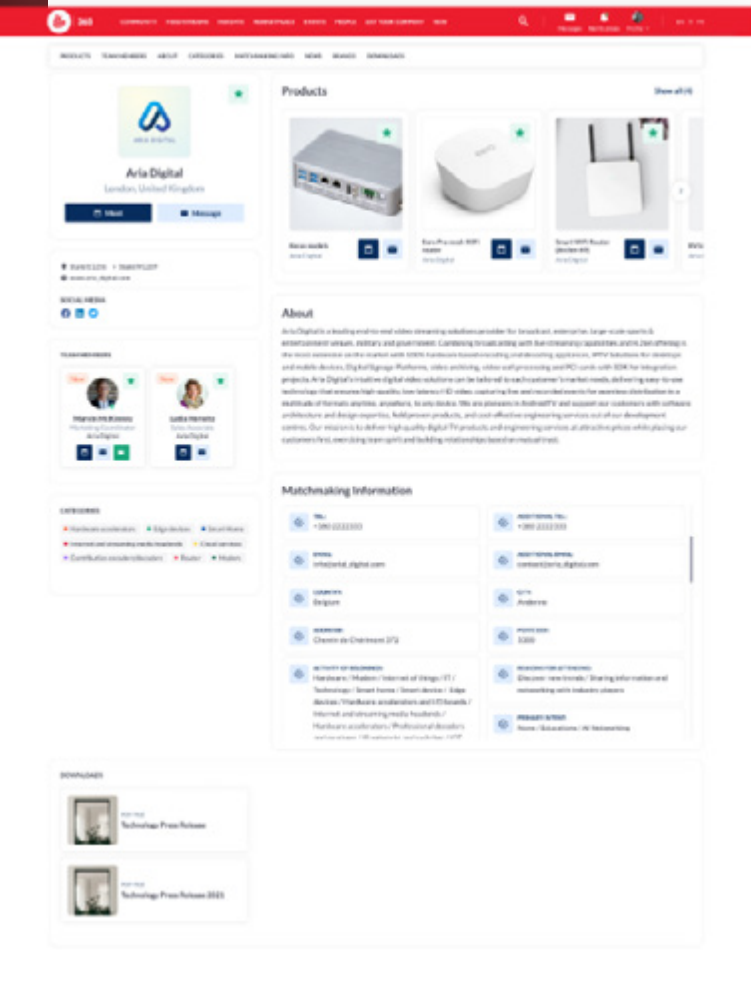
The Bronze Package is only available to onsite exhibitors and co-exhibitors at IBC2021



Bronze package listing includes other **Recommended Companies** that a visitor may want to see. This is disabled at higher tiers.

SILVER PACKAGE

Advanced functionality enables you add more company representatives to interact with attendees via video meetings, add more product information to generate further leads and improve the prominence of your listing.

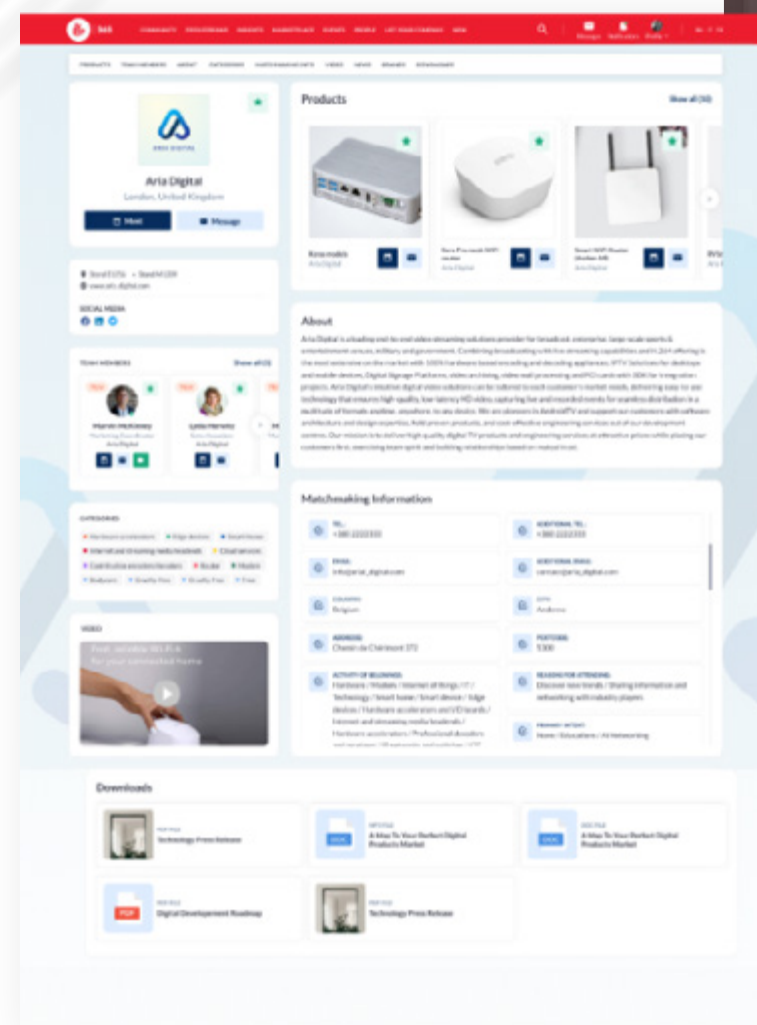


List up to 4 products on your profile

Host up to 4 downloadable assets such as press releases and brochures

GOLD PACKAGE

Create an even more engaging exhibitor profile to stand out from your competitors by adding further content and product info, embedded video, customisable background and a more prominent listing position. Add up to 5 company representatives to engage with attendees through the lifetime of the platform



8 products

Custom background

Add **video** to your profile

Host up to 8 downloads

EXHIBITOR REPRESENTATIVES

5

PLATINUM PACKAGE

Maximise your profile via our premium Hybrid Package.

List your upcoming events and use Pop Ups on your profile to promote specific products.

Platinum listing comes with promotions to drive traffic to your profile including:

- Featured listings at the top of the exhibitor listings
- Banner Advertising units across sessions and exhibitor directory

12 representatives can network during the event and for the lifetime of the platform



Header image

Pop up to drive leads

12 products

Add featured video

12 downloads

EXHIBITOR REPRESENTATIVES

12

EXHIBITOR PROFILES

The most effective tool to access IBC 2021's Hybrid Audience, offering Exhibitors 1-2-1 Video Meetings, Lead Capture, Recommendations to Visitors, Video Content. Upgraded packages allow exhibitors to add additional colleagues for video meetings, add additional product content, create premium, bespoke profiles, place banner advertisements, add co-exhibitors and much more.

IBC2021 HYBRID ENGAGEMENT PACKAGES

CORE FUNCTIONALITY

Company profile with logo & description, social media links, website and searchable categories	✓	✓	✓	✓
Exhibitor lead dashboard to rank and monitor leads for online and scans from mobile app	✓	✓	✓	✓
Schedule 1-2-1 meetings and conduct video calls with customers	✓	✓	✓	✓
AI recommendations promoting your brand to relevant visitors	✓	✓	✓	✓

BRONZE

SILVER

GOLD

PLATINUM

ADVANCED FUNCTIONALITY

Publish products on your company profile	×	4	8	12
Host Downloadable assets such as press releases and brochures	×	4	8	12
Premium Profile. Customise profile with an additional Video, Header image, custom background and session/scheduled events	×	×	✓ Side bar video and custom background	✓ Plus featured video and header banner
Pop Up banner on your company profile to drive leads from visitors	×	×	×	✓
Promoted listing appear at the top of searchable exhibitors list	×	✓	✓	✓ Also highlighted on floorplan
Featured logo highlighted on floorplan and welcome lobby	×	×	×	✓
Banner across platform	×	×	×	✓
Access for the life of platform	✓	✓	✓	✓
Exhibitor Representative to manage profile and be accessible in chat/meetings/video calls	1 rep	2 reps	5 reps	12 reps

BRONZE

SILVER

GOLD

PLATINUM

Pricing

FREE

for exhibitors in 2021
£1,000 for co-exhibitors

£2,000

for exhibitors in 2021
£4,000 for non-exhibitors

£4,000

for exhibitors in 2021
£8,000 for non-exhibitors

£10,000

for exhibitors in 2021
£20,000 for non-exhibitors

BREAKOUT SESSIONS

An opportunity for exhibitors with existing sponsored content sessions (Showcase Theatre / Showfloor Stage / Virtual Workflow Tour) to extend the discussion through richer engagement with a focused audience.

- 45 minute slot
- Scheduled around your existing sponsored content session
- Live Video Chat with up to 250 attendees
- Access to all data from attendees
- Scheduled event in your exhibitor profile
- 1-2-1 Technical Support
- Dedicated room within the RAI to record the session where required

SPONSORSHIP PACKAGE	PRICE
BREAKOUT SESSIONS	£4,000

DIGITAL PRESS CONFERENCES

An opportunity for exhibitors to announce new products, services, acquisitions, personnel and more to an extended digital press audience in order to raise your profile and generate media coverage.

- 45 minute slot
- Published on IBC press schedule
- Listed on overall events schedule
- Scheduled event in your exhibitor profile
- 1-2-1 Technical Support
- Self-Moderated with chat functionality and Video
- Up to 250 participants enabled
- Gated Access to Press Only Registrations

SPONSORSHIP PACKAGE	PRICE
DIGITAL PRESS CONFERENCE	£2,500



DIGITAL ROUND TABLES

An opportunity for exhibitors to demonstrate thought leadership and generate rich customer & prospect engagement via a moderated, high level industry discussion with a targeted audience of senior buyers and industry experts.

- Moderator / Chair included
- Content Themes & Discussion curated under consultancy
- Targeted Audience Acquisition included
- Editorial piece commissioned for IBC 365 included
- Technical Support
- Additional audience acquisition support available if required

SPONSORSHIP PACKAGE	PRICE
DIGITAL ROUND TABLE	£15,000

(plus £5,000 for additional audience)

SPONSORED CONTENT OPPORTUNITIES

Hybrid IBC2021 offers a wide variety of sponsored content opportunities for exhibitors that seek to demonstrate thought leadership, generate leads and raise brand awareness.

All sponsored content sessions will be either streamed live via IBC Digital or available as VOD within hours of your session. Additional Breakout Sessions are available through IBC's Digital Platform to extend the reach and engagement of your session.

DIGITAL WORKFLOW TOURS

IBC Workflow Tours transforms the IBC experience for onsite and remote attendees alike, creating a valuable thought-leadership platform for exhibitors in a Live TV Show format with high production values and informed, industry experts as presenters.

IBC will work closely with sponsors to curate the best possible contribution that will be pre-recorded and played out "as live" including Q&A.

Sponsors' content might include new product demos, thought leadership, customer interviews or unveiling of new innovation.

2021 Tour Themes:

- **Production & Post** – Acquisition, post-production and cloud based collaborative workflows.
- **Live & Remote Production** – News, Sports & Live Events - from greater automation to the rise of Remote Production, (REMI), and the rise of Cloud and IP as enabling technology.
- **Content Supply Chain** – Emerging tools & technology for creating an efficient, multi-platform content supply chain: the technology, storage and workflows, in the cloud, on premise or with service providers.
- **Content Distribution** – Online video - CDNs, content security, delivery and cloud playout. UX, personalisation, monetisation & ad tech.

DIGITAL WORKFLOW TOUR	PRICE
TOUR STOP SPONSORSHIP	£10,000

Each Workflow Tour is supported by a dedicated marketing campaign driving the capture of leads from registrations before, live and on-demand. You'll receive access to all opted in registrations and attendees after the tour has taken place.

SHOWCASE THEATRE

New for 2021, IBC will be launching the new Showcase Theatre in Hall 12. This will be a **250+ attendee, purpose built stage**, offering free to attend sessions that cover strategic content from rapid growth market sectors. The Showcase Theatre will be IBC's premium onsite platform for generating Content Qualified Leads (CQLs). IBC will promote these sessions extensively online and onsite to capture data. Badges will be scanned at dedicated entry points and data captured through their registration details.

All sessions will be live streamed in order to capture additional leads from IBC's extended digital audience in 2021 and hosted online as VOD to extend the lead capture even further beyond the show dates.

Opportunities will be available for exhibitors and sponsors to position themselves at the forefront of these topics, working alongside IBC's own content producers to curate a tailored programme.

You will be able to hold your own thought leadership event, enabling you to promote your company expertise, key executives, technology developments and latest products on an international stage. IBC will support you in the curation of the content, sourcing of speakers and securing an engaged audience.



CASE STUDY

BUILDING THE FUTURE OF VISUAL EXPERIENCES, TOGETHER BROUGHT TO YOU BY INTEL AND IBC

In 2019 IBC and Intel hosted the 'Visual Cloud Conference' bringing together thought leaders to drive industry dialogue around the future of streaming media and other visual cloud services.

- 345 attendees from 450 registrations
- 8 Panel and demo sessions
- Full afternoon session from 1pm – 6pm
- Live streamed in 360 4K video



NEW FOR 2021 – SHOWFLOOR STAGES

In its return to Amsterdam in 2021, IBC will be launching a series of themed showfloor theatres that provide an inclusive thought leadership and lead generation package to exhibitors as part of IBC's continued commitment to providing ROI through added value services and features. Themed theatres for 2021 are:

PRODUCTION & POST THEATRE

Covering: Cameras, lenses, microphones, recorders, lighting, editing software, remote production, grading monitors, audio mixing desks, virtual sets, newsroom control systems, shot logging and metadata capture, grading consoles, restoration tools.

LIVE & REMOTE PRODUCTION THEATRE

Covering: Cameras, vision mixers, audio consoles, live replay systems, virtual sets, GFX, IP, 5G

DIRECT TO CONSUMER/OTT THEATRE

Covering: On-demand platforms, DRM, CDNs, channel branding, app development, personalisation, programme rights management, ad tech (programmatic, addressable) subscription, data analytics, ecommerce, smart TVs, set top boxes, remote controls, UX and UI design, platform/app development.

CONTENT SUPPLY CHAIN THEATRE

Covering: Cloud based tools, MAM systems, supply chain management, transcoding, subtitling software, storage, archive, LTO, metadata aggregation, content delivery, data transfer.

These theatres will be showing live exhibitor content from across the industry value chain on **all 4 days of the show**. Leads generated from attendance to these sessions will be distributed to exhibitors as added value "Off-stand Leads" based on relevant technology areas and products/services mix.

The opportunity to participate in panel sessions in the theatres will be available to exhibitors based on investment in stand space. All exhibitors will benefit from the leads generated through these sessions. **A limited number of exclusive, sponsored sessions will also be available** to exhibitors for expanded lead generation and thought leadership potential.

SHOWCASE THEATRE SPONSORSHIP PACKAGE

Hold your own thought leadership focused event and IBC will support you in the curation of the content, sourcing of speakers and securing an engaged audience.

Lead generation

- Targeted audience acquisition in consultation with sponsor
- Onsite Attendees
- Online Registrations
- VOD Viewers post show

Collaborative Audience Acquisition

- IBC to create an invitation and RSVP process for the event in collaboration with sponsor
- IBC and sponsor to invite a targeted list of delegates to secure agreed number of pre-show registrations

Content and editorial support

- Programme curation
- IBC Content Team to work with the sponsor to brainstorm on topic ideas, sessions formats and programming
- IBC Content Producer to write the programme, including session titles, descriptions, timings and design session formats
- IBC to manage all speaker liaison and on-site management

Marketing and promotion

- Marketing and promotion: Executive Interview in IBC Daily

Speaker Acquisition

- IBC to assist in securing/briefing chairs & speakers with a dedicated Content Producer to collaborate on event content

Onsite and logistical support

- Signage around the stage area
- Tech package for session
- Hostesses to direct guests, scan on entry, seat audience
- Delegates scanned on entry, leads provided to sponsor
- Post conference networking event (Full day)

Post show

- IBC provide all leads to sponsor
- IBC and sponsor debrief meeting
- IBC365 write-up with sponsor

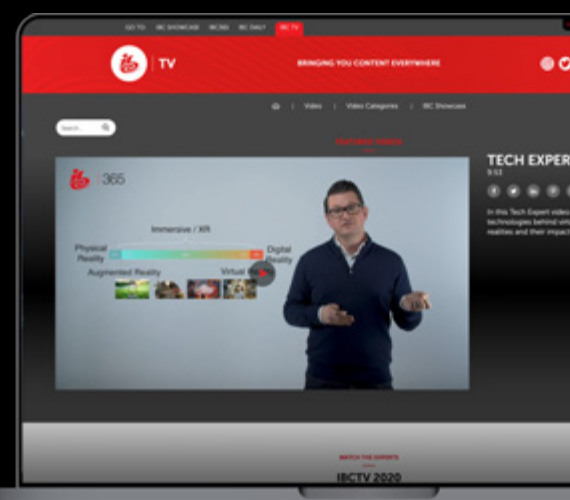
PROMOTE YOUR COMPANY EXPERTISE, KEY EXECUTIVES, TECHNOLOGY DEVELOPMENTS AND LATEST PRODUCTS ON AN INTERNATIONAL STAGE

SHOWCASE THEATRE SPONSORSHIP	PRICE
HALF-DAY SHOWCASE THEATRE EVENT	£65,000
FULL-DAY SHOWCASE THEATRE EVENT	£100,000
SINGLE SESSION SHOWCASE THEATRE EVENT	£25,000

SHOWFLOOR STAGES SPONSORED SESSION

- Lead Generation – Exclusive access to leads via onsite attendees and online VOD views
- 60-80 seat capacity
- Dedicated marketing campaign pre, during and post show to drive attendance & leads.
- Exclusive speaking opportunity on your chosen showfloor theatre - Production & Post Theatre, Live & Remote Production Theatre, Direct To Consumer/OTT Theatre, Content Supply Chain Theatre
- Sessions to be filmed and hosted online via IBCTV VOD
- Exclusive Access to scanned leads from your theatre session
- Dedicated theatre marketing and promotion before, during and after the show including logo on dedicated theatre pages on the IBC website

SHOWFLOOR STAGE	PRICE
SPONSORED PACKAGE	£10,000



IBC SPONSORED KEYNOTES

Hybrid IBC2021 will see ALL content moved to the showfloor and be available free of charge to attendees.

As part of the wider content programme in 2021, a series of up to 6 high profile keynote sessions will be scheduled on the Showcase Theatre in Hall 12 and streamed live via IBC Digital. Position your brand in person and online as the exclusive sponsor to any one of these keynotes for the ultimate in brand positioning and exposure. IBC Keynotes always generate maximum coverage with a long history of stellar names.

- Introduction on stage of Keynote Speaker
- Exclusive Branding online and on stage for that session
- Access to data from all attendees
- Executive Interview on IBC 365
- Branding on all pre show marketing of that session.

IBC SPONSORED KEYNOTES	PRICE
SPONSORED KEYNOTE SESSION	£20,000