

**IBC.ORG**



**EMPOWERING  
CONTENT  
EVERYWHERE**

## IBC DIGITAL PACKAGES

IBC2021

IBC . Third Floor . 10 Fetter Lane . London . EC4A 1BR / +44 (0) 20 7832 4100

IBC is owned by: IEEE Broadcast Technology Society / The Institution of Engineering and Technology / IABM The International Trade Association for the Broadcast & Media Industry / The Royal Television Society / The Society of Cable Telecommunication Engineers / The Society of Motion Picture and Television Engineers



PLATINUM PACKAGE

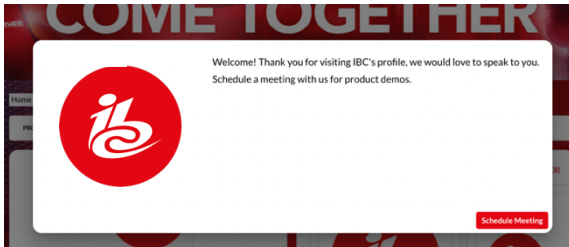
The screenshot displays the IBC Platinum website layout with the following numbered callouts:

- 1**: IBC logo and name, London, United Kingdom.
- 2**: About section header.
- 3**: Location and website information (Hall 1 / Stand 1.A1, www.show.ibc.org).
- 4**: Social media icons for Facebook, LinkedIn, and YouTube.
- 5**: Team Members section header.
- 6**: Products section header.
- 7**: Categories section header.
- 8**: News section header.
- 9**: Video player for IBC 2019 highlights.
- 10**: Marketing content section header.
- 11**: Navigation menu (Home / Marketplace / IBC Platinum) and secondary navigation (PRODUCTS, TEAM MEMBERS, CATEGORIES, NEWS, MARKETING CONTENT, ABOUT, VIDEO, ADDITIONAL VIDEO).
- 12**: Additional video player for IBC 2020 Accelerator Programme Highlights.
- 13**: Main event title: COME TOGETHER 3-6 DECEMBER.

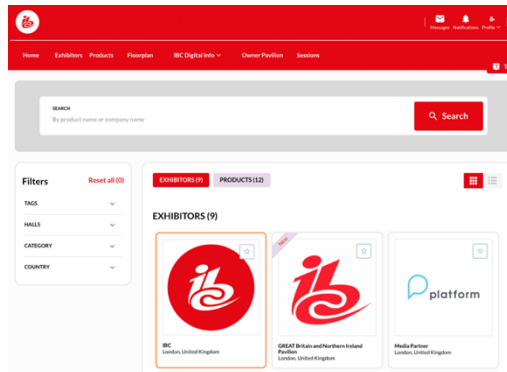
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POP UP BANNER **14**



PROMOTED LISTING **15**



CORE FUNCTIONALITY

- 1** Company Logo, Company Name and Location, Country
- 2** About - company description
- 3** Stand number linked to interactive floorplan & company website
- 4** Social media links

PLATINUM PACKAGE ADDITIONAL FUNCTIONALITY

- 5** **Team Members**  
12 Team members to manage profile, meetings and interactions with attendees
- 6** **Publish Products**  
Publish up to 12 products on your company profile
- 7** **Product Categories**  
Tag products using the IABMs BaM taxonomy. Relevant products recommended to attendees
- 8** **Company updates**  
Publish articles about company updates, press releases and more

- 9** **Side Bar Video**  
Add a video to showcase your company, provide exclusive content or product info
- 10** **Marketing Content**  
Host 12 downloadable assets such a press releases and brochures
- 11** **Custom Background**  
Make your profile stand out with your company branding.
- 12** **Feature Video**  
Use this large video to stand out and promote your company or products
- 13** **Header Banner**  
Make your page stand out and in keeping with your company branding
- 14** **Pop up Banner**  
Customised banner with immediate call to action to drive leads from visitors
- 15** **Promoted Listing**  
Appear at the top of searchable exhibitor list



GOLD PACKAGE

- 3
- 4
- 5
- 7
- 10
- 8
- 9

Home / Marketplace / IBC Gold

PRODUCTS TEAM MEMBERS CATEGORIES NEWS MARKETING CONTENT ABOUT VIDEO

**1**

**IBC Gold**  
London, United Kingdom

Hall 1 / Stand 1A1  
www.show.ibc.org

**SOCIAL MEDIA**

**2**

**Products 6** Show all (4)

IBC 365

IBC Awards

IBC Daily

**2**

**About**

IBC is the world's most influential media, entertainment and technology show. Six leading international bodies are the owners behind IBC, representing both exhibitors and visitors.

Come Together Again We've been apart for too long, it's time to come together again. IBC2021 will bring the content and technology industry together again to discover the future of media and do business face-to-face. As the world's most inspiring content and technology show, IBC helps to empower content everywhere. IBC2021 will lead the way in a new era of hybrid events, enabling our industry to gather again for the first time in a while in a specially created safe environment you can trust. We can't wait to re-unite exhibitors, speakers, visitors, and all, so they can engage with each other, unlock business opportunities, discover the latest innovations, and explore the exciting world of content together.

**5**

**Team Members** Show all (5)

Mark Harris  
Product Manager  
IBC Gold

Ivy Thompson  
Product Manager  
IBC Gold

**7**

**CATEGORIES**

- Connect
- Real-Time Signal Transfer
- Provide Connectivity
- Connectivity & Bandwidth
- Consume
- User Experience
- UI & UX
- Produce
- Real-Time Production

**10**

**8**

**News**

07 July 2021 - by IBC  
**IBC Product Release**  
IBC's overview of recent and upcoming product releases.

**9**

**Marketing content** Show all (8)

PDF FILE  
IBC2021 Exhibitor Registration Console Guide.pdf

PDF FILE  
IBC2021 Product Listing.pdf

APPLICATION/VND/OPENXMLFORMATS...  
IBC Digital Packages.docx

PDF FILE  
Hybrid Media Pack.pdf

PDF FILE  
IBC2021 Exhibitor Registration Console Guide.pdf

PDF FILE  
Hybrid Media Pack.pdf



## CORE FUNCTIONALITY

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## GOLD PACKAGE ADDITIONAL FUNCTIONALITY

- |  |   |
|--|---|
| <p><b>5</b> <b>Team Members</b></p> <p>5 Team members to manage profile, meetings and interactions with attendees</p>                  | <p><b>9</b> <b>Marketing Content</b></p> <p>Host <b>8</b> downloadable assets such a press releases and brochures</p>         |
| <p><b>6</b> <b>Publish Products</b></p> <p>Publish up to <b>8</b> products on your company profile</p>                                 | <p><b>10</b> <b>Side Bar Video</b></p> <p>Add a video to showcase your company, provide exclusive content or product info</p> |
| <p><b>7</b> <b>Product Categories</b></p> <p>Tag products using the IABMs BaM taxonomy. Relevant products recommended to attendees</p> | <p><b>11</b> <b>Custom Background</b></p> <p>Make your profile stand out with your company branding.</p>                      |
| <p><b>8</b> <b>Company updates</b></p> <p>Publish articles about company updates, press releases and more</p>                          |   |




## SILVER PACKAGE

Home / Marketplace / IBC Silver

PRODUCTS TEAM MEMBERS CATEGORIES NEWS MARKETING CONTENT ABOUT

**1**



**IBC Silver**  
London, United Kingdom


Meet Message

**3**

Hall 1 / Stand 1.A1  
www.showibc.org

**4**

SOCIAL MEDIA



**5**

**Team Members** Show all (2)

**Mark, Harris**  
Product Manager  
IBC Silver

**Rosie, Wood**  
Sales Assistant  
IBC Silver


**7**

CATEGORIES

- Connect
- Real-Time Signal Transfer
- Provide Connectivity
- Connectivity & Bandwidth
- Consume
- User Experience
- UI & UX
- Produce
- Real-Time Production

**8**

**News**



07 July 2021 • by IBC  
**IBC Product Release**  
IBC'S

**9**

**Marketing content**

PDF FILE  
**Hybrid Media Pack.pdf**


APPLICATION / INDUSTRY / FORMAT  
**IBC Digital Packages.docx**

PDF FILE  
**IBC2021 Exhibitor Registration Console Guide.pdf**


PDF FILE  
**IBC2021 Product Listing.pdf**

**6**


**Products** Show all (4)



IBC 2021



IBC 365



IBC Awards

**2**

**About**

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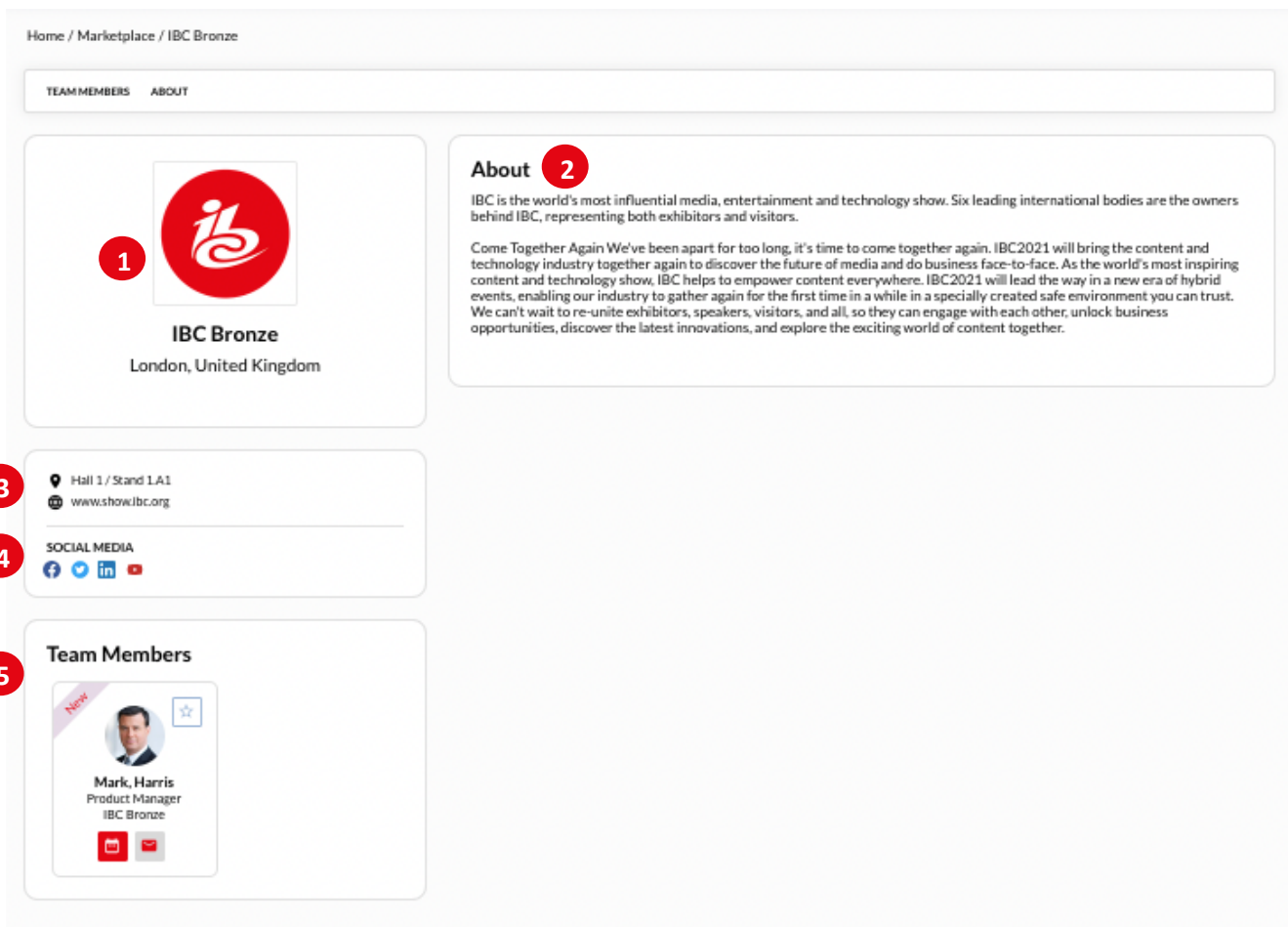
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## SILVER PACKAGE ADDITIONAL FUNCTIONALITY

- |   |   |
|---|---|
| <b>5</b> <b>Team Members</b><br><br>2 Team members to manage profile, meetings and interactions with attendees                  | <b>8</b> <b>Company updates</b><br><br>Publish articles about company updates, press releases and more  |
| <b>6</b> <b>Publish Products</b><br><br>Publish up to 4 products on your company profile  | <b>9</b> <b>Marketing Content</b><br><br>Host 4 downloadable assets such a press releases and brochures |
| <b>7</b> <b>Product Categories</b><br><br>Tag products using the IABMs BaM taxonomy. Relevant products recommended to attendees |   |

BRONZE PACKAGE



CORE FUNCTIONALITY

COMPANY PROFILE

- 1 Company Logo, Company Name and Location, Country
- 2 About - company description
- 3 Stand number linked to interactive floorplan & company website
- 4 Social media links

5 Team Members

1 Team member to manage profile, meetings and interactions with attendees