

IBC2021 - Safety Protocols & Guidance:

Following the Dutch Government's announcement on Friday regarding the introduction of new measures to curb the spread of Covid-19 in The Netherlands, IBC has been closely examining the new COVID protocols.

In consultation with key exhibitors and stakeholders, IBC is firmly set on delivering a safe and valuable event that will re-engage the industry after a very challenging year.

Revised protocols and guidance are in place to ensure a safe and responsible IBC2021 experience.

What the Government announcement means for events

IBC will be going ahead as planned in compliance with new public health and safety standards.

While the announcement included restrictions on opening hours and capacities in seated events, trade shows were not materially affected.

[Click here to read the full statement from the RAI](#)

Putting safety first at IBC2021

IBC will take place in a "protected zone" or "bubble". A perimeter fence will surround The RAI exhibition centre and all attendees will enter via two check points, at the The Elicium at entrance D and at Hall 5. To access the show, visitors will be required to show their COVID status and answer health screening questions before picking up their badge or entering the show floor. Social distancing of 1.5 metres will be in place whilst queuing for the entry check. Once inside the "protected zone" attendees will be able to move around confidently, knowing they are in a safe place.

Requirements for travelling to the Netherlands

No changes were made to the current requirements when travelling to and from the Netherlands.

This means that the use of a valid corona entry pass, the DCC for example, still applies. Citizens who do not have a DCC and/or are a resident of a country outside the EU and the Schengen area, can enter the Netherlands using an EU approved paper proof of vaccination, vaccine declaration and health declaration form.

Ensuring a Safe Event

Whilst we are able to operate the event as usual, there are many precautions we are taking, some of which are new and along with guidance, will make sure the event is as COVID safe as possible. These include:

New measures:

1. Reduced hand out policy – minimise handouts across the show
2. Staggered entry times
3. Catering will be in fixed seating only

Enhanced from existing measures:

1. Zero personal contact policy
2. Masks are strongly recommended
3. Social distancing is strongly recommended
4. Public areas at the RAI will be cleaned and sanitised at an increased frequency
5. Hand sanitising facilities will be widely available
6. Touchless experience

Access to the show

To access the show, you will be required to go through the COVID-19 Entry Check. There will be two main COVID-19 entry checks:

- The Elicium entrance D
- Hall 5

Both entrances will be heavily signposted, and you must pass through the check before picking up your badge or entering the show.

It is required to keep a 1.5-metre distance from other attendees whilst queuing for the entry check and accessing the show. Each day you will need four things to get into the show:

1. Your IBC2021 QR code or badge
2. Valid ID-card
3. Proof of vaccination, a valid negative COVID test (less than 24 hours) or valid proof of recovery. You can show a (EU) Digital COVID Certificate (DCC), (UK) NHS COVID Pass or a valid paper version from your country (English/Dutch)
4. Health check: at the entrance, we may ask you five health questions

Please make sure to bring all the items above with you to the show to ensure a smooth visit. Each day you will receive a new wristband to show that you have successfully passed through the health checkpoint.

What's not changed

1. Capacity limits at the show anywhere, the new rules allow full capacity at the RAI for B2B
2. Travel restrictions into the Netherlands – though some countries may class The Netherlands as high risk
3. Testing facilities remain onsite including test to fly
4. Negative tests still accepted into IBC2021 and local establishments

IBC Revised Opening Times

The early close of restaurants and bars is due to end on the first day of IBC, Dec 3rd, but we are taking precautions and shifting the show times so exhibitors and visitors can make the most of their visits.

Exhibition Opening Times NEW

03.12.21 09:00 - 16:30

04.12.21 08:30 – 16:30

05.12.21 08:30 – 16:30

06.12.21 08:30 – 16:00

- Exhibitors & Distributors are allowed to enter the building from 08:00 and stay in the building until 18:00 (Stand Parties finish at 17:30 – ½ hr to clear halls).
- Press are allowed to enter halls from 08:00.
- The halls must be cleared by 18:00 and the doors closed

Hybrid Format

A unique hybrid event will bring the global content and technology industry together again in Amsterdam and online.

Viewers will be able to watch the latest industry content live from IBC on 3- 6 December and on-demand as part of our hybrid event offering. Furthermore, IBC Digital will be central to the show

experience, empowering attendees to take advantage of every opportunity for insight, connection and interaction before, during and after the live event.

Attendees will also be able to use IBC Digital to schedule online meetings, review exhibitor profiles and invite colleagues to meetings with suppliers. Workflow tours will be available on the platform, giving viewers a taste of touring the exhibition halls while hearing direct insight and analysis from vendors.

Additional FAQs

- Which bars and restaurants will be open at the RAI? The Beach/ Grand Café/ Traveller – open until 20:00 and they will accept the wristbands from the RAI to avoid attendees getting rechecked
- Are there restrictions around networking? Networking can take place but if catered then attendees need to be seated at chairs and tables when eating and drinking. High tables and chairs are also acceptable
- Are build up hours affected? No
- Will DCC be required during build up? No
- Is social distancing required during build up? No
- What time are hotel restaurants/ bars open until? 20:00
- Will room service be available in my hotel? Room service is still available after 20:00
- Does food delivery run past 20:00? - yes delivery is fine past 20:00 (Deliveroo, takeaways, uber eats)

We take the health and safety of all our attendees, exhibitors, partners and staff incredibly seriously and have done everything we can to ensure that IBC2021 is a Covid-safe environment.

We look forward to welcoming you to IBC2021 on the 3-6 December.