

IBC2022

YOUR GUIDE TO EXHIBITING

CONTENTS

Planning for an event can be a daunting task, but it needn't be. This document will take you through all you need to know to plan effectively for IBC.

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show.ibc.org #IBCShow #IBC2022 exhibition@ibc.org

GENERAL EVENT INFORMATION

IBC2022 DATES AND TIMES

Exhibition & Conference

9 – 12 September

The schedule for the event including access dates, build up and breakdown times and show times can be found in your Online Exhibitor manual – see pg. 6

RAI VENUE INFORMATION

RAI Amsterdam is one of the leading international exhibition and congress centres in Europe located in the south of Amsterdam. It is just ten minutes by train from Amsterdam Schiphol international airport. With its 108,300sqm of hireable space, it is the largest convention centre in the Netherlands. It has several standout features including five restaurants, a pub and a usable beach.

MEETING SPACES

IBC offer a number of meeting options for exhibitors wishing to meet and talk with clients or colleagues away from the show floor. For all options please visit IBC2022 Exhibiting Opportunities

STANDS AT IBC

For details of what is included in your stand package please visit IBC2022 Exhibiting Opportunities

It is still possible to book additional stand space this year. Please review the available space here and get in touch with the team to confirm.

IBC2023 EXHIBITION BOOKING PROCESS

Following on from last year, we will again be selling off the floorplan for IBC2023. This will enable exhibitors to have clarity on their stand location at the time of booking rather than waiting three to four months for confirmation. This process will require exhibitors to book their stand space for 2023 during the IBC2022 show, at which point their location is immediately confirmed. Re-booking for the top 50 customers will take place 1 - 5 August. All other exhibitors will be informed of their on-site booking slot in early August. For more information please visit our FAQs.

YOUR DEDICATED ACCOUNT MANAGER

Each exhibitor at IBC has their own dedicated Account Manager. Your Account Manager is your point of contact throughout the event cycle. We are here to help with your planning, operations and deliver a successful show.

Exhibitors in Halls 1, 8 and OE:

Roman Wolujewicz,
Account Manager E: **rwolujewicz@ibc.org**

Exhibitors in Hall 2, Meeting Suites and Balcony Suites:

Kimberly Lightfoot,
Account Manager E: **klightfoot@ibc.org**

Exhibitors in Halls 5 (Content Everywhere), 9, 11 & 13 Lucy Davis,
Account Manager E: **ldavis@ibc.org**

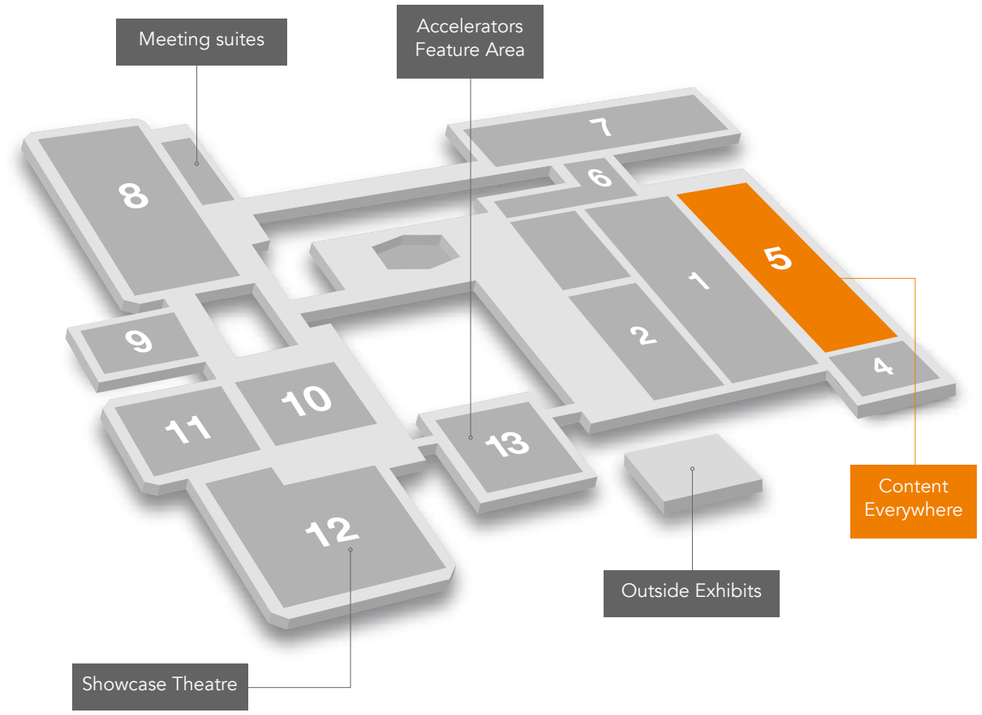
Exhibitors in Halls 6, 7, 10, 12, Pods and RAI Meeting Rooms

Kevin Van T' Kruys,
Account Manager E: **kvantkruys@ibc.org**

EXHIBITION HALLS

The IBC Exhibition brings together the leading innovators from across the industry. The IBC2022 floorplan below is laid out logically with the halls themed around specific areas of technology to help attendees make the most of their IBC experience.

Technical floorplans including all the stands can be found here - Floorplans (ibc.org)



Creation

Acquisition & Accessories
Audio & Radio Displays
Content Production
Studio Systems
Telecine & Film

Management

Media Asset Management
Playout Automation & Server Applications
Post Production & New Media
System Integration & Consultancy
Transmitters
VFX
Workflow Solutions

Delivery

Broadband Solutions
Cable & Satellite
Home Systems & Broadband
iTV
iPTV
Mobile Systems
Service & Broadcasters
Transmitters & Set Top Boxes

PRE-EVENT PREP

A well-planned pre-show period can not only make your life easier during the show, it can save you money! When it comes to events, the early planners do make the most of the event

- Focus more time on reaching out to customers and prospects
- Attract more engagement on the Map Your Show website by getting yourself set up early
- Maximise your exposure across other IBC marketing channels
- Take advantage of early bird rates for ordering
- Most importantly, leave your team less stressed and ready for an excellent IBC2022!

TOP TIP: EXHIBITORS WHO BOOK THEIR POWER AND INTERNET EARLY CAN SAVE UP TO 30% **30%**

Order power, rigging and internet for your stand early to benefit from discounted rates – visit the RAI Exhibitor Services Webshop for more information and to place your orders.

1 June 2022 - Extra discount on Early Bird rates for power and rigging orders **(15%)** 11 August 2022 - Early Bird deadline for power **(20%)**, rigging **(20%)** and internet **(15%)** orders

TOP TIP: BOOKING FLIGHTS IN ADVANCE TO SAVE UP TO 1/3 ON AIRFARES **1/3**

Take advantage of our KLM & Air France partnership and benefit from discounts of up to 15% on flight fares on all KLM, Air France and their code-shared flights to Amsterdam.

TOP TIP: THE AVERAGE IBC VISITOR HAS 50 MEETINGS AT THE SHOW AND ONLY THREE ARE UNPLANNED.

Have you reached out to your customer and prospects database?

OBJECTIVES AND ROI

It is important to think about why you are attending IBC and set yourself some objectives. Who are the companies you want to be talking to? What level job titles are you looking to attract to your stand?

When setting your objectives, make sure that they do not clash and that you are not stretching the team by trying to achieve too much. Allow time in your schedule for unexpected prospects to visit your stand. Some of the most valuable trade show meetings are the unexpected, serendipitous meetings when ordering a coffee, when travelling on the metro or walking through the halls!

Visitors are very busy when they attend the show and usually pre-plan their event. Waiting for them to turn up will lead to disappointing results. Ensure you start asking for meetings at the show early and prepare engaging demos, attractive and welcoming stand designs and well-trained staff. Try to incorporate the event into your overall marketing campaign, so that you are consistently working towards your onsite objectives and pushing the same message.

Try to be specific with your objectives. For example:

- Secure 3 new leads a day
- Make 12 appointments
- Increase your database by 90 names

When the show is over and you begin to look through the conversations, contracts and leads that you generated, ensure prompt follow-up to prevent these new opportunities from going cold. Mark down the source for these new leads as 'IBC2022' and measure the new engagement from them over 1, 3, 6, 12 months. This will help you to assess how well your pre-event marketing worked and how to adjust your proposition when at your next trade show.

BUDGET

It is important that you set yourself a budget for the event.

Don't forget to account for:

- Stand design
- Promotions and sponsorships (during the year and at the show)
- Graphics
- Furniture, plants
- Hotels
- Travel
- Food (both during the show and in the evenings)
- Entertaining clients
- Power
- AV hire
- Internet
- Data Collection
- Insurance

TOP TIP: ORDER YOUR STAND SERVICES EARLY WITH IBC'S APPROVED CONTRACTORS AND VERIFIED SUPPLIERS TO TAKE ADVANTAGE OF EARLY BIRD RATES



HEALTH AND SAFETY

IBC and the RAI Amsterdam take their Health and Safety responsibilities very seriously and all exhibitors are responsible for submitting their own Health & Safety Documentation before **24 June 2022**. For a full list of forms that you need to complete, please see the IBC2022 Exhibitor Manual which you can access from your IBC2022 **Exhibitor Zone**.

VERIFIED SUPPLIERS

IBC have a wide selection of carefully chosen Verified Suppliers that we recommend to exhibitors when ordering certain services. Our Verified Suppliers work closely with the IBC team all year round to ensure that their quality of service and high level of customer care is in line with the IBC brand. A full list of Verified Suppliers and the services they provide can be accessed **here**.

REGISTER YOUR STAFF

Your Primary Exhibitor Co-Ordinator will click on the registration tile within the **E-Zone** to set up your Exhibitor Registration Console (ERC). The coordinator will then register each member of your organisation. A user guide is available should you need further assistance. As an exhibitor you will need to register all your staff before going onsite.

Please contact registration@ibc.org if you have any questions or queries.

ONLINE DIRECTORY

The IBC2022 Online Directory allows you to extend your presence beyond the showfloor. The IBC Online Directory will be live for attendees from 17th May. Attendees will be able to view your profile, request a meeting and locate your stand on the floorplan.

Platform	Login Here	Exhibitor Actions
IBC Online Directory	https://ibc22.exh.mapyourshow.com/	Log into the Exhibitor Zone. Access the Exhibitor Manual, create an online entry, upgrade your package

DIGITAL PACKAGES



ONLINE DIRECTORY

INTERACTIVE FLOOR PLAN

SHOW PLANNER

IBC2022

IBC2022 LISTING OPTIONS

Each exhibitor at this year's IBC2022 receives a complimentary basic listing. Maximise your brand exposure and grow your business by choosing one of the enhanced listing options below.

	STANDARD	SILVER	GOLD
Rate	Complimentary	$1,500	$4,000
Early Bird Discounted Rate (Expires 6/15)	N/A	$995	$2,995
Contact Information	✓	✓	✓
Website	✓	✓	✓
Product Categories (10 Max)	✓	✓	✓
Company Description (150 Words Max)	✓	✓	✓
Company logo	✗	✓	✓
Access to Online Leads	✗	✓	✓
Featured Exhibitor Listing	✗	✗	✓
Priority Placement in Search Results	✗	✗	✓
Highlighted Booth with Corner Peel	✗	✗	✓
Collateral (Catalogues,Brochures, PR)	✗	2	4
In Booth Events /Demos	✗	2	4
Show Specials	✗	2	4
Event Contacts	✗	2	4
Product Gallery w/ Images	✗	4	8
Product Gallery w/ Videos	✗	✗	8

To Purchase, Contact:
Tony Kruessel – Exhibitor Engagement Manager
+1 513.527.8894 | tkruessel@mapyourshow.com

DIGITAL SPONSORSHIP



Product Spotlight

- Showcase your product image or video on the Directory Home page
- Live link directs attendees to your company's listing
- Limited to the first 21 exhibitors

- +$1,000/each



Product Category

320x50 pixel image (640x100 pixel image required for upload)
Guaranteed #1 listing in the category

+$1,000/each



Floor Plan Banner

Rotating with 3 Max
728x90 pixel image on the online hall
(1456x180 pixel image required for upload)

+$2,500/each



Facility Overview Banner

Rotating with 3 Max
728x90 pixel image on the online hall
(1456x180 pixel image required for upload)

+$2,500/each



Directory Homepage Banner

Rotating with 3 Max
1940x180 pixel image on the online directory home page or 600x500 pixel image for smaller screens (mobile/tablet)
(1940x180 & 600x500 pixel image required for upload)

+$5,000/each

To Purchase, Contact:
Tony Kruessel – Exhibitor Engagement Manager
+1 513.527.8894 | tkruessel@mapyourshow.com



PRODUCT LOCATOR

Using the IABM's BAM Content Chain which helps to categorise the industry, exhibitors will tag their company profiles and products with a universal taxonomy allowing attendees to quickly find relevant exhibitors and products. All attendees will be asked to identify their key areas of interest using this same taxonomy during the registration process.

ONLINE EXHIBITOR ZONE & ONLINE MANUAL

The IBC2022 **Exhibitor Zone** is designed to assist you with successful preparation and planning of your show. The E-Zone is where you can update your exhibitor profile, access our Marketing Toolkit, review upcoming deadlines and rules and regulations in our IBC2022 Exhibitor Manual and access the RAI Exhibitor Services Webshop.

TOP TIP: WE RECOMMEND THAT YOU BOOKMARK **THE IBC2022 EXHIBITOR ZONE**. FROM HERE YOU CAN ACCESS ALL THE INFORMATION YOU NEED TO SUCCESSFULLY EXHIBIT AT IBC2022.

RAI WEBSHOP

The IBC2022 Exhibitor Manual links through to additional services that you may wish to order for the IBC2022 show though the RAI Exhibitor Services Webshop. Please note that the RAI Exhibitor Services Webshop requires its own login credentials. For instructions on how to setup your RAI Webshop company account, please **click here**.

Once you have setup your RAI Webshop account, you can add your colleagues to your account - please click **here** for instructions.

Services you can order via the RAI Exhibitor Services Webshop:

- Additional Stand Cleaning
- AV
- Banners and Posters
- Catering
- Carpet
- Electricity
- Fire Extinguishers
- Furniture
- Graphics
- Hotel Accommodation
- Internet
- Lighting
- Parking
- Permits
- Personal Protective Equipment
- Plants and Flowers
- Rigging
- Stand Security
- Temporary Staff
- Waste Disposal
- Water Supply

HOTELS AND ACCOMMODATION

RAI Hotel Services is the only official housing agent offering hotel accommodation for IBC2022 attendees and exhibitors at special event rates.

By booking through RAI Hotel Services, you benefit from competitive deals on a wide selection of hotels, no administration fees or hidden charges and no minimum stay restrictions.

BOOK YOUR HOTEL FOR IBC2022

TOP TIP: CHECK OUT THE INTERACTIVE MAP AVAILABLE IN THE HOTEL BOOKING PORTAL FOR YOUR PREFERRED HOTEL LOCATION.

Dates and Deadlines

When ordering services for your stand, remember that there are deadlines for ordering. For a full list of deadlines, please refer to the **'Services & Deadlines'** section of the IBC2022 Exhibitor Manual which you can access through your **E-Zone**.

Forgotten Something?

If you have forgotten to order something before the event, visit one of the RAI helpdesks located in Park Foyer, Entrance C and Europa Foyer. You can order a number of services from these desks for your stand. It will be possible to place certain orders through the RAI Exhibitor Services Webshop during build-up and show days, however we encourage you to order everything you need in advance as onsite **orders will be subject to availability and a late ordering fee will apply.**

TOP TIP: ADD ORDERING DEADLINES TO YOUR DIARY TO ENSURE YOU DON'T MISS THEM!

MARKETING

Behind any good exhibition is a strong marketing campaign. It is vital that you inform new and existing customers that you will be at the event and promote your presence as much as possible.

Companies who utilise social media and the promotional opportunities available to them invariably have a better experience at events.

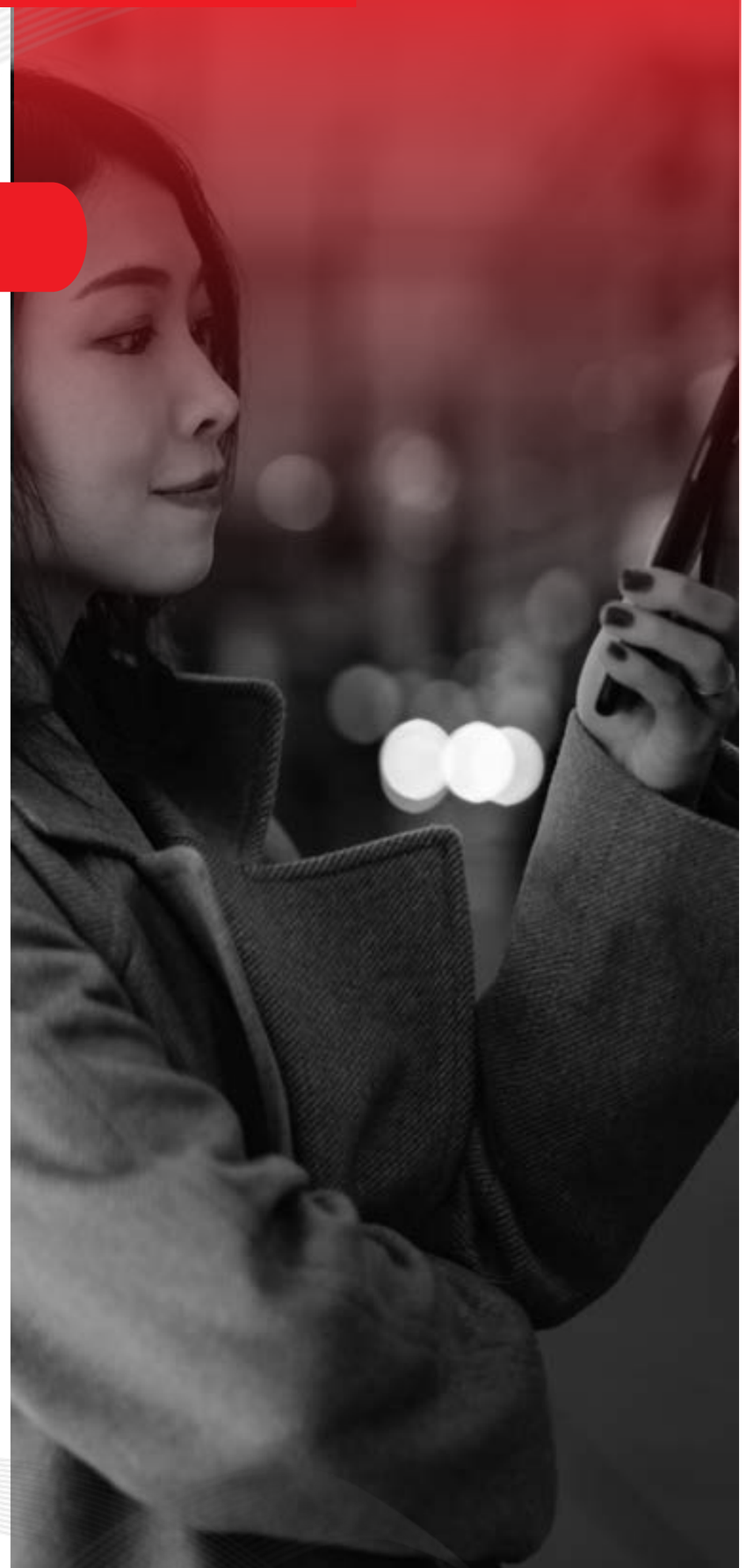
IBC HAS OVER

13,500
Connections on Linkedin page

42,044
Followers on Facebook

30,645
Followers on Twitter

9,442
Followers on Instagram



IBC2022

PRE EVENT MARKETING

IBC Marketing Toolkit

In order to help you get the most out the show we have we have created a Marketing Toolkit which will assist you in promoting your participation and help maximise the traffic to your stand.

Here you can download:

- IBC logo in different formats
- Email footers and online banners
- Print advert graphics
- And much more

The marketing toolkit is accessible in our online Exhibitor Zone **here**.

Exhibitor Customer Codes

What is an Exhibitor Customer Code?

Previously known as a Customer Ticket, an Exhibitor Customer Code is your exclusive invitation to your clients or prospects to visit you at IBC. They can then use this code to register for the IBC Exhibition for free, even after early bird registration has closed.

What will I get out of it as an exhibitor?

For every visitor who registers with a customer code, the exhibitor will receive their contact details as a lead. The benefit for the visitor is a free visitor pass and the benefit for the exhibitor is their contact details and confirmation that they have signed up using their code (meaning you as the exhibitor could arrange to meet on site).

How to Distribute Your Exhibitor Customer Code?

Access your Exhibitor Customer Code from your Exhibitor Registration Console (ERC), this is visible on the Welcome page when you first log in and is a 4 or 5 digit long number prefixed with IBC. Add your code to email marketing to potential customers, place reminders on your website, add customer code to all of your marketing material including adverts, banner, company websites and emails.

DIGITAL PROMOTION

IBC Brand

As an IBC exhibitor you have the exclusive opportunity to use the IBC logo to promote your presence at the show. Utilise this opportunity and associate yourself with the IBC brand before the event. Visit our Exhibitor Marketing Toolkit **here** to download the IBC logo and much and more.

Social Media

Social media is a great way to promote your attendance and help to drive more visitors to your stand. Follow IBC to keep up to date with the event and use our social media document to help with your social media plan. Follow IBC on **Facebook**, **Twitter**, **LinkedIn** and **Instagram** to keep up-to-date with the event. And check out the marketing toolkit for extra confimation **here**.

#IBC2022 #IBCShow

Connect with the Press

If you tell us who is managing your IBC PR activities, we'll ensure your PR colleagues have all the information they need to keep your company in the in the spotlight. Contact us **here**.

TOP TIP: LIST YOUR STAND NUMBER CORRECTLY TO AVOID CONFUSION! E.G. 8.A11 OR 7.F16

IBC Daily and IBC365 – Free and paid opportunities!

Every hall at IBC is appointed an IBC journalist, who source news from their respective exhibitors to be published on the news section of IBC365 pre-show and then to appear within the IBC Daily magazine onsite at the show.

These journalists will contact you to ask for key stories from your company. These include new product launches, exciting customer deployments, mergers and acquisitions, major new hires other topical updates that will interest and educate the IBC community.

In advance of your IBC journalist getting in touch with you to hear your latest news, you can send your latest news to **ibcdailyeditorial@ibc.org**

Before the show, the IBC Daily starts up as an email newsletter known as the IBC E-Daily. Your stories can appear in this weekly resource sent on Mondays all the way up until the show, starting early June.

At the show, the popular IBC Daily magazine is published every day. Whilst typically found distributed around the show as a printed magazine, IBC2022 will feature a digital Daily with wider online distribution and new opportunities for advertisements, such as animated ads and slideshows.

Advertisements and advertorial pieces are available in the IBC Daily magazine and E-Daily magazine for any budget level.

Interviews, opinion pieces, longer-form articles and other assets such as whitepapers can all be published on IBC365 during the whole year to expand your reach, share news and insights about your portfolio and set yourselves up as experts and thought leaders within the industry.

Pre-Show Lead Generation

Whether the media and entertainment industry vertical is a smaller part of your company's activities, you are newly entering the industry or you need fresh data to expand your sales and marketing pipeline, engaged actionable leads collecting in the months ahead of the show are crucial.

There are a range of options, both free and paid, to make use of within IBC's channels. From leveraging IBC's significant social media following and online community channels, to paid lead gen campaigns, maximise your list of prospects to connect with at the show by checking out the options **here**.

Pre-Show Brand Awareness

There are thousands of companies in our industry, all vying for attention at a busy trade show and trying to connect with the same senior buyers at Tier 1 broadcasters and content owners. Raise the profile of your company and benefit from better brand recognition in the busy exhibition halls with advertising and exposure opportunities in the months ahead of the show. More information can be viewed **here**, to align with your current marketing campaigns.

Pre-Show Thought Leadership

Modern marketers know that buyers want to know they are investing with trusted experts and partners. With the lines between unique selling points across vendors being increasingly blurred as software innovation progresses and the cost and need for hardware falls, exhibitors are increasingly putting budget behind activities which raise their status as leaders and authorities in front of customers. Take part in high-profile engagements such as on-stage speaking opportunities, executive interviews, and exclusive tours to gain this acclaimed position in the industry. Find out more **here**.

Get in touch with the IBC Sales team – sales@ibc.org to discuss your challenges and requirements and scope out what will work for your needs and budget

ONSITE MARKETING

SOCIAL MEDIA ONSITE

Your social media marketing should not stop during the event. It is a free and very powerful way to create 'noise' about your company during the show. Don't forget to tag IBC and use our hashtags to help increase your reach and help us to share your posts.

SPONSORSHIP AND PROMOTIONS

IBC offers a range of tailor-made promotion, sponsorship and networking packages.

From digital marketing on IBC.org to sponsored conference sessions or branding around the show and around Amsterdam, make the most of the opportunity to highlight and expand your brand beyond the show floor. Find out more information on available packages **here**.

ONSITE BRANDING & SIGNAGE

Even with the IBC app, video signage, floor stickers, help desks and human guides, an IBC show is a busy place. Help to guide visitors to your stand and grab the attention of potential customers with major signage such as hanging banners, outdoor and indoor pillars and towers, directional floor signage and inventive branding in key footfall areas like the restrooms, metro and badge collection areas. Find out more **here**.

IBC STAND DESIGN

IBC has a wide selection of carefully chosen Verified Suppliers that offer a diverse range of services to help with all your event needs.

Our Verified Suppliers work closely with the IBC team all year round to ensure that their quality of service and high level of customer care is in line with the IBC brand.

You can find out more information and contact details for our verified suppliers **here**.

POST – EVENT MARKETING

FOLLOW UP YOUR LEADS

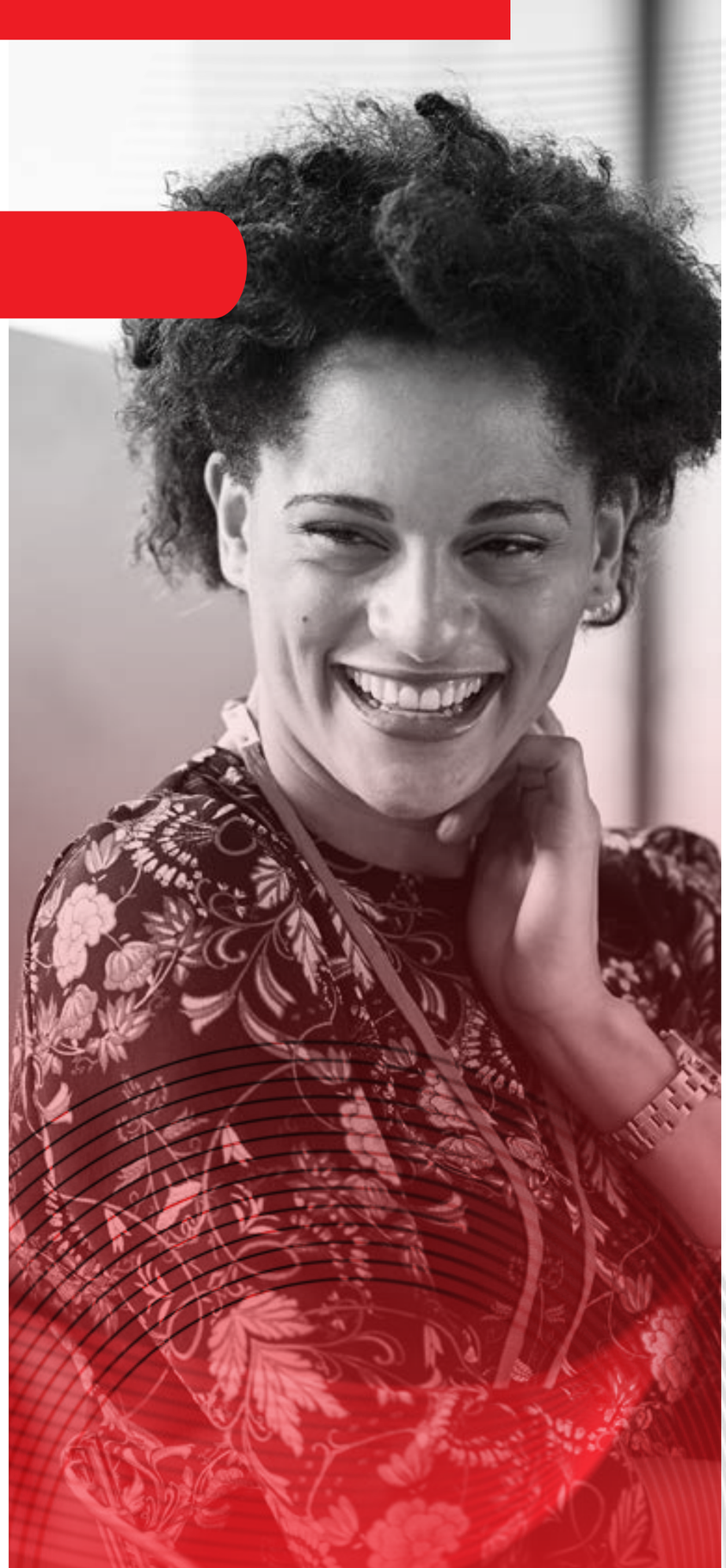
If you have purchased a lead retrieval device, use the post-show hype to thank those who visited you at your stand and further promote your company.

SOCIAL MEDIA

Don't forget to share pictures and videos of your time at the event, post-show. Again, use the hashtags #IBC2022 and #IBCShow to get a wider reach.



AT THE SHOW



DISCOVER AMSTERDAM

Amsterdam is a bustling European hub with unparalleled amounts of history, culture and activities. With breath-taking canals and exquisite architecture, this city never ceases to amaze.

Check out the **I amsterdam website** for more information about what Amsterdam has to offer.

YOUR STAND

It is important that your stand is occupied at all times. In order to help with this, create a staff rota so that you can effectively plan breaks and lunch.

Your staff are the ambassadors of your company. Make sure that their appearance and demeanour presents an image of your company that you want to promote. It is a good idea to fully brief staff every morning. Staff should be friendly and approachable at all times. Most importantly, don't forget to smile!

TOP TIP: FOR IBC2022 TRY AND BRIEF YOUR STAFF BEFORE GOING ONSITE TO SAVE TIME PRE-SHOW

ON THE STAND

IBC provides a basic stand cleaning service but you may want to give it a once over each morning before the show.

Stand etiquette is a very important part of exhibiting but one that is often over looked by exhibitors. Poor stand etiquette could be the difference between someone stopping by your stand or not.

THINGS TO AVOID!

- Chewing gum
- Playing on your phone
- Eating food
- Bad language

TOP TIP: YOU CAN HIRE STAND HOSTESSES FROM THE RAI WEBSHOP

ORDERING FOOD

RAI Amsterdam offer a range of catering options to exhibitors from pre-packed lunch bags to delicious coffee specialities or spectacular cocktails.

Exhibitors can pre-order food and drinks for your build-up staff and arrange on-stand catering for the event through the **RAI Exhibitor Services Webshop** which can be accessed via the online **Exhibitor Zone**. Catering orders will be delivered directly to your stand.

For tailor-made catering requests please contact RAI Exhibitor Services on **es@rai.nl**.



CHECKLISTS

PRE-EVENT

- ☐ Stand insurance
- ☐ Car parking
- ☐ Additional stand cleaning
- ☐ Catering
- ☐ Flights/Transfers
- ☐ Stand security
- ☐ Hotel
- ☐ Restaurant tables
- ☐ Meetings with attendees
- ☐ Register your staff
- ☐ Customer ticket
- ☐ Press release
- ☐ Lead retrieval
- ☐ _____
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- ☐ _____
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- ☐ _____

PRE-EVENT

- ☐ Stationery
- ☐ Band-aids/plasters
- ☐ Extra extension cords or double adaptors
- ☐ Phone chargers
- ☐ Marketing material
- ☐ Paper
- ☐ Batteries
- ☐ Shipping labels filled out for return shipment
- ☐ Cameras
- ☐ Your diary (for appointment setting)
- ☐ Business cards of various staff members
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POST EVENT

HOW DO I SIGN UP FOR NEXT YEAR? IBC2023 EXHIBITION BOOKING PROCESS

Following on from last year, we will again be selling off the floorplan for IBC2023. This will enable exhibitors to have clarity on their stand location at the time of booking rather than waiting three to four months for confirmation. This process will require exhibitors to book their stand space for 2023 during the IBC2022 show, at which point their location is immediately confirmed. Re-booking for the top 50 customers will take place 1 - 5 August. All other exhibitors will be informed of their on-site booking slot in early August. For more information please visit our FAQs.

FEEDBACK IS INVALUABLE!

After the event please do let the IBC Account Management Team know your feedback on the event. We will always try to speak to you during the show, but if we have not had the chance to, please send through an email or feel free to call us to let us know how the show was for you. Good or constructive feedback will always help us move forward to an even better show the next year! You will be able to find the Account Management team in the Holland Lounge Sales Office located on the first floor next to Hall 12, above the Holland Entrance C.

SHOW AND VENUE FAQS

HOW DO I GET TO THE RAI?

RAI Amsterdam is situated next to Amsterdam's A10 orbital motorway (exit S 109). It is just ten minutes by train from Amsterdam Schiphol international airport. RAI Amsterdam is most easily accessible by train, metro, tram or taxi.

Travelling to and from the RAI could not be easier with Amsterdam's extensive network of public transport. For more information, visit **here**.



IBC2022

CAN I REGISTER FOR MY PASS ONSITE?

No. All registrations for IBC2022 must be completed before you arrive at the RAI Amsterdam. On the day registrations will be possible online only so please contact your coordinator who will need to register you. Once you receive your confirmation email you can then collect your badge onsite.

WHERE CAN I FIND THE IBC ORGANISERS AT THE SHOW?

You can find the IBC Organisers in the Holland Lounge Sales Office located on first floor next to Hall 12, above the Holland Entrance C.

WHERE CAN I ACCESS THE INTERNET?

IBC provides free Wi-Fi access in the public areas and lounges. Wi-Fi access zones will be clearly signposted onsite.

IS THERE PARKING?

RAI Amsterdam offers ample and affordable parking onsite and around the venue including 30 electric charging stations.

Parking tickets are available to purchase prior to the event through the **RAI Exhibitor Services Webshop** for both daily and multiple day parking. These can also be purchased when you are onsite.

TOP TIP: SECURE YOUR PARKING TICKETS IN ADVANCE TO AVOID QUEUING AT THE PAYMENT TERMINALS ONSITE.

ARE THERE ANY PLACES TO EAT ONSITE?

RAI Amsterdam offers a selection of restaurants and catering outlets which are operational during build-up, all open days of the show and through to the end of the breakdown. Details of the opening times will be issued onsite on the first day of build-up.

For more information about food and drinks at the RAI Amsterdam, please visit **here**.

IS THERE ANYWHERE FOR ME TO PRACTICE MY RELIGION?

A quiet/prayer room with washing facilities is situated in the basement of Hall 13. Onsite signage will direct you to its exact location.

NOT FOUND AN ANSWER TO YOUR QUESTION?

Please feel free to always get in touch with your dedicated IBC Account Manager, we are here to help.

Exhibitors in Halls 1, 8 and OE:
Roman Wolujewicz,
Account Manager E: rwolujewicz@ibc.org

Exhibitors in Hall 2, Meeting Suites and Balcony Suites:
Kimberly Lightfoot,
Account Manager E: klightfoot@ibc.org

Exhibitors in Halls 5 (Content Everywhere), 9, 11 & 13
Lucy Davis,
Account Manager E: ldavis@ibc.org

Exhibitors in Halls 6, 7, 10, 12, Pods and RAI Meeting Rooms
Kevin Van T' Kruys,
Account Manager E: kvantkruys@ibc.org



IBC2022

WE HOPE YOU ENJOY IBC2022!