



IBC2023

IBC Exhibiting Opportunities

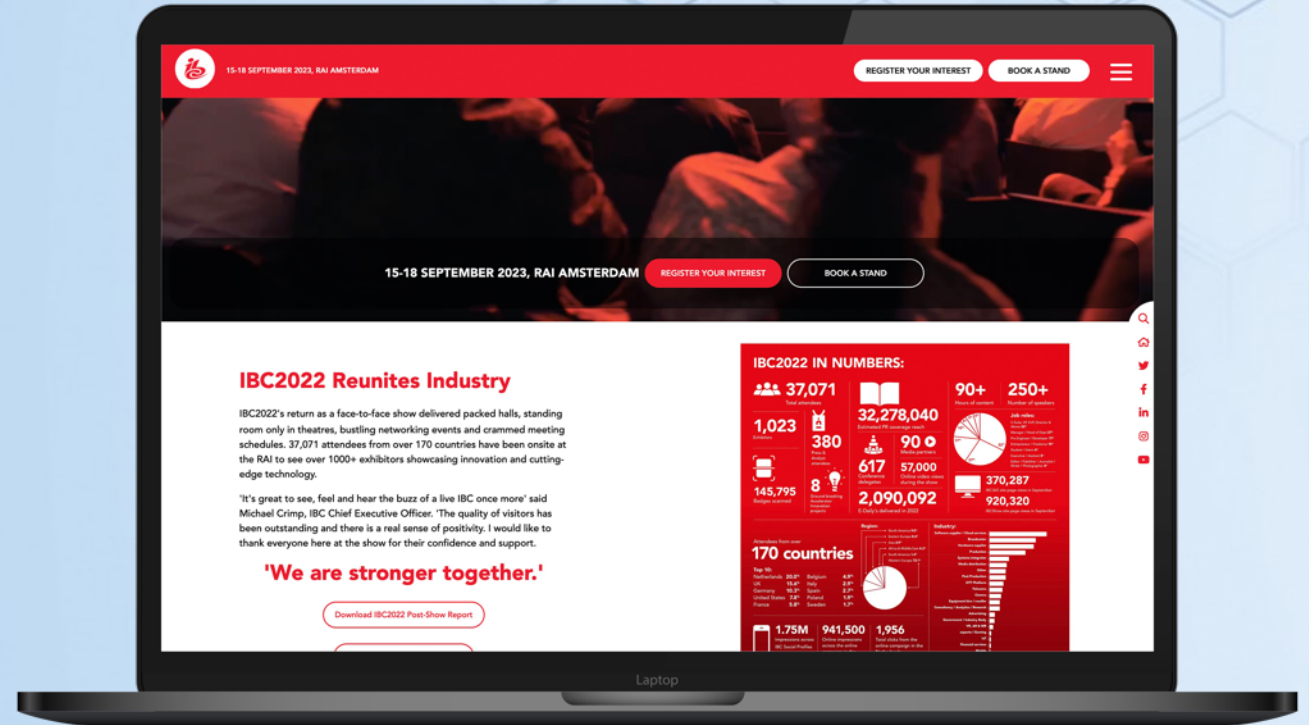


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As the premier event for the media, entertainment and technology industries, IBC reaches end-users from 150 countries across all tech sectors. Exhibitors at the show take advantage of a truly unique gathering of the best and brightest networkers, buyers, innovators and leaders. Join them in marketing your products and **services to the people you want to speak to.**
IBC2023 will take place on 15 - 18 September 2023.

Exhibition and meeting spaces are available in multiple sizes and formats to support any public or private show floor presence, from ready-to-occupy pods, ready-to-customise pre-built shell schemes and completely bespoke space only stands.



SPACE ONLY STAND

The best option for unlimited flexibility, customisation and maximum impact, you can appoint a stand builder and create a stand to meet your requirements and budget. The minimum size for Space Only is 30sqm. Two storey "double-decker" stands are possible in most halls at a surcharge of only 25% of the Space Only rate.

Halls 1, 7 and 12 are 'premium' halls based on the higher demand for space in order to incentivise exhibitors to consider all locations.



Space Only rate includes:

- Floor space only, ready for you to design and build your own custom stand
- Basic stand cleaning
- Inclusion in the IBC exhibitor list, the IBC mobile app and other IBC promotional material
- A basic listing on Map Your Show with the opportunity to upgrade
- Unlimited customer tickets - free entry to the exhibition for your customers with the ability to track their engagement (available in the Exhibitor Registration Console)
- Use of the official list of registered members of the press (available in the Exhibitor Marketing Toolkit closer to the show)
- Access to a wide range of sponsorship, promotional and event opportunities throughout the year and during show
- Ability to organise additional private meeting space
- Opportunity to submit editorial and press releases for inclusion in the IBC Daily magazine and IBC E-Daily newsletter (the official daily publication covering the latest industry news from the show floor and the pre-show newsletter)

RATE	PREMIUM HALL 1,7 & 12 - £/sqm	STANDARD - £/sqm
Standard	£427	£410

ENHANCED SHELL SCHEME

With an Enhanced Shell Scheme, you are taking advantage of IBC's economy of scale and making use of essential add-ons at a discount compared with organising them independently. Benefit from bundled furniture, customised build, lead retrieval, internet and logo board - this is the ultimate turnkey package.

Halls 1, 7 and 12 are 'premium' halls based on the higher demand for space in those areas. The standard rate is lower in order to incentivise exhibitors to consider all locations.



Enhanced shell scheme rate includes:

- High quality stand walls (2.5m high)
- A backdrop wall for branding (2m wide x 2.5m high) with your logo on a 1m x 1m panel
- A choice of carpet tiles from a standard colour range (dark blue carpet tiles as standard)
- Two integrated TV columns available in a range of standard colours (1m wide x 2.5m high) complete with company name (affixed screens can be arranged)
- Convenient lockable storage room (2m x 1m)
- 3kW (13A) daytime power supply including one double wall socket
- Aluminium LED track light (11W) - one spotlight for every 4sqm
- A wired internet connection of minimum 1 Mbps
- A high table complete with four bar stools and a literature rack
- Basic stand cleaning

RATE	PREMIUM HALL 1,7 & 12 - £/sqm	STANDARD - £/sqm
Standard	£826	£737

ENHANCED SHELL SCHEME

Wider exhibitor benefits include:

- A sales lead retrieval handset for scanning customer badges
- Inclusion in the IBC exhibitor list, the IBC mobile app and other IBC promotional material
- A basic listing on Map Your Show with the opportunity to upgrade
- Unlimited customer tickets - free entry to the exhibition for your customers with the ability to track their engagement (available in the Exhibitor Registration Console)
- Use of the official list of registered members of the press (available in the Exhibitor Marketing Toolkit closer to the show)
- Access to a wide range of sponsorship, promotional and event opportunities throughout the year and during show
- Ability to organise additional private meeting space
- Opportunity to submit editorial and press releases for inclusion in the IBC Daily magazine and IBC E-Daily newsletter (the official daily publication covering the latest industry news from the show floor and the pre-show newsletter)

Enhanced Shell
Scheme Specifications



STANDARD SHELL SCHEME

With a shell scheme you are getting a pre-built space that requires minimal customisation. Perfect if you need to turn-up-and-show in the shortest time possible without any hassle. The package provides a shell - walls, carpet, spotlights and power socket - creating the perfect base for you to add as necessary. The minimum size for a shell scheme is 9sqm and all stand walls are 2.5m high.

Halls 1, 7 and 12 are 'premium' halls based on the higher demand for space in those areas. The standard rate is lower in order to incentivise exhibitors to consider all locations.



Standard shell scheme rate includes:

- Standard white shell scheme walls (2.5m high)
- Company name and stand number on the fascia panel
- Dark blue carpet tiles
- Aluminium LED track light (11W) - one spotlight for every 4sqm
- 3 kW (13A) daytime power supply including one double wall socket
- Basic stand cleaning

RATE	PREMIUM HALL 1,7 & 12 - £/sqm	STANDARD - £/sqm
Standard	£584	£563

STANDARD SHELL SCHEME

Wider exhibitor benefits include:

- Inclusion in the IBC exhibitor list, the IBC mobile app and other IBC promotional material
- A basic listing on Map Your Show with the opportunity to upgrade
- Unlimited customer tickets - free entry to the exhibition for your customers with the ability to track their engagement (available in the Exhibitor Registration Console)
- Use of the official list of registered members of the press (available in the Exhibitor Marketing Toolkit closer to the show)
- Access to a wide range of sponsorship, promotional and event opportunities throughout the year and during show
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Shell Scheme
Specifications



MEETING SUITES

Meeting suites are available as pre-built and ready-to-occupy with furniture included or with just the fundamental walls, power and carpet for you to customise the internals to your requirements. Found in a dedicated meeting suite area at the show next to Hall 8, meeting suites offer a calm and private atmosphere without busy through-traffic but still close to the action and main exhibition features.

As IBC is first and foremost an open and public trade show, full of available exhibition spaces for visitors to interact with, meeting suite users are asked to use either a main public exhibition space or reach a minimum spend between the cost of meeting space and sponsorships of £22,000.

Package 1 - Ready to occupy meeting room - available from 16sqm (4m by 4m)

- Standard white shell scheme walls (2.5m high) - ready for branding/messaging
- 1 x lockable door
- Fascia board with a company name and meeting suite number
- 1 x perspex window panel (1m wide x 2.5m high)
- 1m x 1m colour company logo - mounted on white foamex board and placed on front wall
- Dark grey carpet (colour can be changed)
- 1 x 3kW (13A) daytime power supply
- 4 x LED spotlights
- 1 x lockable cabinet
- 1 x waste bin
- Chairs and table to accommodate 8 people
- Basic stand cleaning
- Plus the wider exhibitor benefits....



MEETING SUITES

Package 2 - Bespoke meeting room - available from 40sqm

- Standard white shell scheme walls (2.5m high) - ready for branding/messaging
- 1 x lockable door
- High quality stand build with white walls (2.5m high) - ready for branding/messaging
- 1 x lockable door
- Fascia board with a company name and meeting suite number
- Dark grey carpet (colour can be changed)
- 2 x 3kW (13A) daytime power supply
- 1 x LED spotlight per every 4sqm
- Basic stand cleaning
- Plus the wider exhibitor benefits....

PACKAGE 1 (4m x 4m) rate	£/sqm
Standard	£596
PACKAGE 2 (bespoke) available from 40sqm	£/sqm
Standard	£441

Wider exhibitor benefits include:

- Inclusion in the IBC exhibitor list, the IBC mobile app and other IBC promotional material
- A basic listing on Map Your Show with the opportunity to upgrade
- Unlimited customer tickets - free entry to the exhibition for your customers with the ability to track their engagement (available in the Exhibitor Registration Console)
- Use of the official list of registered members of the press (available in the Exhibitor Marketing Toolkit closer to the show)
- Access to a wide range of sponsorship, promotional and event opportunities throughout the year and during show
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Meeting Suite
Specifications



OUTSIDE SPACE

Outside space is exactly as it sounds – space outside of the exhibition halls right at the front of IBC2023, perfect for displaying outside broadcast vehicles, mobile satellites, drones or exhibits requiring an outside environment.

Outside Space rate includes:

- Floor space only, ready for your vehicle to park and deploy
- Inclusion in the IBC exhibitor list, the IBC mobile app and other IBC promotional material
- A basic listing on Map Your Show with the opportunity to upgrade
- Unlimited customer tickets - free entry to the exhibition for your customers with the ability to track their engagement (available in the Exhibitor Registration Console)
- Use of the official list of registered members of the press (available in the Exhibitor Marketing Toolkit closer to the show)
- Access to a wide range of sponsorship, promotional and event opportunities throughout the year and during show
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RATE	PRICE - £/sqm
Standard	£198





POD STAND PACKAGE

Pods are a popular exhibition package designed to provide a lower-priced entry point into the IBC exhibition for companies with a small team who want to demo software or table top hardware. Located on the busy flyover walkway between Halls 7 and 8.

The Pod package includes all of the essential basics:

- High quality pod and build
- 2 x high stools and 1 x counter/storage unit
- Company name on the pod
- 3kW (13A) daytime power supply
- Basic lighting - 1 x LED spotlight
- Standard broadband connection (1 Mbps)

Wider exhibitor benefits include:

- Inclusion in the IBC exhibitor list, the IBC mobile app and other IBC promotional material
- A basic listing on Map Your Show with the opportunity to upgrade
- Unlimited customer tickets - free entry to the exhibition for your customers with the ability to track their engagement (available in the Exhibitor Registration Console)
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RATE	PRICE - £/pod
Standard	£4,932

Pod Stand
Specifications



BALCONY SUITES

Balcony Suites are available along the balconies on both sides of Hall 1 for use as additional space for hospitality suites, offices, demo areas or presentation areas. As IBC is first and foremost an open and public trade show, full of available exhibition spaces for visitors to interact with, balcony suite users are asked to use either a main public exhibition space or reach a minimum spend between the cost of meeting space and sponsorships of £22,000.

Pre-Built Balcony Suites include:

- Standard white shell scheme walls (2.5m high) - ready for branding/messaging
- Plinth of 10 cm for stability and lights
- 1 x lockable door
- Fascia board with a company name and suite number
- Dark grey carpet (colour can be changed)
- 8 x LED spotlights
- 2 x 3kW (13A) daytime power supply
- Grid ceiling with strips of white muslin
- Basic stand cleaning
- Additional lighting, power, internet, water and waste connections can also be provided in these areas



RATE	PRICE - £/sqm
Standard	£330

[Balcony Suites](#)
[Specifications](#)





RAI MEETING ROOMS

Available in various sizes, from large theatres to small rooms, RAI Meeting Rooms are available daily to companies with main exhibition stands. Ideal for meetings, press events or demos. These rooms are found off the show floor in areas around the entire RAI venue, accessible by foot, elevator or staircase.

MEETING SPACE	PRICE - £/sqm
RAI Meeting Rooms	From £774

PARTNER HOTELS

Partner Hotels - IBC has partnered with several major Amsterdam Hotels to offer IBC Exhibitors an even more varied selection of meeting and event facilities during IBC2023.



IBC2023

Thank You

Please contact the Sales team for further information

sales@ibc.org