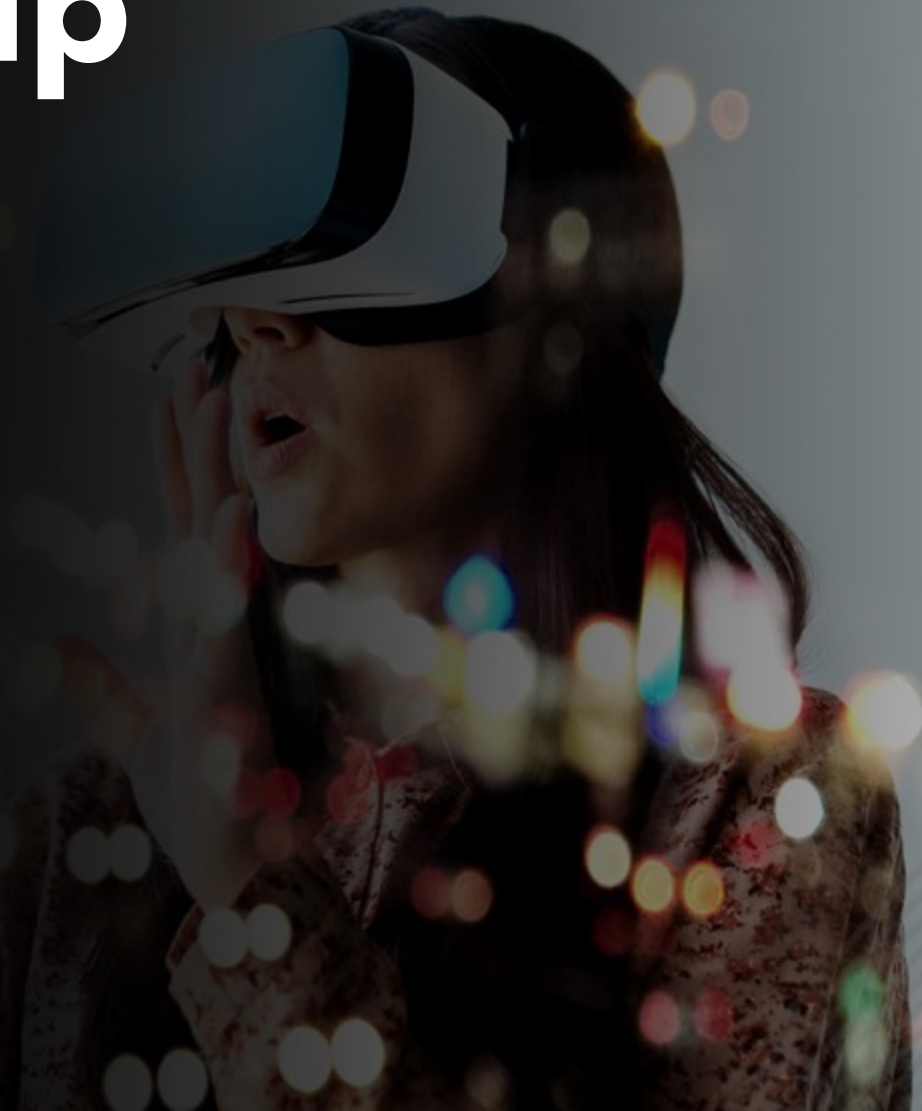




IBC2023

# IBC Sponsorship and Branding Opportunities





# Contents

## **//IBC365 PACKAGES//**

- 05 [IBC365](#)
- 06 [IBC365 WEBINARS](#)
- 07 [IBC DAILY](#)
- 08 [SPONSORSHIP OF WEEKLY E-BULLETIN NEWSLETTER](#)
- 09 [IBC E-DAILY](#)
- 10 [IBC365 THEMED WEEK - SOLE SPONSORSHIP](#)
- 11 [IBC365 SPONSORED CONTENT](#)
- 12 [IBC PODCAST](#)
- 13 [ONLINE BANNER ADVERTISING](#)
- 14 [ROUNDTABLES](#)

## **//IBC SHOW PACKAGES//**

- 16 [IBC SHOW](#)
- 17 [SHOWCASE THEATRE](#)
- 18 [SHOWCASE THEATRE SPONSORSHIP PACKAGE](#)
- 19 [INNOVATION STAGE](#)
- 20 [VISITOR REGISTRATION ONSITE & ONLINE](#)
- 21 [VISITOR BADGES / VISITOR LANYARDS](#)
- 22 [SHUTTLE BUSES](#)
- 23 [CHARGING STATIONS](#)
- 24 [MEDIA CENTRE](#)
- 25 [SIGNAGE, POSTERS, BANNERS AND GRAPHICS](#)

## **//IBC2023 ACCELERATOR PROGRAMME//**

- 27 [ACCELERATOR PROGRAMME SPONSORSHIP PACKAGES](#)



## LEAD GENERATION, THOUGHT LEADERSHIP & BRAND AWARENESS

Across both the physical show and year-round on IBC365, IBC goes to ever-greater lengths to work with our sponsorship partners to design content solutions which inform, inspire, and educate.

Whether off-the-shelf or bespoke, all promotional opportunities and sponsorships are designed to maximize your engagement with the IBC community pre, during or post-show.

Items, packages and campaigns offer a mix of **Lead Generation, Thought Leadership and Brand Awareness**, working alongside the stand space options on the showfloor.

By partnering with IBC, you can widen your reach, gain brand exposure and immediate, actionable and engaged leads to nurture, build relationships and close important business with.





# //IBC365 PACKAGES//





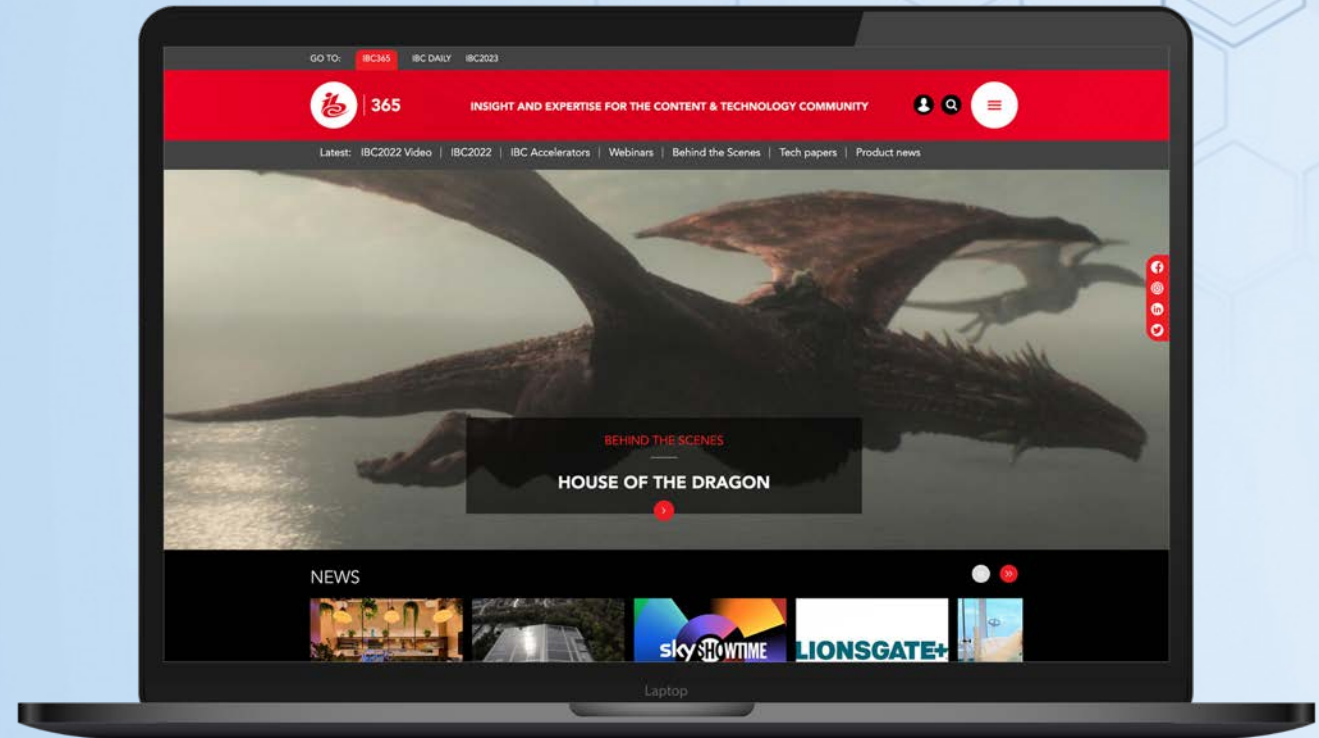


## IBC365

IBC365 has over **28,341** active users per week and a core audience of over **95,000** subscribers and it leverages this significant database of your potential clients to offer a range of targeted, broad and bespoke demand generation and qualification tools. This helps vendors and manufacturers reach prospects and new clients, whilst respecting and offering value to this audience.

Partnering with IBC365 will provide you with the opportunity to position your brand as a thought leader across the IBC community, as well as widening your reach to **gain brand exposure through digital marketing pre-show, advertising on the E-Daily and on the IBC365 E-Bulletin newsletters.**

You will also benefit from immediate, actionable and engaged leads to nurture, build relationships and close important business with.





## IBC365 EXCLUSIVE WEBINARS

Demonstrate thought leadership by collaborating with the IBC team on a topic of your choice, selecting panellists and directing content to create a powerful marketing asset for use in wider promotional campaigns.

Each exclusive webinar 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 attendees after the webinar has taken place.

- **Showcase your brand**
- **Demonstrate thought leadership on key topics**
- **Target specific End Users**
- **Access to all opted in attendees**
- **Partner on an IBC theme with fantastic speakers**

| EXCLUSIVE WEBINAR        | PRICE   |
|--------------------------|---------|
| Single 40-minute session | £17,500 |

## IBC365 CO-HOSTED WEBINARS

Co-hosting a relevant IBC365 webinar allows you to bring one expert to join a panel of other industry leaders.

Each co-hosted webinar programme is supported by a dedicated marketing campaign driving the capture of leads from registrations before, live and on demand.

| IBC365 CO-HOSTED WEBINARS     | PRICE  |
|-------------------------------|--------|
| Co-hosted webinar sponsorship | £7,500 |

[VIEW PAST](#)[WEBINARS](#)

RECENT  
HOSTS AND  
CO-HOSTS  
OF IBC365  
WEBINARS  
INCLUDE:



IBM Aspera



ROHDE &amp; SCHWARZ

Limelight

Schneider Electric



Synamedia

3SS

appliCaster

OWNZONES

TIVO

Microsoft

tedial

NEP

NAGRA

COMCAST







## IBC DAILY

Advertising in the IBC Daily is your chance to enhance your branding, attract visitors to your stand and ensure that your sales team gets face to-face with your customers. IBC employs the best international editorial team in the business to work with exhibitors by hall and by specialist technology area.

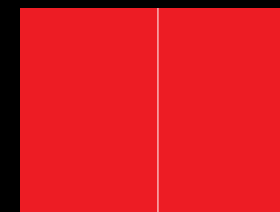
The IBC Daily, available digitally and in print for 2023, contains the latest exhibitor news and product launches plus views and opinions from the exhibition show floor and conference. Accessible via all devices, the IBC Daily will have a wider global readership than ever.

- **Product & Technology Focused**
- **4 x Live Show issues (Friday-Monday)**
- **Multiple editions of IBC E-Daily sent pre-show & post show**
- **4 x Live Show editions of IBC E-Daily**

| IBC DAILY ADVERT SIZES | PRICE  |
|------------------------|--------|
| Full page DPS          | £9,500 |
| Full page              | £5,050 |
| 1/2 Page vertical      | £3,705 |
| 1/2 Page horizontal    | £3,705 |
| 1/3 Page horizontal    | £2,660 |
| 1/5 Page tabloid       | £2,290 |

**25,000**  
digital editions  
viewed

### IBC DAILY ADVERT SIZES



**Double Page Spread**  
Trim 420mm (w) x 297mm (h)  
Bleed 426mm (w) x 303mm (h)



**Full Page**  
Trim 210mm (w) x 297mm (h)  
Bleed 216mm (w) x 303mm (h)



**1/2 Vertical\***  
93mm (w) x 271mm (h)



**1/2 Horizontal\***  
190mm (w) x 133.5mm (h)



**1/3 Horizontal\***  
228mm (w) x 111mm (h)



**1/5 Tabloid\***  
228mm (w) x 60mm (h)

\*All fractional ads are type area only



## SPONSORSHIP OF WEEKLY E-BULLETIN NEWSLETTER

The IBC365 E-Bulletin is a weekly newsletter sent all year round to around **95,000 of IBC365's subscribers**.

Reporting on topical issues and notable breaking news fed by the IBC365 platform, this is your opportunity to increase your brand awareness and benefit from open rates averaging well above industry norms and from the qualified leads that are generated by the E-Bulletin.

| E-BULLETIN SPONSORSHIP                               | PRICE            |
|--|------------------|
| Top banner 600 x 74 (desktop) & 300 x 50 (mobile)    | £2,000 per month |
| Banner 600 x 74 (desktop) & 300 x 50 (mobile)        | £1,750 per month |
| Bottom banner 600 x 74 (desktop) & 300 x 50 (mobile) | £1,500 per month |



# 20%

Average open rate E-Daily

# 12%

Average clickthrough rate E-Daily

# 341,667

E-Daily newsletters delivered

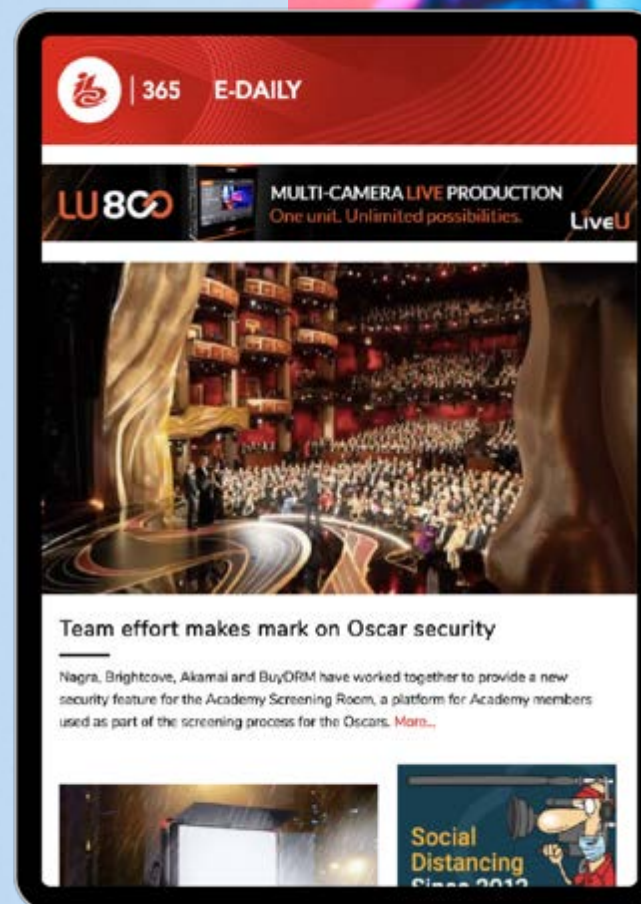


## IBC E-DAILY

The IBC E-Daily includes exhibitor news, product launches and conference news. It is sent to all IBC registrants. Advertising and branding opportunities include:

- Preview product launches
- Promote stand location
- Generate appointments for the show
- Drive onsite visitors to your stand

| IBC E-DAILY ADVERT SIZES   | PRICE  |
|----------------------------|--------|
| Leaderboard (600 x 75)     | £2,740 |
| Top MPU (230 x 190)        | £2,510 |
| Mid MPU (230 x 190)        | £2,150 |
| Mid-text Banner (350 x 55) | £1,710 |
| 1/2 MPU (230 x 75)         | £1,010 |



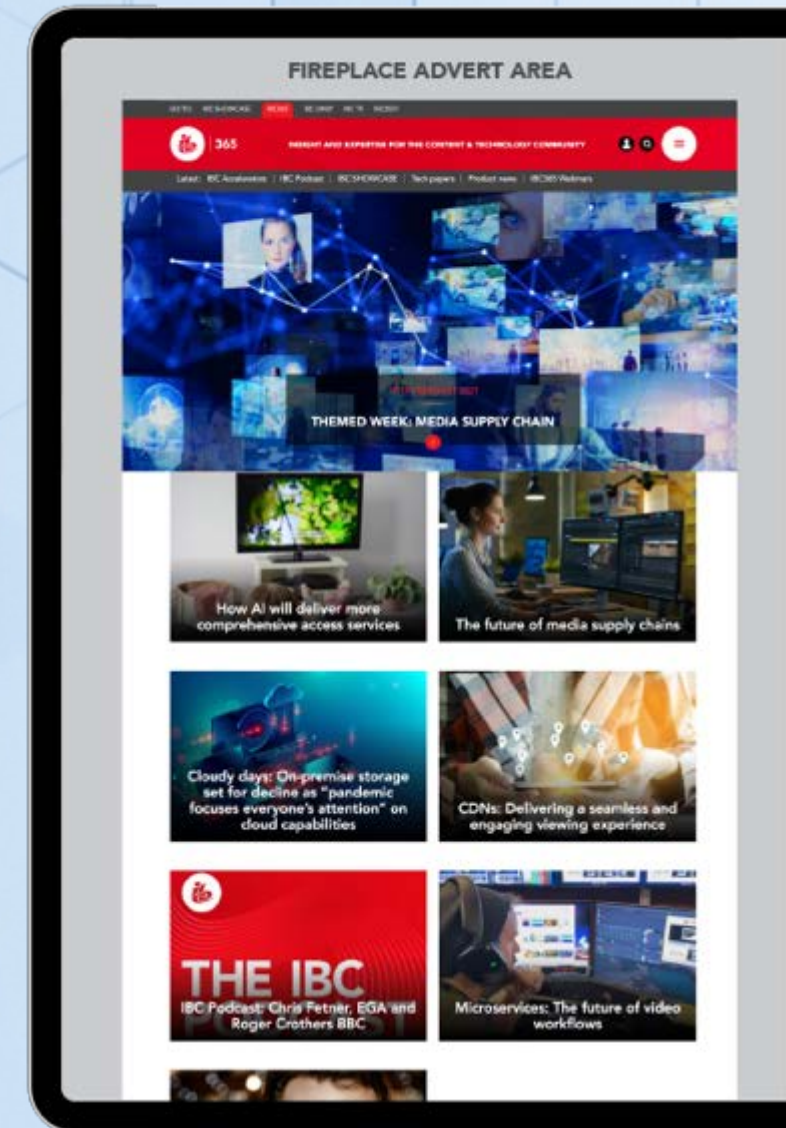
## IBC365 THEMED WEEK - SOLE SPONSORSHIP

Sole sponsorship of one of IBC365's themed weeks will position your brand as the dominant thought leader for that section of the industry. This package includes extensive editorial coverage around all the content streams available on the platform.

| PACKAGE   |
|---|
| <b>Named as Themed Week Sponsor</b> with run of site branding and logo across IBC's marketing channels  |
| <b>High profile themed week landing page fireplace banner</b> (see right), during month of themed week  |
| <b>Dedicated editorial content:</b> Executive Interview, case study, industry trends piece, hosted whitepaper or product demo video opportunity, Themed Week's showcase webinar sponsorship |
| PRICE   |
| <b>£30,000</b>  |

Fireplace creatives should meet the following specifications:

- Minimum width should be 1280 pixels but can be wider
- Minimum height should be 1000 pixels
- Content area (white centre) must be 1024 pixels wide and should be in the middle of the graphic







## IBC365 SPONSORED CONTENT

Sponsored content options allow you to catch and maintain the attention of your customers with engaging and relevant content aligning with the overall style and themes that IBC365's **95,000+ subscribers engage with.**

| SPONSORED CONTENT     | PRICE  |
|-----------------------|--------|
| Executive interview   | £5,000 |
| Industry trends piece | £2,500 |
| Case study piece      | £2,500 |
| Opinion piece         | £3,500 |





## IBC PODCAST

The IBC Podcast features discussions with technologists, conversations with creatives, in-depth interviews with industry leaders and provides the inside track on IBC.

Sponsored interview/segment or video opportunities are available. Have a sponsored interview/segment in the IBC podcast or be the main sponsor, with a message at points within each episode.

### IBC365 PODCAST SPONSORSHIP

Sponsor message at beginning, middle and end of podcast

Interview slot of ten mins on one episode. Either with a person from vendor or a client case study

Company name/logo on podcast pages/articles/ hosting sites

Sponsor logo added to IBC Podcast artwork

### PRICE

£10,000



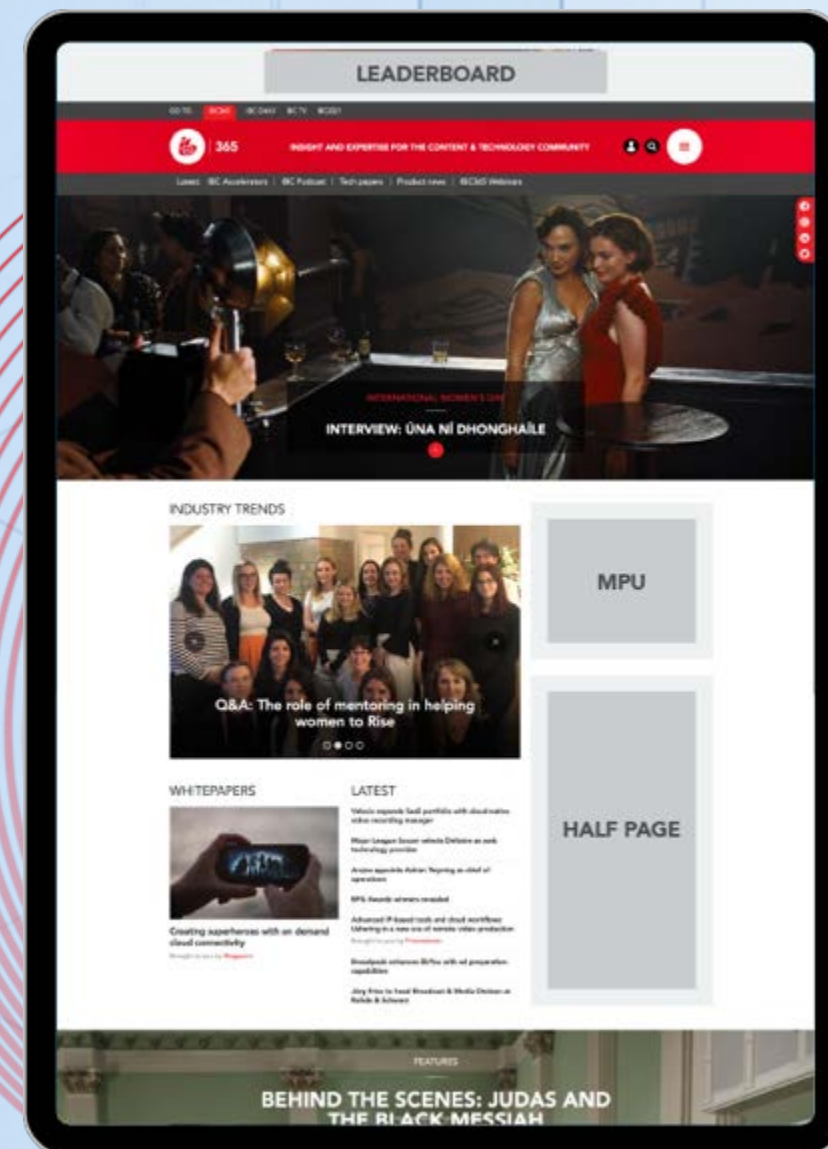


## ONLINE BANNER ADVERTISING

IBC has a strong online presence across the industry and a high volume of web traffic throughout the year that averages **31,000 monthly impressions**.

An online banner advertisement on the IBC365 platform, IBC show website or the virtual IBC showcase guarantees high visibility to this extensive and engaged audience, promoting your brand to both potential and existing customers. Choose from leaderboard, MPU or half-page advertisements to showcase your brand, product or service.

| AD TYPES   | PRICE            |
|--|------------------|
| Leaderboard 728 x 90 (desktop) & 300 x 50 (mobile) | £2,000 per month |
| MPU 300 x 250                                      | £1,500 per month |
| Half Page 300 x 600                                | £1,500 per month |



## ROUNDTABLES

IBC will bring together a targeted group of senior buyers and industry experts during the year for a hosted and curated discussion with each other, IBC and a sponsor.

A roundtable sponsor will take advantage of IBC's database and marketing prowess to provide access to new prospects across the value chain, gather feedback from the industry on their new and recent initiatives and establish leadership and collaborative credentials with these senior end-users and experts.

### The event package includes:

- Lead generation
- Audience acquisition
- Content creation
- Logistics Support Onsite

| SPONSORSHIP PACKAGE | PRICE   |
|---------------------|---------|
| Roundtables         | £30,000 |





# //IBC SHOW PACKAGES//





## IBC SHOW

IBC is the world's most inspiring content and technology event, drawing together the global media, entertainment and technology industry for a compelling live experience.

**In 2022, over 37,071 attendees from over 170 countries** were onsite at the RAI to see over **1000+ exhibitors** showcasing innovation and cutting-edge technology. **58% of visitors placed or intended to place orders with exhibitors they saw at the show.** In total, each visitor will on average spend **€464,892 with exhibitors they saw at IBC2022.**

With its position at the centre of the industry and the expertise of its teams, partnering with IBC you will provide you with the added benefits of:

- **Delivering year-round and effective lead generation campaigns**
- **Helping you position your brand in front of a broader audience**
- **Providing experiences to position your brand as thought leaders**
- **Offering a wide range of branding opportunities to fit any budget**

### IBC2022 IN NUMBERS:

**37,071**  
Total attendees

**1,023**  
Exhibitors

**145,795**  
Badges scanned

**380**  
Press & Analyst attendees

**8**  
Ground breaking Accelerator Innovation projects

**32,278,040**  
Estimated PR coverage reach

**90**  
Media partners

**57,000**  
Online video views during the show

**2,090,092**  
E-Daily's delivered in 2022

**90+**  
Hours of content

**250+**  
Number of speakers

**370,287**  
IBC365 site page views in September

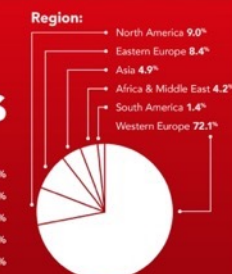
**920,320**  
IBCShow site page views in September

Attendees from over

**170 countries**

Top 10:

|               |       |         |      |
|---------------|-------|---------|------|
| Netherlands   | 20.0% | Belgium | 4.9% |
| UK            | 15.6% | Italy   | 2.9% |
| Germany       | 10.3% | Spain   | 2.7% |
| United States | 7.8%  | Poland  | 1.9% |
| France        | 5.8%  | Sweden  | 1.7% |

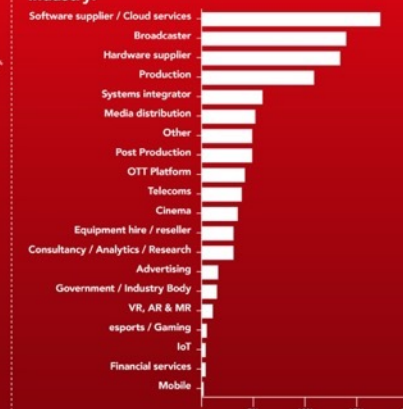


**1.75M**  
Impressions across IBC Social Profiles

**941,500**  
Online impressions across the online campaign in the Netherlands

**1,956**  
Total clicks from the online campaign in the Netherlands

Industry:



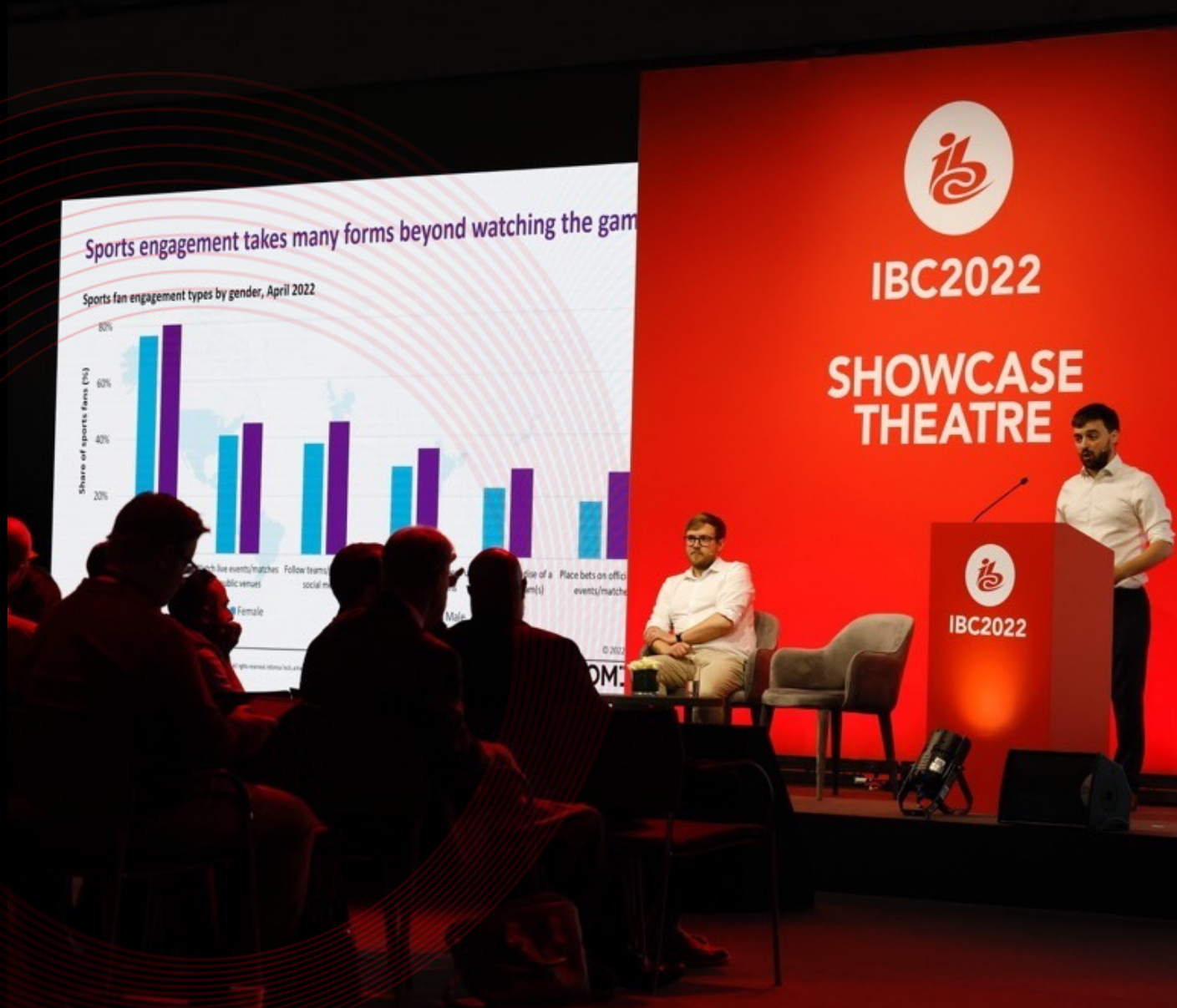


## SHOWCASE THEATRE

The Showcase Theatre in **Hall 12** is IBC's premium onsite platform. It is a 250+ attendee, purpose built stage, offering free to attend sessions that cover strategic content from rapid growth market sectors.

IBC will promote its sessions extensively online and onsite to capture data. Badges are scanned at dedicated entry points and data captured through the attendees registration details.

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.



## SPONSORSHIP PACKAGES

By sponsoring the Showcase Theatre, you will be able to hold your own thought leadership event. This will enable 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.

### Marketing and promotion

- Targeted marketing and promotion before, during and after the show including logo on dedicated stage page on the IBC website
- Exclusive interview in IBC Daily
- General marketing will include channel marketing (email and social media call to actions) to promote the showcase theatre
- Promotion on IBC Show Website - full event description including sponsor logo, sessions, speakers, bios
- Article/Editorial on 365, E-bulletin/E-Daily/ IBC Daily

### Post show

- IBC provide all leads to sponsor
- IBC365 write-up with sponsor

### 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



| SHOWCASE THEATRE SONSORSHIP           | PRICE    |
|---------------------------------------|----------|
| Half-Day Showcase Theatre Event       | £70,000  |
| Full-Day Showcase Theatre Event       | £130,000 |
| Single Session Showcase Theatre Event | £30,000  |



## INNOVATION STAGE

The IBC Innovation stage has a 60-80 seat capacity and provides an inclusive thought leadership and lead generation package to exhibitors as part of IBC's continued commitment to providing ROI through added value service and features.

By sponsoring the Innovation stage, you will receive the following benefits:

- **Gain exclusive access to all scanned leads from your onsite sessions attendees.**
- **Dedicated marketing campaign pre, during and post show to drive attendance to the stage..**
- **Speaker session included as part of the stage content.**



### SHOWFLOOR STAGE

### PRICE

Sponsored Package

£10,000



## VISITOR REGISTRATION ONSITE & ONLINE

With over 150,000 annual page hits and tens of thousands of attendees accessing IBC through registration desks onsite, this sponsorship opportunity is the ideal platform to influence industry professionals before, during and after the show.

| SPONSORSHIP                          | PRICE   |
|--------------------------------------|---------|
| Visitor Registration Onsite & Online | £30,000 |







## VISITOR BADGES

This is an exclusive opportunity to promote your company to every IBC attendee. Guarantee high profile exposure by putting your name and sales message on all the visitor badges across the conference and

| SONSORSHIP     | PRICE   |
|----------------|---------|
| Visitor Badges | £30,000 |



## VISITOR LANYARDS

Used to great effect throughout the show, lanyards have the potential to get your company's branding to each and every visitor in a creative, high impact manner.

| SONSORSHIP       | PRICE   |
|------------------|---------|
| Visitor Lanyards | £30,000 |



## SHUTTLE BUSES

Catch the attention of thousands of attendees on their way to and from the show by sponsoring the IBC Airport or Hotel Shuttle Buses.

| SONSORSHIP    | PRICE        |
|---------------|--------------|
| Shuttle Buses | From £10,000 |







## CHARGING STATIONS

Located in various high-traffic areas around the show floor and throughout public meeting points, this sponsorship opportunity ensures your brand is visible to all attendees and provides an essential service for charging attendees' devices.

| SPONSORSHIP      | PRICE                                |
|------------------|--------------------------------------|
| Charging Station | £15,000 for 5 days, per area package |



## MEDIA CENTRE

The IBC Media Centre is reserved exclusively for press and offers a space where they can research, interview and write their stories. Sponsor the media centre to place your company message and logo in front of this influential group

| SPONSORSHIP  | PRICE   |
|--------------|---------|
| Media Centre | £15,000 |





## SIGNAGE, POSTERS, BANNERS AND GRAPHICS

Unrivalled branding opportunities are available at all the main traffic routes and footfall areas throughout the venue, allowing you to focus on critical areas or to build a journey for your customer to follow through the halls.

Options are available for any budget or concept. Please look through the comprehensive brochure or ask the sales team for their advice and support in finding the right opportunity to raise the profile of your brand away from your stand.

[CLICK HERE FOR MORE INFORMATION](#)





# //IBC2023 ACCELERATOR PROGRAMME//







## ACCELERATOR PROGRAMME SPONSORSHIP PACKAGES

Through a global, multi-organisation project-based approach, the programme is a unique and highly acclaimed initiative, developed by IBC to fast-track solutions to complex media business and technology challenges.

Accelerator project teams take on challenges set out by 'Champions', with IBC's facilitation of member recruitment, bringing together supportive co-champions and specific vendor expertise that together, work in an open environment to develop robust solutions. Accelerator projects typically work through 'hands on' experimentation, exploring new technologies, work flows and architectures in real world media use cases. The solutions developed after a 4-6 month period are showcased as Proof of Concepts' at the IBC show each September.

[\*\*CLICK HERE FOR MORE INFORMATION\*\*](#)

### Key benefits of being involved as a project participant

- Work with Champions inside and outside of the usual sales sightline
- Gain an inside track from solving the tangible pain points of Champions
- Apply expertise to new use cases and prove the value of your solutions
- Get maximum visibility across the global IBC marketing platforms
- Work with cross-industry players and develop solutions to real-world challenges

### Prospective challenges for 2023, may include

- Sustainable Production & Creative Workflows
- The rise of Blockchain & New Models of Monetisation & Engagement
- Live Event Based Cloud Workflows
- Envisioning the Metaverse (or Metaverses)
- Evolving Distributed & Remote Production Operations
- New Phases of 5G standards phase in
- Enhancing in Person Entertainment: HDR, 8K (Super Resolutions) and more
- Audio: Moving beyond AAC?
- Next Generation Advertising
- AI's Continuing Exploration
- Cyber Security & Managing Threats
- Real-Time Game Engine Live Animations
- Flexible (Object based) media