



IBC2022

IBC2022 STAND BOOKING

SHOW DATES
9-12
SEPT
2022

IBC2022 STAND BOOKING DATES & TIMES:

Sat 4 Dec 2021 09:00-18:00	Sun 5 Dec 2021 09:00-18:00	Mon 6 Dec 2021 09:00-16:00
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STAND BOOKING LOCATION:

Holland Lounge | Upstairs between Hall 13 and Entrance C
(Holland Entrance)

IBC2022 STAND BOOKING IN 6 EASY STEPS

DEAR IBC EXHIBITOR,

We look forward to welcoming you to IBC2022, which will take place 9 - 12 September 2022. Stand selection for the 2022 event will take place during IBC2021.

For IBC2022 we will be changing from an application-led space booking process to a system where spaces are booked immediately off the floorplan. This new system is being introduced to apply a transparent, linear and fair process to re-allocating space for future shows after two tumultuous years. This will also offer exhibitors clarity on their stand location at the time of booking rather than waiting three to four months for confirmation, providing more time for planning and working on wider opportunities.

IBC has always designed and allocated the floorplan based on show history points. For the 2022 booking cycle, all show history points will be published in order to provide as much transparency as possible to the new process.

Details of the process are included in this brochure and you can see the full set of FAQs here [IBC2022 Booking Process - IBC 2021 - Together Again](#)

If you do not wish to book during the IBC2021 show for IBC2022, you will be able to select from any remaining spaces from 11 January 2022 through your IBC Booking Portal. At that point you will be able to select from any remaining stands across the show floor.

IBC2022 STAND BOOKING APPOINTMENT TIMES

Please visit www.ibc-rebooking.org/ to view the number currently being served and the current IBC2022 floorplan.

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PERSON

1
Check in at the reception desk and receive your booking ticket

2
Sign in to the IBC booking portal and check your contact and billing details are correct

3
Speak to a member of the IBC team while you wait for your booking ticket number to be called

4
Review the live IBC2022 floorplan before you go in to your appointment to be prepared to have some preferences ready in your 10 minute space selection meeting

5
Proceed to an operator when your number is called – select and book your space

6
Sign your contract via the IBC Exhibitor Portal before you leave your appointment

DIGITAL



1
If you are not attending IBC2021, please contact the IBC Team before 10 November to arrange a digital meeting

2
On the day - sign in to the IBC booking portal & check your contact and billing details are correct

3
Log in to the IBC booking system where you will be placed in a digital waiting room

4
Review the live IBC2022 floorplan before you gain access to your appointment

5
An IBC operator will let you in to a video call when it is your turn to book your stand - select and book your space

6
Sign your contract via the IBC Exhibitor Portal before you leave your digital appointment

ADDITIONAL INFORMATION

Stand Type:

During your appointment inform the operator of the stand type you would like to select, eg Space Only, Content Everywhere Space, Shell Scheme, Pod.

Please note: it is possible to book an enhanced shell scheme in any standard shell scheme marked area

IBC2022 Floorplan:

You can view this live at www.ibc-rebooking.org/

Number Currently Being Served:

Please visit www.ibc-rebooking.org/ to view the number currently being served

Stand Drop:

A stand drop with details of your IBC2022 Booking appointment will be distributed on Friday 3 December.

Please note: If you miss your meeting slot, please attend the booking office as soon as possible to complete your booking. Exhibitors in the office will continue to be seen in order of show history points. Your slot will not be held. In missing your meeting slot, you risk missing the chance to book a more preferable stand location

If not attending IBC2021, confirm you would prefer a digital appointment by 10 November 2021

IBC2022 FLOORPLAN PREVIEW

For the Live version of the IBC2022 Floorplan please go [here](#)



Whilst there are no strict themes in any hall at IBC2022 and exhibitors run successful events in all parts of the venue, over many decades some focus points have developed.

Please view this guide [here](#) to spot your best exhibiting location

Alternatively you may interact with the exhibitor list and floorplan from IBC2021 on [IBC Digital](#)

IBC2022 PRICING

Please visit [here](#) for a full breakdown of stand package types.

The early booking rate will apply to all of those who complete & sign their bookings space contracts before **18:00 Monday 6 December 2021**.

Halls 1, 7 and 12 are premium halls based on the higher than average demand for space in those locations.

Exhibition Space

	RATES	£ PER M ²	
		PREMIUM	STANDARD
Space Only	Early	£349	£336
	Standard	£388	£373
Shell Scheme	Early	£478	£461
	Standard	£531	£512
Enhanced Shell Scheme	Early	£676	£603
	Standard	£751	£670
Balcony Suite	Early	-	£270
	Standard	-	£300
OE - Outside Space	Early	-	£162
	Standard	-	£180
Meeting Suites - Package 1	Early	-	£488
	Standard	-	£542
Meeting Suites - Package 2	Early	-	£361
	Standard	-	£401
Pods	Early	-	£4,036
	Standard	-	£4,484

Content Everywhere

	RATES	£ PER M ²	
		PREMIUM	STANDARD
Space Only	Early	-	£612
	Standard	-	£680
Meeting Room Early	Early	-	£5,668
	Standard	-	£6,297
Enhanced Shell Scheme	Early	-	£8,052
	Standard	-	£8,946
Meeting Room Only	Early	-	£11,334
	Standard	-	£12,593

Please note: IBC2022 is first and foremost a public trade show which benefits from open, public exhibits. To take any type of meeting space at IBC2022 we ask that you first have a public exhibition space or reach a minimum spend of £22,000 between the cost of that meeting space and wider promotional opportunities and sponsorships.

These can be viewed show.ibc.org/ibc2022-promotional-opportunities

IBC2022 STAND BOOKING RULES & REGULATIONS

- Only IBC2021 and IBC2020 exhibitors are eligible for IBC2022 booking from 4-6 December 2021.
- IBC welcomes new companies who did not meet these criteria and have no show history points and invite them to apply for space from January 11th 2022 when the floorplan is published.
- Stand allocation will be carried out strictly according to IBC's show history point ranking list.
- Once you are checked-in at the reception desk (or online), your ranking number will be registered as present. Exhibitors are then called by ranking number, always calling the lowest present number. If you have missed your slot, you should attend the booking office as soon as possible afterwards where you will go to the next position in the queue according to your ranking.
- Once a stand has been booked by an exhibitor at their allocated time slot, their booking is final and cannot be moved by another exhibitor who came later, even if they had a better ranking position but missed their spot.
- If two exhibitors have exactly the same amount of show history points, then their ranking within the same amount of points will be selected at random.
- You will be required to sign for your selected stand at the time of your appointment. If the signatory cannot attend the meeting in person, you should set up a digital meeting before the deadline of 10th November. If you are unable to sign a contract during your meeting you will need to re-visit the booking office at a later date with your signatory and choose a new stand available at that point.
- The 25% deposit invoice will be issued on or after 6 December. Stands booked at the show will have a cooling off period until 1 January. During which time a 5% fee for cancelled space is in place.
- The first top 50 exhibitors in show history point order will be given the opportunity to have their space booking meeting early, from 1st November 2021. The same rules and regulations as a normal onsite meeting apply.
- If an exhibitor does not sign for their pre-selected space during their appointment, this space may be re-allocated to another exhibitor even if they have a lower number of show history points.
- The IBC2022 floorplan will be marked with 'no redraw' areas and aisles. In these locations stands cannot be altered or combined.
- The minimum space for an island stand (four open sides) is usually 100sqm depending on the hall. A peninsula stand (three open sides) is usually at least 50sqm.
- Due to the nature of the show history point system, exhibitors may not be able to book the same space as they had in previous years.
- Each exhibitor has a **10 minute** slot in which to select stand space and sign their contract. If you are unable to complete your selection within this timeframe, you must leave the operator area and re-enter the booking system when you are ready to select your space.
- A maximum of three attendees are permitted during your appointment. **One of these attendees must have the ability to sign a contract for this space.**
- Phone calls **are not permitted** in the booking office. We kindly request that phone calls are not taken within the booking office. If you need to make a call please leave the room and re-enter after your call. Cell phones are permitted for the signing of contracts only.

- Exhibitors cannot determine who their neighbouring stands are. At the point of booking, you can see who has booked already and decide based on the current layout. We will also have previous show year floorplans available so you can see where companies have historically been placed.
- If you want to move stands or re-size after you have signed your IBC2022 contract you will need to immediately email exhibition@ibc.org with the subject line – <company name> requested change to IBC2022 stand. IBC will consider re-setting a new appointment time on a case-by-case basis.
- IBC's official [terms and conditions](#) and will be a part of your signed contract

IBC Show History Point Policy

To reward companies who are exhibiting at IBC2021, exhibitors will also have their 2021 show history points doubled if they are exhibiting physically and have booked by October 31st.

Show History Points Allocation

From 2021 onwards:

- 10 show points allocated for each physical show exhibited at in-person
- 5 show points allocated for digital-only participants on IBC Digital
- 1 show point allocated for every £2,000 spent on exhibition and meeting space and sponsorship activity in a show year
- Co-exhibitors do not gain show history points. Only discrete stand or meeting spaces generate show history points. Co-exhibitors may also engage in sponsorship, which earns points.
- Acquisitions and Mergers - The show history points of the two companies will not be combined. Instead, the highest point value of either exhibitor will be applied to the remaining exhibiting company and the other

points lost. This must take place before 1st November to be applied to the IBC2022 booking cycle.

- If you do not earn points for two consecutive years your show history points will be reset to zero. If you were contracted to exhibit at IBC2020, this will not count as a lost year as we did not have a physical exhibition. Exhibitors who last exhibited at IBC2019 and who missed 2020 and 2021 will be reset to zero.
- It has always been IBC's policy that exhibitors who do not exhibit for two consecutive years have their points reset to zero. Points are now earned for sponsorship spend as well so sponsors without stand space who earn points through sponsorship do not have their points reset to zero having not exhibited.
- International Pavilion exhibitors will gain the 10 participation points for each year exhibited. No additional points will be given unless the pavilion spends on sponsorship directly with IBC at the event or during the year.

IBC2022 Show History Point Ranking & Booking Times

A full listing of Exhibitor's show history points and appointment times will be posted www.ibc-rebooking.org/ from the **18 November**

IBC2022 Terms & Conditions

You can view IBC's official terms and conditions [here](#) in advance of your appointment.

