

# //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



**617**

Conference delegates

**90**

Media partners

**57,000**

Online video views during the show

**2,090,092**

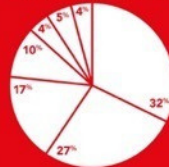
E-Daily's delivered in 2022

**90+**

Hours of content

**250+**

Number of speakers



Job roles:

C-Suite, VP, EVP, Director & Above 32%  
Manager / Head of Dept 27%  
Pro Engineer / Developer 17%  
Entrepreneur / Freelance 10%  
Student / Intern 4%  
Executive / Assistant 5%  
Editor / Publisher / Journalist / Writer / Photographer 4%



**370,287**

IBC365 site page views in September

**920,320**

IBCShow site page views in September

Attendees from over

**170 countries**

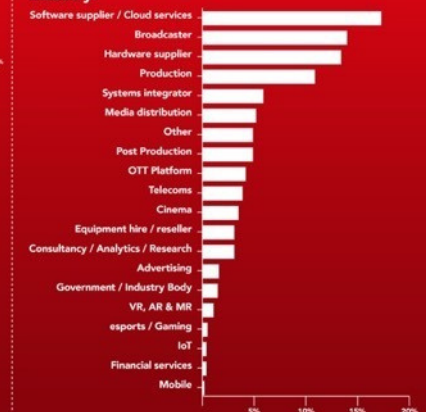
Top 10:

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%

Region:



Industry:



**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





## 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 SPONSORSHIP	PRICE
Half-Day Showcase Theatre Event	£70,000
Full-Day Showcase Theatre Event	£130,000
Single Session Showcase Theatre Event	£30,000





## INNOVATIONSTAGE

The IBCInnovation 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

SPONSORSHIP	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.

SPONSORSHIP	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](#)

