

## Content Everywhere Space Only

29.06.2023

### IBC2023 MARKETING TOOLKIT – NOW LIVE

To help you get the most out of IBC2023, we have created a variety of marketing assets for you to help you promote your participation at the show this year and maximise the traffic to your stand. You can access the toolkit via the [IBC2023 E-Zone](#) from next week.

#### **The Marketing Toolkit includes the following:**

- **IBC logos** – Use the IBC logo on your website, social media and print items to let others know your company will be exhibiting at IBC.
- **HTML email template**– The best way to build on-site excitement is to send an invitation to potential customers inviting them to your stand with any latest show news. We have created a personalised HTML template which you can send to your clients to register for IBC and join you at your stand.
- **Email Signature** – Add a banner or text to your email signature and let everyone know your company will be exhibiting at IBC.
- **Web Banners** – Use web banners on your website, blog, newsletters or emails to promote your presence at IBC.
- **Personalised landing page** – provide more information about your upcoming attendance at the show by directing your network to your personalised landing page.
- **Social Media Banners** – Social media is a great way to promote your attendance at the show and help drive more visitors to your stand. Your personalised banners can be used across all your social media channels including Facebook, LinkedIn and Twitter. This year please use the official hashtag **#IBC2023** and mention **@IBCShow** on twitter. If there is anything further that you required, that is not included in the marketing toolkit, please do let us know and we would like to work with you on this. Please contact [marketing@ibc.org](mailto:marketing@ibc.org) with any feedback.
- **PR Section** – You will be able to view the latest list of press registrations in mid-July. Having the full list of Press and Analysts that will be attending IBC provides you with a great opportunity to let the Press know which products you are launching, whether you are running any promotions on your stand or if you will be hosting any networking events. Within your E-Zone, you will also be able to upload details on any of your new product launches at the show, display details about any competitions you may be running, upload your own company logos and upload any press information.

### **Reserve your slot for your IBC2023 Press Conferences**

You still have time to reserve your slot for any Press Conferences you are planning to hold at IBC this September.

The **IBC Press Conference Room** will be located in room **F004, IBC Media Centre (Entrance F)** and is available on Friday 15th and Saturday 16th September from 8.30am – 6pm. Slots are going quickly so please do be sure to fill in the form (link to [2023-Press-Conference-room.pdf \(asp.events\)](#)) to let us know the date and time you would like to receive your slot.

### **ACCOMMODATION**

Hotels are filling up quickly so do not wait much longer to make your hotel booking if you haven't already done so. You can book your accommodation [online](#) via our hotel partner RAI Hotel Services.

### **IBC HALL WRITERS**

The IBC Daily will once again be returning in both print and digital formats and is waiting for your product news and exhibitor stories. Its team of experienced industry journalists will be covering the show by hall number and by technology sector, so submit your news now.

#### **Hall Writers**

Halls 1,2 & 5 – Anne Morris: [amorris@ibcdaily.org](mailto:amorris@ibcdaily.org)

Halls 6 & 7 – Michael Burns: [mburns@ibcdaily.org](mailto:mburns@ibcdaily.org)

Submit your product news, launch announcements, press releases and show news as soon as possible. Halls 8 & 9 and Outside Exhibits: Adrian Pennington: [apennington@ibcdaily.org](mailto:apennington@ibcdaily.org)

Halls 10,11,12 & 13 – David Fox: [dfox@ibcdaily.org](mailto:dfox@ibcdaily.org).

For any general queries regarding exhibitor news, please contact Managing Editor Michael Burns - [mburns@ibcdaily.org](mailto:mburns@ibcdaily.org) in order to be considered for inclusion in both the print and e-daily newsletter.

### **IIBC2023 E-ZONE**

The Primary Coordinator from your company should have already received an email with login details to our IBC2023 E-Zone. If you have not received your login details to date, please email [support@ibc.org](mailto:support@ibc.org) and we will assist in re-sending the information. The E-Zone is where you can plan your show, add your company profile, register your staff, view the exhibitor manual and access the IBC Marketing Toolkit.

#### **The following functionality has been added to the E-Zone:**

- Upgrades - Order Upgrades to your stand package via the Upgrades tab on left hand menu
- Co-exhibitors - Order a co-exhibitor(s) listing via the Upgrades tab on left hand menu
- Interactive Floorplan - View your profile on the Interactive Floorplan
- Early Access form – The Early Access forms have been added as a Task to Space Only and Balcony Suite exhibitors
- Work Passes – The link to order these is in the Access & Registration section of the Exhibitor Manual

**Key Tasks:**

- Complete your profile ASAP – click on Profile Management > Edit Details in your E-Zone
- Set up your RAI Webshop account – a guide is [available here](#)
- Review your tasks – click on Tasks Management, review and action any task or assign to a user. Click on Manage to view the tasks and Save Changes to complete the task – a user guide is available here
- Order Lead Retrieval – available to order from Stova (formerly Aventri) via Leads tab in your E-Zone

**New for 2023:**

- Webinars – we will be hosting a new exhibitor webinar on 25 July and will send out invites shortly
- Videos – We will be releasing overview videos covering the E-Zone and planning your stands for this year. These will be available via the E-Zone and Help Centre and accompany the video tutorials we have already released
- Help Centre – We have introduced our Customer Support Team including live chat and our Help Centre. This covers a range of FAQs covering the Visitor and Exhibitor experience at the show.

**REGISTRATION**

Remember to pre-register your staff as soon as possible in advance of IBC2023.

**How can I register my staff?**

Exhibitors can register staff through the [IBC2023 E-Zone](#). You can register single attendees or multiple registrations via Bulk Uploads. A user guide can be found [here](#). Please note that we will not allow any onsite registration for IBC2023, so all your staff need to be registered in advance of coming to the show.

**SCAM/PHISHING EMAIL WARNING**

It has been brought to our attention that scam/phishing companies are targeting both past and present exhibitors of IBC claiming to provide services on our behalf. These scams involve exhibitors being targeted to sign up to show guide/directory services, hotel room bookings or the selling of attendee lists/email data on behalf of IBC. These scam companies are NOT connected to IBC or the event and you risk being forced to pay significant sums of money if you sign up for any of these services. Example - Kency Liu <[map4@map-show.com](mailto:map4@map-show.com)> has emailed exhibitors claiming to work for IBC. **This is a scam and they are not part of IBC.** For more information visit the SCAM/PHISHING EMAIL WARNING section of your Exhibitor Manual.

## **UPCOMING ORDERING & LOGISTICAL DEADLINES**

You can access a list of upcoming key ordering deadlines in the 'Services & Deadlines' section of the Exhibitor Manual. You can view your required or optional tasks in your Task Management tab on left hand menu of your E-Zone. Some upcoming deadlines to note:

**ASAP** - Submit your Stand Plan Design and the applicable Health & Safety documentation to Abraxys ASAP. **Please note that the Stand Plan Inspection (SPI) fee of GBP 300 (+20% VAT) is also due.** To start the Stand Plan Submission process, please complete the Appointed Contractor task in Task Management section of your E-Zone. Abraxys will liaise directly with your nominated contractor to complete the stand plan approval process. **Please add your contactors/stand builders as Users to your E-Zone so they have access to the Exhibitor Manual, etc.**

### **STAND PLAN APPROVAL IS APPLICABLE TO THE FOLLOWING EXHIBITORS:**

- ALL Space Only Stands including Double Deckers
- Outdoor Exhibits excluding outdoor vehicle displays with no build requirements
- Self-built Balcony Suite exhibitors
- Internal fitouts of pre-built Package 2 Meeting Suites and pre-built Balcony Suites (only if using own third-party contractor, other than the event official supplier - RAI Exhibitor Services)
- Internal fitouts of any RAI Meeting Rooms (only if using own third-party contractor, other than the event official supplier - RAI Exhibitor Services)
- Shell Scheme Stands planning physical construction within their stand (only if using own third-party contractor, other than the event official supplier - RAI Exhibitor Services)

**ASAP** – Submit your application for the **Double Decker Build Permit**. There is also an additional upper deck surcharge IBC will invoice you for if you are building a double decker stand.

**24 July** – Book Inter-Stand Cabling. Requirements should be detailed on the 'Inter-Stand Cabling' form which can be accessed in the 'Tasks' section of the E-Zone. Please note that orders after this date will incur a 25% surcharge.

**24 July** – Book Cable Requirements for Antennas and Satellite Dishes. Form which can be accessed in the 'Tasks' section of the E-Zone. Please note that orders after this date will incur a 25% surcharge.

**24 July** – Submit your stories to be included in the IBC Daily (details above)

**17 Aug** – There are a number of ordering deadlines on this date including the end of the early bird discounts for electricity and internet connections.

**18 Aug** – Submit your request for early build-up access. Space Only exhibitors requiring an extra day's build can move into the exhibition halls from 08:00 on Thursday 7 September at a charge of £15 (+VAT) per square metre of rented space. There are significant advantages in applying for early access as unloading is easier and more efficient. Early access is strongly recommended for the build of double-decker stands and for exhibitors rigging large lighting trusses. Early access can be requested by submitting the 'Early Access for Build-up' form which can be accessed in the 'Tasks' section of the E-Zone.

**24 Aug** – Final ordering date for your freight forwarding/logistics orders via CEVA. There will be a 30% surcharge for orders after this date.

### **CONTENT EVERYWHERE DEMO & PANEL SUBMISSIONS**

The Content Everywhere stages are the focal point for Content Everywhere in Hall 5 at IBC2023. The free-to-attend programme of panel discussions and product demonstrations will explore every aspect of 'content everywhere'. Content Everywhere exhibitors can get involved in this programme as part of their exhibition packages.

#### **Last call for Content Everywhere speaking opportunities**

The development of the Content Everywhere stage programme is underway!

The overall agenda will be built around panel discussions, each involving three CE exhibitors. As far as possible, demos will be scheduled around a panel on a related topic. This will make it easier for visitors to plan which sessions to attend. To enable us to start marketing the programme, we need to finalise the first release of the agenda by Friday 7 July. To be considered for inclusion in this initial programme, please apply by 16:00 BST on Monday 3 July.

#### **Panels:**

Nominate a panel speaker who can share insights into market trends and requirements, enabling technologies, consumer behaviours or business models by completing this form: <https://show.ibc.org/ibc-content-everywhere-stage-panel-speaker-nomination-form?>

#### **Demonstrations:**

A limited number of 15-minute demonstration slots are available for presenting a new technology, product or service. Apply here: <https://show.ibc.org/ibc-content-everywhere-stage-product-demonstration-request?>

Submissions received after Monday 3 July will be considered for any remaining sessions within the programme: an updated, final agenda will be released in late August.

### **CONTENT EVERYWHERE EXHIBITOR ASSETS**

[Content Everywhere Assets - IBC2023](#)

As a Content Everywhere exhibitor, you can also download your marketing assets here [Content Everywhere Assets - IBC2023](#). These assets have been created to help you spread the word about your upcoming presence at the show. Share your social card across your social channels and drive traffic to your stand! .

**IBC2024**

We understand you are in full swing in your planning for IBC2023 but wanted to make you aware in advance of our IBC2024 booking process. We will adopt the same process as for 2023 and this year the main booking period will once again be during the show. Stand booking for exhibitors in the first 75 highest show history point group will take place from 11-23 August 2023. All other existing exhibitors will be eligible to book at the IBC2023 show from Saturday 16 September - Monday 18 September according to your allocated booking appointment time. Appointment times will be confirmed and communicated to you by the last week of August

The cut off for any sponsorship spend to be included in the IBC2024 booking process will be 4 August 2023. For any FAQs around rebooking please visit our [Help Centre](#). More details around IBC2024 will be located within your E-Zone w/c 10 July.

If you have any questions regarding your exhibition stand, exhibition logistics, or additional promotional opportunities across the event, please feel free to get in touch with your dedicated Account Manager - we are here to assist you the best we can.

**IBC Account Management Team****Exhibitors in Halls 1, 8 and OE:**

Roman Wolujewicz, Account Manager E: [rwolujewicz@ibc.org](mailto:rwolujewicz@ibc.org)

**Exhibitors in Hall 2, Meeting Suites and Balcony Suites:**

Kimberly Lightfoot, Account Manager E: [klightfoot@ibc.org](mailto:klightfoot@ibc.org)

**Exhibitors in Halls 4, 5 (Content Everywhere), 9, 11 & 13**

Lucy Davis, Account Manager E: [ldavis@ibc.org](mailto: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](mailto:kvantkruys@ibc.org)

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