

23.02.2023**IBC2023 RULES & REGULATIONS**

If you are already looking to design your stand for IBC2023, we have created a webpage with some important information in advance of our Exhibitor Zone launching later in the year - [IBC2023 Stand Builder Information](#). This includes our rules and regulations, event timetables and technical floorplans. We will continue to send you dedicated monthly emails highlighting key information and will be in touch with you when our Exhibitor Zone goes live.

IMPORTANT CHANGES FOR IBC2023**MEETING SUITE EXHIBITORS**

IBC is a darkened show, which means lights in all areas of the event are turned off and black out is placed on all windows. Based on feedback from IBC2022, IBC has made the decision to make the dedicated Meeting Suite area (in the Park Foyer just outside Hall 8) lighter. Therefore, in this location, the overhead lights will be fully switched on and the curtains will be open. All other areas of the show remain dark (except for the Hall 7-8 walkway which houses the IBC Pods as per IBC2022).

BALCONY SUITE EXHIBITORS

Different to IBC2022, if you are renting out two balcony suites next to each other, we will permit exhibitors to have up to 50% of one of the suites partially open to house a reception desk and a waiting area. If you have rented two suites next to each other, the rules and regulations are now updated here - [IBC2023 Stand Builder Information](#). Stand design stand plans for space-only Balcony Suites should be submitted to Abraxys by 22 June 2023.

EXHIBITOR PROMOTION IBC2023

In the lead-up to the show, IBC will be promoting exhibiting companies across various social media platforms. We will highlight exhibitors weekly with their logos. Please send your logos to marketing@ibc.org. Please send a colour .jpg file.

If you are looking to enhance your presence further at IBC2023 do get in touch with our dedicated sales team at exhibition@ibc.org

NEW EXHIBITOR SPOTLIGHT

As part of our visitor marketing campaign for IBC2023, we would like to spotlight some of our new exhibitors by creating some short interview videos which our marketing team will use across their campaign to prospective visitors. The clips will be short (30-40 seconds) and will give the IBC audience a brief teaser into what to expect on your stand at the event. We will record via Zoom, and then edit them for use on social media. If you are brand new to exhibiting at IBC2023 please get in touch with marketing@ibc.org to arrange your interview.

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

Exhibitors in Hall 2, Meeting Suites and Balcony Suites:

Kimberly Lightfoot, Account Manager E: klightfoot@ibc.org

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

Lucy Davis, Account Manager E: 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

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