

**20.07.2023**

### **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 *Customised Marketing Tool Kit IBC2023 Assets Task* in your [IBC2023 E-Zone](#) now. Other Marketing and PR details, including the *Guide to Exhibiting* pdf, are available in the Exhibitor Manual section of the E-Zone.

The Marketing Toolkit includes the following - IBC logos, HTML email templates, email signatures, web banners, personalised landing page, social media banners and a PR section.

**Customer Codes** – Previously known as a Customer Ticket, an Exhibitor Customer Code is your exclusive invitation to your clients or prospects to visit you at IBC. They can then use this code to register for the IBC Exhibition for free, even after early bird registration has closed.

**What will I get out of it as an exhibitor?** For every visitor who registers with a customer code, the exhibitor will receive their contact details as a lead. The benefit for the visitor is a free visitor pass and the benefit for the exhibitor is their contact details and confirmation that they have signed up using their code (meaning you as the exhibitor could arrange to meet on site). View the report at anytime via the Dashboard page of your E-Zone.

**How to Distribute Your Exhibitor Customer Code?** Access your Exhibitor Customer Code from your E-Zone, this is visible on the Welcome page when you first log in and is a 4 or 5 digit long number prefixed with IBC. Add your code to email marketing to potential customers, place reminders on your website, add customer code to all of your marketing material including adverts, banner, company websites and emails.

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.

### **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 [here](#) to let us know the date and time you would like to receive your slot.

### **NEW EXHIBITOR WEBINAR – 25 JULY 3PM BST**

We are hosting a live webinar for new exhibitors at IBC this year. An opportunity for companies exhibiting for the first time, new Primary Coordinators or new staff attending IBC this year to find out more about the show. Hear from both IBC staff and exhibitors with many years of experience attending IBC events with the opportunity to ask the panel questions.

**When? – Tuesday 25 July – 3pm BST**

**Who for?** - Companies exhibiting for the first time, new Primary Coordinators or new staff attending IBC for the first time.

**Who will you hear from?** – Hosted by Steve Connolly, Director at IBC, you will hear from IBC staff in the Sales, Account Management and Operations teams as well as our expert Exhibitor Steering Group chaired by Lisa Collins. Read more about the [Exhibitor Steering Group](#) here.

**What is the format?** – 30min webinar starting with general top tips then questions from exhibitors on exhibiting at IBC2023, the RAI and the wider event.

**How to attend?** – Click on this [link to register](#) via our BrightTALK platform. The webinar will also be recorded and available in the E-Zone from 26 July. Please share this link with colleagues who may also wish to attend. Do you have a question you'd like to ask the panel? Please submit your questions to [exhibition@ibc.org](mailto:exhibition@ibc.org)

### **STOVA LEAD RETRIVAL WEBINAR – 3 AUG**

Please join Stova on 3 August for a webinar on Lead Retrieval at IBC23. Stova will discuss challenges and best practices when gathering leads for IBC this year. Primary Coordinators will be emailed by Stova shortly with a registration link and further details.

### **COMPANY PROFILE, ATTENDEE PORTAL AND UPGRADES**

If you haven't already done so, please ensure you have completed your company profile, uploaded your logo and selected your Product Categories via the Profile Management tab in your [IBC2023 E-Zone](#).

Increase your visibility on the IBC2023 Online Exhibitor Directory, which allows you to extend your presence beyond the showfloor. The IBC Online Directory is live for attendees who will be able to view your profile, request a meeting (subject to upgrade) and locate your stand on the floorplan. Simply log in to your E-Zone and upload your company details, logo etc, via the Profile Management tab.

#### **Upgrade your stand presence at IBC2023**

Why upgrade? Attendees can directly request meetings with exhibitors who upgrade. Enhance your visibility in both the Attendee Portal and the IBC2023 Mobile App. Spotlight as a Featured Exhibitor, showcase captivating downloadable content and highlight specific products in our Product Gallery. Visit the **Upgrades tab** in your [IBC2023 E-Zone](#).

## **EXHIBITOR REGISTRATION**

You can manage your exhibitor and delegate registrations via the Registrations tab of your [IBC2023 E-Zone](#). You can do this as single registrations or via bulk uploads, which includes the option to apply for a VISA letter. TOP TIP – as the Primary Coordinator, please don't forget to register your own pass as this WILL NOT be automatically done for you.

## **IMPORTANT ORDERING REMINDER FROM RAI EXHIBITOR SERVICES**

RAI Exhibitor Services advise exhibitors to order all the required products and/or services for their stands as soon as possible. The main deadline for most services will 17 Aug but please check the Services & Deadlines section of the Exhibitor Manual in your E-Zone. Should you require additional help and/or advice on ordering specific products and/or services, the [RAI Exhibitor Services](#) team will be happy to assist you with your queries during the summer period in the run up to IBC2023.

## **NEW - ACCESS & REGISTRATION**

Read the updated Access and Registration details in the Exhibitor Manual section of your [IBC2023 E-Zone](#).

## **STAND PLAN SUBMISSION FOR APPROVAL – REMINDER**

If you have not done so already, please submit your Stand Plan Design and the applicable Health & Safety documentation to Abraxys as soon as possible. Complete the Appointed Contractor form to start the submission process with Abraxys. 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)

## **UPCOMING ORDERING & LOGISTICAL DEADLINES**

You can access the list of upcoming deadlines in the 'Services & Deadlines' section of the IBC2023 Exhibitor Manual. Please login to your [IBC2023 E-Zone](#) and select the Exhibitor Manual.

**IBC2024**

We understand you are in full swing in your planning for IBC2023 but wanted to make you aware of our IBC2024 booking process in advance. We will adopt the same process as for 2023, where we sell off plan, but this year the main booking period will be during the show on the 16-18 September. For more information please login to the E-zone and click on the rebooking tab. We have included FAQs and an instructional video to help make you more aware of the process.

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.

**GUIDES AND VIDEO TUTORIALS**

A full list of User Guides, Videos and Tutorials to help you plan your show or navigate the E-Zone [are available here](#).

**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)

**Customer Services Team** – [support@ibc.org](mailto:support@ibc.org)

**Help Centre** - [IBC \(zendesk.com\)](https://ibc.zendesk.com)

[exhibition@ibc.org](mailto:exhibition@ibc.org) | T +44 (0) 20 7832 4100 | [show.IBC.org](https://show.IBC.org) | [IBCCF.org](https://IBCCF.org) IBC, The  
Brew Eagle House, 163 City Road, London, EC1V 1NR