

23.04.24

IBC E-ZONE

The IBC E-Zone (Exhibitor Zone) was launched on 2 April. The E-Zone is your one stop shop for planning your stands at IBC. The launch (phase 1) included the Exhibition Manual and access to the RAI Webshop. Phase 2 has now launched and includes access to Profile Management, Task Management and Digital Upgrades. These are available via the left-hand menu when you log into the E-Zone.

If you haven't logged in yet, please log in to both the E-Zone and RAI Webshop as soon as possible. If you need to set a set or change your password, please click <https://reg.ibc.org/e-zone/password/reset> and follow the instructions.

Phase 3 will be live from mid-May and will be the launch of the registration platform and lead capture services. Both will be available via the E-Zone.

PRIMARY EXHIBITION COORDINATORS

As the recipient of this Newsletter, you are listed as the Primary Exhibition Coordinator (PEC) for your stand(s). You have received the log in details for the E-Zone as well as have access to set up your account in the RAI Webshop. If you are no longer the correct contact, please contact your IBC Account Manager ASAP with the correct details.

EXHIBITOR MARKETING ASSETS

Our SAVE THE DATE Marketing Assets have been sent out to exhibitors via email from arahneva@ibc.org, so please look out for those. The SAVE THE DATE assets include your Exhibitor Name and Stand Number, as they are placeholder assets meant to be used to promote your participation at IBC2024 until our Exhibitor Code Assets are made LIVE along with registration in mid-May.

LET'S CONNECT IN PERSON

The IBC Sales and Account Management team are hoping to meet you in person across various industry events prior to IBC2024. In May we will be attending MPTS, Angacom, CABSAT and BroadCast Asia. Please let us know if you will be there - we would love to connect.

We are also hosting a mini-golf based social event at Puttshack White City London on Tuesday 14th May. If you are in town for the Media Production Show, please do let us know if you are available that evening and we will send you a formal invitation.

ENHANCED SHELL SCHEME – NEW DESIGN FOR IBC2024

Enhanced Shell Scheme exhibitors will have a new stand for IBC2024. Based on last year's package we have increased the graphics area and made the design more prominent. Please visit our [website](#) for further details or contact your IBC Account Manager.

WEBINAR SERIES

Tune into our 6th webinar in our Exhibitor Workshop series on Thursday 30 May at 3pm UK Time, which is aimed at new exhibitors to IBC and new exhibition coordinators who will be organising their first IBC. We will detail the processes for exhibitors at IBC this year. This will include an overview of the E-Zone, the RAI Webshop, marketing opportunities with IBC, key deadlines and processes for all stand types. There will be opportunity for questions at the end of the webinar. View details here – [Exhibitor Workshop series](#).

STAND PLAN SUBMISSION FOR APPROVAL – DEADLINE 20 JUNE 2024

Stand Plan Approval is applicable to the following exhibitors:

- ALL Space Only Stands including Double Decker Stands
- All Outdoor Exhibits including any vehicles displays without any build
- All Balcony Suites built by any 3rd party contractor other than the event official supplier - RAI Exhibitor Services
- All internal fitouts of pre-built Package 2 Meeting Suites and pre-built Balcony Suites by any 3rd party contractor other than the event official supplier - RAI Exhibitor Services
- Internal fitouts of any RAI Meeting Rooms by any 3rd party contractor other than the event official supplier - RAI Exhibitor Services
- Shell Scheme Stands planning physical construction within their stand (only if using your own third-party contractor, other than the event official supplier - RAI Exhibitor Services)
- Any stand exhibiting 'Prohibited Goods' – See Health & Safety rules in the Exhibition Manual

The stand plan approval is subject to the Stand Plan Inspection (SPI) fee which is part of your overall stand plan submission. See your Exhibition Manual for more details.

If you are still looking for a stand builder for IBC2024, we do have a recommended list of IBC2024 Verified Suppliers, which we highly recommend. For more information around this, please email your dedicated IBC Account Manager.

IBC2024 HOTEL BOOKING PORTAL!

The IBC2024 Hotel Booking Portal is LIVE! We recommend reserving your room(s) early as availability is becoming increasingly limited. For any housing related questions, please contact RAI Hotel Services on hotelservices@rai.nl or +31 (0)20 549 1927.

-
RAI Hotel Services is the only official housing agent offering hotel accommodation booking service for IBC2024 exhibitors and attendees at special event rates. By booking through RAI Hotel Services, you benefit from a wide selection of hotels and no administration fees or hidden charges. Furthermore, there are no minimum stay restrictions when you book through RAI Hotel Services.

Avoid Disappointment – Third Party Companies

-
We strongly recommend that all hotel bookings are made through our official housing agent RAI Hotel Services. By booking through RAI Hotel Services, you can be certain that there are no hidden charges and that your financial information and any transactions are secure. Should you feel that you have been contacted by a fraudulent third-party company, please let us know immediately by emailing operations@ibc.org. IBC are not liable for any issues that this may cause. Details on other Spam/Phishing emails are available in the Exhibition Manual section of you E-Zone.

**CUSTOMER SUPPORT**

Back again for IBC2024, our Customer Support team are on hand to help you with your exhibiting and logistical questions. Contact the team by emailing support@ibc.org, via Live Chat in your E-Zone or visit our [Help Centre](#) for a range of FAQs covering exhibitors, visitors and stand contractors.

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 IBC 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, 3, 6, 7 and Balcony Suites:

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

Exhibitors in Halls 4, 5, 14 (Content Everywhere), & 13

Lucy Davis, Account Manager E: ldavis@ibc.org

Exhibitors in Halls 9, 10, 11, 12, Pods and RAI Meeting Rooms/Suites:

Kevin Van T' Kruys, Account Manager E: kvantkruys@ibc.org

exhibition@ibc.org | T +44 (0) 20 7832 4100 | show.IBC.org | IBCCCE.org IBC, The
Brew Eagle House, 163 City Road, London, EC1V 1NR