

STAND BUILDER INFORMATION

To help get you started, we will shortly be sending you a link to our technical information, which includes the important information to help you start planning your stand this year. This includes our stand build rules and regulations, event timetables, technical floorplans as well as a timeline for all the key dates you need to know. This year, the information will be available in our [Help Centre](#).

TECHNICAL SET UP DAY

As part of the ongoing improvements to our event, Thursday will now be designated as a **Technical Setup Day**, with specific guidelines to ensure safety and efficiency during the build-up process. All construction to be completed by 10pm Wednesday 10 Sept. Thursday 11 Sept will be for technical/exhibiting/display items setup only. Below are the basic rules for what is/isn't allowed on Thursday 11 Sept:

- **No construction activities allowed.** This includes:
 - Forklifts
 - Trucks
 - Scaffolding
 - Working at height
 - Erecting walls or structures
 - Cherry pickers
 - Rigging
 - Use of construction equipment
- **Powered transport equipment (e.g. motorized trolleys) is not permitted.**
- **CEVA** is the only authorised supplier for powered transport and can assist with unloading before Wednesday. Please ensure to book an unloading appointment with them if necessary.
- **Filling, Sanding and Painting are strictly prohibited** on Thursday.
- All stand build equipment must also be removed before Thursday 11 Sept
- No PPE will be required to access the halls on Thursday 11 Sept

Timelines for build-up:

Thursday 4 Sept – Early Access – form available in the E-Zone. Fees apply

Friday 5 Sept – Wed 10 Sept – Build-up

Thursday 11 Sept – Technical Setup Day

Friday 12 – Mon 15 Sept – Show days

Full details will be available in the [Help Centre](#) or please contact support@ibc.org for further information.

BALCONY SUITES

The RAI have created an improved modular build option for exhibitors choosing the shell scheme build. Any exhibitors new to the balcony suites must choose the shell build option. Suites can be built as space only but only if the exhibitor built their suite as a space only in 2024.

Space only builds in 2025 can only be built from a modular system (shell scheme type) and not constructed from fresh wood (single use/disposable stand construction). We will permit a wooden built stand if the sections are a) pre-constructed, b) no cutting or sanding onsite and c) can be palletised and fork-lifted/carried onto the balcony. Full details will be available in the [Help Centre](#) or please contact support@ibc.org for further information.

FUTURE TECHNOLOGIES – HALL 14 – AI & VIRTUAL PRODUCTION

In 2024 we launched our dedicated AI Tech Zone to spotlight companies providing AI-powered solutions with relevance to the Media Industry. Our plan for 2025 is to capitalise on the success of this area and continue to provide a venue for the newest and most exciting providers of these technologies to thrive. We have adopted a similar model with our new Virtual Production Village. Last year we found exhibitors benefited from taking an additional presence in Hall 14. If you would like to explore having a second stand in one of our most exciting new areas please do let your Account Manager know.

COMPLEX STANDS – RULE CHANGES

Any single storey stand structure measured over 4m from the hall floor/ground upwards will be considered a complex structure. Additional checks will be required by Campbell Reith – fees apply. Information will need to be submitted via the Abraxys stand plan inspection process. This does not apply to Double Decker stands. Full details will be available in the [Help Centre](#) or please contact support@ibc.org for further information.

SUSTAINABILITY AT IBC2025

IBC have partnered with Hope Solutions to review our sustainability and ESG strategy. We are also consulting on how we can help develop the stand builds at IBC to be more sustainable. We will be operating a trail assessment of the sustainability of space only stands built this year – details TBC. We will also focus on the shell scheme packages and feature areas built in 2025.

What do exhibitors need to do?

- Consider what materials are being used and whether they are reused or disposed of post show?
- Are the stand construction elements reused for other exhibitions or donated to a local charity?
- How much of the stand and exhibiting items are single use?
- This will be multi-year strategy to help exhibitors to become more sustainable

Full details will be available in the [Help Centre](#) or please contact support@ibc.org for further information.



E-ZONE

Your main logistics resource will be your dedicated E-Zone, which will be launched at the end of March. We will provide further instructions and support on how to access and use the E-Zone once we launch. The E-Zone is your one-stop-shop to help plan and manage your stand at this year's show including creating your profile, registering staff, ordering lead retrieval, accessing the RAI's webshop and the full exhibitor manual.

Throughout this year, we will send you dedicated monthly emails highlighting key information to help support your journey with us. To assist with this, we will also have a fully searchable [Help Centre](#) with live chat and a range of video guides to help you navigate all the key areas of your stand planning. More information on all of this will be sent to you shortly.

PRIMARY EXHIBITION COORDINATOR

You are listed as the primary exhibition coordinator for your stand at IBC this year. You will receive our monthly newsletters, support emails as well as the log in details for your E-Zone. If you are not the correct representative from your company, please confirm who the primary coordinator will be this year as soon as possible and we will update our system.

Please also look out for the Monthly Exhibitor insider which contains information on our upcoming monthly webinars designed for you and other marketing information which will help ensure you get the best out of IBC this year.

YOUR NEXT INVOICE

Please be aware your next invoice will be issued on or after the 1st of February with the final 25% to be issued on or after the 1st of June This will be sent to the billing contact we have in our system.

AIR FRANCE & KLM EXCLUSIVE DISCOUNTS

We have partnered with Air France and KLM Global Meetings & Events to offer IBC2025 exhibitors and attendees reduced fares on Air France, KLM and their code-shared flights. Take advantage of this partnership and benefit from discounts of up to 15%* on flight fares to IBC2025. Further details are [here](#) or for any questions, please contact globalmeetings@airfrance.fr. *Subject to Terms & Conditions.

EXHIBITOR WEBINAR SERIES & E-ZONE TUTORIALS

This year we are planning to run a series of monthly webinars to help you best plan and prepare for IBC2025. If you missed our latest webinar you can watch it via our [Help Centre here](#). Our next Webinar will take place on Thursday 20 February at 3pm GMT. This will include information about our Future Technology Hall 14. We will also be running a series of E-Zone tutorials to help new users to navigate the platform and learn about the full the functionality the E-Zone offers. Details will be available when the E-Zone launches at the end of the March.

IBC2025 TECHNICAL PAPERS

You still have time to submit your synopsis for the IBC2025 Technical Papers if you haven't already done so. IBC Technical Papers present original, novel research on solutions to real world problems faced by the international broadcast and digital media industry and are not overtly commercial in tone. [Find out more.](#)

The Technical Papers Programme forms an integral part of the content programmes at IBC and we welcome entries from all industry sectors across the media, entertainment and technology sector and from every discipline. IBC Technical Papers present unpublished technical disclosures of original, novel research/ innovation focused on real world problems faced by the international broadcast and digital media industry. Papers accepted for presentation at the IBC2025 Conference have the opportunity to win the highly coveted Best Conference Paper Award, presented at the IBC2025 Awards.

For any operational/logistics queries, please contact our Customer Support Team – support@ibc.org

Exhibitors in Halls 1, 8 and OE

Roman Wolujewicz, Account Manager E: rwolujewicz@ibc.org & Emily Herrington, Account Manager E: eherrington@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 (Content Everywhere) 13 & 14

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

Exhibitors in Halls 9, 10, 11, 12, Pods and Meeting Room/Suites

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