



**EMPOWERING  
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EVERYWHERE**

**18.07.2024**

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**LOGISTICS UPDATE**

**Enhanced Shell Scheme Stands Update:**

IBC are pleased to announce that we are able to offer all Enhanced Shell Scheme stand exhibitors dedicated wifi network this year. This will replace the 2mbps cabled connections in the package. Cable connections are still available to order via the [RAI Webshop](#). The details are:

- A dedicated Enhanced Shell Scheme wifi will be available exclusively for Enhanced Shell Scheme exhibitors. This will replace the cable connection in your package
- The SSID and password will be shared with you before the show and made available when you arrive at your stand
- The wifi will have an approx. speed of around 10mbps and can be used by exhibition stand staff and for basic stand displays
- If you need to use a higher bandwidth to demo your products, we would also suggest ordering a cabled internet connection from the [RAI Webshop](#)
- If you do upgrade to a cabled connection, we will cover cost of the first 2mbps so you only need to pay for the bandwidth you require above 2mbps
- If you do order a cabled connection, this should not be used to set up your own wifi networks

**All stands:**

- **Helium Balloons/Use of Helium** - Helium permits and the filling of helium products is no longer available in the RAI Webshop. You can order helium balloons from the RAI - contact [es@rai.nl](mailto:es@rai.nl) and request what ballons you require.
- **Lithium Batteries** - Every exhibitor must declare any lithium ion (or derivative) batteries being used during the show. Please detail the type of battery, size and what they are used in and include the information into your H&S Declaration and Stand Activities form. This is part of your Task Management in your E-Zone.
- **Wi-Fi Update - IBC have been working with the RAI to provide more connectivity into the stand packages and across the venue.** Exhibitors are permitted to use their own official Wi-Fi networks but will need to strictly adhere to the [RAI rules](#) on how these need to be set up. Wi-Fi networks setup on stands will be monitored and any stands not adhering to the rules risk their

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connections being deactivated. Please order a Wired Internet Connection for any critical systems and activities regardless of any W-Fi connectivity you may have in your stand package. RAI Amsterdam cannot support any devices you bring yourself or those provided by third parties.

### **WEBINAR SERIES - UPDATE**

Tune into the 8th webinar in our Exhibitor Workshop series on Thursday 25 July at 3pm UK Time. We will be opening the floor to our Marketing, Sales and Operations teams to answer any questions you may have on this year's show and exhibiting. Register now [Open House Q & A for all IBC2024 Exhibitors \(brighttalk.com\)](https://brighttalk.com)

View details and recordings of our previous webinars here - [Exhibitor Workshop Series](#)

### **IBC DAILY DEADLINE**

Opinion piece & Q&A deadline in the IBC Daily has been extended until 31st July. Don't miss this opportunity to **elevate your brand at IBC2024**. The IBC Daily offers a powerful platform to showcase your company's innovations to a targeted audience of industry professionals. Can in touch with Ben Ewles [bewles@ibc.org](mailto:bewles@ibc.org) to discuss these options

### **REGISTRATION**

Exhibitors can now register colleagues via the Exhibitor Registration tab in your **E-Zone**. Register your stands exhibitors, any delegates (paid for places) and any distributors you are working with this year. You can register individual passes or multiple passes via the bulk upload system. Once registered, each person can then manage their own profile, update their details and create and download their own visa invitation letters. Please note that the delegate rate will increase from next week but you can purchase your allocations now at the current rate. You don't have to allocate these to a name and can do this later if you are still coordinating who is attending. Contact [support@ibc.org](mailto:support@ibc.org) for more details.

As a Primary Exhibitor Coordinator, you will also need to register yourself via the E-Zone if you are attending the show. Please note that you need to register first in the E-Zone and not via visitor pass registration. Once you've registered yourself, you can then switch between the **E-Zone** and your personal profile to complete your registration and apply for visa invitation letters, etc.

We created users guide and videos on customer codes, exhibitor registration and the full E-Zone, which you can view via the [Help Centre](#).

### **CAPTELLO - LEAD CAPTURE SERVICES PROVIDER**

IBC are pleased to be partnering with Captello to provide lead capture services at IBC2024. Captello provides a lead capture solution that is the best in the industry. Their solution allows for automated follow-up, and significant features such as audio notes, lead scoring and CRM Connectors. The solutions include:

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- Get instant access to your lead data
- Instantly capture leads anywhere on the show floor
- Create custom forms with conditional logic
- Provide team instructions inside the app
- Distribute documentation in automated follow up emails
- Communicate with your team inside the app
- Sort leads based on lead rating
- Text and Voice recorded notes with transcription
- Work offline or online
- Integrates with all major CRM & Marketing Automation Platforms

### **COMPANY PROFILE 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 E-Zone.

#### **Upgrade your stand presence at IBC2024**

Why upgrade? Attendees can directly request meetings with exhibitors who upgrade. Enhance your visibility in both the Attendee Portal and the IBC2024 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 E-Zone.

### **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 **21 Aug** but please check the Services & Deadlines section of the Exhibitor Manual in your E-Zone or log into the [RAI Webshop](#). 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 IBC2024.

### **ACCESS & REGISTRATION**

The access and registration information will be updated in the exhibition manual section of the E-Zone week commencing 22 July. We will also send this updated to any of your stand builders registered with Abraxys.

### **2024 VERIFIED SUPPLIERS**

If you are still looking for a stand builder for IBC2024, AV equipment supplier, logistics services or stand catering, we have a range of suppliers which we highly recommend. Visit the [IBC2024 Verified Suppliers webpage](#) and search by company or services.

This year's stand build and design Verified Suppliers are:

- [A-Booth Exhibition Services](#)

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- [DCE Agency](#)
- [Full Circle Events & Exhibitions](#)
- [Lasso Event & Expo Solutions](#)
- [Maxim Communications Ltd](#)
- [Skyline Whitespace](#)

IBC is partnering with new suppliers to deliver the E-Zone, registration, lead capture services and onsite badge collection. Map Your Show are providing the show planner and digital upgrades features as well as profile and task management in your E-Zone. Captello are providing the lead capture Services and details are in your E-Zone or via the Verified Supplier webpage (see link above).

We will also send you regular updates on our Verified Suppliers. Contact [support@ibc.org](mailto:support@ibc.org) if you have any questions.

## **EXHIBITOR CUSTOMER CODES - COMPETITION**

### **Supercharge your Lead Generation at IBC2024 - Win an Apple iWatch!**

Here's your chance to maximise your return on investment and get a head start on generating qualified leads at this year's show. We have launched the IBC2024 Lead Generation Competition! The rules are simple, use your exhibitor code to invite your network to IBC. The exhibitor with the most amount of registrations will receive an Apple iWatch. So get inviting now!

## **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, 3, 6, 7 and Balcony Suites:**

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

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

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

[exhibition@ibc.org](mailto:exhibition@ibc.org) | T +44 (0) 20 7832 4100 | [show.IBC.org](http://show.IBC.org) | [IBCCE.org](http://IBCCE.org)

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