

**16.05.24**

### **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. This week we launched the final sections including exhibitor registrations, customer codes and lead capture orders. Log in via <https://reg.ibc.org/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.

Shortly we will launch the Users function for you to add colleagues to view the E-Zone. If you need to share information with stand builders or 3rd parties, please share the Stand Builder webpages here - <https://show.ibc.org/stand-builder-information>

This year we are working with Map Your Show to provide digital upgrades, profile management, task management as well as the show floorplan (coming soon). To access these services, you will need to access the E-Zone first - <https://reg.ibc.org/e-zone> – then navigate via the left-hand menu. You cannot access the Map Your Show services via any other links even if you are already an existing Map You Show account. Please contact [support@ibc.org](mailto:support@ibc.org) if you have any questions.

### **EXHIBITOR REGISTRATION – NOW LIVE!**

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.

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 will provide users guide and videos on customer codes, exhibitor registration and the full E-Zone from next week in the [Help Centre](#).

### **PRIMARY EXHIBITION COORDINATORS**

As the recipient of this Newsletter, you are listed as the Primary Exhibitor 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

Maximise your presence at IBC2024

This year, we have made it even easier for you to promote your participation at the show, maximise the traffic to your stand and get the most out of IBC2024.

Within your E-Zone, you will find the link to the Marketing Toolkit (**[IBC Exhibitor Toolkit | IBC2024 Show 13-16 Sep 2024](#)**). Here, you can download IBC logos, online banners in different sizes, adverts and social cards. Once you have these, you can easily edit them so they contain your customer code and stand location. We have also put some instructions together to help you along the way! You're then good to share these with your network so get inviting!

In addition to all of these, you will also be receiving personalised social media graphics which contain your unique customer code, name and stand number. You will receive these via email next week so please do look out for them! If you have any questions on any of these, you can contact **[marketing@ibc.org](mailto:marketing@ibc.org)**.

**Don't forget how important using your Personal Exhibitor Customer Code is.** Your customer code is your exclusive invitation to your clients or prospects to visit you at IBC. Your clients will be able to use this code to register for IBC for **free**, even once the early bird registration has closed at the end of August. For every visitor who registers with your customer code, you will also receive their contact details as a lead, so you can follow up with a meeting onsite.

## AWARDS AT IBC2024

The **2024 IBC Innovation Awards** are live with entries open until Friday 31 May. This year there will be five categories to enter with winning entries will be announced at an evening event taking place at the RAI on Sunday 15 September. Categories include:

- Content Creation
- Content Distribution
- Content Everywhere
- Social Impact
- Environment & Sustainability

For more information on how to enter, please go to **<https://show.ibc.org/ibc-awards>**.

## ENHANCED SHELL SCHEME UPGRADE

If you have booked a shell scheme stand in halls 1-3 or 6-12 the deadline to upgrade to an enhanced shell scheme stand is **Friday 28 June**. The package has been improved for IBC2024 and includes high quality walls, graphics, furniture and internet. Please see the full specs **[here](#)**. If you would like to upgrade or would like further details, please email your Account Manager as soon as possible.

## LEAD CAPTURE

This year we are excited to be partnering with Captello to provide lead capture services. Please visit the Leads tab on the left-hand menu of your E-Zone.

**CE Exhibitors** – your lead capture device(s) have been added to the Leads tab in the E-Zone. You will need to accept the Terms and Conditions of the licence when you first enter the Captello page. Please contact **[support@ibc.org](mailto:support@ibc.org)** or use the E-Zone live chat if you need any further assistance.

**CE STAGES – SPEAKING OPPORTUNITIES**

Included in your Content Everywhere stand package is a speaking opportunity on one of the Content Everywhere stages. These are allocated on a first come basis.

At the end of April, you would have received an email from the team with links to the speaker submission form and the next step details. The initial deadline to be included in the first programme release is 31 May.

If you are missing this email, please let me know and I can send the details. For questions directly regarding the speaking opportunity please email [cestage@ibc.org](mailto:cestage@ibc.org).

**CE - Hall 14 – TECHNICAL UPDATE LAUNCHED**

The technical update for Hall 14 exhibitors is now available. This information is in the Exhibition Manual section of your [E-Zone](#), the [Help Centre](#) and the Stand Builder webpages, which you can share with your stand builder - <https://show.ibc.org/stand-builder-information/hall-14>.

**CE WI-FI**

The CE Halls this year – Halls 4, 5 and 14 - have been enabled with exhibitor Wi-fi. This is designed for stand exhibitors to utilise and stay connected whilst working at the show. This could also be used for basic browsing/emails/social media work on stands however, if you need an internet connection to demonstrate your products and services, we would always recommend ordering a wired connection from the [RAI Webshop](#).

**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 CABSAT and BroadCast Asia. Please let us know if you will be there - we would love to connect.

**WEBINAR SERIES – UPDATE**

Tune into our 6th webinar in our Exhibitor Workshop series on Thursday 30 May at 3pm UK Time, covering space only exhibitors including double decker and outside exhibit stands. This is aimed at companies new 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 key deadlines and processes for space only stand and an update from our Verified Suppliers Abraxys and CEVA. We will also hear from Ben Ewles, Sales and Business Development at IBC about the ways to enhance your presence at IBC through our sponsorship channels.

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 certain exhibitors and is outlined in the Exhibition Manual section of your E-Zone. 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.

**VERIFIED SUPPLIERS FOR IBC2024**

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

**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](mailto: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](mailto: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. Verified Supplier will include their official Verified Supplier logos when contacting you to help you identify them (see above).

**RAI WEBSHOP AND RAI EXHIBIOR SERVICES**

Please ensure you set up your **[RAI Webshop](#)** account ASAP and take advantage of any early bird discounts across their services – mains electrics orders, internet, etc – and review the deadlines for ordering.

For shell scheme, enhanced shells scheme, CE shell scheme, Pods, meeting and CE meeting suites, you will be sent log in details to access your personalised 'My Stand' ordering portal. Using this tool, you can view a 3D image of your stand package, upload graphics and manage any additional orders. This will available from the end of May.

If you have any questions for the Rai Exhibitor Services team, please contact **[es@rai.nl](mailto:es@rai.nl)**.

**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](mailto: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 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](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 RAI Meeting Rooms/Suites:**

Kevin Van T' Kruys, Account Manager E: [kvantkruys@ibc.org](mailto:kvantkruys@ibc.org)

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