

## **APRIL 2025**

### **IBC E-ZONE**

The IBC E-Zone (Exhibitor Zone) was launched on 27 March. The E-Zone is your one stop shop for planning your stands at IBC. The launch (phase 1) includes the exhibition manual and access to the RAI Webshop, profile management, task management, lead capture services and digital upgrades. These are available via the left-hand menu when you log into the E-Zone. If you need to set a set or change your password, please click password reset option and follow the instructions. Phase 2 will be live from mid-May and will be the launch of the registration platform and customer codes. Both will be available via the E-Zone.

**Profile Management** – Once logged into the E-Zone, your first action is to complete your company profile via the Profile Management tab on the left-hand menu. Your profile will be displayed in the Exhibitor Directory that will be launching mid-May.

**Task Management** – Please ensure you have reviewed and understand all the task, both compulsory and mandatory, that you need to complete. Be aware of any deadlines and reach out to the Customer Support team if you need any assistance or have any questions regarding your tasks – [support@ibc.org](mailto:support@ibc.org).

### **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**

Your Marketing Assets and Exhibitor Codes will be available within the E-Zone once registration launches in mid-May.

### **TECHNICAL SETUP 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.

#### **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**

**\*Outside Exhibits have a different build schedule. Details are available in the Help Centre.**

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

### **VERIFIED SUPPLIERS**

IBC have a wide selection of carefully chosen Verified Suppliers that offer a diverse range of products and services to help with all your event needs. IBC team work closely with our Verified Suppliers all year round to ensure that their quality of service and high level of customer care is in line with the IBC brand.

#### **Benefits of using our Verified Suppliers:**

- Individual SLAs are in place with each Verified Supplier to ensure the highest quality of service and customer care is given at all times.
- Access to the venue for these suppliers has been arranged through IBC and the RAI allowing a more efficient build/breakdown of your stands.
- Verified Suppliers are available on site at the RAI during IBC2024 so you can be given support and help when needed during the build-up.
- They offer a range of expertise and experience across the events industry

The full list will be available via on our website here – [Verified Suppliers](#).

### **ADDITIONAL UPDATES**

Information on the additional technical changes is available in the Help Centre here - [UPDATES for IBC2025](#) – IBC. These include changes to Balcony Suites, stand height rules and an Abraxys update.

### **IBC2025 HOTEL BOOKING PORTAL LIVE – SECURE YOUR STAY AT REDUCED RATES!**

RAI Hotel Services are the exclusive official housing agent offering hotel accommodation for IBC2025 exhibitors and attendees at special event rates. RAI Hotel Services have secured discounted rates with many hotels for IBC2025, with most rates being lower than those offered last year. 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.

The IBC2025 hotel booking portal is now live – [CLICK HERE](#) to secure your hotel accommodation! To benefit from these discounted rates, we recommend reserving your hotel accommodation as early as possible as availability is becoming increasingly limited. For any housing related questions, please contact the RAI Hotel Services [on\\_hotelservices@rai.nl](mailto:on_hotelservices@rai.nl) or [+31 \(0\)20 549 1927](tel:+31205491927).

### **AVOID SCAMMERS**

We strongly recommend that all hotel bookings are made through IBC's only 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. IBC are not affiliated with any other hotel booking agents. 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.

**AIR FRANCE & KLM DISCOUNTED FARES**

IBC have partnered with Air France and KLM to offer IBC2025 attendees attractive discounts of up to 10%\* on a wide range of airfares on Air France, KLM and their code-shared flights. Tickets can be booked via the Air France or KLM websites by applying the unique Event ID Code GME50258AF during checkout (valid for travel from 5 September 2025 to 22 September 2025). [CLICK HERE](#) for more information. \*Subject to terms & conditions.

**EXHIBITOR WORKSHOP WEBINAR SERIES**

In our commitment to continuous improvement, we launched an Exhibitor Workshop series last year, featuring monthly webinars on key topics around exhibiting. Each webinar in the series focused on a specific topic around exhibiting, from booking a stand and gaining insight into sponsorship opportunities to learning about marketing assets and the Exhibiting Zone. You can view the webinars on demand here - <https://show.ibc.org/exhibition-webinars>.

Join our third webinar from this year's series which focuses on E-Zone for IBC2025, taking place on 1 May at 3pm BST. By joining this webinar, you will learn how to get the best out of the E-Zone and use the tools to maximise your stand planning. Please look out for a separate email soon with registration details .

Our fourth webinar will be for all CE stands and will take place later in May. Further details will be available shortly.

If you missed any of our previous monthly updates, you can find this information here – [IBC2025 EXHIBITION MONTHLY UPDATES](#).

**If you have any questions regarding your exhibition stand or exhibition logistics, please feel free to get in touch - we are here to assist you the best we can.**

**For any operational/logistics queries:**

Contact our Customer Support Team – [support@ibc.org](mailto:support@ibc.org)

**Exhibitors in Halls 1, 8 and OE**

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

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)