



CANON IBC EXHIBITOR CODE COMPETITION CASE STUDY

OVERVIEW

IBC has been a core event in Canon's annual calendar for decades. This year the team decided to add some extra excitement to preparations by taking part in the IBC Exhibitor Code competition. Not only did they win, but they also had their most successful event yet.

CHALLENGE

Canon has been exhibiting at IBC since well before it moved to the RAI in 1992. In that time, the team has become skilled at planning for the show and creating a high-tech and exciting stand for visitors to explore. This year, however, the decision was taken to mix things up a bit, both in terms of the look and feel of the company's stand and in how Canon's presence in Amsterdam was promoted pre-show.

"Normally the stand is very product focused, almost like a storefront kind of stand," explains Jack Adair, Product Marketing Specialist, Canon EMEA. "We'll showcase loads of different products and solutions and have an area for the sales guys to have meetings.

This year, we had a huge area for the sales guys to have meetings and then we had a showcase just on the outside of the stand. So we minimised what we were showing by focusing on the new products and the main solutions, but we put a big focus on meeting spaces and hospitality for customers, more than we ever have at any other IBC."

Ensuring customers were aware of these changes, that meeting spaces were fully utilised and that attendees could still discover the latest innovations from Canon was front of mind when planning for the show. This year the team also put a greater focus on the IBC Exhibitor Code in pre-show communications.





RESULTS

The results for Canon were impressive.

"We actually had the most successful IBC we've ever had in terms of stand attendees, meetings booked, and more," he reveals.

The company also won the IBC Exhibitor Code competition in the large stand category.

"We're very pleasantly surprised to win. It's actually increased our visibility on how important these things are, because using the codes has never been the highest priority. But highlighting it this way shows how effective it can be. I think it's shown something that we maybe haven't put as much emphasis on as we should going forward."

For any exhibitors thinking of using the code and entering the competition in the future, Adair says: "Go for it. It's a very harmless way of being really effective in a number of things, growing network, sales leads, meeting bookings, everything like that. There's only good things that can come out of it."

FUTURE PLAN

Given the success of 2025, the Canon team is already planning how it will utilise the code for next year's show and how it can further measure its impact on visitor registrations and stand attendance.

"We'll look at including it in a lot more communications internally and externally. I definitely think that's something that we can improve for next year," he adds. "If we hadn't won this prize, we would have still kept this going, just as an under the radar thing that's nice to do. But I think now that we've actually won, it highlights the effectiveness of everything. We know what we achieved this year with an okay amount of promotion, so when I stop and think how much more we could do, hopefully next year is going to be even better."

SOLUTION

"This is the first time that we've actually properly pushed especially pre-show comms," adds Adair. "Normally I'd put a quick email together, and then all the Canon people from around Europe would take that, translate it and send it off. But this time we actually made templates about what we were doing, localised in all the main European languages, and we put in a whole section about the code."

Emails highlighting the code were sent monthly starting in June. The code was also shared in a kick-off email for colleagues to share with their customers, via personal invites, LinkedIn or other methods, depending on the country.

Indeed, promoting the code was very much a team effort, as Adair explains: "It's always done between all of us. Marketing takes the lead on it, but it's handled across business development, sales, everyone has a part to play. As marketing, we create the assets and we share them with a CRM network. But in terms of customer base, that's all from the sales guys."

The code was largely used to reach out to existing customers, but new prospects were also targeted via the Canon newsletter.

"The Canon newsletter doesn't just go to Canon customers, it goes to anyone that signed up for it ever, so we mailshot the code out to them as well. I think that means there's a lot of people signing up that way," adds Adair.

To create a bit of added excitement internally, the Canon team also entered the IBC Exhibitor Code competition this year.