



## CHALLENGE

For COAX Connectors, IBC is a key date in the annual calendar, providing an opportunity to showcase new products, meet with distributors and raise brand awareness. To do this, it's important that attendees know that the company will be at the show, and the IBC Exhibitor Code has become an important tool in raising this awareness.

"We've used the Exhibitor Code for many years. We always put them on our email footers, and then we tend to share them on social media as well," explains Emma Ashton, Marketing Manager at COAX Connectors. "We see it as a way to support our distributors and our customers, particularly some of the smaller customers who might be funding their own trip to IBC, they really value having free entry."

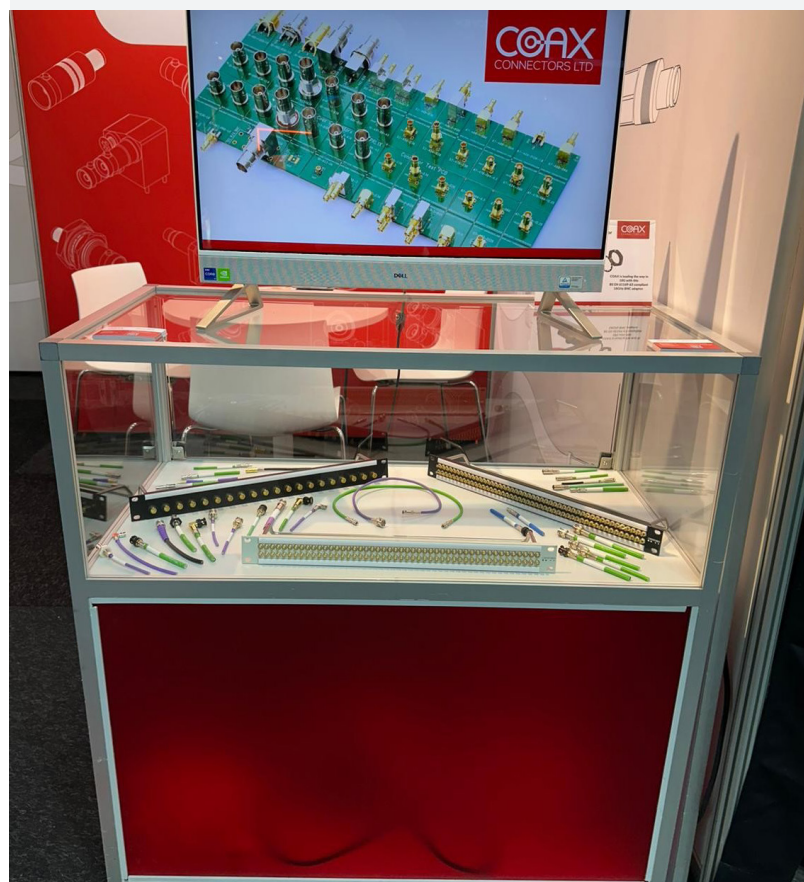
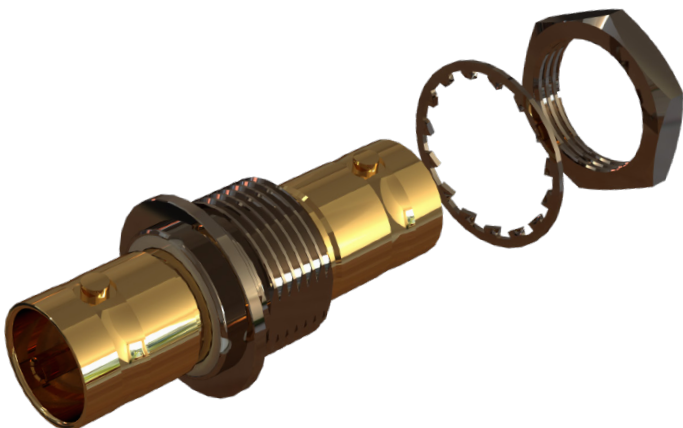
COAX has been exhibiting at IBC since 2013 and seeing familiar faces, as well as meeting new contacts, is an important part of the show.

**"We've been exhibiting for a long time, so we know a lot of people now. It's generally a really good opportunity for the team to network with our existing contacts and make those new contacts, because there are always new people coming into the industry."**

# COAX CONNECTORS IBC EXHIBITOR CODE COMPETITION CASE STUDY

## OVERVIEW

COAX Connectors specialises in the design and manufacture of high-performance RF connectors. Despite only taking a small stand at IBC2025, the company wanted to make a big impact. And the IBC Exhibitor Code played a key role in making this happen.



## SOLUTION

The key to success when it comes to using the code, is to start promoting it early, Ashton believes.

"We start in the summer, a good number of weeks before the show, so there's plenty of time for our messaging to reach people. There are some customers who we talk to multiple times every week and they know we are going to be at the show as it will naturally come up in conversation, but there are other people we are in contact with less frequently due to the nature of their business. Keeping the code on our emails over an extended period of time ensures that everybody who we deal with in the broadcast industry knows we're going to be at IBC and also knows that if they want to get a reduced entrance, they're able to do it through that code."

All members of staff are encouraged to promote the code by having it in their email footer to ensure it is seen by as many people as possible.

When it comes to social media messaging around the code, the focus is on keeping it simple.

**"We usually promote the dates of IBC and give a little bit of information about what people will find at the show, making sure to mention the code alongside this," she adds.**

This year, the focus of COAX's IBC showcase was the True 75-ohm 12G BNC Right Angle PCB Connector with a one piece swept contact, which has just been granted a European patent for its unique design, but raising awareness of the services the company offers and creating space for conversations with clients and potential clients is also important.

**"Because we are a manufacturer, it's important that we're at IBC. It's valuable for the distributors to have us there because they're selling our products and can turn to us for technical support, especially with new products. Exhibiting also allows us to embark on new connector design projects through enquiries we receive for non-standard parts. Having the code encourages us to remind people that we're there and it's another reason to reach out."**

## RESULTS

**More than 200 people registered using COAX Connectors' registration code** and the stand was bustling throughout the show.

**"It's definitely worth sharing your exhibitor code. It's something you can give back to your customers, it's a goodwill gesture, and it helps increase the number of people who are going to attend the show, and that's good for everybody," says Ashton.**

It's not just the broadcast industry that's benefitting either, as the prize COAX received for winning the IBC Exhibitor Code competition, an Apple Watch, is set to be raffled off for charity.

"We couldn't decide who should have it, so we thought that would be the fairest way to do it," she adds. The money raised will go to READY Charity, which helps young people with disabilities play sport and take part in healthy activities.

## FUTURE PLAN

The IBC Exhibitor Code will remain a firm part of COAX Connectors' preparations for IBC in future years, and the company is also keen to more fully exploit the opportunities it affords.

**"In the future I will pay more attention to the registrants ahead of the show and contact those people we don't know or haven't seen before. We probably haven't used the code to its fullest advantage, but it has still been a success," she concludes.**

**205**

Registrations using the  
IBC Exhibitor Code