

JULY 2025**EXHIBITOR LOGISTICS**

IBC E-Zone - The E-Zone is your one stop shop for planning your stands at IBC. This includes the exhibition manual and access to the RAI Webshop, profile management, task management, lead capture services and digital upgrades, plus access to the registration platform and customer codes. 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.

Unloading/Loading and Traffic Regulations – The RAI Traffic team has released the unloading/loading and traffic regulations for this year. Please review in your exhibition manual or the Help Centre here - [Exhibitor & Stand Builder Access & Registration - UPDATED 10 JULY 2025 – IBC](#). Please note that CEVA only unloading will operate during the 4 and 5 September. For stand builders/exhibitors not using CEVA to unload/load, the RAI LMS system will be available 3 weeks prior to build-up for you to book your unloading/loading slots. Further details are in the traffic regulations – link above.

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. Further details are available - [Lithium Ion Battery Rules - IBC2025 – IBC](#)

Helium Balloons/Use of Helium – You can order helium balloons/filling of inflatable products from the RAI – contact es@rai.nl and request what balloons you require.

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.

RAI MY STAND AND GRAPHICS LINK

You will have received an email from the RAI Exhibitor Services Team with your dedicated My Stand and Art of Fibre graphics upload link. This is your portal to manage your stand package, order upgrades and upload and purchase graphics. These emails are sent directly from Art Of Fibre so if you haven't received the link or need any assistance, please contact the RAI Exhibitor Services Team – es@rai.nl. Please make yourself aware of the final graphics upload deadline in August and ensure you have enough time to upload and have the files checked and confirmed before the final deadline. You risk having incorrect or cancelled graphics if you fail to upload and confirm your graphics in time.

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 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](#).

TASK MANAGEMENT

Please be aware of the tasks you need to complete to ensure your stand is designed, built and managed correctly. Each exhibitor is responsible for completing the Health & Safety Declaration, and must be completed by the you, the exhibitor (not your stand builder). This covers the items you are bringing to exhibit at the show and not the structure of the stand. In particular, please familiarise yourself with the Lithium ion battery rules (details [available here](#) and in the exhibition manual section of your E-Zone).

CAPTELLO – LEAD CAPTURE SERVICES PROVIDER

IBC are pleased to be partnering with Captello to provide lead capture services at IBC2025. 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:

- 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

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 for further information.

LIGHT TESTING – DARK SHOW

During IBC, all exhibition halls are completely blacked out so that sunlight cannot interfere with monitor displays. From Friday 12 September all hall lighting will be turned off so that the only lighting will be that of the stands, monitors and equipment. During build-up the hall lighting will be turned off from 15:00 to 15:30 on Wednesday 10 September and from 15:00 to 15:30 on Thursday 11 September so that light levels on exhibitors' stands can be adjusted. All shell scheme stand types come with lights included but you can arrange for additional stand lighting via your My Stand link on the RAI Webshop. Additional fees apply.

INTERNET AND WIFI

You can purchase a range of internet/ICT products from the [RAI Webshop](#). You will need to be signed into the Webshop to view all the prices available. Please be aware of the early bird discounts available as well as the final deadline for ordering.

We are continuing to work with the RAI to improve the services available to exhibitors, including the use of localised Wi-Fi networks on your stand(s). Whilst these are permitted, there are strict rules on how these can be configured, which frequencies can be used and how we will monitor that these networks are set up correctly. Any stand not following the rules will risk having their connections switched off, especially if this is directly affecting the RAI network.

Stands with Wi-Fi included in the stand package, we will email you the SSIDs for this network so you can configure your devices. If you need an internet connection to demonstrate your products, we would always recommend a wired connection. Further details are available in your Exhibition Manual or the Help Centre.

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 IBC2025

Why upgrade? Attendees can directly request meetings with exhibitors who upgrade. Enhance your visibility in both the Attendee Portal and the IBC2025 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.

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>.

Our next webinar in the series are below and all will start at 3pm UK time:

- 24 July - Ask the team – an open webinar to ask any questions of the IBC and RAI teams – watch on demand here - <https://show.ibc.org/exhibition-webinars>
- 14 August – 2026 Rebooking – Guide to the rebooking process held at the show

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 the show 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

Our 7 stand design and build Verified Suppliers for 2025 are:

A-Booth Exhibition Services
DCE Agency
Full Circle Events & Exhibitions
Impact XM
Lasso Event & Expo Solutions
Maxim Communications Ltd
Skyline Whitespace

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

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. 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. IBC are not liable for any issues that this may cause.

The IBC2025 hotel booking portal is available so [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 or +31 (0)20 549 1927.

AVOID SCAMMERS

PLEASE BE AWARE that scam/phishing companies are targeting both past and present exhibitors of IBC claiming to provide services on our behalf. These scams involve exhibitors being targeted to sign up to show guide/directory services, hotel room bookings or the selling of attendee lists/email data on behalf of IBC. These scam companies are NOT connected to IBC or the event and you risk being forced to pay significant sums of money if you sign up for any of these services. An example of a current scam message is available below highlighted in yellow. They claim to be from IBC and selling IBC data which we do not participate in:

From: Chris Flores <chris.flores@opteltechs.com>

Subject: IBC

Importance: High

Hi,

My name is Chris Flores, and I'm part of the business development team at Optel.

We have 30,012 contacts available from IBC Convention 2025.

- ✓ Standard (\$1,185) – Essential company details
- ✓ Pro Plus (\$1,250) – Includes phone, location & more

Let me know which works best so I can send the Purchase Order.

Regards,

Chris Flores - Optel Technology

Ph: 346-552-7141

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 package, additional sponsorship 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

Exhibitors with Shell Scheme, Enhanced Shell Scheme, Pods & Rai Meeting Rooms (not including Content Everywhere or Future Technology Hall 14):

Maria Pietrasik, Sales Account Manager E: mpietrasik@ibc.org

Exhibitors in Halls 1, 4 & 5 (Content Everywhere), 13, OE and Balcony Suites:

Emily Herrington, Sales Account Manager E: eherrington@ibc.org

Exhibitors in Hall 2, 3, 6, 7 & 14 (Future Technologies)

Kimberly Lightfoot, Sales & Account Team Manager E: klightfoot@ibc.org

Exhibitors in Halls 8, 9, 10, 11, 12 and Hall 8 Meeting Suites

Kevin Van 't Kruys, Account Manager E: kvantkruys@ibc.org