


June 2025

AV USER GROUP – DEADLINE 7 JULY

Following the success of last year's event, the AV User Group returns to IBC2025. In collaboration with AVUG, this session brings together 40+ senior AV decision-makers from organisations including Barclays, AstraZeneca, UBS, Deliveroo, and the Cabinet Office.

Up to 40 companies will be selected to deliver a five-minute pitch showcasing a new product or service not previously presented at IBC.

Event details:

 Thursday, 11 September 2025

 nhov Amsterdam RAI Hotel

 Fee: £1,295

Key benefits:

- Direct access to corporate AV buyers
- Time-efficient, one-to-one engagement
- Opportunity to reach a focused, high-level audience

Please do get in touch with your Account Manager if you would like to apply as the deadline is fast approaching.

EXHIBITOR MARKETING ASSETS

Unlock Your Marketing Toolkit – Start Driving Leads Today. Your Exhibitor Customer Codes are now live in the E-Zone – it's time to put them to work. You would have received your Personalised Marketing Assets via email from your Marketing contact also. So, get inviting your network now! If you haven't received your codes or Marketing assets, please contact marketing@ibc.org and we will be happy to help.

We've officially launched the IBC2025 Lead Generation Challenge. The more clients you invite using your unique codes, the more footfall and leads you'll generate at your stand. Also, every invitation boosts your chance to win the latest Apple Watch as part of the competition.

Access your E-Zone today and start inviting your clients.

Top Tip

When you're shouting about IBC and promoting it to your network, please make sure to write it as IBC2025 – no spaces, just one name. Because let's face it... IBC 2025 just doesn't have the same ring to it.

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, and last week we ran the Future Tech webinar. You can view this and all our previous 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
- 14 August – 2026 Rebooking – Guide to the rebooking process held at the show

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.

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.

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.

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.

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.

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. Contact support@ibc.org for more details.

Task Management

Please be aware of the tasks you need to complete for your stand type. 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).

RAI MY STAND AND GRAPHICS LINK – SHELL SCHEME AND POD STANDS

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. If you haven't received the link or need any assistance, please contact the RAI Exhibitor Services Team – es@rai.nl.

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

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.

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 or +31 (0)20 549 1927.

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

HALL WRITERS

You will be contacted by an official Hall Writer who will be collating articles for the IBC Daily. As part of your stand package, you may submit content for consideration. Please reach out to support@ibc.org if you have any questions.

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