

MAY 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. 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.

Task Management

Please be aware of the task you need to complete to ensure your stand is designed, built and managed correctly. Each exhibitor is responsible for completing your 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).

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.

RAI MY STAND AND GRAPHICS LINK – CE SHELL SCHEME 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. Please be aware of the ordering deadlines, especially for graphics. Once the final deadline has passed, you won't be able to order the wall graphic included in your package or order additional graphics.

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

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. Your Personalised Marketing Assets will be with you by the end of May via email from your Key Account Manager.

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.

You will also be contacted by our Marketing Team with advice on how to maximise your Content Everywhere package this year. Please contact marketing@ibc.org with any questions.

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.

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.

Wi-Fi is included in the stand package and we will email you the SSIDs for this network so you can configure your devices. This is included to provide you and your stand staff with access to the internet. 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.

LEAD CAPTURE

Lead capture services are provided by Captello. These services can be accessed via your E-Zone. A device or devices are included in the Content Everywhere packages. To take advantage of these, please access the Lead Capture portal via your E-Zone and accept your device(s).

CONTENT EVERYWHERE STAGE PROGRAMME

The curation of the Content Everywhere stage programme is underway. CE exhibitors are being invited to suggest topics and speakers for panel discussions or apply for a demo session.

This year, we are using Lineup Ninja, an online platform, to streamline the management of speakers and the development of the CE stage programme.

If you haven't already received your invitation to participate, please check your spam filters and add ce-demo-2025.cfp@in.lineupninja.com to your safe-senders list.

For any questions, please contact Ian Volans – cestages@ibc.org

HALL WRITERS - IBC DAILY NEWS FOR IBC EXHIBITORS

The IBC Daily is published every day at the IBC show in Amsterdam. We aim to cover breaking news, product launch information and any other relevant announcements from IBC Exhibitors. There are dedicated writers assigned to each Hall and you can send your news to them - **NOW** - during the pre-show period. Your writer will inform you of the final deadline, but don't wait!

The news content we'll consider includes new press releases, technical information about new products and relevant company news. The more information you provide, the better the story will be. As the IBC Daily is published over the four show days in September, always keep the news 'new' please.

For organisational purposes, please send emails with your company name in the subject line so we can sort the content correctly. Please only send announcements you plan to make ahead of or at the show. **News should be fresh, relevant to IBC, and timely.**

Contact AMorris@ibcdaily.org for more 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 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](#).

ADDITIONAL UPDATES

Information on the additional technical changes is available in the Help Centre here - [UPDATES for IBC2025 – IBC](#).

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.

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>.

Watch on demand our 3rd webinar from this year's series which focused on E-Zone for IBC2025, and our 4th webinar which covered making the most of the marketing, promotions and sponsorship opportunities IBC can offer exhibitors.

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

- 5 June - Space only stands guide – covering all the stand logistics for space only stands. Speakers include IBC Ops, RAI Exhibitor Services, Abraxys and CEVA. Suitable for space only, double decker, CE space only, Future Tech space only and balcony suite space only stands
- 19 June - Shell scheme stands guide – covering all logistics for shell scheme, enhanced shell, Future Tech shell, pods, shell balcony suites or meeting rooms. Speakers include IBC Ops, Customer Support and RAI Exhibitor Services
- 3 July – Future Tech Focus – learn about everything happening in the Future Tech hall (Hall 14). Aimed at all stand types in Hall 14
- 24 July - Ask the team – an open webinar to ask any questions of the IBC and RAI teams

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