

## 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.

### 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](mailto: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.

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.

### **STAND PLAN SUBMISSIONS**

All Space Only exhibitors must submit fully detailed and scaled technical plans for approval on compliance with the rules and regulations set out in the IBC Exhibition Manual along with the structural soundness and venue and EU health and safety regulations, including the use of venue and EU permitted stand build materials and electrics. Exhibitors are reminded that it is their responsibility to ensure the stand design and build conforms to the appropriate venue and EU health and safety regulations and the use of venue and EU permitted stand build materials and electrics. Deadline for stand plan submission is 20 June. Please ensure you've checked all regulations in the Exhibition Manual of your E-Zone or the Help Centre.

**New for 2025** – any stand structure over 4m in height from the venue floor, will be considered complex. This will mean additional checks, calculations and fees will apply. Details in your Exhibition Manual or in the Help Centre.

### **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.

### **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](#).

### **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.

### **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](mailto: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](mailto: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:**

- 29 May - Content Everywhere – your guide to your CE packages
- 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](mailto: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](mailto: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](mailto:eherrington@ibc.org)

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

Kimberly Lightfoot, Sales & Account Team Manager E: [klightfoot@ibc.org](mailto: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](mailto:kvantkruys@ibc.org)