



Dear Exhibitor,

With IBC2026 getting closer, now is the time to make sure your team, stand and exhibitor profile are fully prepared.

This month, we're highlighting the key actions to complete, important information to review, and ways you can start making the most of your presence at IBC2026.

### ***Log in to the E-Zone & Register Your Stand Personnel***

If you haven't already, please log in to the **E-Zone** and register your stand exhibitors. **All exhibitor personnel must be registered in advance of the show.**

**E-Zone:** [reg.ibc.org/e-zone/login](https://reg.ibc.org/e-zone/login)

[Exhibitor Registration Help Guide](#)

### ***Complete Your Health & Safety Declaration***

All exhibitors must complete their **Health & Safety Declaration** before exhibiting onsite.

If you haven't completed yours yet, please log in to the E-Zone and complete the declaration as soon as possible.

[IBC2026 | Health & Safety Declaration](#)

### ***RAI Webshop – My Stand & Graphics***

If your stand is being built by the RAI, exhibitors should log in to the **RAI Webshop** and review their **My Stand** area.

The My Stand Feature will allow you to review what is part of your package and amend your stand configuration.

Your link to upload graphics is also in the My Stand section. You will be able to view your stand in 3D and see the cost of adding additional graphics.

### **Deadlines:**



- After the deadline of **19 August 2026**, it is not possible to amend your My Stand details.
- After the deadline of **21 August 2026** it is not possible to submit/order additional graphics.

**Login to the E-Zone and select the RAI Webshop option on the left.**

### ***Content Everywhere & Future Tech – Upload Your Logos***

If you are exhibiting within **Content Everywhere or Future Tech**, please make sure your company logos have been uploaded to the E-Zone.

Log in to the E-Zone and select **Upload your digital assets**, the last option on the left-hand menu.

Uploading your logos gives our team access to use them across the IBC website and on screens within your hall.

**E-Zone:** [reg.ibc.org/e-zone/login](http://reg.ibc.org/e-zone/login)

### **Important: Review the Power Timetable**

Please make sure your team and stand builder are aware of the power timetable for IBC2026.

**POWER WILL BE SWITCHED OFF ON FRIDAY NIGHT (11 Sept) AND SWITCHED ON AT 08:00 THE FOLLOWING DAY (12 Sept). PLEASE TURN OFF YOUR DEVICES TO AVOID POWER SURGES.**

If you have ordered **continuous power**, your power will remain on overnight and you **do not need to power down**.

Please review the full power timetable and information here:

**[IBC2026 | POWER INFORMATION & TIMINGS](#)**

### **Promote Your Presence**

There's plenty you can be doing now to promote your presence, drive visitors to your stand and start building valuable connections ahead of IBC2026 – and we're here to help.



## ***Share Your Customer Code & Win an Apple Watch!***

Our **Customer Code Competition** is live!

Share your unique **Customer Code** with clients and prospects to give them **FREE registration to IBC2026** – and you could be in with a chance of winning an Apple Watch.

Your Customer Code is available in your E-Zone, along with personalised social media assets featuring your company name and stand number.

Every visitor who registers using your code also becomes a qualified lead, helping you identify prospects and arrange meetings.

The challenge is open to exhibitors of all sizes, with one winner in each of the following categories:

- **Small Stands:** 3–30sqm
- **Medium Stands:** 30–90sqm
- **Large Stands:** 90sqm+

You can also access the **IBC2026 Digital Toolkit** for ready-to-use social graphics, email signatures, newsletter headers, logos and more.

Your customer code can be found on the Dashboard in your E-Zone and the IBC2026 Toolkit can be found in the Marketing, Press & PR section!

## ***Build Your Meeting Pipeline with IBC Connect***

Our bespoke official **1:1 Meetings Programme** can help you connect with your ideal customers and secure valuable meetings before and during IBC2026.

Find out more about how IBC Connect can help you build your meeting pipeline and make the most of your time onsite.

**Find out more here:** [IBC Connect.](#)

Interested? Contact [bewles@ibc.org](mailto:bewles@ibc.org)



### ***Get Your News in Front of the Media***

Planning a product launch, announcement or major update around IBC2026?

Upload press releases, images and other content to the **Virtual Press Office**, download the latest press list and start reaching out to journalists ahead of the show.

#### **IBC2026 | The Virtual Press Office**

### **Promote Your Product Launches & In-Stand Events**

Make sure IBC visitors know what's happening on your stand.

Whether you're unveiling a **new product**, making a major announcement or hosting an **in-stand event, demo or special session**, upload the details via the **E-Zone** and we'll help promote them to the IBC audience.

**Via the E-Zone you can:**

- Submit details of your new product launches
- Add in-stand events, demos and special sessions
- Upload supporting images and media

Adding your activities to the official programme helps visitors **discover what's new, find your stand and plan their time at IBC**.

**Upload your details to the E-Zone, in the links shared in the Marketing, Press & PR section, and make sure your launches and events get noticed.**

### ***Showcase Theatre – Now in Hall 3***

A limited number of sponsored sessions are still available on our premium **240+ seat stage**.

Showcase your expertise, launch products and get your brand in front of the IBC audience.

### ***New: Hall 8 Business Lounge***

Need additional meeting space?



Explore reserved tables, flexible meeting access and premium meeting pods in our new ready-to-use business hub.

For **Showcase Theatre** and **Hall 8 Business Lounge** opportunities, contact [bewles@ibc.org](mailto:bewles@ibc.org).

### **See Who's Coming to IBC2026**

Our latest **IBC2026 Audience Snapshot** is now available, giving you a closer look at the senior buyers, decision-makers and industry professionals registered to attend.

Use the latest insights to shape your outreach, refine your messaging and plan who you want to connect with in Amsterdam.

### **IBC2026 | Latest Audience Snapshot**

As we get closer to IBC2026, we'll continue to share the information you need to prepare for the show and make the most of your participation. If you have any questions, please reach out to [support@ibc.org](mailto:support@ibc.org).

We look forward to welcoming you to Amsterdam!

Kind regards,

**IBC Client Success Team**