



Dear Exhibitor,

The countdown to IBC2026 is on! As we move closer to the show, now is the perfect time to complete your final preparations, make the most of the opportunities available to exhibitors, and ensure you're ready for a successful event.

This month's update includes key actions, exciting opportunities, and a look ahead at what's coming next.

Action Required

Complete Your Health & Safety Declaration

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

If you haven't already done so, please log in to the E-Zone and complete this task as soon as possible. This is a mandatory requirement for all exhibitors.

Link to submit here: [**IBC2026 | Health & Safety Declaration**](#)

Register Your Stand Personnel

Have you registered everyone who will be working on your stand?

Registering your team early gives you more time to organise travel, accommodation, meeting schedules and stand rotas, while ensuring everyone has the correct access before arriving onsite.

Please register all stand personnel via the **Exhibitor Registration** section of the E-Zone.

Exhibitor Registration Guide

Log in to the E-Zone

Before arriving onsite, please ensure you have logged into the E-Zone and accepted the latest Terms & Conditions.

While you're there, take a moment to review your **Task Management** dashboard to ensure all outstanding actions have been completed.

Login here: [**Reg.ibc.org/e-zone/login**](https://reg.ibc.org/e-zone/login)



Hall 12 Smoke & Hazer Machine Permits

Smoke and hazer machines are **only permitted within Hall 12** and require approval from the RAI.

If you intend to use either during the show, permits are now available to purchase through the **RAI Webshop**. We recommend ordering your permit as soon as possible.

Hall 12 Smoke Machine/Hazer Permit

Maximise Your Presence at IBC2026

Promote Your Presence

Your unique **Exhibitor Customer Code** is now available in the E-Zone and is one of the most effective ways to encourage visitors to your stand.

Share your code with customers and prospects to offer complimentary registration to IBC2026, even after the Early Bird registration period has ended.

Every visitor who registers using your Customer Code becomes a qualified lead, helping you arrange meetings before the show and maximise your time onsite.

You'll also find:

- Personalised social media assets featuring your company name, stand number and Customer Code
- The IBC2026 Digital Marketing Toolkit, including social graphics, email signatures, logos and promotional assets
- Entry into the **Customer Code Competition**, where you'll have the chance to win an Apple Watch simply by promoting your code

Access everything via the E-Zone and take a look at the Marketing, Press & PR section in the E-Zone.

Maximise Your ROI with IBC Connect



Looking to fill your meeting diary before arriving onsite?

IBC Connect is the official one-to-one meetings programme, matching exhibitors with pre-qualified buyers who have confirmed budget, authority and interest in your solutions.

Every meeting is human-curated and scheduled before the show, allowing you to arrive with valuable conversations already planned.

Find out more:

[IBC Connect Media Pack](#)

For further information, please contact bewles@ibc.org.

Showcase Theatre Sponsorship Opportunities

The **Showcase Theatre** is moving to **Hall 3** for IBC2026.

A limited number of sponsored sessions are still available, giving exhibitors the opportunity to:

- Launch new products
- Demonstrate solutions
- Share thought leadership
- Benefit from attendee badge scanning and promotion within the official IBC programme

If you're interested in securing a session, please contact bewles@ibc.org.

NEW – Hall 8 Business Lounge

New for IBC2026, the **Hall 8 Business Lounge** provides exhibitors with a premium space to meet customers away from the exhibition floor.

A range of options are available, including:

- Exclusive partnership opportunities
- Reserved meeting tables
- Flexible meeting access
- Premium meeting pods

To find out more, please contact bewles@ibc.org.



Looking Ahead

RAI Logistics Management System (LMS)

The **RAI Logistics Management System (LMS)** will launch next week.

The LMS enables exhibitors, contractors and logistics providers to book vehicle arrival slots for build-up and breakdown, helping to keep traffic moving efficiently around the venue.

We'll share further guidance and login information as soon as the system becomes available.

Guide to the Rebooking Process Webinar

Planning ahead for IBC2027?

Join our **Guide to the Rebooking Process** webinar on **Tuesday 4 August, 3:00–4:00pm BST**.

Hosted by:

- Tim Banham – Chief Commercial Officer
- Maria Pietrasik – Sales Account Manager
- Kimberly Lightfoot – SAM Team Manager
- Megan Underhill – Client Success Assistant Manager

The session will cover:

- The rebooking process
- Show History Points
- Frequently asked questions
- Live Q&A

Register here:

[2027 Rebooking – Guide to the Rebooking Process](#)

Coming Soon – The IBC2026 App



The official IBC2026 App will be launching in August.

The app will help you:

- Navigate the venue
- View the conference and event programme
- Manage your schedule
- Make the most of your time onsite

We'll let you know as soon as it's available to download. The same functionality is available here: https://directory.ibc.org/8_0/index.cfm

Thank you for your continued preparations for IBC2026.

Every task you complete now will help ensure a smoother build-up and allow you to focus on making the most of your time at the show.

We're looking forward to welcoming you to Amsterdam very soon.

Kind regards,

IBC Client Success Team