



Dear Exhibitor,

With IBC2026 just around the corner, excitement is building as exhibitors continue preparing for this year's show.

In this month's update, we're sharing a number of important planning reminders, along with some exciting developments designed to help you get even more value from exhibiting at IBC2026.

Register Your Stand Personnel in the E-Zone

With IBC2026 fast approaching, now is the ideal time to register your stand personnel.

Registering early gives your team more time to organise travel, accommodation, meeting schedules and stand rotas, while ensuring everyone has their exhibitor badge before arriving onsite.

If any of your team require a visa, they can request a visa invitation letter once they have completed their registration – [IBC2026 Visa Information](#).

Register your stand personnel via the E-Zone in the Exhibitor Registration Tab: [Exhibitor Registration](#).

Better Stands – Be Rewarded for Building Sustainably

Following a successful trial at IBC2025, the **Better Stands** initiative will be fully implemented for IBC2026.

The initiative encourages exhibitors to move towards reusable, more sustainable stand designs using a recognised 10-point assessment criteria. All **Space Only** stands will be assessed as part of the Stand Plan Submission process.

The £100 Better Stands assessment fee is already included within your Stand Plan Inspection (SPI) fee, so there is nothing additional to purchase.

Exhibitors achieving a Better Stands rating will now be rewarded with additional **Show History Points**:

Bronze – 10 Show History Points

Silver – 20 Show History Points



Gold – 40 Show History Points

To learn more about Better Stands and the assessment process:

[Better Stands initiative at IBC2026.](#)

You can also find out more about Show History Points here:

[Show History Points – Everything you need to know!](#)

You can also find a link to the show history points in the rebooking section of the E-Zone.

Early Access Now Available

If you're exhibiting on a **Space Only** stand or within an **Outdoor Exhibit**, early access can now be purchased if you require additional time to unload, begin construction, or prepare your stand before the standard tenancy period.

Early access links are now available - they have been added as a task in the E-Zone Task Management.

Exhibitor or stand builders will be able to book early access to unload and build space only or balcony suite space only stand on 03 Sept from 8am. This is charged at £17 per sqm of the stand(s) being built during early access.

NEW for 2026 - we are also allowing exhibitor/stand builders to book early access after 3pm on 03 Sept for unloading only. This year this will be free of charge if booked before the show but will be chargeable for anyone arriving to unload on the day.

Space Only: **<https://show.ibc.org/early-access-build-up-space-only-stands>**

Outside Exhibitors: **<https://show.ibc.org/early-access-build-up-outside-exhibits-oe-stands>**

[Event Schedule](#)

[Exhibitor & Stand Builder Access and Registration](#)

Hall 12 – Smoke & Hazer Machine Permits

Planning to use a smoke or hazer machine?



Please note that these are **only permitted within Hall 12** and must be approved by the RAI before use.

Permits are now available to purchase through the **RAI Webshop**.

Smoke and hazer machines are **not permitted in any other exhibition halls**.

RAI Webshop: Smoke Machine/Hazer Permit

Promote Your Presence at IBC2026

Now is the perfect time to start building your meeting diary before arriving in Amsterdam.

Your unique **Exhibitor Customer Code** is available in the E-Zone and is one of the most effective ways to drive visitors to your stand. Share it with clients and prospects to offer them complimentary registration to IBC2026, even after Early Bird registration closes.

Every visitor who registers using your Customer Code becomes a qualified lead, giving you the opportunity to arrange meetings in advance and maximise your time onsite.

To help you promote your participation, you'll find the following in the E-Zone:

Your personalised **Exhibitor Customer Code**

Personalised social media assets featuring your company name and stand number

The **IBC2026 Digital Toolkit**, including social graphics, email signatures, newsletter headers, logos and other ready-to-use promotional assets

Your customer code and your personalised assets are found within the E-Zone.

New! Customer Code Competition

Our Customer Code Competition is now live. Share your Customer Code to encourage registrations and you'll be entered for the chance to **win an Apple Watch**. For more information, please review the Marketing, Press and PR sections in your E-Zone.

Access your Customer Code and marketing assets via the E-Zone

Protect Yourself Against Scam Emails

Unfortunately, fraudulent companies continue to target exhibitors by claiming to sell attendee data, offer unofficial accommodation services, or represent IBC.



Please remember:

IBC does **not** sell visitor or exhibitor data.

Always verify emails requesting payment or offering services.

Only use official IBC communications and approved suppliers.

RAI Hotel Services are the official hotel/accommodation services Verified Supplier. If you are contacted by any other accommodation agent, they are not connected to IBC and may be a scam!

Here is our full list of Verified Suppliers: [IBC2026 Verified Suppliers.](#)

If you're ever unsure, please contact the IBC Support team before taking any action.

Read our latest guidance here:

[Scam/Phishing Emails – A Warning to IBC Exhibitors](#)

Thank you for your continued preparations for IBC2026. Every month brings us one step closer to welcoming you to Amsterdam, and we're looking forward to seeing your plans come to life.

As always, if you have any questions, our Support team is here to help – support@ibc.org

Kind regards,

IBC Client Success Team