



Dear Exhibitor,

With IBC2026 fast approaching, now is the time to make the most of your participation and ensure your team, stand, and promotional activity are ready for the show.

This update includes opportunities to help you maximise your presence, along with important preparation steps to complete ahead of the event.

Start Promoting Your Presence at IBC2026

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

Share your code with clients and prospects to offer them free registration to IBC2026, even after Early Bird registration closes at the end of August.

Every visitor who registers using your code becomes a qualified lead, helping you build your meeting schedule before arriving onsite.

To support your promotion, you can also access:

- Personalised social media assets featuring your company name, stand number, and unique Customer Code.
- The IBC2026 Digital Toolkit, including social graphics, email signatures, newsletter headers, logos, and other ready-to-use promotional materials [Access here \(IBC2026 Assets – Dropbox\)](#)



You can access your Customer Code and marketing assets via the E-Zone. Your Customer Code is featured on your Dashboard, and the Marketing Tool kit can be found in the Marketing, Press & PR section.

The personalised assets can be found by clicking on one of the Map Your Show options in the E-Zone (Profile Management, Task Management or Upgrade Your Digital Listing) and then select the Dashboard option on the left. Once on the Dashboard you will see tile on your dashboard called Personalised Social Media Assets.

And there's more to come...Keep an eye out next week for the launch of our **Customer Code Competition**, giving exhibitors another opportunity to increase engagement and promote their participation.

Maximise Your ROI with IBC Connect

Finding the right connections at a busy event can be challenging.

IBC Connect is our executive meeting service designed to help exhibitors connect with relevant customers before and during IBC2026.

Join our upcoming webinar to discover how IBC Connect can help you build a pipeline of valuable meetings, maximise your time onsite, and create stronger return on your investment.

Webinar: 30 June | 2:00–3:00 PM BST

Register here - [Meeting Your ICP with IBC Connect](#)

Register Your Stand Personnel



With IBC2026 fast approaching, now is the perfect time to register your stand personnel and make sure your team is ready for the show.

Registering your team early gives you more time to plan travel, accommodation, meeting schedules and stand rotas, while ensuring you have the right mix of sales, technical and product specialists onsite throughout the event. It also means one less task to manage as the show gets closer.

Don't leave it until the last minute - get your team registered today so you're ready to make the most of every opportunity at IBC2026!

Register your stand personnel via the E-Zone in the Exhibitor Registration Tab: reg.ibc.org/e-zone/login

Take a look at our support guide here: [Exhibitor Registration](#)

Update Your Exhibitor Profile

Your exhibitor profile is visible on the IBC2026 interactive floorplan and exhibitor listing.

If you have not already done so, please log in to the E-Zone and update your profile information, including:

- Company description
- Logo
- Website
- Social media links
- Products and services (depending on your digital listing package)



If you would like to add additional content, you can explore available upgrades through **Upgrade Your Digital Listing** within the E-Zone.

Stand Plan Submission – Action Required

The stand plan submission has now passed. If you still need to submit your stand plan, you can continue to do so, however the Stand Plan Inspection (SPI) fee has increased.

We strongly recommend submitting as soon as possible. Late submissions may not receive approval in time, which could impact your ability to complete your stand build as planned.

Stand Plan Submission Guide

Stand Plan Submission Link

Early Access Now Available

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

NEW for 2026 - 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 September from 8am. This is charged at £17 per sq/m 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

Health & Safety Declaration

A reminder that all exhibitors must complete the **Health & Safety Declaration**.

This task is available within **Task Management** in the E-Zone.

Please complete this as soon as possible to ensure your preparations can progress smoothly.

Health & Safety Declaration Submission Link

Smoke & Hazer Machine Permits – Hall 12 Exhibitors

The smoke and hazer machine permit is now available to purchase for **Hall 12 exhibitors only**.

Please note:

- Smoke and hazer machines are only permitted in Hall 12
- Use is only permitted once approval has been issued by the RAI
- A permit fee applies
- Smoke and hazer machines are not permitted in any other halls

Further details and the permit purchase option are available via the **RAI Webshop**.

Smoke & Hazer Machine Permit – RAI Webshop.



✓ Quick Planning Check

As a final check, please ensure you are on track with:

- E-Zone login and profile updates
- Stand personnel registration
- Stand plan submission – For all Space Only stands, Outdoor Exhibits and any other stand completing any extra construction that is not completed by the RAI or IBC.
- Health & Safety Declaration – All exhibitors need to complete this before exhibiting.
- Graphic Submissions – For RAI Built stands. Please login to the RAI Webshop and review the My Stand feature to amend your stand configuration, package items and upload your 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.
- Marketing activation using your Customer Code on your E-Zone Dashboard.

If you have any questions on the above, please reach out to support@ibc.org and the team will be able to help.

Thank you for your continued preparation for IBC2026.

Kind regards,

IBC Client Success Team – Meg and Jamie