



Dear Exhibitor,

Welcome to your March edition of the **IBC2026 – Exhibitor Planning & Updates newsletter**. Each month, we'll share practical guidance and key information to support your preparation for the show.

### **Understanding Your Stand Type**

**One of the most important early planning steps is ensuring you fully understand your stand package and what is included.**

Requirements, inclusions, and responsibilities vary depending on your stand type. Taking time now to review what applies to your specific stand type will help avoid confusion later in the planning process.

To understand what is included in your package, including stand specifications (measurements, upgrade options and images), please visit the IBC website and expand your stand type on the package information page: [IBC2026 Exhibiting Opportunities](#).

You must also review the stand regulations and requirements specific to your stand type in the IBC Help Centre, Stand Rules & Regulations - these outline the rules that apply to your space.

If you are unsure about what applies to your stand, please contact [support@ibc.org](mailto:support@ibc.org) and the team will be happy to assist.

### **Key Milestones – What to Expect Next**

**Here's what's coming up over the next few weeks:**

- **End of March** – Launch of the IBC2026 E-Zone & the RAI Webshop opens.
- **Mid-May** – Registration launch! This is when you can start registering your attendees in the E-Zone and when Visitors and Delegates start registering to attend.
- **Spring/Summer** – Operational submissions and service ordering.
- **September** – Build-up and show opening.

We'll guide you through each stage with clear communications and reminders, so you always know what needs to be completed and when.



## Getting Prepared Internally

**Before operational deadlines open, now is a good time to:**

- Review your contract details - If you cannot find your contract, please reach out to [support@ibc.org](mailto:support@ibc.org) and we can provide a copy.
- Confirm your Primary Exhibition Coordinator: [Managing Your Exhibitor Contacts](#).
- Begin internal discussions around stand design, branding, and objectives.
- Identify who within your team will manage submissions and approvals.
- Review the [Event Schedule](#) in the IBC Help Centre so you're aware of build-up, technical set-up day, and show opening timings. It is important to consider whether your plans may require ordering early access once available.

Being aligned early will make the next stages much smoother.

## We're Here to Help

Operational and exhibiting queries: [Support@ibc.org](mailto:Support@ibc.org)

For any stand upgrades, additional space, or sponsorship opportunities, please contact your dedicated Sales representative – [Key Contacts for Exhibitors](#).

If you're planning to attend any tradeshow before IBC2026, do let us know - we'd be happy to connect in person.

All the best,

**Meg & Jamie**

**Client Success Team**