



Dear Exhibitor,

As planning for IBC2026 continues, we would like to highlight several important updates and actions to help you prepare for the show.

Update Your Exhibitor Profile

All exhibitors should now log in to the **E-Zone** and complete their exhibitor profile via **Profile Management**.

Your exhibitor profile is visible to attendees and other exhibitors and is an important part of your presence at IBC2026.

Depending on your digital listing package, you can add information such as:

- Company description
- Logo
- Website
- Social media links
- Products and services

If you would like to enhance your profile further, you can select '**Upgrade Your Digital Listing**' within the E-Zone to browse available upgrade options.

You can log in here:

reg.ibc.org/e-zone/login

The **Primary Exhibition Coordinator (PEC)** can also add additional E-Zone users for colleagues and contractors as required.

RAI Webshop

The **RAI Webshop** is available via the E-Zone, allowing exhibitors to order products and venue services for the show.

Exhibitors with **RAI built stands** can also access the **My Stand** feature, where you can:

- Review your stand package details
- Upload stand graphics



- Order additional graphics and stand extras

We recommend reviewing these options as early as possible to ensure configuration and graphics are approved before the deadlines.

Last day to configure your My Stand: Thursday 20 August 2026.

Last day to upload Graphics: Thursday 20 August 2026.

Stand Plan Submissions

All **Space Only Stands** and **Outdoor Exhibits** must submit a **Stand Plan** for approval via **Abraxys**.

Please note:

- If you have multiple space only stands, a separate stand plan submission is required for each stand.
- A stand plan is not required for standard **RAI built stands**, unless additional construction is planned outside of the standard RAI build package E.g. If extra construction elements are being added by your own contractor or stand builder, a stand plan must be submitted for approval.

[IBC2026 Stand Plan Submission Link](#)

We recommend sharing this information and submission link with your stand builder or contractor as early as possible.

Health & Safety Declaration

The Health and Safety Declaration submission link will be available, next week, in the Task Management section of the E-Zone. **All Exhibitors are required to submit a Health & Safety Declaration.**

Exhibitor Registration Now Open

Exhibitor registration is now open within the E-Zone.

You can now register yourself and your colleagues for IBC2026.



If visa support is required, registered attendees can log in to their personal registration profile to request a visa invitation letter.

For further guidance, please review:

- [Exhibitor Registration Guide](#)
- [Visa Letter Information Guide](#)

Coming Soon: Marketing Toolkit

The **IBC2026 Marketing Toolkit** will launch soon. Exhibitors can login to the E-Zone and the 'Upload Digital Assets' to upload their logos.

The toolkit will include a variety of IBC-branded assets for:

- Social media
- Email campaigns
- Websites
- Promotional activity

You will also receive personalised social media assets featuring your:

- Company name
- Stand number
- Unique customer code

These will be accessible via your unique link within the E-Zone.

IBC2026 Innovation Awards

Entries are now open for the **IBC2026 Innovation Awards**.

IBC invites organisations from across the media and entertainment industry to submit entries for projects, programmes and initiatives, demonstrating breakthrough innovation, collaboration, and measurable impact.

Unique in the industry, the IBC Innovation Awards honour outstanding collaborative projects across four categories: **Content Creation, Content Distribution, Content Everywhere, and Social Impact**.



Entry deadline: Midnight, Friday 29 May 2026

Winners announced: Sunday 13 September 2026 at the RAI Amsterdam

If you have any questions about anything mentioned in this email, please reach out to support@ibc.org.

Kind regards,

Meg & Jamie

Client Success