IBC has a core audience of 56,000+ show attendees, 82,000+ IBC365 subscribers, 56,000+ social media followers and an email database of more than 250,000 industry professionals, senior buyers and major players. Two million users visited IBC365 in 2019/20.

IBC leverages this significant database of your potential clients to offer a range of targeted, broad and bespoke demand generation and qualification tools to help vendors and manufacturers reach prospects and new clients, whilst respecting and offering value to this audience. By partnering with IBC you can widen your reach, gain brand exposure and immediate, actionable and engaged leads to nurture, build relationships and close important business with.

With its position at the centre of the industry and the expertise of its teams, IBC has an unrivalled position to deliver year-round and effective lead generation campaigns based around your specific business requirements.
IBC365 CO-HOSTED WEBINARS AND SHOWCASE SESSIONS

Following the success of the digital IBC Showcase in 2020, it is now possible to expand your webinar presence by up to five separate sessions over the course of a carefully curated day of content within IBC’s ‘Showcase Sessions’. Use the IBC365 Editorial Calendar to either align your Showcase Session with one of the Themed Weeks or build your content programme from scratch in one of the independent Showcase slots spread across the year.

Alternatively, co-host a relevant IBC365 webinar, bringing one expert to join a panel of other industry leaders. Both opportunities benefit from access to all registrations as sales leads from six months from the live date.

Each co-hosted webinar programme is supported by a dedicated marketing campaign driving the capture of leads from registrations before, live and on demand.

Showcase your brand
Demonstrate thought leadership on key topics
Target specific End Users
Access to all opted in attendees
Partner on an IBC theme with fantastic speakers

SHOWCASE SESSIONS

<table>
<thead>
<tr>
<th>Session Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single 40 Minute Session</td>
<td>£17,500</td>
</tr>
<tr>
<td>Half Day Session - up to 3 x 40 minutes</td>
<td>£30,000</td>
</tr>
<tr>
<td>Full Day Session - up to 6 x 40 minutes</td>
<td>£50,000</td>
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IBC365 CO-HOSTED WEBINARS

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-hosted Webinar Sponsorship</td>
<td>£7,500</td>
</tr>
</tbody>
</table>

RECENT HOSTS AND CO-HOSTS OF IBC365 WEBINARS INCLUDE:

- Akamai
- IBM Aspera
- Nuance
- Rohde & Schwarz
- Limelight
- Schneider Electric
- Akamai
- Intel
- Synamedia
- 3SS
- Apple Driver
- Panavision
- Tivo
- Microsoft
- Tedial
- Nagra
- Red Bee
SHOWCASE THEATRE

New for 2021, IBC will be launching the new “Showcase Theatre” in Hall 11. This will be a 250+ attendee, purpose built stage, offering free to attend sessions that cover strategic content from rapid growth market sectors. The Showcase Theatre will be IBC’s premium onsite platform for generating Content Qualified Leads (CQLs). IBC will promote these sessions extensively online and onsite to capture data. Badges will be scanned at dedicated entry points and data captured through their registration details.

All sessions will be live streamed in order to capture additional leads from IBC’s extended digital audience in 2021 and hosted online as VOD to extend the lead capture even further beyond the show dates.

Opportunities will be available for exhibitors and sponsors to position themselves at the forefront of these topics, working alongside IBC’s own content producers to curate a tailored programme.

You will be able to hold your own thought leadership event, enabling you to promote your company expertise, key executives, technology developments and latest products on an international stage. IBC will support you in the curation of the content, sourcing of speakers and securing an engaged audience.

CASE STUDY

BUILDING THE FUTURE OF VISUAL EXPERIENCES, TOGETHER BROUGHT TO YOU BY INTEL AND IBC

In 2019 IBC and Intel hosted the ‘Visual Cloud Conference’ bringing together thought leaders to drive industry dialogue around the future of streaming media and other visual cloud services.

- 345 attendees from 450 registrations
- 8 Panel and demo sessions
- Full afternoon session from 1pm – 6pm
- Live streamed in 360 4K video

NEW FOR 2021 – SHOWFLOOR STAGES

In its return to Amsterdam in 2021, IBC will be launching a series of themed showfloor theatres that provide an inclusive thought leadership and lead generation package to exhibitors as part of IBC’s continued commitment to providing ROI through added value services and features. Themed theatres for 2021 are:

PRODUCTION & POST THEATRE
Covering: Cameras, lenses, microphones, recorders, lighting, editing software, remote production, grading monitors, audio mixing desks, virtual sets, newsroom control systems, shot logging and metadata capture, grading consoles, restoration tools.

LIVE & REMOTE PRODUCTION THEATRE
Covering: Cameras, vision mixers, audio consoles, live replay systems, virtual sets, GFX, IP, 5G

DIRECT TO CONSUMER/OTT THEATRE
Covering: On-demand platforms, DRMs, CDNs, channel branding, app development, personalisation, programme rights management, ad tech (programmatic, addressable) subscription, data analytics, e-commerce, smart TVs, set top boxes, remote controls, UX and UI design, platform/app development.

CONTENT SUPPLY CHAIN THEATRE
Covering: Cloud based tools, MAM systems, supply chain management, transcoding, subtitling software, storage, archive, LTO, metadata aggregation, content delivery, data transfer.

These theatres will be showing live exhibitor content from across the industry value chain on all 4 days of the show. Leads generated from attendance to these sessions will be distributed to exhibitors as added value “Off-stand Leads” based on relevant technology areas and products/services mix.

The opportunity to participate in panel sessions in the theatres will be available to exhibitors based on investment in stand space. All exhibitors will benefit from the leads generated through these sessions. A limited number of exclusive, sponsored sessions will also be available to exhibitors for expanded lead generation and thought leadership potential.
SHOWCASE THEATRE SPONSORSHIP PACKAGE
Hold your own thought leadership focused event and IBC will support you in the curation of the content, sourcing of speakers and securing an engaged audience.

Lead generation
- Targeted audience acquisition in consultation with sponsor
- Onsite Attendees
- Online Registrations
- VOD Viewers post show

Collaborative Audience Acquisition
- IBC to create an invitation and RSVP process for the event in collaboration with sponsor
- IBC and sponsor to invite a targeted list of delegates to secure agreed number of pre-show registrations

Content and editorial support
- Programme curation
- IBC Content Team to work with the sponsor to brainstorm on topic ideas, sessions formats and programming
- IBC Content Producer to write the programme, including session titles, descriptions, timings and design session formats
- IBC to manage all speaker liaison and on-site management

Marketing and promotion
- Executive Interview in IBC Daily

Speaker Acquisition
- IBC to assist in securing/briefing chairs & speakers with a dedicated Content Producer to collaborate on event content

Onsite and logistical support
- Signage around the stage area
- Tech package for session
- Hostesses to direct guests, scan on entry, seat audience
- Delegates scanned on entry, leads provided to sponsor
- Post conference networking event (Full day)

Post show
- IBC provide all leads to sponsor
- IBC and sponsor debrief meeting
- IBC365 write-up with sponsor

SHOWCASE THEATRE SPONSORSHIP PRICE
HALF-DAY SHOWCASE THEATRE EVENT £65,000
FULL-DAY SHOWCASE THEATRE EVENT £100,000
SINGLE SESSION SHOWCASE THEATRE EVENT £25,000

PROMOTE YOUR COMPANY EXPERTISE, KEY EXECUTIVES, TECHNOLOGY DEVELOPMENTS AND LATEST PRODUCTS ON AN INTERNATIONAL STAGE
SHOWFLOOR STAGES
SPONSORED SESSION

- Lead Generation – Exclusive access to leads via onsite attendees and online VOD views
- 60-80 seat capacity
- Dedicated marketing campaign pre, during and post show to drive attendance & leads.
- Exclusive speaking opportunity on your chosen showfloor theatre - Production & Post Theatre, Live & Remote Production Theatre, Direct To Consumer/OTT Theatre, Content Supply Chain Theatre
- Sessions to be filmed and hosted online via IBCTV VOD
- Exclusive Access to scanned leads from your theatre session
- Dedicated theatre marketing and promotion before, during and after the show including logo on dedicated theatre pages on the IBC website

SHOWFLOOR STAGE PRICE
SPONSORED PACKAGE £10,000

The event package includes:
- Lead generation
- Audience acquisition
- Content creation
- Logistics Support Onsite

ROUND TABLES

IBC will bring together a targeted group of senior buyers and industry experts during the year for a hosted and curated discussion with each other, IBC and a sponsor.

A roundtable sponsor will take advantage of IBC’s database and marketing prowess to provide access to new prospects across the value chain, gather feedback from the industry on their new and recent initiatives and establish leadership and collaborative credentials with these senior end-users and experts.

SPONSORSHIP PACKAGE PRICE
ROUND TABLES £30,000
IBC365 CONTENT LEAD GENERATION CAMPAIGNS

Design and scope targeted lead generation campaigns using existing content assets or content produced with IBC to generate leads at various stages of the Sales Funnel.

IBC will gate and promote your content to targeted sections of its 250,000+ community and work with partners to capture leads for you on an agreed timeline.

STEP 1: CHOOSE CRITERIA FROM
- Core Business Type e.g. broadcaster, OTT platform
- Job role e.g. C-level
- Work Area e.g. Technical and Engineering
- Organisation size e.g. 5,000+ employees
- Geography

STEP 2: DESIGN YOUR CAMPAIGN
- Which assets to use e.g. whitepaper, video
- Qualifying questions e.g. “when is your next procurement cycle starting?”
- Exclude existing customers
- Target a key account list
- Start date, target end date, monthly lead cap

CQL
- Very broad industries, departments, job roles and geographies
- FROM £99

MQL
- Specific roles, industries and geographies
  + Firmographics
  + Qualifying questions
- FROM £140

MQL
- Specific roles, industries and geographies
  + Firmographics
  + Qualifying questions
- FROM £165

MQL
- Specific roles, industries and geographies
  + Firmographics
  + Qualifying questions
  + Exclusion list
- FROM £200

SQL
- Specific roles, industries and geographies
  + Firmographics
  + Qualifying questions
  + Exclusion list
  + Buyer ready
- POA
WHITEPAPERS
Promote your research, concepts, projects or prototypes through a whitepaper on IBC365 and to generate quality sales leads and position yourself as an industry thought-leader. IBC will produce a dedicated lead generation programme to target your key prospects using a variety of platforms.

Each whitepaper is supported by a dedicated marketing campaign, driving the capture of a steady funnel of new sales leads from whitepaper downloads. These will be sent to you on a regular basis.

PRODUCT DEMO VIDEOS
Replicate the showfloor buyer/seller experience year-round and demonstrate your products and services to your prospects in an engaging way. IBC will produce a dedicated lead generation programme to target your key prospects using a variety of platforms. Each Product Demo Video is supported by a dedicated marketing campaign, driving the capture of a steady funnel of new sales leads from video downloads. These will be sent to you on a regular basis.

Please contact sales@ibc.org for more information.
ONSITE LEAD RETRIEVAL PACKAGES

Turn Leads into customers using Lead Retrieval Services from IBC’s trust partner Aventri. Fill out custom qualifying surveys. Send Pre-Loaded content directly to Leads, produce notes for targeted follow ups, upload leads directly to your CRM/MAS.

Click here for more information: https://exhibitors.eventscloud.com

DIGITAL WORKFLOW TOURS

IBC’s Workflow Tours are designed and led by experts from across the media, entertainment and technology industry, giving viewers the opportunity to meet and network with product experts & industry colleagues.

An experienced industry expert will guide attendees through a curated and themed journey, focused on some of the most pressing issues in the industry today.

<table>
<thead>
<tr>
<th>WORKFLOW TOUR</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGITAL WORKFLOW TOUR</td>
<td>£10,000</td>
</tr>
</tbody>
</table>

Each Workflow Tour is supported by a dedicated marketing campaign driving the capture of leads from registrations before, live and on-demand. You’ll receive access to all opted in registrations and attendees after the tour has taken place.