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## BRAND AWARENESS

Be the first thing a visitor or a customer sees when they land on an IBC web page, open an IBC email or arrive at IBC2021 and pass through the exhibition or conference. There are a wide range of branding opportunities to fit any budget, from high impact signage and branding onsite at all key footfall areas around the venue, digital marketing pre-show on **IBC365**, emails via the **IBC E-Daily**, or advertising in the **IBC Daily Digital Edition**.

### SIGNAGE, POSTERS, BANNERS & GRAPHICS

Unrivalled branding opportunities are available at all the main traffic routes and footfall areas throughout the venue, allowing you to focus on critical areas or to build a journey for your customer to follow through the halls.

Options are available for any budget or concept. Please look through the comprehensive brochure or ask the sales team for their advice and support in finding the right opportunity to raise the profile of your brand away from your stand.

[DOWNLOAD BRANDING & SIGNAGE INFO](#)


## IBC E-DAILY

The IBC E-Daily includes exhibitor news, product launches ad conference news and is sent to all IBC registrants. A limited number of advertising spaces gives exhibitors exclusive access to IBC's full database, across multiple editions sent before and during the event. News stories appearing in the IBC E-Daily will be selected from those submitted to our experienced team of writers. These can be used to:

- Preview product launches
- Promote stand location
- Generate appointments for the show
- Drive onsite visitors to your stand

## IBC DAILY

Advertising in the IBC Daily (Digital Edition) is your chance to enhance your branding, attract visitors to your stand and ensure that your sales team gets face-to-face with your customers. IBC employs the best international editorial team in the business to work with exhibitors by hall and by specialist technology area. The IBC Daily contains the latest exhibitor news & product launches plus views and opinions from the exhibition show floor and conference. Exclusively Digital in 2021 and accessible via all devices, the IBC Daily will have a wider global readership than ever.

- Product & Technology Focused
- Digital Edition
- Distributed to all registered attendees online
- 4 x Digital Editions (Friday-Monday)

## SPONSORSHIP OF WEEKLY E-BULLETIN NEWSLETTER

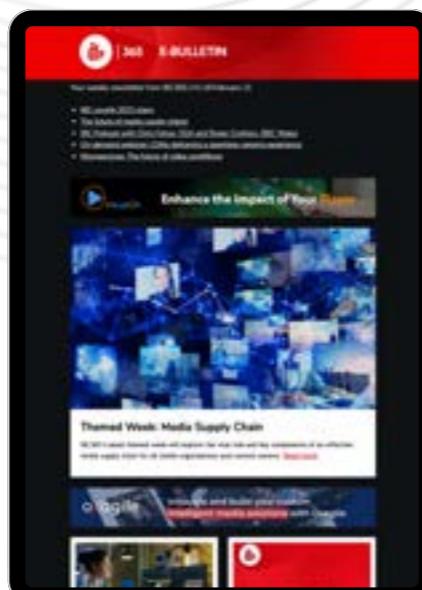
Reporting on topical issues and notable breaking news fed by the IBC365 platform, this is your opportunity to increase your brand awareness and benefit from open rates averaging well above industry norms and from the **qualified leads** that are generated by the E-Bulletin.



## IBC E-BULLETIN

Reach IBC365's database of over 80,000 subscribers on a weekly basis.

E-BULLETIN SPONSORSHIP	PRICE
TOP BANNER 600 X 74 (DESKTOP) & 300 X 50 (MOBILE)	£2,000 per month
BANNER 600 X 74 (DESKTOP) & 300 X 50 (MOBILE)	£1,750 per month
BOTTOM BANNER 600 X 74 (DESKTOP) & 300 X 50 (MOBILE)	£1,500 per month



**17%**  
open rate E-Daily

**12%**  
click through E-Daily

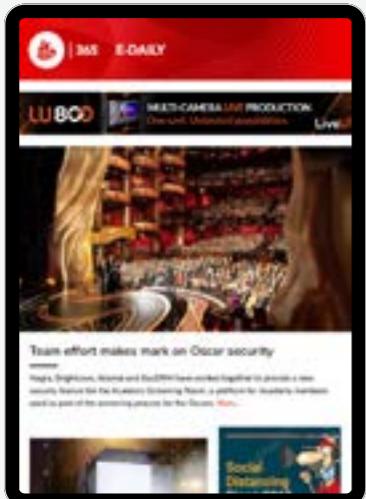
**341,667**  
E-Daily newsletters delivered



## IBC E-DAILY

The IBC E-Daily includes exhibitor news, product launches and conference news. It is sent to all IBC registrants. Advertising and branding opportunities include:

- Preview product launches ■ Promote stand location
- Generate appointments for the show
- Drive onsite visitors to your stand



IBC E-DAILY ADVERT SIZES	£
LEADERBOARD (600 X 75)	£2,740
TOP MPU (230 X 190)	£2,510
MID MPU (230 X 190)	£2,150
MID-TEXT BANNER (350 X 55)	£1,710
1/2 MPU (230 X 75)	£1,010

Your daily newsletter from IBC

### LEADERBOARD



Main Story Title Here

Main Story Title HereRaepeleseque con re quuntusae eum restium et, tet quo  
essitio riatur sapiet aut maximinis et unt mossima gniatrem rae.

CTA BUTTON

### SECONDARY HEADING

Supplementary Section Title

#### MID TEXT BANNER



Small Story Title Here

Main Story Title HereRaepeleseque con re quuntusae  
maximinis et unt mossima gniatrem rae.

CTA BUTTON

TOP MPU

MID MPU

1/2 MPU

1/2 MPU

TOP MPU

MID MPU

1/2 MPU

1/2 MPU

#### MID TEXT BANNER



Small Story Title Here

Main Story Title HereRaepeleseque con re quuntusae  
maximinis et unt mossima gniatrem rae.

CTA BUTTON

## IBC DAILY

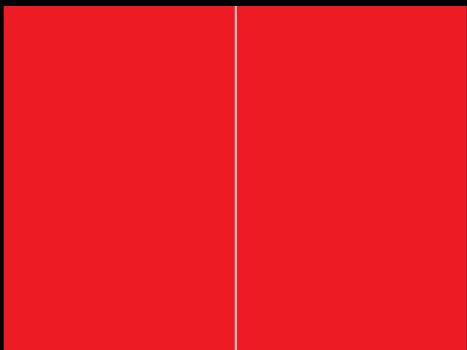
Advertising in the IBC Daily (Digital Edition) is your chance to enhance your branding, attract visitors to your stand and ensure that your sales team gets face-to-face with your customers.

- Product & Technology Focused
- Up to 10,000 printed copies per day handed directly to attendees
- 4 x Live Show issues (Friday-Monday)
- Multiple editions of IBC E-Daily sent pre-show & post show
- 4 x Live Show editions of IBC E-Daily

IBC DAILY ADVERT SIZES	PRICE
FULL PAGE DPS	£9,500
FULL PAGE	£5,050
JUNIOR PAGE	£4,120
1/2 JUNIOR PAGE HORIZONTAL	£4,120
1/2 PAGE VERTICAL	£3,705
1/2 PAGE HORIZONTAL	£3,705
1/3 PAGE HORIZONTAL	£2,660
1/5 PAGE TABLOID	£2,290

**25,000**  
digital editions  
viewed

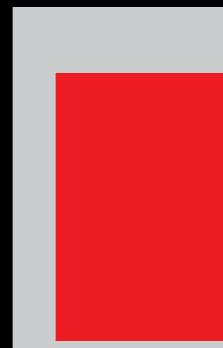
## IBC DAILY ADVERT SIZES ↓



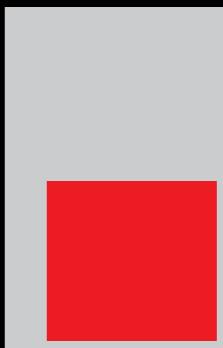
**Full Page DPS**  
Trim (W) 490mm x (H) 335mm  
Bleed (W) 495mm x (H) 340mm



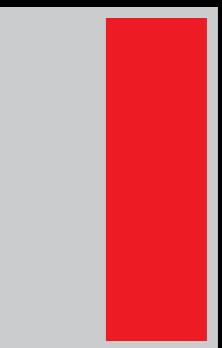
**Full Page**  
Trim (W) 245mm x (H) 335mm  
Bleed (W) 250mm x (H) 340mm



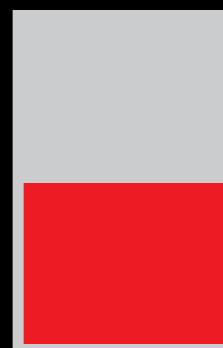
**Junior Page\***  
(W) 181mm x (H) 255mm



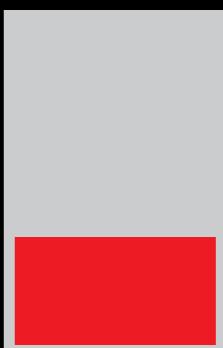
**1/2 Junior Horizontal\***  
(W) 181mm x (H) 121mm



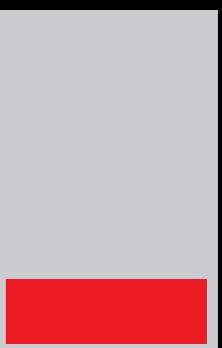
**1/2 Vertical\***  
(W) 111mm x (H) 314mm



**1/2 Horizontal\***  
(W) 228mm x (H) 154mm



**1/3 Horizontal\***  
(W) 228mm x (H) 111mm



**1/5 Tabloid\***  
(W) 228mm x (H) 60mm

\*All fractional ads are type area only

## ONLINE BANNER ADVERTISING

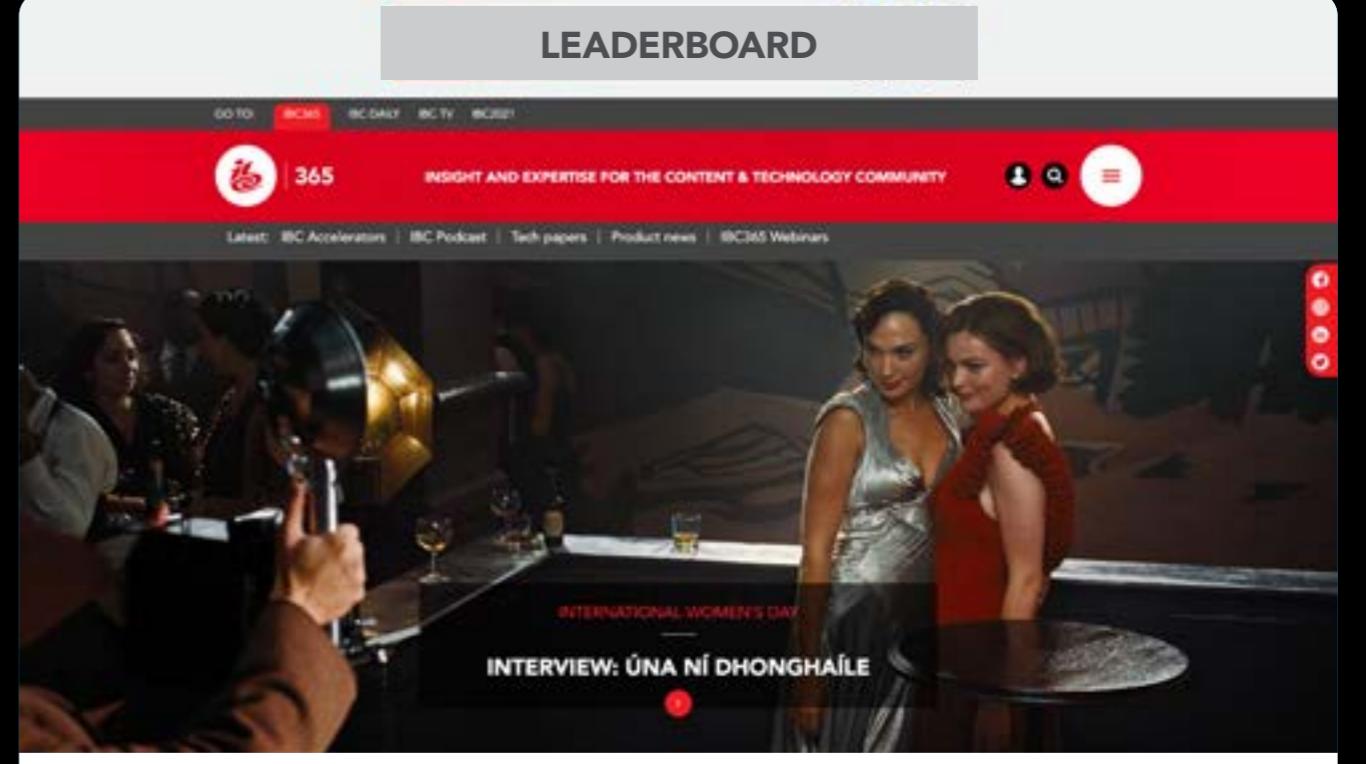
IBC has a strong online presence across the industry and a high volume of web traffic throughout the year that averages **30,000 monthly impressions**.

An online banner advertisement on the IBC365 platform, IBC show website or the virtual IBC showcase guarantees high visibility to this extensive and engaged audience, promoting your brand to both potential and existing customers. Choose from leaderboard, MPU or half-page advertisements to showcase your brand, product or service.

AD TYPES	PRICE
LEADERBOARD 728 X 90 (DESKTOP) & 300 X 50 (MOBILE)	£2,000 per month
MPU 300 X 250	£1,750 per month
HALF PAGE 300 X 600	£1,500 per month



**LEADERBOARD**



The screenshot shows the IBC365 website homepage. At the top, there's a navigation bar with links like 'GO TO', 'IBC365', 'IBC DAILY', 'IBC-TV', and 'IBC365'. Below the navigation is a red header bar with the IBC365 logo and the number '365'. To the right of the logo is the text 'INSIGHT AND EXPERTISE FOR THE CONTENT & TECHNOLOGY COMMUNITY'. Further down, there are links for 'Latest', 'IBC Accelerators', 'IBC Podcast', 'Tech papers', 'Product news', and 'IBC365 Webinars'. The main content area features a large image of two women at a bar, with text overlays for 'INTERNATIONAL WOMEN'S DAY' and 'INTERVIEW: ÚNA NÍ DHONGHAÍLE'. To the right of the main content are three smaller boxes labeled 'MPU', 'HALF PAGE', and 'INDUSTRY TRENDS'.

**MPU**

**HALF PAGE**

**INDUSTRY TRENDS**

**WHITEPAPERS**



Creating superheroes with on demand cloud connectivity  
Brought to you by [Megapixal](#)

**LATEST**

- Videox expands SaaS portfolio with cloud-native video recording manager
- Major League Soccer selects Deltek as web technology provider
- Arixa appoints Adrian Teyring as chief of operations
- BPG Awards winners revealed
- Advanced IP-based tools and cloud workflows: Ushering in a new era of remote video production  
Brought to you by [Megapixal](#)
- Broadpeak enhances BiYou with ad preparation capabilities
- Jörg Fries to head Broadcast & Media Division at Rohde & Schwarz

**FEATURES**

**BEHIND THE SCENES: JUDAS AND THE BLACK MESSIAH**



## VISITOR REGISTRATION ONSITE & ONLINE

With over 150K annual page hits and tens of thousands of attendees accessing IBC through registration desks onsite this sponsorship opportunity is the ideal platform to influence industry professionals before, during and after the show.

### SPONSORSHIP

### PRICE

**VISITOR  
REGISTRATION  
ONSITE & ONLINE**

£30,000

## VISITOR BADGES

This is an exclusive opportunity to promote your company to every IBC attendee. Guarantee high profile exposure by putting your name and sales message on all the visitor badges across the conference and exhibition.

### SPONSORSHIP

### PRICE

**VISITOR BADGES**

£30,000

## VISITOR LANYARDS

Used to great effect throughout the show, lanyards have the potential to get your company's branding to each and every visitor in a creative, high impact manner.

### SPONSORSHIP

### PRICE

**VISITOR LANYARDS**

£30,000

## SHUTTLE BUSES

Catch the attention of thousands of attendees on their way to and from the show by sponsoring the IBC Airport or Hotel Shuttle Buses.

### SPONSORSHIP

### PRICE

**SHUTTLE BUSES**

From £10,000

## CHARGING STATIONS

Located in various high-traffic areas around the show floor and throughout public meeting points, this sponsorship opportunity ensures your brand is visible to all attendees and provides an essential service for charging attendees' devices.

SPONSORSHIP	PRICE
CHARGING STATIONS	£15,000 for 5 days, per area package

## IBC RESTROOMS

This popular, low cost branding opportunity gives your company presence throughout the RAI in a unique way and is guaranteed to get you noticed by all IBC attendees. There are multiple branding and location options to choose from, all of which can be tailored to suit your needs and budget.

BRANDING	PRICE
IBC RESTROOMS	£1,500 – £3,000

## MEDIA CENTRE

The IBC Media Centre is reserved exclusively for press and offers a space where they can research, interview and write their stories. Sponsor the media centre to place your company message and logo in front of this influential group.

SPONSORSHIP	PRICE
MEDIA CENTRE	£15,000

## INFO POINTS

Prominently place your logo and message on a large headline strip banner to reach the thousands of people visiting these information points, situated at all the main entrances.

BRANDING	PRICE
INFO POINTS	£8,000

