

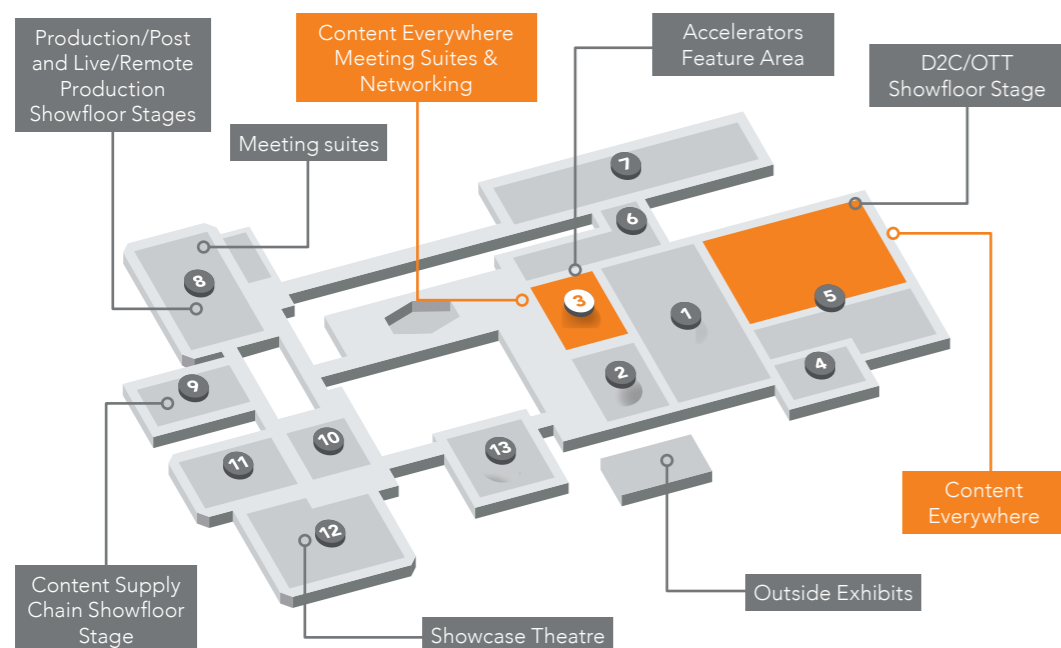
IBC CONTENT EVERYWHERE 2021 NEW TECHNOLOGY, NEW LOCATION

Content Everywhere will be moving to the newly developed, purpose-built Hall 5 in 2021. This new location will house exhibits showcasing the very latest emerging technologies around multi-platform delivery, OTT and the monetisation of content.

CE is a dedicated IBC community designed for Exhibitors covering technology and services including: Advertising Tech, App Development, CDNs, Cloud Services, Cyber Security, IPTV, Multi-Platform Delivery, OTT equipment & services, Personalisation and Streaming.

CE offers Exhibitors a unique package that provides Thought Leadership and product demonstration opportunities on the dedicated **CE Theatre**. It also offers high profile branding via dedicated marketing channels, plus lead retrieval packages, internet access and a range of other benefits including access to an exclusive networking area in Hall 3.

The CE Theatre allows CE Exhibitors to book a product demonstration or thought leadership session via a carefully curated programme of content dedicated to the CE community as part of the wider IBC content programme.



IBC2021 CONTENT EVERYWHERE PACKAGES SHELL SCHEME STAND

A shell scheme package provides a ready-to-use stand.

- High quality stand build (6 sqm system shell scheme stand) with company name on the fascia
- Furniture package – 2 x high stools, 1 x counter/storage unit and 1 x literature rack
- Electrical power – 1 x 13amp power socket
- Lighting – 2 x spotlights (per 6 sqm)
- Standard broadband connection (512kbps) and 20% discount off any further internet upgrade
- Complimentary speaking opportunity on one of the showfloor Theatres – session to be filmed and hosted online via IBC*
- Access to scanned leads from your Content Everywhere Theatre Session
- Dedicated IBC Content Everywhere marketing and promotion before, during and after the show including logo on dedicated Content Everywhere pages on the IBC website
- IBC lead retrieval system including smartphone
- Inclusion in the IBC online exhibitor list
- 1 x complimentary day pass to the IBC Conference
- 30% discount on IBC Daily display advertising
- Access to the Content Everywhere Networking Area located in Hall 3

*The number of speaking opportunities available is limited so alternative options for promotion are available, including an Executive interview on IBC365

RATES	PER 6 M2 STAND
STANDARD RATE	£8,771



1,700
Exhibitors



36%
Annual spend
of over €1m



551
Press



32%
C-Suite, VP,
EVP, Director
and above



420
Speakers

CONTENT EVERYWHERE MEETING ROOMS

Content Everywhere Exhibitors are also able to book private meeting rooms in the dedicated CE meeting & networking area in Hall 3. These ready-to-use meeting rooms are the perfect private space for more discreet meetings and come equipped with the following package:

12SQM - A 3M X 4M MEETING ROOM

- Shell scheme stand built to specifications below
- Meeting room package with high quality stand build and privacy door, including table and chairs
- Company name on the stand fascia
- Electrical power – 1 x 13amp power socket
- Lighting – 2 x spotlights (per 6m2)
- 1MB Broadband Connections
- 20% discount on internet upgrades

MEETING ROOM RATES	PER MEETING ROOM
STANDARD RATE 3 X 4	£12,346

SPACE ONLY

With the space only option you receive maximum visitor impact by designing and building your own stand. This is **the best option if you would like unlimited flexibility and customisation**. With the space only option you can appoint a stand builder and create a stand designed to meet your exact requirements and budget.

[Please contact sales@ibc.org for options.](mailto:sales@ibc.org)

- Complimentary speaking opportunity on one of the showfloor theatres – session to be filmed and hosted online via IBC*
- Access to scanned leads from your Content Everywhere Theatre session
- Opportunity to submit an opinion piece on [IBC365](#)
- Dedicated IBC Content Everywhere marketing and promotion before, during and after the show, including logo on dedicated Content Everywhere pages on the [IBC website](#)
- IBC lead retrieval system and complimentary devices**
- 1MB broadband connection and 20% discount off any further internet upgrade
- Inclusion in the IBC online exhibitor list
- 1 x complimentary day pass to the IBC Conference
- 30% discount on IBC Daily display rate card advertising
- Access to the Content Everywhere Networking Area in Hall 3

* The number of speaking opportunities available is limited so alternative options for promotion are available including an Executive interview on [IBC365](#)
 ** The number of devices is dependent on stand size.

SPACE ONLY RATES	PER SQM
STANDARD RATE	£667