



# GUIDE TO APPLYING FOR IBC2021 EXHIBITION SPACE

## Key Points

Unlike some other trade shows, IBC organises exhibition space on an allocation basis rather than selling space off a pre-determined floorplan. This allocation process takes into consideration all exhibitors' requirements and requests, show history points, longevity of exhibiting, the size of stands booked and the re-booking volume. Together with these factors, the demand for space and the hall layout can sometimes restrict us to being able to fulfil every specific requirement.

The IBC team will collect applications between 3 August and 13 October 2020. Once this deadline has passed, the team will work on constructing the floorplan based upon exhibitor requests.

The main allocation of space will be released by 1 January 2021 when we inform exhibitors of their stand. Exhibitors will then have until 31 January 2020 to inform IBC if they wish to make any changes to their allocated space. After this point acceptance of this space will be assumed, at which point exhibitors will be able to begin preparing stand design plans and investigating IBC promotional opportunities.

## How do I apply for exhibition space?

To apply for exhibition space please create an account in the new IBC Customer Portal and complete the online booking form.

For your step by step guide on the new and easy booking system for IBC2021 please [click here](#).

## What hall should our company exhibit in?

Take a look at the IBC2020 Floorplans [here](#) which may help you to identify where your competitors and partners had stand space at IBC2020 and which industry areas are broadly represented in each hall of the exhibition. If you are applying after 31 January 2021 you can use the official IBC2021 hall floorplans and the available stands list which will both be accessible online. These will allow you to see what is available more accurately.

Alternatively contact the IBC team at [sales@ibc.org](mailto:sales@ibc.org) to request our advice. Note that any exhibition space can be made a success and all halls represent viable opportunities for you to make an impact at the show.

## Once I apply for a stand, when do I get told where it is?

If you applied before 13 October 2020 you will likely receive a stand in the main allocation of space, which is communicated to exhibitors by the 1 January 2021. Due to the high number of re-bookings and new applications as well as some very specific stand space requests, it is unfortunately not always possible for our team to allocate all stand requests by this deadline. If we are unable to allocate your company a stand in the main allocation you will be placed on our waiting list. If a stand that meets your requirements becomes available, our team will offer this to you.

Exhibitors will then have until 31 January 2021 to inform IBC of any requested changes to that space. After 31 January 2021, acceptance of this allocated space will be considered confirmed and subject to IBC's standard terms and conditions.

## **How can I increase my chances of getting the space I want?**

Please ensure we receive your application for space before 13<sup>th</sup> October 2020 to be guaranteed placement in the first allocation.

IBC commits to meeting the needs of as many companies as possible, subject to the available space. We operate a priority system based on a number of factors where exhibitors acquire 'show history points' primarily based on longevity of exhibiting plus the size of stands in previous years. However we are proud of how hard we strive to ensure that the allocation of space is conducted in as fair a manner as possible. This ensures that we meet over 1,000 exhibitor expectations, deliver an even distribution of exhibition stands over all exhibition halls and create good visitor traffic flow throughout the venue.

## **What can I do if I don't get the space I want?**

Please contact your account manager ([exhibition@ibc.org](mailto:exhibition@ibc.org)) to alert them that you are not entirely satisfied with your stand allocation. The team will then be able to work towards a more suitable option for you, should an availability arise.

In the event of your first choice of space being unavailable or unable to be allocated and you would wish to cancel your application for space, please see the details below under "*What is IBC's cancellation policy*" for more details if you wish to cancel your stand.

If you would like to cancel or decide that you don't need physical exhibition space, there are still several ways to engage with the IBC audience. This could either be via meeting rooms, onsite branding, conference sponsorships, networking events or running campaigns during the whole of 2021 on [IBC365](#). More information is available here: [Promotional Opportunities](#) or you can email [sales@ibc.org](mailto:sales@ibc.org) to discuss alternatives.

## **Finance & Invoicing**

Invoices will be sent to your finance contact by email as follows:

- 25% on 13 October
- 50% on 1 February
- 25% on 1 June

The initial invoice will be based on the space requested in the application form. If the allocated space amount differs from the requested amount, adjustments will be made accordingly in the second 50% invoice.

All invoices are due within 30 days of the invoice date except for those bookings made after 1 July which are payable on receipt of invoice.

Further invoicing information is set out in the Terms and Conditions or you can contact the IBC Finance team at [finance@ibc.org](mailto:finance@ibc.org)

## **What is IBC's cancellation policy?**

IBC operates a strict cancellation policy. The application form is a contract for exhibition space so should you wish to cancel your stand application form there will be a 25% cancellation fee on your requested space.

The main allocation of space will be released by 1 January 2021. In the event of your first choice of space being unavailable or unable to be allocated, it will be possible to cancel the request for space for a fee of 5% of the total space value by 31 January.

Outside of this cooling off period following the main allocation of space, cancellation fees will be as follows:

1 August 2020 - 31 Jan 2021: 25%

1 Feb 2021 to 31 May 2021: 75%

1 Jun 2021 onward: 100%

**I've still got concerns and questions.**

You can always speak to the IBC Sales Team about your objectives for the show and the year at [sales@ibc.org](mailto:sales@ibc.org). After the allocation of your exhibition space, you will also have a dedicated Account Manager throughout the year who looks after you and can help you across all of IBC's portfolio. If you have any questions, please feel free to contact the IBC Account Management Team at [exhibition@ibc.org](mailto:exhibition@ibc.org).