IBC 2021: STEP-BY-STEP GUIDE TO CUSTOMER PORTAL & BOOKING SYSTEM

30 July 2020
INITIAL SET-UP

The first time you access the portal you will need to set up an account using your email address and creating a password. You will then link this to your company.

Each Customer Portal is unique per user and an account will need to be created for each person in your company who wishes to have access.

*NOTE: A unique email address will be required per account and we ask to avoid general emails such as “info@”, “sales@”, “finance@”, etc where possible.

After the initial setup you will be able to login quickly with the email address and password you have created.
ACCOUNT SET-UP

A verification code will be sent to your email to begin the setup of your account.

You can then choose a unique and secure password for your personal portal access.

If your company has exhibited at IBC in the last 2 years you will be able to link to an “Existing Exhibiting Company” by entering your 4-digit IBC ID Number. #

*NOTE: You can find your IBC ID on previous years Allocation Documents or IBC Invoices.

If your company is new to IBC please select “New Exhibiting Company” to enter the company details that you would like your portal to be linked to.
Once your account has been created you will be asked to complete the information to build your Customer Portal with your details and confirming the main contacts for your company.

At this stage you can enter alternative details for Billing and Marketing correspondence.
It is now time to begin your Stand Application for IBC2021.
If you are a returning exhibitor and you simply want to request the same space as you had previously been allocated for IBC2020, then you can easily do that by selecting the “Book it Again” option…
If you are new to exhibiting at IBC or a returning exhibitor with new requirements for the 2021 show, you can begin a new application following the easy steps of this booking process.

For further guidance and information on IBC’s application process please refer to the “Guidelines to Apply” document on this page.
Start by selecting the type of space you require.

Exhibition Space consists of Space Only, Shell Schemes, Content Everywhere, Pods and Outdoor Exhibits.

Meeting Space includes RAI Meeting Rooms, Meeting Suites or Balcony Suites.

*NOTE: You must add an exhibition stand to your application before adding a meeting space.

Details of what is included in each space type is available on the next page.
Here you can choose your preferred space type before saving and continuing.

For a detailed breakdown of what is included in each stand type package please click on the option for more information.
On this page you will choose the specifications and requirements for your stand.

You must complete the requested square metres box but open sides and dimensions of your stand are optional fields.

If you have flexibility in the size of the stand, open sides, or dimensions you can list these alternative options in the “Additional Requests” section further on in the stand application.

The figure at the bottom of the page will change to show you an initial price for this size stand.
The halls of IBC are themed around specific areas of technology to help attendees make the most of their IBC experience.

IBC2020 floorplans and further information is available on the themes of the halls through the link on this page.

You can only select one hall from the list but you can add alternative hall options on the next “Additional Requests” page.

Halls 1, 7 and 12 are premium halls and a surcharge is applicable for stands in these halls.

The price at the bottom of the page will now be accurate for the stand size and location you have requested.
Please complete the Additional Requests section with any details or preferences for your stand that you would like to inform the IBC Team of. This could include requests such as:

- the same stand location as a previous year
- a specific location within a hall
- alternative hall options
- alternative stand size/dimensions/open sides
- exhibitors you would like to be near or not near to
Here you will be able to review the stand application details. If everything is correct you can continue with the rest of your application.
The next stage allows you to add an additional stand application or to continue your current stand application.
There are a wide range of promotional options to enhance your stand package.

Some of the most popular items are available for you to view on this page or you can contact the IBC Sales Team to find out more information on further bespoke options.
The online exhibitor options refer to your directory listing for IBC2021. Here you can raise your online profile prior to the event to get maximum exposure by upgrading to a Silver or Gold listing. You can do this now or later in the year.
This is your final chance to review your stand application and additional promotional items. Please check thoroughly and if you are unsure of anything at this stage please contact the IBC Team (exhibition@ibc.org) or you can leave the portal and return if you need to consult with your team.
The next stage will take you to your contract to be signed. Once this is completed you will not be able to alter the content of the signed contract so please contact the IBC Team to help with your changes.
Your application is now complete!

Please read the next steps to the application process and make a note of the stand allocation timeline and invoicing dates for your IBC2021 contract.
A copy of your contract will be sent to you by email and you can view your completed applications at any time in the “Applications” section of your portal.
UPDATING POINTS OF CONTACT

Throughout the year if you would like to add or remove any points of contact for your company you can do so through the “My Contacts” or “My Company” sections of the portal. If you are the main coordinator you will be notified of any changes that are made to your company contacts.
THANK YOU

For further questions please contact:

exhibition@ibc.org