Exhibit at IBC2020

NEW FOR IBC2020
Show floor stages introduced, see page six for more information on this exciting new opportunity to engage with customers.

show.ibc.org
Welcome to IBC

Welcome to IBC and thank you for your continued investment in the world’s most influential media, entertainment and technology event.

IBC remains committed to providing brand positioning, lead generation, networking opportunities and thought leadership for the entire value chain of the media, entertainment & technology markets.

Exhibition space, dedicated meeting and networking areas, event sponsorship, branding and media packages for IBC2020 can now all be applied for via our new online system.

We have also added to the range of engagement platforms available for 2020 with new exhibitor packages, new show floor theatres and a bigger exhibition space.

These new initiatives reflect the growing demand for a wider range of ROI platforms from customers looking to stand out, connect to a wider network, stay ahead of the competition and ultimately increase business deals.

This brochure provides all the information you will need to secure your engagement at IBC2020. Contact the sales team to discuss how we can help meet your requirements and business objectives.

I look forward to welcoming you to Amsterdam when IBC2020 opens its doors on Friday 15 September.

Steve Connolly
IBC Business Development Director

"Every year we have all of our customers, all of our technology partners, our business partners – they all come to the show. It’s the place where we can showcase the latest innovations that we have within our product set."

Laura Jaworski, Aspera, an IBM Company
What is IBC and who does it cater for?

IBC sits at the global crossroads of the media, entertainment and technology industries providing an informative, innovative and beneficial experience for all attendees.

Always at the forefront of industry innovation, IBC attracts 55,000+ attendees from more than 150 countries, combining a highly respected and peer-reviewed conference with an exhibition that exhibits more than 1,700 leading suppliers of state-of-the-art electronic media technology.

One of IBC’s owners, IABM, introduced a new industry model in 2018 called The BaM™ Content Chain: From Creator to Consumer. It is designed to model the new structure of the broadcast and media industry and provide a flexible, extensible model to accommodate the fast-changing business environment.

IBC has utilised this framework to help you understand the exhibiting opportunities and relevant exhibition areas:

<table>
<thead>
<tr>
<th>Process</th>
<th>Description</th>
<th>Example Products and Services</th>
<th>Relevant Exhibition Areas [in numerical order]</th>
<th>Example IBC2019 Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create &amp; Produce</td>
<td>The process of capturing content — live, scripted, on-location, studio-based etc - and then shaping and crafting it through the editing process, including offline and online edit, audio post, grade, the creation of visual effects and graphics resulting in a finished programme, film etc.</td>
<td>Cameras, lenses, microphones, recorders, lighting, editing software, remote production, grading monitors, vision mixers, audio mixing desks, virtual sets, newsroom control systems, timecode, shot logging and metadata capture, grading consoles, restoration tools.</td>
<td>Halls 1, 7, 8, 9, 10, 11, 12 &amp; Outside Exhibits</td>
<td>APRR (12) Atomics (11) Blackmagic Design (7) EVS Broadcast Equipment (8) Grass Valley (9) Maros Vite (7)</td>
</tr>
<tr>
<td>Manage</td>
<td>The post, post-production stage, where content is manipulated, prepared and aggregated for delivery (publish) to a viewer. Includes QC (quality control), technical and editorial compliance, localisation, access services (subtitling/captioning, signing, audio description), transcoding and ingest.</td>
<td>Media asset management systems, supply chain management, transcoding, subtitling software, storage, archive, LTO, metadata aggregation.</td>
<td>Halls 1, 2, 3, 6, 7, 8, 14</td>
<td>Datal Digital Media Systems (8) Dimelis (1) Imagen (14) Imagine Products (7) Var1 (4) VISN (7)</td>
</tr>
<tr>
<td>Publish</td>
<td>Using the term ‘Publish’ rather than ‘delivery’ or ‘playout’ so that it includes the way content is served to viewers by online, VoD services as well as traditional broadcasters who use terrestrial and satellite. Plus cinema.</td>
<td>Tools for scheduling content, playout systems, on-demand platforms, distribution including terrestrial signal encoder, IPTV headend equipment, satellites, cinema projectors, LED screens, DRM, CDNs, channel branding.</td>
<td>Halls 1, 2, 3, 5, 7, 8, Content Everywhere (5 and 14)</td>
<td>Appare TV (1) Broadpeak (6) CenturyLink (5) GatesAir (8) MediaKind (4) NAGRA (1)</td>
</tr>
<tr>
<td>Monetise</td>
<td>The tools and techniques used by the end-users – broadcasters and platforms – to make money from their content and to manage that revenue.</td>
<td>Programme rights management, royalties, ad tech (programmatic, addressable – selling of ads and delivery of personalised ads), ad traffic systems, product placement, subscription, data analytics, ecommerce.</td>
<td>Halls 1, 2, 3, 5, 7, 8, Content Everywhere (5 and 14)</td>
<td>Convirra (5) CRG (11) Friend MTS (1) MEDIAGENIX (3) PROVYS (2) ThinkAnalytics (1)</td>
</tr>
<tr>
<td>Consume</td>
<td>Includes the tools and tech in the final stage of the chain where the viewer gets involved, selecting, viewing and interacting with content.</td>
<td>TVs, set top boxes, remote controls, apps, user experience and user interface design, platform/app development.</td>
<td>Halls 1, 3, 6, 9, Content Everywhere (5 and 14)</td>
<td>Accedo (14) Applicaster (14) Arvato Systems (9) Miranda (1) TiVo (5) WithTV (14)</td>
</tr>
<tr>
<td>Connect</td>
<td>Moving content, whether real-time (live) or file-based, within and between facilities</td>
<td>IP and SDI infrastructure, routing, interfacing and conversion. File-based delivery. Bandwidth and connectivity services including internet, fibre, satellite, microwave, and cellular.</td>
<td>Halls 1, 2, 3, 6, 7, 8 &amp; Outside Exhibits</td>
<td>Arqiva (5) AIRWEST (3) BT Media and Broadcast (8) Embrionix (1) Evertz (1) Telecom (7)</td>
</tr>
<tr>
<td>Store</td>
<td>Storing content throughout its lifecycle</td>
<td>On-premise and cloud object storage. SAN and NAS – including disk, SSD, optical and data tape. Storage management. Archive storage. Video servers and VTRs.</td>
<td>Hall 6, 7, 8 and 10</td>
<td>Cloudian (7) Dell Technologies (7) Disk Archive Corporation (8) Hitachi Kokusu Electric Europe (10) IBM (7) Solid State Logic (6)</td>
</tr>
<tr>
<td>Support</td>
<td>Enabling and powering the Content Chain including monitoring, testing, communicating, and running compute and facilities</td>
<td>Video and audio monitoring, displays, test and measurement. KVM and PCoIP. Compute power and cyber security. Facility power and furniture. Services to consult, design, build and run. Equipment rentals.</td>
<td>Hall 1, 2, 3, 5, 7, 8, 10, 11 &amp; 15</td>
<td>Adder Technology (7) Agama Technologies (5) Bridge Technologies (1) Clear-Com (10) DenaliShore Technologies (8) Intel Corporation (10)</td>
</tr>
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</table>

“Silicon Valley is coming! Google have a huge presence here this year, Facebook, Amazon - the web players of this space are really starting to figure out how they can get into media and distribution.”

Roger Sherwood, Global Strategy, Media and Entertainment, Cisco
Reach a global audience

- 32% of visitors are C-level or above
- 79% of visitors make or influence final decision
- 36% of visitors’ companies have an annual spend of €1,000,000+

Previous exhibitors include
Google / Sony / IBM / Medialink / AWS / Canon / Huawei / NEP / Intel / EVS / Grass Valley / Blackmagic Design and 1,700 more...

Main industry trends & growth areas
5G / IoT / Blockchain / AI / ML / Cloud / IP / UHD / Immersive / Esports / Telco / Smart Cities / OTT / Ad Tech / Voice

IBC2020 Overview Map

For 2020, IBC will be introducing a series of show floor stages that will provide product demonstrations and case study opportunities for exhibitors as part of an optional upgrade package that also includes lead retrieval and data capture. The stages are themed based on groups of technologies within the industry value chain and strategically located across the venue. These stages will give you a unique opportunity to demonstrate your solution to an energetic and engaged show floor audience. Sessions will be curated and supported by IBC to compliment the wider conference content programme.

Speaking and Lead Generation Package

The new IBC show floor stages showcase specific technology themes and all content will be curated by IBC’s team of content producers in order to link your thought leadership with IBC’s content strategy.

The package includes essential lead retrieval systems and provides data of attendees participating in your session.

- Speaking opportunity on your chosen IBC Content Everywhere theatre – session to be filmed and hosted online via IBCTV VOD
- Access to scanned leads from your theatre session
- Dedicated marketing and promotion before, during and after the show including logo on dedicated stages pages on the IBC website
- IBC lead retrieval system including smartphone

Contact the sales team for further information at sales@ibc.org

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IBC expands show floor stages

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IBC2020 Exhibition Space

Space Only Stand Packages

The best option for unlimited flexibility, customisation and maximum impact, you can appoint a stand builder and you can create a stand to meet your requirements and budget.

The minimum size for Space Only is 30m². If you need extra requirements and budget.

The best option for unlimited flexibility, customisation and maximum impact, you can appoint a stand builder and you can create a stand to meet your requirements and budget.

We have put together a number of design guidelines to ensure that all stands receive maximum visitor exposure and these must be taken into account when designing your stand.

Standard Shell Scheme Packages

With a Shell Scheme you are getting a ready-to-use stand. Perfect if you need to turn-up and show in the shortest time possible without any hassle.

The package provides a shell – walls, carpet, spotlights and power socket – creating the perfect base for you to add as necessary.

The minimum size for a Shell Scheme is 9m² and all stand walls are 2.75m high.

Outside Space

Outside space is exactly as it sounds – space outside of the exhibition halls, perfect for displaying outside broadcast vehicles or exhibits requiring an outside environment.

If you already have a stand in one of the halls you can book outside space at a discounted rate.

For companies who order an outside space plus an inside site of at least 30m² Space Only or 21m², the lower rate shall apply.

Pod Stand Package

A Pod is a new exhibition package designed to provide a lower-priced entry point into the IBC exhibition for companies with a small team who want to demo software or table top hardware. Located on the busy flyover walkway between Halls 7 and 8.

Shell Scheme Stand

With an Enhanced Shell Scheme, you are getting all the benefits of a basic Shell Scheme plus the addition of exhibition essentials such as lead retrieval and internet. With enhancements including furniture and logo board, this is the ultimate turnkey package.

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Rates: £ per m²

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<th>15 - 19 m²</th>
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<td>366</td>
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<tr>
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<td>521</td>
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<td>316</td>
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IBC2020 Content Everywhere Packages

Space Only

- Complimentary speaking opportunity on either of the IBC Content Everywhere Theatres - session to be filmed and hosted online via IBCTV VOD*
- 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 Garden

IBC2020 Content Everywhere Packages

Meeting Package Rate:

<table>
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<th>Rate</th>
<th>Per sqm stand</th>
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<tr>
<td>Early rate*</td>
<td>£645</td>
</tr>
<tr>
<td>Standard rate</td>
<td>£667</td>
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</table>

Meeting packages are available in Content Everywhere upon request. Please contact askell@ibc.org for options.

*Early rates valid until last day of IBC2019 on Tuesday 17th September 2019.
IBC2020 Meeting Space

IBC meeting rooms provide the perfect opportunity away from the busy show floor for you to host clients, conduct more formal presentations or hold a cocktail hour in an exclusive setting. There are three different types of meeting space available, with options to suit all requirements and budget: Meeting Suites, Balcony Suites and RAI Meeting Rooms. Meeting space is available for exhibitors with a main exhibition stand or those who reach a minimum spend (£21,000) through meeting space and promotional activity.

Promotional Opportunities

IBC’s sponsorship and promotional opportunities provide a year round solution to help you generate leads, build brand awareness and establish thought leadership.

IBC365 was launched to provide the global media, entertainment and technology community with year-round information and insight. IBC365 has a database of over 55,000 subscribers, 1,800,000 page views and can provide 365 day digital campaigns that leverage the power of IBC’s unique database enabling you to engage with the industry all year round.

For the show itself, IBC’s promotions, sponsorship and event packages start at the airport and are threaded throughout the conference and exhibition, giving you the perfect platform to promote your brand to more than 55,000 potential attendees from 150 countries.

IBC can also offer a range of tailor-made packages to suit your company’s individual marketing needs and budgets. Explore the range of options on offer:

**IBC365**

- **IBC Daily**
- **IBC TV**
- **Executive Forums**
- **Onsite Branding**
- **Digital**
- **Roundtables Media Accelerators**
- **Hosted Buyers Programme**
- **Print**

**Contact us**

To find out how you can get involved and maximise your attendance at IBC2020 contact our dedicated Sales Team

T: +44 (0) 20 7832 4100  E: sales@ibc.org

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**Meeting Suites**

Meeting Suites are located in an easy-to-find location moments away from the busy show floor and facilitate a unique private space to conduct demos and meetings not possible elsewhere.

**Balcony Suites**

Balcony Suites are available along the balconies on both sides of Hall 1 for use as additional space for hospitality suites, offices, demo areas or presentation areas.

**RAI Meeting Rooms**

RAI Meeting Rooms are located across the RAI and vary in size and price. These rooms are available by the day and offer exhibitors the chance to hold off stand meetings and presentations in a ready to use space.

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**Rates:**

- **Shell (4 x 4m):** £478
- **Bespoke (from 30m²):** £354

**Rate:** £167 per m²

**Rate:** From £690 per day

For more information about all exhibiting and meeting space options, visit show.ibc.org/exhibitatIBC

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**Information:**

- **IBC2020 Meeting Space**
- **Promotional Opportunities**
- **Contact us**
By the industry, for the industry

IBC is the world’s most influential media, entertainment and technology show. IBC is owned by six organisations that represent both exhibitors and visitors. Uniquely, the key executives and committees who guide the convention are drawn from these leading organisations, bringing with them experience and expertise in all aspects of our industry.