

Guide to applying for IBC2020 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 exhibitor's requirements and requests, show history points, longevity of exhibiting combined with the size of stand 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 collect applications between August and 13 October 2019 and once this deadline has passed we work on constructing the floor plan based upon exhibitor requests.

The Main Allocation of space will be released by the 1 December 2019 when we inform exhibitors of their stand. Exhibitors will then have until 1 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, which means going forward there will no need to return a secondary form to IBC accepting your space.

How do I apply for exhibition space?

In order to apply for exhibition space please complete the digital booking form found <https://show.ibc.org/ibc2020-exhibiting-options>. If you exhibited at IBC2019 please put your exhibitor ID on the left hand side of the form, if you are new to IBC click the new exhibitor button.

What hall should our company exhibit in?

Take a look at the '[IBC2019 Interactive Floorplan](#)' which may help you to identify where your competitors and suppliers exhibited at IBC2019 and which industry areas are broadly represented in each hall of the exhibition. If you are applying after 1 December 2019 you can use the official [IBC2020 hall floorplans](#) and the available stands list which are both accessible online. These will allow you to see what is available more accurately.

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

If you applied before 13 October 2019 you will likely receive a stand in the main allocation of space, which is communicated to exhibitors by the 1 December 2019. 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 and then if a stand that meets your requirements becomes available, our team will offer this to you.

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

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 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. If you want to cancel or don't need physical 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 2020 on [IBC365](#). More information is available here: [Promotional Opportunities](#) or you can email sales@ibc.org

Finance & Invoicing

When applying before the 13 October deadline, the IBC Finance Team will send the first 25% invoice at the beginning of October which is payable by 12 November 2019. This invoice acts as a deposit and is based on the space requested on your application form. Should your allocated space differ from that which you requested, adjustments will be made accordingly in the second 50% invoice which you will receive in March 2020. Further invoicing information is available in Clause 26 of the IBC2020 Terms & Conditions. You can contact the finance team at 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 5% cancellation fee on your requested space. After March 1 further cancellation fees apply, please refer to Clause 29 within IBC's Terms and Conditions.

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. After the allocation of your exhibition space, you will also have a dedicated Account Manager throughout the year who looks after your hall 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 accountmanagement@ibc.org.

