



**CONTENT
EVERYWHERE**
POWERED & CREATED BY IBC



IBC Content Everywhere

Exhibiting Opportunities

11-15 September 2020, RAI Amsterdam



**NEW FOR
IBC2020**

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

POWERED &
CREATED BY



Welcome to IBC

Welcome to IBC, the worlds' most influential media, entertainment and technology show.

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 Content Everywhere exhibition space.

These new initiatives reflect the growing demand for a wider range of ROI platforms from customers and, in the case of Content Everywhere, the rise of emerging technologies around multi-platform delivery, OTT and the monetisation of content.

This brochure provides all the information you will need to secure your Content Everywhere 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 IBC2020 when the doors open on Friday 15 September.

Steve Connolly
Director at IBC



What is Content Everywhere?

Since 2014, IBC Content Everywhere in Hall 14 has allowed exhibitors to showcase how IP, the cloud and increasingly easy access to powerful computing are dividing the creation and management of content for distribution online to mobiles, tablets and connected TVs. IBC Content Everywhere is where the worlds of broadcast and broadband converge.

Due to the high popularity of the Content Everywhere package, CE will expand into newly built exhibition space in hall 5 from 2020 and will add a second dedicated Content Everywhere Theatre for exhibitor led demonstrations.

A curated programme of free to attend sessions will include 2 distinct Content Everywhere Theatres in both Hall 14 and the newly expanded Hall 5. These theatres offer exhibitors the opportunity to explain innovative new technologies, products and services throughout the course of the show. Each Theatre has a different theme based on the industry value chain: These theatres will give you a unique opportunity to demonstrate your solution to a energetic and engaged show floor audience. In addition aligning your brand to specific topic areas thereby attracting exactly the type of audience you want to reach.

Exhibitors will be able to apply for a session in either theatre as part of their CE package of benefits.

NEW for 2020, IBC expands show floor theatres

Publish Stage (Hall 5/CE)	Monetise & Consume Stage (Hall 14/CE)	Create, Manage & Produce Stage (Hall 8)	
<ul style="list-style-type: none"> Content Delivery Multi-Platform Delivery CDNs OTT/VOD Transmission/Encoding Playout Automation & Delivery 	<ul style="list-style-type: none"> Content Rights/Scheduling Ad Tech/Ad Sales Billing & Subscriptions / Data Analysis Cyber Security App Development Voice Control AI/Machine Learning Personalisation 	<ul style="list-style-type: none"> Acquisition (Cameras, Lighting, Sound) Remote Production / Switchers Automation IP infrastructure Content Management 	<ul style="list-style-type: none"> MAM IT Workflow Automation Editing VFX/Graphics Audio News Production

IBC2019 Attendees & Demographics

IBC is the premier event for the Media, Entertainment and Technology industry



C-Suite, VP, EVP, Director and above

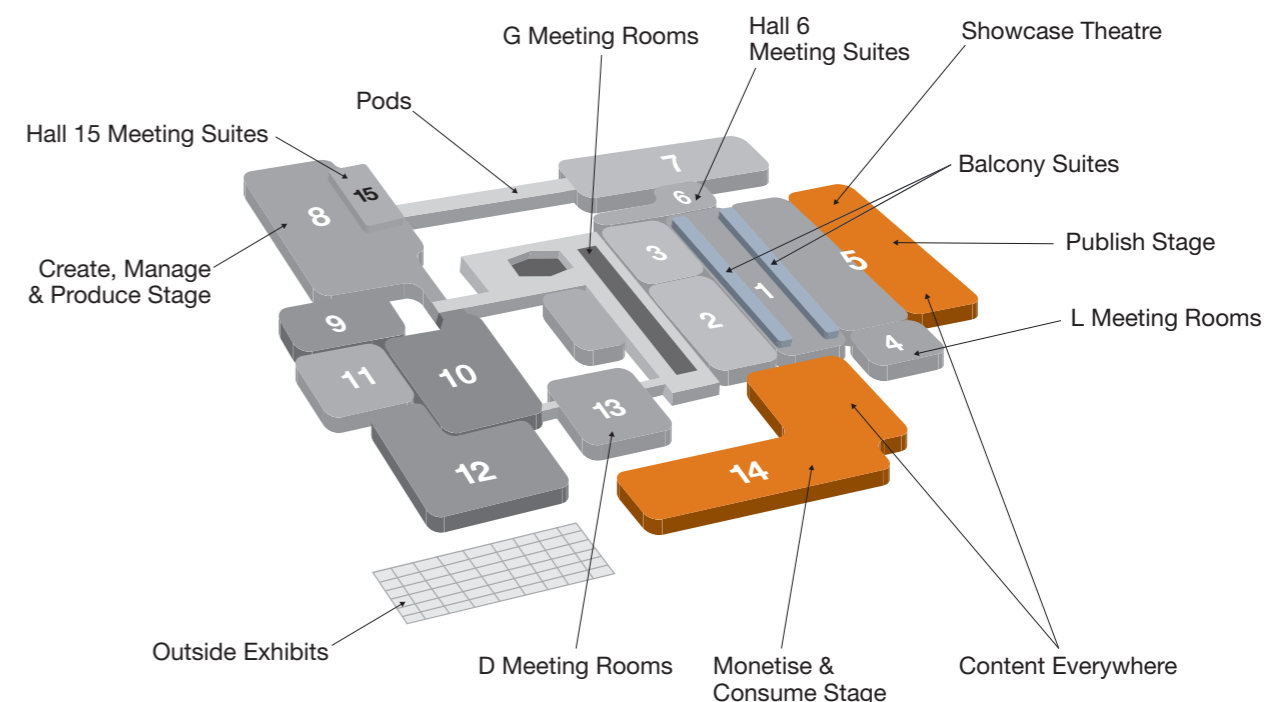


make/influence final decision



Annual spend of over €1m

IBC2020 Overview Map



IBC Content Everywhere 2020 Packages



Shell Scheme Stand

A shell scheme package gives 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 either of the IBC Content Everywhere Theatres - session to be filmed and histed online via IBCTV VOD*
- 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 Garden

*The number of speaking opportunities available is limited so alternative options for promotion are available including a C-Level interview.

Rate:	Per 6 sqm stand
Standard rate	£8,771

Meeting Room

Content Everywhere exhibitors are also able to book a ready-to-use private meeting room on the show floor.

Meeting Room Rate:	Per 6 sqm stand (3m x 2m)	Per 12 sqm stand (3m x 4m)
	Standard rate	£6,174 £12,348

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.

- 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

*The number of speaking opportunities available is limited so alternative options for promotion are available including a C-Level interview.

**The number of devices is dependent on stand size.

Rate:	Per sqm stand
Standard rate	£667

Contact us

To find out more about how you can get involved with Content Everywhere and maximise your attendance at IBC2020 contact our dedicated Sales Team. **T +44(0)20 7832 4100** **E sales@ibc.org**