

# Guide to applying for IBC2019 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 1 November 2018 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 in February 2019 when we inform exhibitors of their stand and they then have the option to accept, decline or move (when possible), by completing the acceptance of space form. Official IBC2019 floorplans are then placed online along with the available space in approximately March 2019.

## How do I apply for exhibition space?

In order to apply for exhibition space please complete the digital booking form found at '[Exhibit at IBC2019](#)'. Please see the DocuSign frequently asked questions at the end of this guide for assistance in filling in this digital application form.

## What hall should our company exhibit in?

Take a look at the '[IBC2018 Interactive Floorplan](#)' which may help you to identify where your competitors and suppliers exhibited at IBC2018 and which industry areas are broadly represented in each hall of the exhibition. If you are applying after March 2019 you can use the official [IBC2019 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?

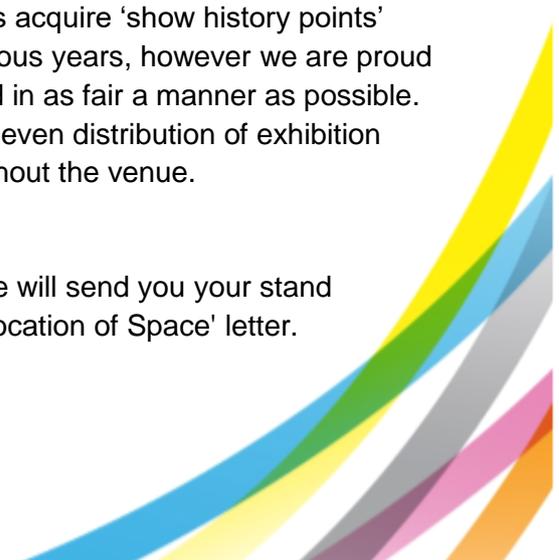
If you applied before 1 November 2018 you will likely receive a stand in the main allocation of space, which is communicated to exhibitors in January 2019. Due to the high number of re-bookings and new applications as well as some very specific stand space requests, it is unfortunately not always possible 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.

## Do we have to accept the stand that IBC offers us?

Once the IBC team have been able to allocate your company a stand we will send you your stand details via email. This includes an 'Offer of Exhibition Space' and an 'Allocation of Space' letter.



You will then need to select one of four options detailed on your 'Allocation of Space' letter, these are summarised below:

**Option 1:**

Your company accepts the offered space.

**Option 2:**

Your company accepts the offered space, however you would like to be added to the waiting list for an alternative. It is important to share your alternative preferences on the allocation letter for the team to understand your requirements.

**Option 3:**

Your company declines the offered space (allowing this to be offered to another company) and your company is added to the waiting list for an alternative space.

**Option 4:**

Your company no longer wishes to exhibit at IBC and would like to cancel the application for space. (Please note that cancellation **before** acceptance of space incurs a 5% cancellation fee. Please refer to Clause 29 of the IBC2019 Terms & Conditions).

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

If you choose Option 2 or 3 we will be working hard to find something more suitable for you. 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 2018 on [IBC365](#). More information is available here: [Promotional Opportunities](#) or you can email [sales@ibc.org](mailto:sales@ibc.org)

**Finance & Invoicing**

When applying before the 1 November deadline, the IBC Finance Team will send the first 25% invoice at the beginning of October which is payable in 42 days. 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 2019. Further invoicing information is available in Clause 26 of the IBC2019 Terms & Conditions. You can contact the 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 5% cancellation fee on your requested space. After you have been accepted your space allocation 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 contact 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 Sales Team at [sales@ibc.org](mailto:sales@ibc.org).

