

Enhanced Stand Package Offerings for IBC2010

IBC is an established event run 'by the industry, for the industry' with a long history of delivering senior level buyers and decision makers from the electronic media and entertainment industry. Despite difficult trading conditions, events have proven time and time again to be the most cost-effective element of a marketing mix.

For 2010 we have designed 3 additional stand packages for you to choose from, enabling you to select the option which best suits your company's needs. To benefit from the business opportunities generated by the event in 2010, contact exhibition2010@ibc.org.



Option (A):

A low-cost free design build option that can enhance exhibitor's brand and event presence:

(Stand size 30 - 80 m²) will include:

- High quality stand build with white system wall panels (height 2.5 m)
- Fascia board (with company name & stand number) - colour of your choice
- Feature wall (400 cm x 100 cm) - colour of your choice in a PMS colour
- Company logo (80 x 80 cm) on feature wall. Your company logo needs to be provided in Adobe Illustrator in an EPS file
- Coloured carpet tiles of your choice out of the standard colour range
- Electricity and Power Supply:
*1 main power connection 2 kw
including a 2-way outlet per 9 m²
1 rail with two spotlights per 9 m²
1 arm spotlight on feature wall*

Option (B):

A low-cost free design build option that can enhance exhibitor's brand and event presence:

(Stand size 30 - 80 m²) will include:

- High quality stand build with white system wall panels (height 2.5m), one side red and one side white
- Fascia board with company name and stand number - colour of your choice
- Coloured carpet tiles of your choice out of the standard colour range
- 1 counter per 9m² against wall panels
- Electricity and Power Supply:
*1 main power connection 2kw including
a 2-way outlet per 9m²
1 rail with two spotlights per 9m²
1 arm spotlight on wall panel*

* PLEASE NOTE: OPTION B IS ONLY AVAILABLE FOR ISLAND STANDS

Additional Orders Available:

- Furniture
- Storage room 1 m² or larger
- Extra logos on wall panels
- Painted fascia in company colour

Both packages also include:

- Inclusion in exhibitor list and product locator at www.ibc.org
- 200 word catalogue entry in the exhibition catalogue and on website
- Unlimited customer tickets entitling your customers free entry to the exhibition
- Access to the list of registered press from both IBC2009 and IBC2010

Cost:

30 - 39 m ²	€ 500 per m ²
40 - 69 m ²	€ 480 per m ²
70 - 100 m ²	€ 460 per m ²


IBC2010



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Conference 9 - 13 September
Exhibition 10 - 14 September
RAI Amsterdam

www.ibc.org

IBC Fifth Floor International Press Centre 76 Shoe Lane
London EC4A 3JB United Kingdom
Tel: +44 (0) 20 7832 4100 Fax: +44 (0) 20 7832 4130
Email: exhibition2010@ibc.org Web: www.ibc.org

C



Option (C):

A time and resource saving exhibiting package. Ready to occupy shell scheme stand (stand size 9 - 30 m²) will include:

- High quality stand build with white system wall panels (height 2.5 m)
- White coloured fascia board (30 cm high). Coloured text board with company name and stand number
- Company logo (80 x 80 cm) on 1 side wall mounted on a 2 mm white polystyrene board which can be taken with you after the exhibition. Your company logo needs to be provided in Adobe Illustrator in an EPS file
- Coloured carpet tiles of your choice out of the standard colour range
- Standard Internet Connection 128 kb/s (fixed)

- Standard Sales Leads Retrieval Handset
- Electrical and Power Supply:
1 main power connection 2 kw including a 2-way outlet per 9 m²
1 rail with two spotlights per 9 m²
- Furniture Package per 9 m²:
1 Display Counter, colour white
1 Literature Rack
2 chairs
1 table

This package also includes:

- 200 word catalogue entry in Exhibition Catalogue and Website
- Inclusion in the Exhibitor List and Product Locator at www.ibc.org
- Unlimited Customer Tickets entitling your customers free entry to the exhibition
- Access to the list of registered press from both IBC2009 and IBC2010

Additional orders available:

- Furniture
- Storage room 1 m² or larger
- Extra logos on wall panels
- Painted fascia in company colour
- Upgraded sales lead retrieval handset

Cost:

9 - 11 m ²	€ 663 per m ²
12 - 14 m ²	€ 602 per m ²
15 - 19 m ²	€ 556 per m ²
20 - 30 m ²	€ 541 per m ²

For further information, please contact The Exhibition Team at:

exhibition2010@ibc.org


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