

THE HIVE GROUP

IBC 2026 EXHIBITOR READINESS CHECKLIST

Everything you need to do and the deadlines that matter before the doors open at RAI Amsterdam, 11–14 September 2026.

THE
HIVE
GROUP 



11-14 SEPT
2026
RAI
AMSTERDAM

PREPARED BY
The Hive Group

IBC 2026 EXHIBITOR READINESS CHECKLIST

IBC is 11 weeks away. The brands that win at IBC aren't the ones with the biggest stands, they're the ones that arrive prepared. This checklist covers every workstream that needs to be in motion right now, from press deadlines and speaking submissions to stand content, meeting space, and post-show follow-through.

1. STRATEGY & PRE-SHOW PLANNING

Objectives & positioning

- ☐ Define your single over-arching IBC objective (e.g. pipeline generation, brand repositioning, category launch)
- ☐ Confirm which product lines or solutions you are leading with at the show
- ☐ Align your IBC narrative across all channels (stand, press, speaking and social)
- ☐ Identify your target visitor segments and priority prospect list
- ☐ Score and tier your attendee list if using pre-event outreach

Pre-show outreach

- ☐ Build your pre-show meeting schedule (aim to fill your diary 4–6 weeks out)
- ☐ Send personalised meeting invitations to top-tier prospects
- ☐ Brief your sales team on IBC messaging, talking points, and lead qualification criteria
- ☐ Set up lead scanning and CRM tagging protocols before you land in Amsterdam

Hive Group can help with:

Pre-show attendee list enrichment and scoring, personalised outreach copy, meeting scheduling support, secure meetings using our dedicated sales tool and full go-to-market strategy for the show.



2. PRESS, PR & MEDIA RELATIONS

⚠ **DEADLINES ARE APPROACHING! Act on this section now.**

Press releases & announcements

- ☐ Identify your IBC news and announce strategy, what are you launching, updating, or revealing?
- ☐ Draft and sign off press releases ready for embargo submission
- ☐ Submit press releases to IBC official press room (deadline: check IBC portal for exact date)
- ☐ Build an announcement calendar to stagger your news for maximum momentum
- ☐ Prepare embargoed briefings for key journalists and analysts ahead of the show
- ☐ Get in touch with your IBC Show Daily hall journalist to understand deadlines for inclusion in show news and preferred format
- ☐ Create press packs with speaker bios, headshots, company backgrounder and press releases for the media and have them readily available on your website with a QR download
- ☐ Track industry awards linked to IBC and enter your products and case studies to gain third-party recognition

Media and analyst meetings

- ☐ Identify your target media list (trade press, vertical press, and key analysts)
- ☐ Pitch one-to-one journalist and analyst meetings NOW as calendars fill fast
- ☐ Prepare spokesperson briefing documents and Q&A sheets
- ☐ Book media training for spokespeople if needed
- ☐ Arrange a press event or hosted briefing slot if applicable

Coverage tracking

- ☐ Set up monitoring for your brand mentions, share of voice, and competitor coverage

- ☐ Agree metrics and reporting approach before the show

Hive Group can help with:

Full PR and media relations management, including announcement calendars, press release drafting and submission, newswire distribution, journalist and analyst meeting scheduling, and spokesperson preparation. We also pitch and develop bylines, features and news articles in key industry publications to draw prospects to you, handle full award entry submissions and provide post-show coverage tracking and analysis.



3. SPEAKING OPPORTUNITIES

⚠ While you may have missed your chance to submit a speaking session at the conference or on the show floor, consider creating your own fringe event with your target audience either on your stand or in a nearby venue.

- ☐ Identify fringe events, roundtables, and partner-hosted sessions for speaking opportunities
- ☐ Draft keynote, panel contribution, or fireside framework for each confirmed speaking slot
- ☐ Brief speakers and prepare supporting materials (slides, talking points and data)
- ☐ Coordinate timing of speaking content with your press announcements for maximum amplification
- ☐ Arrange any photography or video capture of speaking sessions

Hive Group can help with:

Speaker submission strategy, abstract and proposal writing, session framework development, spokesperson preparation, and fringe event production including Hive-hosted executive briefing events at The Traveller, adjacent to the RAI.

4. STAND & CONTENT PRODUCTION

Stand planning

- ☐ Confirm stand size, location and shell scheme or custom build
- ☐ Appoint stand designer and confirm build contractor if not already done

- ☐ Brief designers on IBC messaging hierarchy and visual identity
- ☐ Submit stand designs
- ☐ Complete health and safety forms
- ☐ Hire furniture
- ☐ Book wi-fi
- ☐ Organise on-site lead capture
- ☐ Agree AV and demo requirements (screens, video content and live demo stations)
- ☐ Confirm stand staffing rota and coverage plan



Content and collateral

- ☐ Produce or refresh key sales collateral (one-pagers, solution briefs and pitch decks)
- ☐ Create IBC-specific content (launch materials, product sheets and case studies)
- ☐ Script and produce any video content for stand screens
- ☐ Plan and execute pre-show social content programme to build anticipation
- ☐ Produce post-show content assets (article series, video edits and social recaps)
- ☐ Order stand giveaways and special gifts

Hive Group can help with:

Full stand content production and messaging strategy. From briefing creative teams to copywriting, sales enablement collateral, AV scripting, social content, and post-show content multiplier programmes. Use our full service swag and printing services to ensure high quality products are produced and delivered to your stand on time.

5. MEETINGS, HOSTING & OFF-FLOOR ENGAGEMENT

The stand is just one part of your IBC footprint. The most valuable conversations often happen off-floor.

- ☐ Book off-floor meeting space well in advance, key venues fill quickly
- ☐ Plan hosted breakfast, lunch, or evening reception if appropriate for your programme
- ☐ Book customer dinners
- ☐ Identify key customers, prospects, and partners to invite to hosted events
- ☐ Prepare briefing packs or conversation frameworks for hosted event speakers



6. POST-SHOW & LEAD FOLLOW-THROUGH

The ROI from IBC is made or lost in the 30 days after the show. Build your follow-through plan before you arrive.

- ☐ Agree lead qualification tiers and follow-up owner before the show
- ☐ Build post-show email sequences and follow-up content assets in advance
- ☐ Plan a post-show content series to extend your show narrative (articles, videos and recaps)
- ☐ Schedule post-show debrief and ROI review meeting
- ☐ Ingest all leads into CRM with quality control within 48 hours of show close
- ☐ Send personalised follow-up to all meeting contacts within 5 working days
- ☐ Follow up individually with all the media you met at the show to continue the relationship.

Hive Group can help with:

Post-show content multiplier programmes, lead ingestion and CRM management, structured ROI analysis and year-round content programmes that keep your IBC momentum alive. Media follow up, coverage tracking and full PR programme to continue to build your profile.

Need support getting IBC-ready?

The Hive Group works with broadcast technology and media brands to maximise return from IBC with expertise in strategy, PR, stand content, hosting and post-show follow-through.

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