

EXHIBITIONS

IBC

Last month the show's organizers had said they planned to have the event in September as scheduled, but also that they had plans in place to allow the option of pushing back to December if necessary; and they've now triggered that option.

So the show at the RAI Amsterdam Convention Centre will take place Dec. 3 to 6.

IBC CEO Michael Crimp said that, against a background of optimism about the pandemic, the show board met yesterday. "We've pleased to announce we've decided to hold IBC 2021 in December. The reasons are mainly safety and readiness to engage."

This year's event is expected to have more of a festival feel, with a large perimeter to the site that will enable attendees to move around more freely. Attendees are to have their temperatures checked, and there is to be no physical onsite registration.

Crimp said those plans are still in place, though they could be eased if the health environment improves further in the interim.

Crimp said surveys of the show community showed sentiment for the December date.

He said the decision will allow "more vaccinations, clearer systems and more confidence." He characterized the later date as the "strongest of two [schedule] opportunities."

"We also had to consider the ability of the supply chain to deliver a high-quality event. We believe that key services such as airports and airlines, and hotels will have established smooth operations and be able to provide a more streamlined service by December."

**IBC postponed
to December
2021**



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