

—
**Make
your ideas
happen**
—

inspiring
people



 Click on an image to go directly to a chapter



01

**SPREAD YOUR MESSAGE,
CAPTIVATE AUDIENCES**

Amsterdam, host city of your event



02

**EXPERIENCE,
KNOWLEDGE & NETWORK**

A century of experience for your event



03

**DYNAMIC
PARTNERSHIP**

Raise the value of your event



04

**ROOM FOR
YOUR IDEAS**

Perfect spaces for your event

Make your ideas happen is an invitation to achieve your goals, generate valuable impact and deliver meaningful experiences. Welcome to RAI Amsterdam!



05

**EASY, COMFORTABLE
AND VALUABLE**

The services we offer you



06

**CONNECTED, ON & OFFLINE,
YEAR-ROUND**

Engage your audience



07

**INNOVATE,
BE AN INFLUENCER**

Tools to ignite innovation



08

**MEANINGFUL
EXPERIENCE**

Impact your community

 Click here to go directly to **RAI Amsterdam accessibility & map**

01

SPREAD YOUR MESSAGE, CAPTIVATE AUDIENCES

Amsterdam, host city of your event



Dutch people speak English

90%

Direct flights from
destinations worldwide

320

Nationalities

180



Welcome to Amsterdam

The most compact metropolis in the world! With its vibrant city centre, easy access, countless hotels and an abundance of culture and history, Amsterdam is probably the only capital city where you can easily see people on the street that you met the day before.

Competitive advantages of our destination

Amsterdam benefits from a healthy business climate and a thriving economy. The result of a bottom-up approach of smart growth, start-ups, livability and digital social innovation. With its leading advances in governance, economics, social inclusion and quality of life, Amsterdam was crowned the European Capital of Innovation in 2016.

01

SPREAD YOUR MESSAGE,
CAPTIVATE AUDIENCES

Amsterdam, host city of your event

Bikes
881,000

Museums
75

Rembrandt
paintings
23

Bridges
in the Canal Ring
80

Canals
165

Shops
6,159

Theatres
& concert halls
55

Cafés & bars
1,515

16th to 19th
Century buildings
8,863

'Amsterdam is increasingly
visited by domestic and
international travellers who
are drawn to its village-like
charm combined with a
lively cosmopolitan vibe.'

01

SPREAD YOUR MESSAGE, CAPTIVATE AUDIENCES

Amsterdam, host city of your event



Restaurants
1,835



Hotel rooms
40,000

Amsterdam as your business ecosystem

For each event to be highly visible and make a lasting impression, RAI Amsterdam works in close co-operation with local authorities and stakeholders. Take advantage of our network within the city and beyond, including: Holland Marketing, Amsterdam Marketing, Amsterdam Economic Board and the City Wide Events Taskforce. We can open doors to business and government authorities, knowledge institutes, media partners and our extensive network of suppliers.

**‘We needed a modern
exhibition facility
with a central location
in a world class city with
excellent transport links.
This ensured people could
reach us easily, not just
within Europe but
from around the world.’**

John Hyde, Event Director of Reed Exhibitions



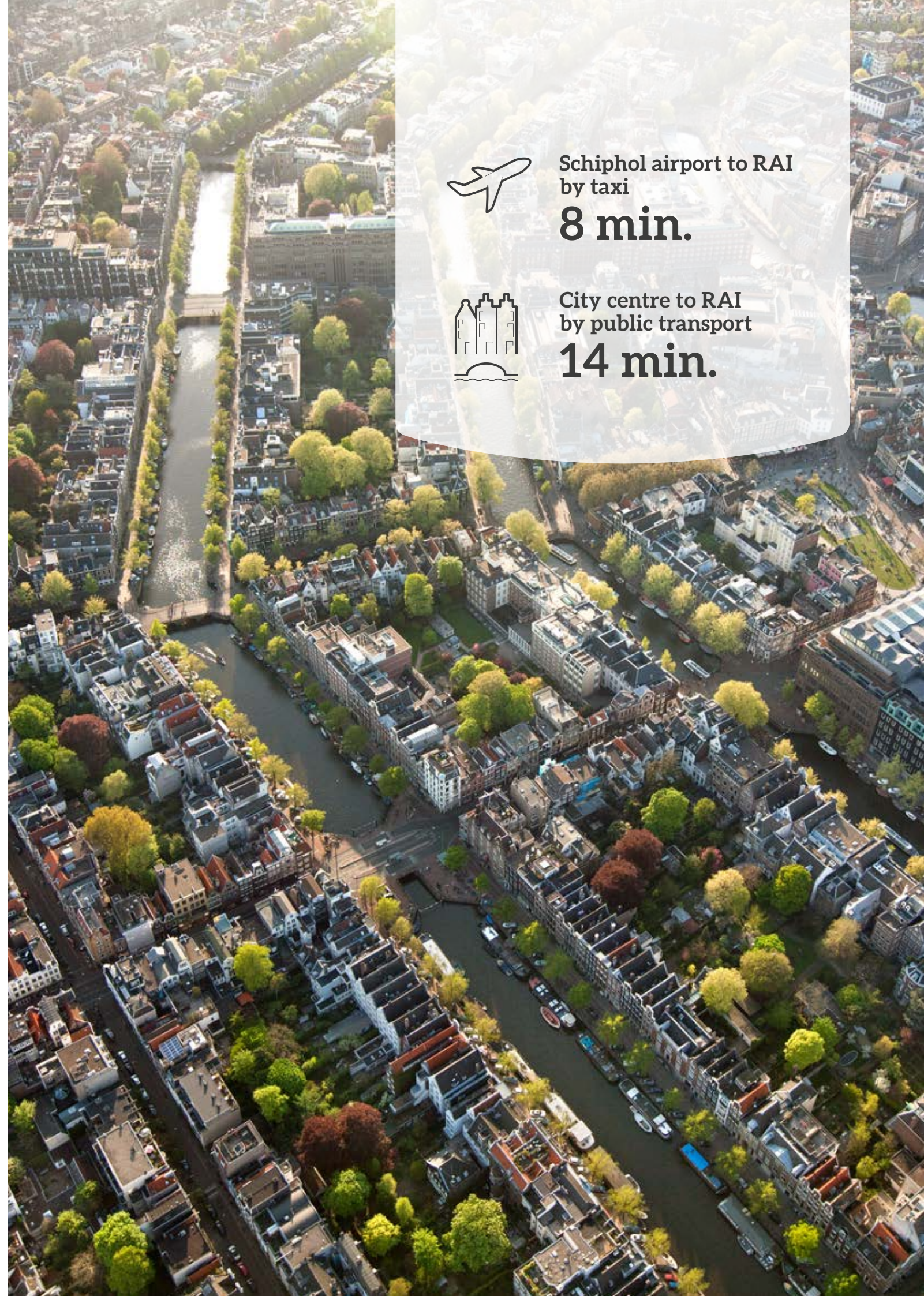
Schiphol airport to RAI
by taxi

8 min.



City centre to RAI
by public transport

14 min.



02

EXPERIENCE, KNOWLEDGE & NETWORK

A century of experience for your event

120 Years of heritage, benefit from our experience

Since its first exhibition in 1895, RAI Amsterdam has grown into a leading international exhibition and conference organisation. We've been uniting different worlds, people and markets for more than a century, both at home and abroad.

Today we welcome more than 500 national and international conferences, exhibitions and other events, and more than 1.5 million visitors annually.



Find out more about the rich history of RAI Amsterdam at www.rai.nl

First RAI exhibition
1895



Europe hall
1961



Amtrium
2015



Elicium
2009



Multi-functional
parking building
2016



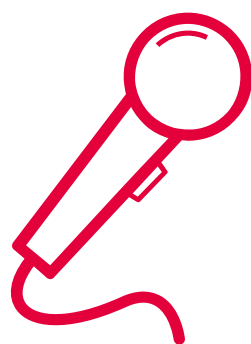
**EXPERIENCE,
KNOWLEDGE & NETWORK**

A century of experience for your event

Knowledge to empower your business

We offer access to our vast knowledge of national and international events and the intellectual capital of our company, team and partners. We believe in knowledge sharing. Through our published trend reports, blogs, and operational manuals – written by our event teams – we offer you different insights.

Our experience and highly skilled teams ensure that you have access to the latest developments within the international event industry. We look forward to a dialogue.



‘Our experience with RAI Amsterdam during the International Annual Congress was remarkable as it was very well managed by the RAI team.

The RAI staff were very enthusiastic, dedicated and practiced great professionalism by listening to our every need and whim, helping to achieve what was needed to make the congress a success.’

Patricia Foo, ERS – European Respiratory Society



02

EXPERIENCE, KNOWLEDGE & NETWORK

A century of experience for your event



Achieve greater impact, our network is yours

Working as your partner, we open doors to an extensive network from local to international network connections. You have access to 21 industry knowledge areas including the Netherlands economic clusters, the Amsterdam Economic Board domains and RAI's own portfolio.



Each year RAI organises over 25 exhibitions worldwide

Some examples from our portfolio:

- > Aquatech
- > ISSA/INTERCLEAN
- > Intertraffic
- > Greentech
- > METS

Several exhibitions are organised in China, USA, Turkey and Mexico. Our extensive event know-how provides a competitive advantage to any event organisers who want to grow their business today and in the future.

03

DYNAMIC PARTNERSHIP

Raise the value of your event



Together with you, we work on the success of your event

As partners, we think along, support your team and collaborate with your team members. Successful events, year-on-year, will increase visitor and exhibitor numbers and satisfaction scores. Holding an event in the right place can make the difference. Amsterdam's every growing appeal, together with RAI Amsterdam's full range of value for money services offers a winning formula for organisers and exhibitors to maximise their ROI.



'RAI Amsterdam is an outstanding venue. Its location makes it easily accessible for our global audience. The excellent onsite facilities ensure we have everything we need to run an efficient international conference and exhibition.'

The staff are knowledgeable, resourceful and above all enthusiastic, making our recent staging of POWER-GEN Europe a very enjoyable experience.'

*Crispin Coulson, Marketing Team Lead.
PennWell International*

03

DYNAMIC PARTNERSHIP

Raise the value of your event



Focus on your objectives, drive business performance and greater ROI

You can count on us for:

- > Dedication to achieve your strategic objectives and take the lead in operations to deliver your ultimate event.
- > Providing a bridging mechanism that creates seamless partnerships between stakeholders.
- > Stimulating co-creation, cross-partner thinking and collaboration to support high standard communities.
- > Focusing on superior quality interactions and matchmaking.
- > Optimising the event value for visitors and exhibitors.



21 Industry knowledge areas

Agriculture & Food, Automotive, Chemistry, Creative Industry, Circular Economy, Digital Connectivity, Energy, High Tech Systems & Materials, Horticulture & Technology, Food & Hospitality, Jobs of the Future, Life Sciences & Health, Logistics, Lifestyle, Marine Equipment, Mobility, Professional cleaning, Remanufacturing, Safety, Traffic Technology, Water Sector.





Multi-functional venue, make it yours

The RAI complex is designed to be as multifunctional as possible to accommodate all types of events, whether you occupy the entire complex or only part of it. Flexibility is always a key concern, especially in today's market. With the growing need for locations to offer conference capacity, combined with exhibitions and/or meeting rooms at the same time.

- > State-of-the-art architecture, designed to welcome exhibitions, congresses and other events, from XS to XXL scale.
- > Modular space and multi-functional character that offers flexible settings for all types of event combinations e.g.: Large exhibition + Award, Event + Meetings or Congress + Break out sessions.



'RAI Amsterdam's premises offer fully air conditioned, comfortable, modern multi-functional spaces specifically designed to meet the requirements of today's companies.'

RAI Amsterdam state-of-the-art location

112,200 sqm Hireable space

12 Multi-functional halls

1 Ballroom

3 Interlinked conference centres

70 Conference & meeting rooms

2 Auditoriums

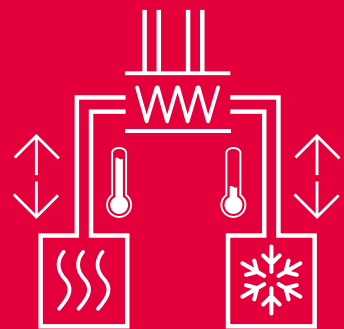
04

ROOM FOR YOUR IDEAS

Perfect spaces for your event



Electrical cooling provides a 90% energy reduction compared to gas



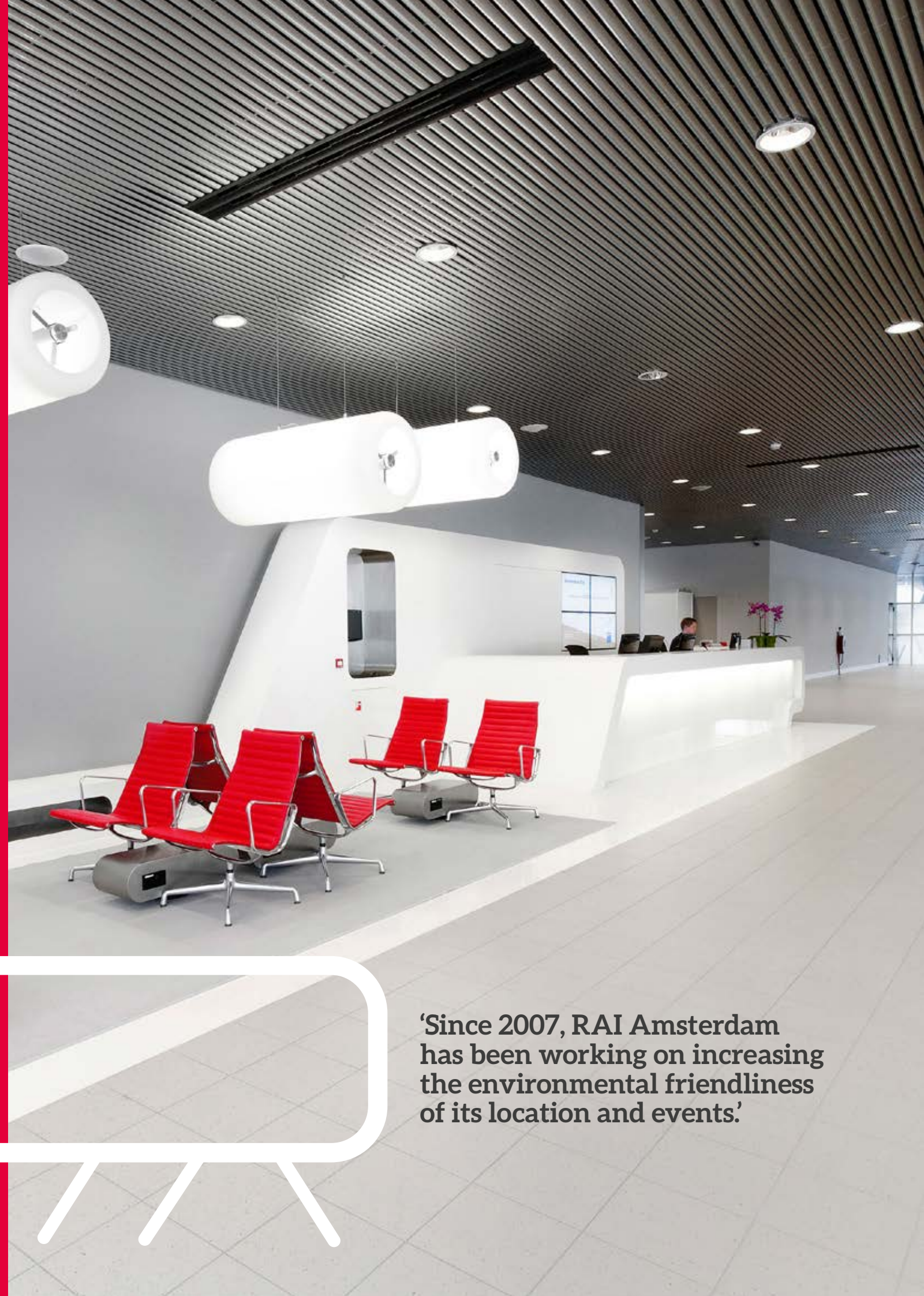
Heath/cold storage at 187 m depth

Zero Waste
100% recycling

100%
green
electricity



Escalators
with motion
sensors



‘Since 2007, RAI Amsterdam has been working on increasing the environmental friendliness of its location and events.’

04

ROOM FOR YOUR IDEAS

Perfect spaces for your event



StrandZuid, an urban beach and harbour

RAI Amsterdam supports various partner initiatives to create an infrastructure that physically underlines a vibrant link between the surrounding environment and the RAI to enhance the overall experience.



StrandZuid (South Beach) renewed in 2017, is a fun urban beach complex, offering informal event space and a harbour.



Find out more about
StrandZuid at www.rai.nl



04

ROOM FOR YOUR IDEAS

Perfect spaces for your event



new!

**nhow Amsterdam RAI
will open mid 2019 as a
headquarter hotel for event
visitors, exhibitors, speakers
and organising teams.**

A brand new hotel,
your stay will be
a unique experience

This spectacular hotel will be a valuable addition to the city and RAI Amsterdam. With special facilities such as a TV studio, gallery, sculpture garden, spa, restaurants & bars, and most remarkable of all the iconic design by Rem Koolhaas, OMA.

The addition of this outstanding hotel will deliver a unique on-site accommodation experience for guests, including high-end gastronomy, as well as facilities and services that will elevate any event experience.

'nhow Amsterdam RAI is focused on connectivity, innovation and media in the broadest sense.

With 650 rooms, 25 storeys at a height of 91 metres, nhow Amsterdam RAI will become the largest hotel in the Benelux region.'



—
05

EASY, COMFORTABLE AND VALUABLE

The services we offer you



Enjoy real added value, superior quality services

Count on a resourceful partner: everything your event needs is right here. From RAI Hotel Services, Exhibition Management, Exhibitor Services, IT and Catering to dependable preferred partners' services. We focus on delivering high quality solutions and seamless operations that generate greater ROI.

We offer a full range of excellent event-related services, delivering convenience and great value for money. We make a point of understanding your business needs and work with you to deliver on your requests and level of expectations. Our expert teams are with you during every stage of your event cycle. Offering reliable solutions, flexible support and flawless processes for a spectacular outcome.



— Values our teams are recognised for:

Hospitable
Customer-oriented
Innovative
Enterprising
Professional
Involved

05

EASY, COMFORTABLE AND VALUABLE

The services we offer you

RAI Exhibitor Services, the one-stop-shop

The Exhibitor Services team is eager to share their knowledge with you and here to help your exhibitors optimise their participation. In our ES web shop, they can find products and services for their stands. The on-site Service Desk supports exhibitors before and during the event, including last minute requests. We offer the best available rates (no third parties), Early Bird discounts and no service charge.

Exhibition Management, for floor space optimisation

The specialists at RAI Exhibition Management offer advice and support on the setup of your exhibition floor, to maximise the venue possibilities, and help you achieve a maximum ROI. We offer: floor plans layouts, stand design and construction, registration areas, hospitality suites, pods and internet zones, poster areas, meeting rooms and stand configurator. For exhibitors we offer a state-of-the-art website, including products & service to optimise your exhibition plan.

Catering, satisfy your customers' appetite

Our own catering experts 'The Basement Chefs' cater to every need, from the individual guest to a party of 60,000. With a focus on superb quality, inspiring ambiance and great hospitality in Event, Congress, Exhibition, or Visitor Catering. With the sustainable Heart-warming concept we are serving authentic food and pure products.

'We challenge ourselves to make of each event an inspiring and lasting experience.'

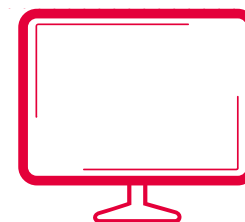
Our people are committed to your success. Running the extra mile to make your event even more valuable.'



05

EASY, COMFORTABLE
AND VALUABLE

The services we offer you



'My experience at the RAI venue has been very positive – providing state of the art infrastructure including high quality WiFi, Network and Connectivity to Private Clouds; plus excellent external IP connections.

In addition the knowledge and support from the experienced RAI IT Team has helped with planning a smooth implementation for our event.'

Phil White
Director of Technology & Events at IBC

IT, the power to achieve greater performance

RAI IT team consists of specialists with a vast knowledge of every discipline whether that be cabling, WiFi, telephony or network technology. Naturally, this knowledge is combined with the experience of hectic event environments. With state-of-the-art IT solutions we are bridging the face-to-face and virtual dimensions of meetings. Our fibre optic infrastructure delivers the highest possible speed to provide connectivity for your exhibitors and visitors.

RAI Hotel Services, the Amsterdam housing agency

Enjoy the best rates from an experienced local hotel partner. We offer personal assistance to find the perfect accommodation for you and your exhibitors and visitors. Without mark-ups or handling fee. RAI Hotel Services is the founding partner of the 'I Amsterdam approved' label, guaranteeing 16,000 rooms and fair prices.



'Mobility, Internet of Things, Cloud computing, Security, Big data, Communities and Social interaction: these are today's building blocks and the backbone for long-term innovation. They are not only solutions that we provide, above all they are answers that solve critical issues in today's business world.'

The significant value of face-to-face meets virtual benefits

We believe in the power of connecting. Our strategy focuses on increasing the value of encounters. We innovate in the following areas:

Increasing the quality and quantity of encounters

To enhance matchmaking opportunities and guide visitors in the right direction, we search the world for accurate indoor wayfinding solutions.

Both on-site and off-site

Tap into the city's opportunities, resources and services. Via the RAI network including Amsterdam's city partners, you can make powerful connections between your event and the city.

In the physical and virtual worlds

Events become more and more connected hubs. The physical event is enriched by layers within the virtual event. We will help you to make this possible. With expert insights, virtual solutions and a strong IT backbone.

During events and throughout the year

Community management plays a crucial role in extending your event life cycle. Being relevant to your audience all year long and empowering communities to connect before, during and after your event. We're happy to share our learnings with you and hear from your experiences.



07

INNOVATE,
BE AN INFLUENCER

Tools to ignite innovation

**'We innovate to empower
businesses, energise
communities and harness
the power of engagement.'**

SMART

A future focused strategy,
unleash the power of innovation

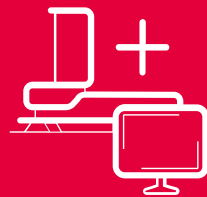
We have created tools and use technology to ignite innovation and design new growth strategies and opportunities.

- > IT – We continuously invest, to offer leading edge technology.
- > InspirationLAB – An open space just outside the RAI dedicated to creativity, innovation and co-creation.
- > InnovationLAB – An inspiring platform located on the show floor during an event, where exhibitors and visitors share their knowledge and experiences.

Energise your audience



We strive to give our guests an experience that means something to them, both professionally and personally.



A meaningful experience that starts before the opening and extends beyond the closing session. Both physical and virtual.

Our ambition is to provide a positive guest experience through a citywide programme that speaks to your visitors' needs, interest and aspirations.



Hospitality starts at the heart

RAI Amsterdam will do everything to make you and your visitors feel welcome in our city and venue. Creating meaningful experiences requires engagement on the highest level. The quality of our services is guaranteed by our dedicated and multi-lingual teams of professionals. We are committed to friendly, efficient customer service and professional conduct of the highest standard, at all times during your event lifecycle.

'We believe in the power of connecting: we've been uniting different worlds, people and markets for more than a century.'



Welcome to RAI Amsterdam

Our venue brings people together in the physical and virtual worlds, crossing borders and providing inspiration. RAI offers a total exhibition area of 112,200 m² (1,207,710 sqft). Uniquely situated, all of Amsterdam's cultural and nightlife attractions are within easy reach.

We believe in the power of connecting. To bring people, ideas and visions together in a world full of opportunities.

RAI AMSTERDAM ACCESSIBILITY & MAP



Vibrant city centre

RAI Amsterdam is located a few minutes from the city centre.
Located only 14 minutes by public transport and 8 minutes by taxi.



Schiphol Airport

RAI Amsterdam is located only 8 minutes from Schiphol Airport,
one of Europe's most connected airports.



Internationally accessible by train

The nearby train station offers excellent connections from all parts
of the Netherlands and numerous cities in Europe.



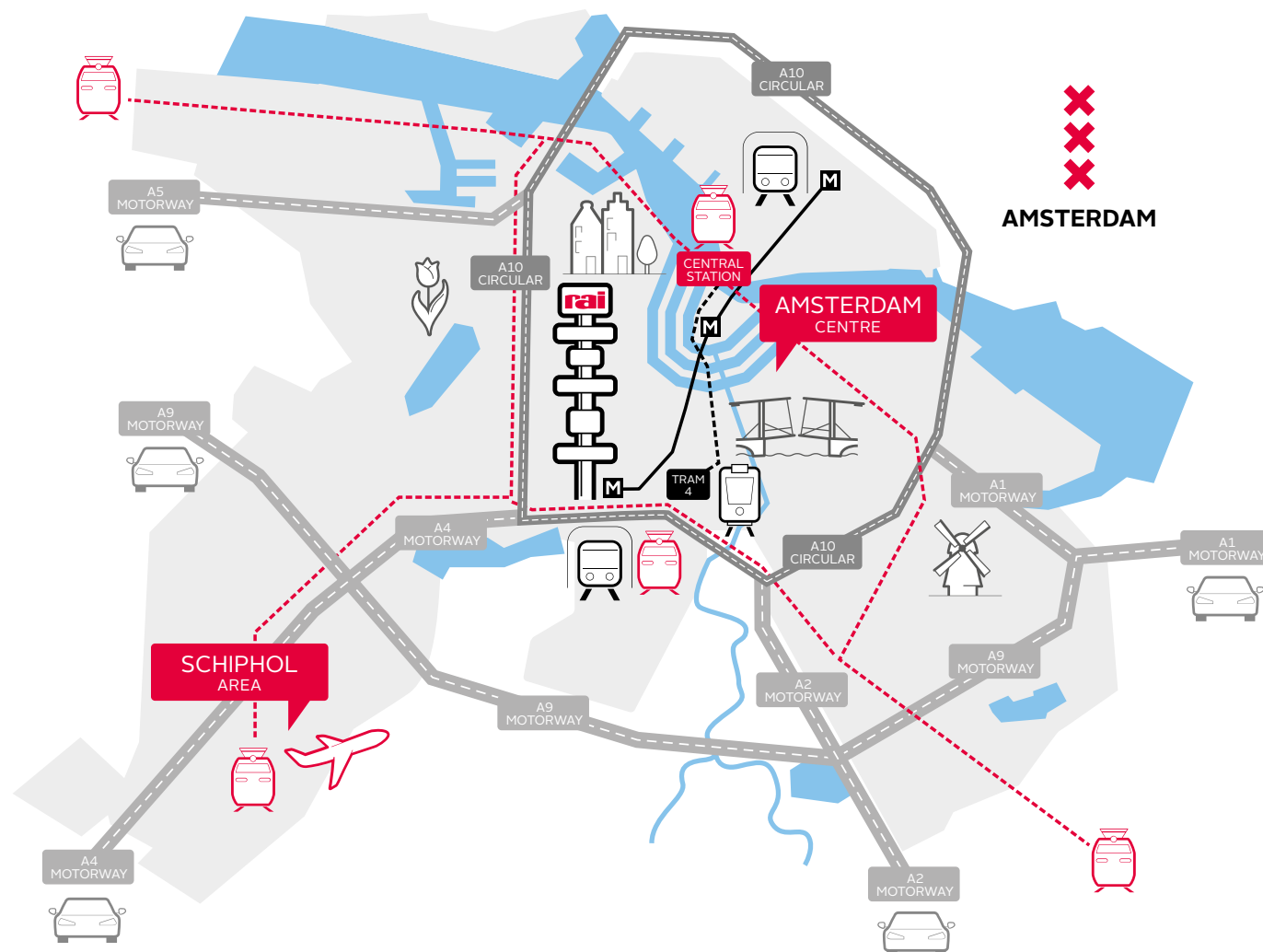
New subway track

RAI Amsterdam is easily reached by tram or metro.
In 2018 a new subway track will open: the North South line.



Just off the Amsterdam Ring road

Situated alongside Amsterdam's A10 Ring road, with our own exit (Exit 9) and
4,500 parking spaces - RAI Amsterdam is ideally situated for visiting by car.



The background of the page is a solid red color. Scattered across this background are several white, rounded rectangular outlines of various sizes. Some are simple, while others are overlapping, creating a sense of depth and movement. One of these shapes in the top left corner contains the text 'inspiring people'.

inspiring
people

Europaplein
NL-1078 GZ Amsterdam
t +31 (0)20 549 17 22
welcome@rai.nl
www.rai.nl

rai
AMSTERDAM