

April 2009

Global Connection

Upcoming Shows:

- CICE
22-25 April
São Paulo, Brazil
- European Seafood Expo
28-30 April
Brussels, Belgium
- IFSEC 2009
11-14 May
Birmingham,
United Kingdom
- National Manufacturing Week
12-15 May
Melbourne, Australia
- FESPA Digital
13-15 May
Amsterdam,
The Netherlands
- PowerGen Europe
26-28 May
Cologne, Germany
- Pharmacy Expo
12-14 June
Sydney, Australia
- CommunicAsia
17-20 June
Singapore
- CEDIA UK
23-25 June
London,
United Kingdom

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D/M/WBE Certification
WFDB346040Y0808



Global Exhibit Management

Leader in global exhibit and event services

Amazing Amsterdam

Amsterdam is a city with a rich history of canals and legendary artists as well as being a European business capital. Amsterdam is a major exhibition location for many established European shows with opportunities for American companies to expand their market share.

There are several exhibition and conference venues in Amsterdam. The primary exhibition venue is the Amsterdam Rai with 87,000 square meters of space in eleven halls http://www.rai.nl/Voor_bezoekers.aspx?s_c_lang=en. The World Trade Center in Amsterdam is primarily a meeting venue. The Okura and Krasnapolsky hotels have meeting and exhibit facilities as well.

Exhibit structures are system as well as custom fabrication. On-site building has been reduced due to the high cost of waste removal. Graphics can be produced from digital files or downloaded from ftp sites. Raised flooring is typical but not required by most shows and should include a wheel chair ramp. A Value Added Tax (VAT) of 19% is applied to exhibition services but can be reclaimed by US companies.

Exhibit regulations in Amsterdam are similar to major European venues. All materials used in constructing exhibits are subject to approval and must meet fire retardant guidelines. Double deck exhibits need to have structural approval by the city government and show management. Sprinkler systems are not required for double deck structures. Electrical power is 220v, two pin electrical plugs. Availability and supplies of transformers are limited so order those in advance and don't forget plug adapters.

Wherever staff members are coming from, getting to and around Amsterdam is easy. Schiphol Airport is the fourth largest in Europe. Access to the city from the airport is available via train service operating to the Centraal Station. Connexion buses as well as taxis go to over a hundred hotels. Once in the city, taxis are available but public transportation is more cost effective and efficient using trams or buses.

Avoid the stress of working overseas by taking time to prepare and select experienced contractors. For additional information about Amsterdam visit <http://www.iamsterdam.com/en/visiting>

Industry Update

The next event for trade professionals in the U.S. is Healthcare Convention & Exhibitors Association (HCEA), 13-16 June, in Tampa, Florida.

For seminar and registration information, visit their website at http://www.hcea.org/meetings_annual.asp

Health and Safety

Health and safety while traveling overseas is a major concern in every corporation. To review the latest health related updates, check the Center for Disease Control website www.cdc.gov/travel

For current information regarding travel warnings and updates visit www.travel.state.gov

For personal travel tips visit our website at www.globalexhibitmanagement.com