



**TIPS FOR NAVIGATING
THE SHOW & AMSTERDAM**

RISE GUIDE TO IBC



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Getting around Amsterdam

Public transportation

Amsterdam is blessed with an excellent public transport system and if you present your IBC badge to one at one of the information desks in the RAI, you'll be able to collect a 4-day travel pass for free travel around the city on trams, buses and metro during the show.

Getting to the RAI is a breeze. The RAI is served by a mainline train station - Station RAI, 2 metro stations Station RAI (lines 50 & 51) and Europaplein (line 50 which runs directly to the centre) as well as Tram line 4. Station RAI is a 10-15 minute walk from the RAI while Europaplein is directly in front of the exhibition center.

If you're arriving at Schiphol airport there are fast and frequent mainline trains to "Station RAI" and during the show there's also a free shuttle bus service – very convenient if you have luggage and don't fancy the walk to the station.

In addition to public transport, Amsterdam is served by a large fleet of licensed taxis as well as the usual ride-sharing apps. Licensed taxis can be booked immediately or in advance using the TCA app – well worth downloading.

There is a large taxi rank outside the RAI where you can also pick up licensed taxis.

It's worth noting that all forms of transport are incredibly busy around the end of the show day. If you're not in a rush, or can't get away early, it can be a good plan to join one of the many on-booth "Happy Hours", or enjoy a bit of networking at "The Beach".



Bike rental

If you want to feel like a local, there are few better ways in Amsterdam than renting a bike. Many hotels offer low cost (and occasionally free) rental by the day, so if you're up early you can often make a decision on the day. If you're looking at renting a bike (or trike) for the duration of the show, it's worth looking into MacBike who have convenient locations across town. If you do rent a bike, watch out for the tram lines and, of course, the trams themselves.

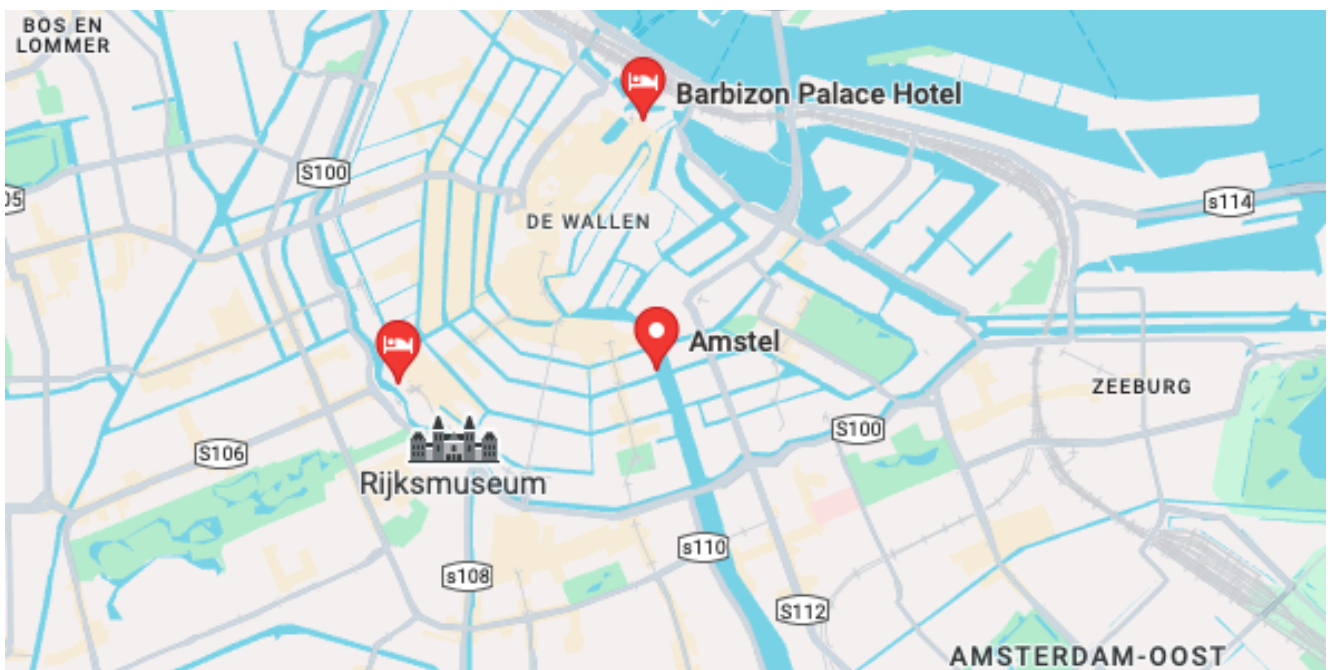
Get around Amsterdam safely in the evenings

The Rise Safe Car Initiative is coming back this year to offer a secure means of transportation for women attending after-hours drinks and dinner receptions during IBC. Head to one of three central city locations, show your IBC badge, and hop into one of our dedicated Rise vehicles (Mercedes V class minivans). You might even share the ride with fellow Rise members, ensuring camaraderie and security.

Available on Friday, Saturday, and Sunday evenings during IBC, from 22:00 to 02:00, at three major points across the city:

- [Clayton Hotel Amsterdam American](#) (around the corner of the Leidseplein),
- [Amstel](#) (at the corner of Keizergraacht near Bridge 036),
- [Barbizon Palace hotel](#) (in front of the Central Station).

The Safe Car Initiative is generously sponsored by Lawo.



Getting around the RAI

Navigating between the Halls

If you're visiting the RAI for the first time, more so if this is your first exhibition or convention of this size, it can be overwhelming. The RAI has grown and evolved bit-by-bit over the years – the halls don't necessarily flow in numerical order and there's no logical grid pattern to follow. In addition, because the halls are all different shapes and sizes, the layouts of the halls themselves differ greatly.

It's well worth taking a good look at the floor plan at the start of the day and planning in time to get between appointments – the walk from hall 8 and hall 4 can be 15 minutes or significantly more if you get held up. And if you have the chance on your first day, walk through the halls planning out where your meetings are and noting large stands and landmarks so you can quickly dash between meetings.

Approximate Walking times (in mins) between Halls

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	0<5	0<5	0<5	5<10	0<5	0<5	0<5	10<15	15<20	10<15	10<15	10<15	5<10	0<5
2	0<5	0<5	0<5	10<15	5<10	5<10	5<10	15<20	15<20	10<15	10<15	10<15	5<10	0<5
3	0<5	0<5	0<5	10<15	5<10	0<5	5<10	15<20	15<20	10<15	10<15	10<15	5<10	0<5
4	5<10	10<15	10<15	0<5	0<5	10<15	10<15	20<25	20<25	15<20	15<20	15<20	10<15	10<15
5	0<5	5<10	5<10	0<5	0<5	5<10	10<15	20<25	20<25	15<20	15<20	15<20	10<15	10<15
6	0<5	5<10	0<5	10<15	5<10	0<5	0<5	10<15	10<15	15<20	15<20	15<20	10<15	5<10
7	0<5	5<10	5<10	10<15	10<15	0<5	0<5	5<15	10<15	15<20	15<20	15<20	10<15	5<10
8	10<15	15<20	15<20	20<25	20<25	10<15	5<15	0<5	0<5	5<10	5<10	5<10	10<15	15<20
9	15<20	15<20	15<20	20<25	20<25	10<15	10<15	0<5	0<5	0<5	0<5	5<10	5<10	10<15
10	10<15	10<15	10<15	15<20	15<20	15<20	15<20	5<10	0<5	0<5	0<5	0<5	5<10	10<15
11	10<15	10<15	10<15	15<20	15<20	15<20	15<20	5<10	0<5	0<5	0<5	0<5	5<10	10<15
12	10<15	10<15	10<15	15<20	15<20	15<20	15<20	5<10	5<10	0<5	0<5	0<5	5<10	10<15
13	5<10	5<10	5<10	5<10	10<15	10<15	10<15	10<15	5<10	5<10	5<10	5<10	0<5	5<10
14	0<5	0<5	0<5	0<5	10<15	5<10	5<10	15<20	10<15	10<15	10<15	10<15	5<10	0<5



“The Beach”

While the IBC pub (still to be found alongside Hall 2) was once the social hotspot of the show, since its arrival in 2006 Strandzuid aka “the Beach” has become the spot where hoards of IBC goers head, rain or shine, towards the end of the day.

Found beneath the walkway that connects Halls 7 & 8, much of the area is frequently roped off for private parties, but if you’re not invited to those, there’s always a large public area too. An hour or so at Strandzuid can be a great way to unwind and let the taxi queue and public transport rush die down a little.

Neighbourhoods

Tourist hotspots

Over the weekend you'll find Rembrandtsplein and across town Leidseplein both heaving with tourists and IBC-goers alike. Both areas offer a wide range of restaurants and bars but, like any tourist hotspot, it's worth doing some research to avoid the worst of the tourist traps. If you enjoy "people-watching" you could do worse than sit outside a café in one of these areas enjoying a drink and some bitterballen (just don't ask what's in them).

Unfortunately, as with most tourist destinations, there are plenty of pickpockets around. You should always keep an eye (or hand) on your personal possessions around Amsterdam (including the exhibition center) but especially so around Rembrandtsplein and Leidseplein as well as the stretch up towards the central station.

RAI and WTC

While many IBC-goers head in towards the centre of town after the show, the neighborhoods around the RAI are not without some good restaurants and bars. These are mostly clustered around Scheldestraat (the road from the RAI towards the town center), Beethovenstraat (found the far side of Beatrixpark, behind the RAI), and around the WTC (World Trade Centre).





For the “Amsterdam vibe”

While it’s a challenge to escape tourists or IBC-goers completely, there are areas that have a much more “local” vibe.

De Pijp sits between the RAI and the town center (a 20 minute stroll or 5 minute metro ride), and features lots of lovely residential streets with independent bars and restaurants – depending on the time of day you may also find food vans making fresh stroopwafel and serving up the local staple of herring and Heineken.

Grachtennordel-west, the area north of the Anne Frank house from Single across to Prinsengracht can be magical in the evenings with cosy restaurants and the unmistakably-Amsterdam canal views.

Medical assistance

Minor ailments and advice

As with most of Europe, if you have minor ailments or require medical advice, in the first instance it's worth going to a pharmacy or "Apotheek" – there are a number within a short walk of the RAI as well as most neighbourhoods around Amsterdam.

Seeing a doctor

It's worth noting that medical services (both regular and emergency) are not provided free of charge in the Netherlands. We recommend checking your own health insurance and/or travel insurance before you head to our country. It is also always a good idea to bring your insurance card or copies of your policy with you and if you're from the UK or an EU country, carrying your GHIC or EHIC respectively.

Guidance on government websites suggests that if you need to see a doctor, if you have a Dutch friend or colleague you should ask to see their family doctor. However there are also doctors' practices in Amsterdam specifically for tourists and travellers such as <https://www.amsterdamtouristdoctors.nl/> and <https://thetouristdoctors.com/>

In an emergency

If you need urgent medical care, call the national emergency number: 112. You can always call this number in the Netherlands without needing a sim card, call credit, or even a Dutch phone network.

Within the RAI you can also contact the RAI emergency number, +31 (0) 20 549 1234.





Home away from home

Shopping

Amsterdam is not known as a shopping destination but should you need an emergency outfit, there is a good selection of stores in the town center. You'll find a couple of higher-end department stores on Damrak, between Dam square and the central train station, and one street over (to the left as your face up toward the station), Nieuwendijk, you'll find a number of familiar chain stores.

Alternatively, a 25 minute walk or 10 minute walk from the RAI, you'll find the Gelderlandplein shopping mall with a number of luxury and fashion stores as well as a large Albert Heijn (supermarket).

Where to find the essentials?

You're never too far in Amsterdam from a "Dirk" or an "Albert Heijn". Both chains stock most of the daily essentials you'll need while in the city, including fresh fruit, snacks, drinks and toiletries. If you're at the RAI, there is an Albert Heijn just across Europaplein from Hall 1/14 and a Dirk just across the road from Hall 12.

In need for a sewing kit, hair band, or a tampon? A blister plaster? Nail clipper? Instead of leaving the RAI to look for such small but useful items, be sure to grab our emergency kit at the Rise stand, 5.G80!


Our emergency kits are kindly sponsored by Iron Mountain Media & Archive Services.

Connect with Rise at IBC

Mark your calendars and join Rise at IBC 2024 for a series of exciting events, networking opportunities, and celebrations. Here's where you can find us:

Devoncroft Executive Summit - Thursday 12/09

 [Tuschinski Theatre - Reguliersbreestraat 26-34](#)

 12-6 PM (local time)

Use the code DESRIS24 to receive a 20% discount on admission!

IBC Pre-Show Drinks - Thursday 12/09

 [The Three Sisters Pub - 19 Rembrandtplein](#)

 7-10 PM (local time)

Rise IBC Drinks - hosted by BT Media and Broadcast & Caspian One - Friday 13/09

 BT Media and Broadcast Stand 0.A24 - Outside Exhibition Area (Amsterdam RAI)

 4-6PM (local time)

Corporate Star Awards Ceremony - Friday 13/09

 [Hotel Okura Amsterdam](#)

 6:30-10:30PM (local time)

We are honoured to be shortlisted in three categories of the prestigious Corporate Star Awards - join us to discover the winners!


#flashmob entry to IBC - Saturday 14/09


 BT Media and Broadcast Stand 0.A24 - Outside Exhibition Area (Amsterdam RAI)

 9-10 AM (local time)

MORE INFO & REGISTRATION: WWW.RISEWIB.COM/IBC

Rise session at the EBU stand - Saturday 14/09

 EBU stand 10.D21 (Amsterdam RAI)

 11-12 PM (local time)

Hear from Rise Mentors and Mentees about their experiences with our transformative Mentoring Programme.

Career Accelerator Programme - Taster Session - Saturday 14/09

 Amsterdam RAI - location TBC

 1-2:30PM (local time)

Come have a taste of our new residential programme, designed for women who are still advancing in their careers, offering valuable development opportunities tailored to their current stage.

Rise Awards 2024 Shortlist Announcement and Drinks - Saturday 14/09

 Room E105 (Amsterdam RAI, near Entrance E)

 3-5PM (local time)

Join us as we announce the shortlist for Rise Awards 2024!

Dalet Pulse Party - Sunday 15/09

 The Jetty (Amsterdam RAI)

 5-8PM (local time)

IBC Talent Programme - Monday 16/09

 IBC Showcase Theatre - Hall 8 (Amsterdam RAI)

 9:30AM-1:30PM (local time)

Hear from our incredible mentees, mentors, and C-Suite Alumni about the power of mentorship and networks.

Visit the Rise stand, 5.G80 in Hall 5

Once again, our stand will be the buzzing hub for the Rise Community, so be sure to visit us to learn all about Rise, relax for a while and network with our members!

MORE INFO & REGISTRATION: WWW.RISEWIB.COM/IBC