



**TIPS FOR NAVIGATING
THE SHOW & AMSTERDAM**

RISE GUIDE TO IBC

Rise

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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 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.

For 2025, IBC will no longer be running the free shuttle buses to/from the airport, but if you're arriving at Schiphol there are fast and frequent mainline trains to "Station RAI" as well as Centraal 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 for 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.

Out-of-towners

Not everyone stays in central Amsterdam during IBC. Many budget-conscious companies (and self-funded individuals) find accommodation 20–40 minutes outside the city, where prices are more manageable. If that's you, the Dutch National Rail (NS) service is your best friend. Trains run frequently to Amsterdam Centraal and Amsterdam RAI, but do check the last departure times, usually around 23:30. Miss the train and you're looking at a €50–€60 Uber ride back.

Amsterdam Centraal has secure self-service lockers if you need somewhere to leave luggage on your way in or out of the city, and the IBC pop-up desk there can also print your badge so you can skip the queues at the RAI.

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, especially 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. Because the halls are different shapes and sizes, the layouts also vary greatly. Take time to look at the floor plan at the start of the day and plan in travel time between appointments. The walk from hall 8 to hall 4 can be 15 minutes or more if you get held up. You'll find a quick guide to walking times between halls at the end of this section.

If you can, spend your first morning walking through the halls, noting landmarks, large stands, and how to get to your meetings quickly. In theory, the halls of the show group exhibitors by the area they most associate with. There are many exceptions to this, but it's not a bad starting point.

The groups are as follows:

- Halls 1–3: Delivery, Distribution, Satellite
- Halls 4–5: Content Everywhere, Streaming, OTT, Cloud, Cybersecurity, App Development
- Halls 6–7: Post Production, Graphics, Media Production, Data Storage
- Halls 8 & 10: Multi Technologies, Production, Management, Audio, Transmission
- Halls 9, 11, 13: Cameras, Lenses, Lighting, Video Accessories
- Hall 14: Future Tech, AI, 5G, Ad Tech, Virtual Production
- Congress Square: Outdoor Exhibits*

***Note:** Previously, the outdoor exhibits have been out on Europaplein, either outside Hall 1 and 2, or further up towards the Station RAI. This year they are (back) at the centre of the RAI in Congress Square. It's also worth noting that, unlike previous years, the outdoor exhibits will be behind fencing and require an IBC badge and bag search to enter.



“The Beach”

While the IBC pub (still to be found alongside Hall 2) was once the social hotspot of the show, since it's 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.

Quiet Spaces

During the show, the RAI is a busy, noisy space and it's rare to find a quiet spot for those that need a bit of respite.

- **In the RAI** - There are very few quiet spaces in the RAI, but the areas around the Forum and Theatre often feel a little less noisy than the main halls.
- **Hotel Lobbies** - If you have a little bit of time the MotelOne and nHow are both within 5 minutes walk and can be a good bet for a comfy seat and a decent coffee.
- **The Park** - The RAI offers direct access to Beatrixpark. If the weather allows, the park offers a lovely escape from the rush of the exhibit halls and the potential for a little sunshine. The quickest way here is to exit from Door F (down the escalator from hall 8), turn around and follow the path between the building and the beach.

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

Approaching the Show: Tips for First-Timers (and old-timers)

IBC can feel overwhelming the first time you walk through the doors of the RAI. Here are some tried-and-tested tips from Rise members who've been in your shoes:

- **Plan ahead but don't overschedule:** Use the IBC app to check exhibitors, hall layouts and speaker sessions. Screenshot the maps or note down the halls you want to prioritise. Build in space to wander, some of the best discoveries happen off-schedule.
- **Find your hub:** If you're not attending IBC with an exhibiting company, make the Rise booth (8.A23) your first stop. It's a friendly base to meet fellow members, grab information, and get your bearings. Plus - join the Rise WhatsApp group for real-time updates, meet-ups and advice.
- **Look after the edges and the middles will see to themselves:** You can't miss the bigger exhibitors at IBC – they're mostly in prominent locations or with large booths at the centre of the halls. However, a lot of the innovation in the industry is coming from the smaller exhibitors in the “shell scheme” booths around the edge of the halls. Consider starting there rather than heading to the big booths first.
- **Navigating stands:** If you just want to browse, say so, most exhibitors understand. If you want more info, let them scan your badge, but it's fine to politely decline. And don't underestimate the value of “free merch” as an ice-breaker, more than one conversation has started with a tote bag and ended with a serious lead.
- **Hidden gems:** Don't miss the Rise networking drinks (Friday's most popular happy hour), and the IBC flashmob entry. And yes, the massage booths inside the RAI are real.
- **Remember comfort counts:** Comfy trainers beat new shoes every time. Bring snacks and water, food queues get long, and don't leave cloakroom collection to the last minute.

Above all, don't worry if you feel daunted at first. Everyone's there to connect and share. Within a day or two, you'll feel part of the buzz.



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, WTC and RAI

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 Singel across to Prinsengracht can be magical in the evenings with cosy restaurants and the unmistakably-Amsterdam canal views.

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.

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.



What to pack and where to find essentials?

IBC days are long, the RAI is huge, and you'll likely be heading straight from the halls to evening events. A little preparation goes a long way.

Dress code

As trade shows go, IBC is pretty relaxed. Most exhibitors go for business casual such as shirts, blouses – but comfortable shows are a **MUST**. You'll see everything from full suits to jeans and trainers – and quite often suits with trainers – so wear what makes you feel confident and comfortable.

Again: **bring comfortable shoes**. Trainers are perfectly acceptable and your feet will thank you after ten hours on the show floor.

The IBC handbag

Think of this as your personal survival kit for the show. Pack light, but make sure you have:

- Comfortable shoes (ideally a second pair to switch into if you need)
- A power bank (you'll be on your phone constantly)
- Refillable water bottle
- Snacks for when food queues get long
- Vitamins or electrolytes (a Berocca in the morning is a popular hack)
- A light jacket or extra layer for the shift from exhibition halls to evening drinks
- Business cards, or a quick way to share your contact details

Home Away From Home – Where to find essentials

You're never too far in Amsterdam from a “Dirk” or an “Albert Heijn” supermarket. Both stock daily basics like fruit, snacks, drinks and toiletries. If you're at the RAI, there's an Albert Heijn across Europaplein from Hall 1/14, and a Dirk just across from Hall 12. And if you find yourself short of those small but useful items such as a sewing kit, hair band, blister plaster, or tampon, you can pick them up at the Rise emergency kit at stand 8.A23. **Kindly sponsored by FooEngine.**



Join Rise at our IBC events:

Friday, 12th September :

IBC Talent Programme - Mentorship, Allyship & Representation

Time: 14.50-15.50 | Location: Future Tech, Hall 14, Hackfest Stage

Our Global Mentoring Manager, Carla Maroussas along with a Rise mentee alumni will join other leading advocacy and mentorship organisations in a session to highlight the impact of our global Rise mentorship programme.

Friday, 12th September:

Rise and BT Media Broadcast Drinks

Time: 16:00-18:00 | Location: Stand O.A05

We are once again teaming up with **BT Media and Broadcast** and **Techex** to bring our community together for connection, conversation and celebration at IBC.

Register here: [BT Media and Broadcast Drinks](#)

Saturday, 13th September:

Rise Awards 2025 Shortlist Nomination Announcement and Drinks Reception

Join us as we announce the shortlist for Rise Awards 2025!

Time - 15:00 17:00 | Location: Room E105 (Amsterdam RAI, near Entrance E)

Register here: [Rise Shortlist Tickets](#)

Saturday, 13th September:

Rise Academy invites you to participate in their “Race 4 the Future”

4k charity run

Time: Run starts at 07h30

Runners are asked to make a £25 donation to Rise Academy to enter

Registration and details: [Rise Academy run tickets](#)

Sunday, 14th September:

Rise Community Networking Event

IBC Talent Programme Networking Drinks

- Time 17:00 – 19:00

- Location: Hall 14, Networking Hub

More info and registration: www.risewib.com/events

Visit the Rise stand, 8.A23 in Hall 8

Once again, our stand will be the main 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!

Leaving Amsterdam

When it's time to head home, allow plenty of extra time for your journey. The 6+ hour queues of 2022 were unusually long but Schiphol Airport can be extremely busy at the end of IBC, so plan to arrive earlier than usual. You can check live departure information at [Schiphol Departures](#). Also consider pre-booking your [security slot](#) to speed up your journey through the airport.

If you are travelling to the UK by train, Eurostar runs direct services from Amsterdam Centraal to London St Pancras. The latest schedules are available here: [Eurostar Timetable](#).

For those not leaving the Netherlands, the Dutch National Rail service (NS) is reliable and easy to use. Timetables and ticket information can be found at [NS Dutch Railways](#).

