

# AMSTERDAM CITY TO MEET



From its earliest days, Amsterdam has been a bustling hub of commerce that welcomed other cultures with open arms. Learn more about this lovely canal-side city, including the rich history and development of its tolerant society. Or jump straight to the modern day and find out about the city's architecture and its colourful neighborhoods. If you're feeling ambitious, you might even pick up a few words of Dutch!

## AT A GLANCE

Key factors that make Amsterdam your city of choice for your upcoming congress, meeting, fair or event;

- Excellent connection by air, train, road, water and the city public transportation
- The City's historic centre with its Unesco World Heritage canals and unique shopping streets
- Cultural diversity found in museums, theatres and the concert hall
- Various Congress facilities that will fulfil anyone's requirements



## HILTON AMSTERDAM

Take advantage of the hotel's proximity to Amsterdam's main business district. Stay productive with modern equipment in the business center and enjoy WiFi throughout the hotel. Unwind in one of our 271 spacious and contemporary guest rooms or upgrade to an Executive room and enjoy exclusive access to the stylish Executive Lounge, offering complimentary refreshments and a 360-degree view across Amsterdam's spectacular skyline.

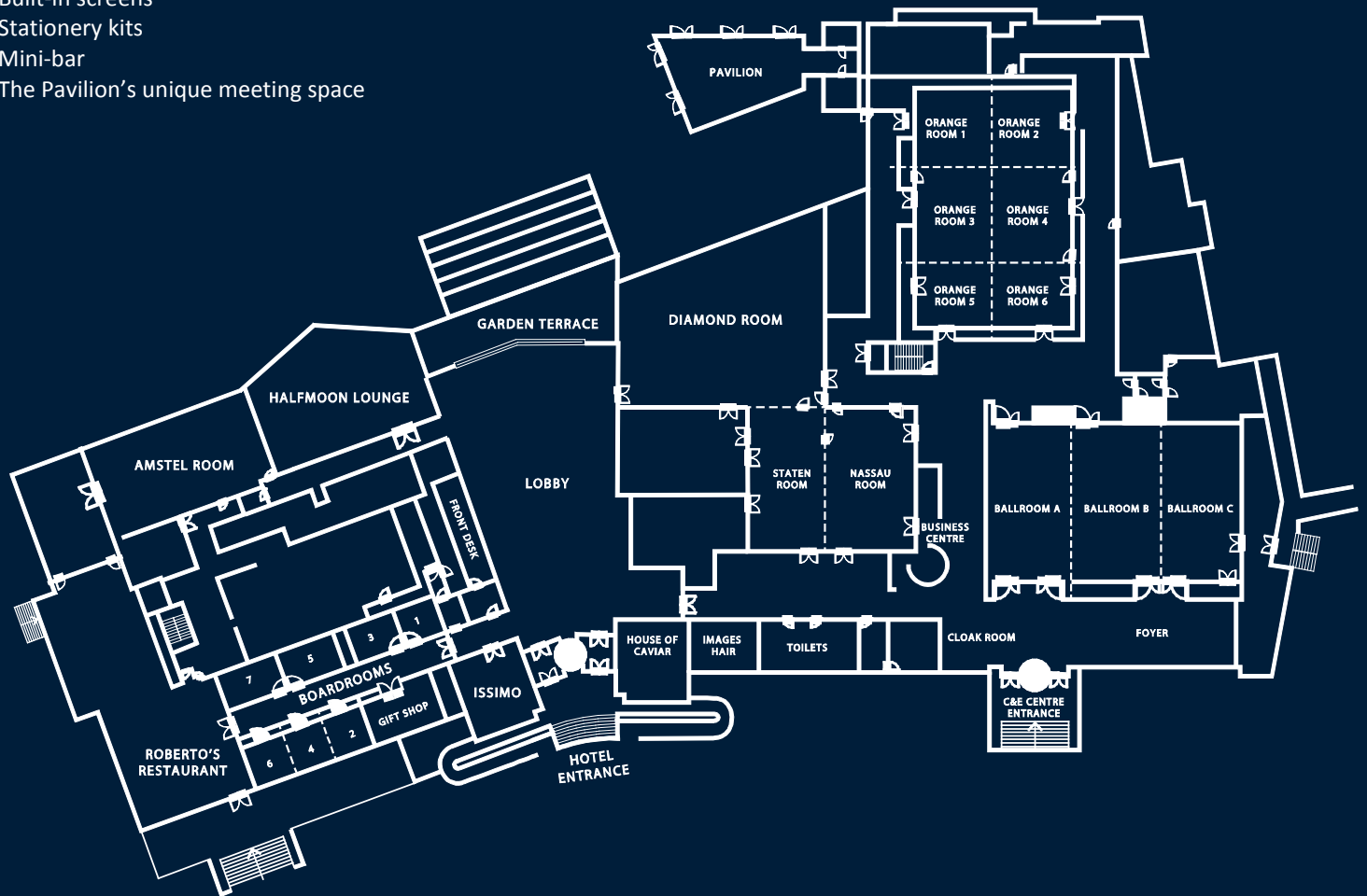
Choose from 21 flexible function rooms, all equipped with high speed wireless internet, individual air conditioning, ergonomic chairs and modern conference equipment and relax while professional planners take care of the details. Our meeting facilities include:

- Ballroom with a capacity of up to 500 people
- 14 meeting rooms and 7 versatile boardrooms
- Telephone with a direct line to the Business Centre
- Webcasting facilities
- Built-in screens
- Stationery kits
- Mini-bar
- The Pavilion's unique meeting space

Whether planning a large conference or celebratory banquet, benefit from full technical support, the latest audiovisual technology, and an array of catering options and facilities, including an Executive Lounge. In addition, our dedicated in-house Business Centre is equipped with private workstations, each with a computer, high speed internet access, video conferencing facilities, audio equipment and colour printer. Secretarial services are also available. Whatever the occasion, Hilton Amsterdam has the expertise and range of venues to bring your event to life.

### THE PAVILION

Ideal for lunch, dinner, wedding receptions, cocktail parties or any special occasion, this stylish venue can cater for up to 75 people.





## ACCESSIBILITY

The city of Amsterdam is a national and international junction and has excellent accessibility by air, rail and road. The main airport, Amsterdam Airport Schiphol, is considered one of the best in the world and is just 15 minutes from the city centre. Amsterdam's compact city centre makes it ideal for outstanding public transport service and means that most facilities and sites are within walking distance of each other. The city's network of canals also offers you the unique opportunity of being transported by water.



### BY AIR

Amsterdam Airport Schiphol is a very modern, efficient and user-friendly airport. Amsterdam is well connected with other major business centres and the flying times between these centres are relatively short.

- Amsterdam – London 1 hour 10 minutes
- Amsterdam – Paris 1 hour 15 minutes
- Amsterdam – Berlin 1 hour 20 minutes
- Amsterdam – Stockholm 2 hours
- Amsterdam – New York City 7 hours 30 minutes

### BY TRAIN

Amsterdam Airport Schiphol train station is located directly below the airport and by train you arrive at Amsterdam Central Station within 15 minutes. Via Schiphol Plaza, you can walk straight to the departure or arrival hall. There are also 15 to 20 trains a day to destinations such as Brussels, Paris and Frankfurt. The Dutch Railway transports some one million travellers a day over the busiest railway network in the world. All parts of the country are easily accessible by train.



### LOCAL INFRASTRUCTURE

The public transport network of buses, trams, metros and ferries in Amsterdam is efficient, modern, reliable and inexpensive. The GVB is Amsterdam's public transport company and serves over one million passengers a day.

### PUBLIC TRANSPORT CHIP CARD

You only need one ticket to make use of the local tram, bus and metro. You can buy public transport chip cards at the Ticket Vending and Add Value machines at metro stations and various tram stops and from tram and bus drivers and conductors.

## CULTURAL HIGHLIGHTS

As the capital city of the Netherlands, Amsterdam has been a centre of creativity and culture for centuries. It comes as no surprise that there are plenty of amazing attractions to choose from. Tickets for the museums and attractions can be bought at the locations directly, the local tourist offices or via our Concierge.

### RIJKSMUSEUM

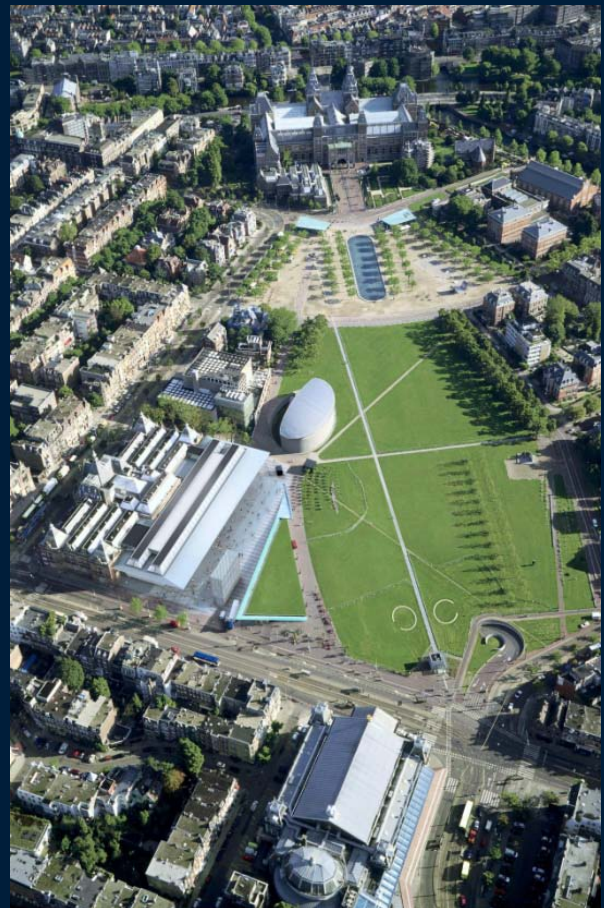
Indulge in culture at the famous Rijksmuseum where masterpieces by Rembrandt (i.e. "The Night Watch"), Vermeer and Frans Hals grace the walls. Or admire the beautiful delftware, sculpture, Asian art and prints. A truly sensational experience.

### VAN GOGH MUSEUM

'I cannot help it that my pictures do not sell. Nevertheless the time will come when people will see that they are worth more than the price of the paint', Vincent van Gogh lamented. And times have surely changed! The Van Gogh museum houses the largest collection of paintings by Vincent van Gogh in the world.

### STEDELIJK MUSEUM

The new Stedelijk Museum has opened its doors to the public on Sunday 23 September 2012. The museum's permanent collection is on display in the beautifully restored historical building, with fixed spots for highlights like the paintings by Malevich, The Beanery by Edward Kienholz and works by Willem de Kooning and Andy Warhol.



## HERMITAGE AMSTERDAM MUSEUM

The newest addition to a city already bursting with art history, the brand new Hermitage Amsterdam on the Amstel River is the Dutch dependency of the Hermitage in Saint Petersburg, Russia. The museum gives an insight into worldwide culture and art - from the Stone Age to the 20<sup>th</sup> century - collected by the Russian institution. It re-enforces Amsterdam as a cultural capital of the world.

## REMBRANDT HOUSE

What was Rembrandt's life like? Where did Holland's most renowned artist etch and paint his masterpieces? Where did the most dramatic events of his life take place? If you want to find out about the real Rembrandt and see his etchings, you can learn more of his life in the Rembrandt House.

## ANNE FRANK HOUSE

During World War II Anne Frank and her family lived in hiding in the annex of the building at the Prinsengracht where Anne's father, Otto Frank, had his business. Nowadays, the rooms at the Anne Frank House, though empty, still exude the atmosphere of the hiding period.

## HEINEKEN EXPERIENCE

Fancy a beer? Try one in the former Heineken Brewery. Millions of hectolitres of Heineken beer were brewed here until 1988. Nowadays you can learn more about the brewing process and the Heineken brand here.

## THE FAMOUS CANALS

A visit to Amsterdam is not complete without having cruised the grachten! A cruise along the canals is a real journey of discovery and a unique way of experiencing the city



## DE PIJP

By taking the walk 'Discovering the Latin Quarter of Amsterdam', you can explore every aspect of this neighbourhood on foot. Formerly a quarter for the working classes, the Pijp is a dynamic melting pot of cultures and nationalities.

## JORDAAN

No other neighbourhood in Amsterdam has been sung about and romanticised as often as the Jordaan! A voyage of discovery along the picturesque canals, funny shops and beautiful hidden gardens.

## CONGRESS FACILITIES

Being the capital of the Netherlands has made Amsterdam the preferred choice for organizing major congresses and events. The city offers a variety of different venues with an array of possibilities. Whether you want to host an event in the green or have your conference right in the heart of the city, Amsterdam can host it all. Some of Amsterdam's major venues are highlighted below:



## AMSTERDAM RAI

Each and every year, Amsterdam RAI bids a warm welcome to more than two million visitors. The combination of excellent service, perfect accessibility and the exciting city of Amsterdam for business and pleasure, is what makes Amsterdam RAI unique. The fully air-conditioned RAI complex covers a total exhibition area of 84,000 m<sup>2</sup>. Eleven multifunctional halls are available for exhibitions, congresses, meetings and other events. The congress centre comprises 48 congress and conference rooms with a capacity up to 1,750 people. In addition, the state-of-the-art ballroom offers event space of up to 1,883 m<sup>2</sup>. When more capacity is needed, the exhibition halls can be fitted out as fully fledged conference halls. Built in 2009, RAI Elicium is the contemporary face of Amsterdam RAI. As well as enriching the RAI itself, this innovative building is also a major addition to the Amsterdam landscape.







**PASSENGER TERMINAL AMSTERDAM**

An aesthetically pleasing example of modern architecture located within easy walking distance of the city centre where events can be held to their full advantage. Its glass structure creates a transparent and open ambiance, but has options to create a darker environment. Under the undulating roof that symbolizes the connection between land and water, there is a sea of opportunity. The three levels in PTA can be used independently of one another, but can also be used in conjunction. These levels are the Main Deck, the Promenade Deck and the Panorama Deck. PTA also has smaller rooms available and an outdoor terrace with a magnificent view, and is easy to reach by car or public transport.

**WESTERGAS FABRIEK**

If you are looking for an inspiring location, then the Westergasfabriek might just be the place for you. This former industrial complex, set in a modern landscaped parkland, is tastefully renovated and meets all the comforts of modern time. With over 5000m2 venues space, 14 breakout rooms and 14 hectares of outfield, the venue offers all the indoor and outdoor space you could need for events such as exhibitions, congresses, workshops, dinner parties and fashion shows. The Westergasfabriek borders the city centre of Amsterdam, located along the popular Jordaan district. With just 15 minutes away from Amsterdam Central Station and Schiphol Airport, it is very easily accessible. Westergasfabriek stands for high quality service against competitive prices.



**DE BEURS VAN BERLAGE**

The Beurs van Berlage -the former Stock-Exchange of Amsterdam- is one of the most beautiful buildings in the Netherlands. With 20 multifunctional rooms, it is the perfect venue for business meetings, conferences, fairs, events and parties. A selection of the many rooms available: the Main Hall, with a surface area of 1600 m2, is the largest hall in the city centre. The Glass Hall, a wonderful auditorium in a glass pavilion, actually a hall-within-a-hall. Or the Blue Room: an ideal room for meetings for 5-25 people. The attractive rooms also offer a stylish setting for a staff party or gala dinner. The Beurs van Berlage lies in the centre of Amsterdam, with Amsterdam Central Station and four car parks within 3 minutes walking distance.

**AMSTERDAM ARENA**

The Amsterdam ArenA Meeting and Conference Centre is an enormous space suitable for presentations, tradeshows, one-day or multiple-day seminars, symposiums and congresses. The stands are perfect venues for plenary meetings and educational events. The rooms in the building are well suited to tradeshows, parties and presentations. The rooms can be interconnected and linked to the stands, so that exhibition spaces, session rooms and recess areas can be configured conveniently and are always accessible. The combination of the parking facilities, a good catering service and easy accessibility by public transport make it convenient to have a business event inside the stadium.

