



2023 Exhibitor Information

We are pleased to welcome you as an official exhibitor to CES Unveiled Amsterdam, Netherlands; produced by the Consumer Technology Association (CTA)[®], owner and producer of CES[®].

This manual contains important exhibitor and event information and deadlines. Please carefully review and contact us with any questions or concerns. Thank you and we wish you a successful event.

Event Details

Date: Thursday 12 October 2023

Event Website: www.CES.tech/UnveiledAmsterdam

Exhibitor Page: Visit the [exhibitor page](#) for important forms and deadlines

Venue: Taets Art & Event Park

Middenweg 62 Hembrugterrein

1505RK Zaandam, Netherlands

Contacts:

- Sophie Sanders – Project Manager MCI The Netherlands – Exhibitor Logistics, CESunveiled@mci-agency.com
- Joyce Kim – Manager, International Programs, CTA, jkim@CTA.tech

Exhibitor Schedule

Exhibitors will have the option to set up the evening prior or set up prior to the show on event day. Exhibitors will occupy space within the venue called Yada Yada at Taets Art and Event Park.

The following set up schedule below:

Wednesday 11 October 2023

- Exhibitor Setup 20:30 – 22:00

Thursday 12 October 2023

- Exhibitor Setup 6:00 – 8:30
- Exhibitor Registration opens at 8:00
- Exhibit Hours 9:00 – 18:30
- Exhibitor Teardown 18:30 – 19:30



*Yada Yada Conference Programming	9:00-12:30
*Black Box Conference Programming	13:40-16:10
*Closing Toast in Yada Yada	17:30-18:30

Registration Information

Exhibitors and contractors will be issued their pre-registered exhibitor name badges at the CES Unveiled registration desk. An exhibitor badge is required to gain access to the show floor during set-up and tear down, as well as during event hours.

Register:

To gain access to the event, exhibitors must [register online](#). Please ensure to include the registration code that you received by email to proceed with your registration and wish to be granted access to the halls during the build-up as well.

Those not working at your tabletop exhibit, but interested in attending CES Unveiled Amsterdam, can register as an [industry attendee](#). Those registering as Industry Attendee will not have early access to the exhibit floor.

Badges:

- Each exhibiting company is entitled to two (2) exhibitor badges and one (1) badge for a PR agency representative.
- Ensure that you also provide names for set-up contractors, hire company, etc. Failure to do this will result in a major delay or denied entry to the building.

Travel Information

Taets Art & Event Park can be accessible by car or public transport, the address is Middenweg 62 (Hembrugterrein).

By Car from Amsterdam:

- A10 ring road, direction Zaanstad
- Exit Oostzaan, Zaandem-Zuid, Het Twiske
- Turn right onto N516/Kolkweg, direction Kolkweg-Noord, Zaandem-Zuid
- After 3 kilometers (after the Den Uyl-brug), turn left onto N203/Provincial road
- After 250 meters (at roundabout) turn left
- Follow the road and signs to Taets Art & Event Park



By Car from the North:

- A8 direction Amsterdam
- Exit Oostzaan, Zaandam-Zuid, Het Twiske
- Turn right onto N516/Kolkweg, direction Kolkweg-Noord, Zaandem-Zuid
- Then the same as Amsterdam directions

Bus:

Taets Art & Event Park is near Zaandem train station. From the station it is 10 minutes with bus 63 and local bus 456.

9292ov.nl

OV-Fiets:

At the train station you can rent a public transport bicycle, which will take you to the terrain in less than 10 minutes. For the bicycle storage, follow the city centre exit, then take the escalator down and turn left.

- From the bicycle storage, cross the provincial road and turn left behind the station
- After approximately 200 m, you cross under the road, after which you turn left. After which you turn left, follow the cyclingpath to the right and keep going along the provincial road until you reach the water
- Turn left and after about 50 meters you will see the entrance to the Hembrugterrein to your left
- Inside the terrain Taets Art & Event Park is on your right

Entrance for exhibitors during setup:

Exhibitors can use the main entrance upon arrival for the unloading of any regular sized items (display materials). There are no large items or roll up banners allowed on the exhibit floor, please reach out to MCI (CESunveiled@mci-agency.com) for specific information regarding loading unloading times and possibilities.

Transportation during CES Unveiled Amsterdam event day:

On Thursday 12 October **only**, we will provide complimentary coach/bus transportation:

Exact pick up/drop-off location at Amsterdam Centraal:

- Address: De Ruijterkade 6, 1011 AA Amsterdam
- Map Location:
<https://www.google.com/maps/dir/52.3820006,4.8958481/52.380515,4.8993317/@52.3810413,4.8963221,18z/data=!3m1!4b1!4m2!4m1!3e2?entry=ttu>



Amsterdam Centraal to Taets, schedule below:

AMS Centraal	Taets	AMS Centraal	Taets	AMS Centraal	Taets
7:00	7:30	8:00	8:30	9:00	9:30
7:15	7:45	8:15	8:45	9:15	9:45
7:30	8:00	8:45	9:00	9:45	10:00
7:45	8:15	9:00	10:00	10:00	10:15

From Taets to Amsterdam Centraal:

Taets	AMS Centraal	Taets	AMS Centraal	Taets	AMS Centraal
15:45	16:15	16:45	17:15	17:45	18:15
16:00	16:30	17:00	17:30	18:00	18:30
16:15	16:45	17:15	17:45	18:15	18:45
16:30	17:00	18:00	18:00	18:30	19:00
19:00	19:30	-	-	-	-

Hotels:

We recommend staying in Amsterdam as the most convenient location, however, we have sourced some near the venue. Below are a few selections you may consider:

Inntel Hotels Amsterdam Centre **** Telephone: +31 20 530 1818 Website: Inntel Hotels Amsterdam Centre Distance from venue: 250m	Park Plaza Victoria **** Telephone: +31 20 623 4255 Website: Park Plaza Victoria Distance from venue: 17m
Ibis Amsterdam Centre *** Telephone: +31 (0)20 721 9172 Website: Ibis Amsterdam Centre Distance from venue: 650m	Anantara Grand Hotel Krasnapolsky***** Telephone: +31 (0)20 499 0163 Website: Anantara Grand hotel Krasnapolsky Distance from venue: 17m

Tabletop Display Information

Tabletop Specs:

- High boy table: 80 (L) x 80 (W) x 110 (H) cm

Electricity:

A block of 3 EU-sockets with voltage supply of 220 volts is provided per exhibitor. If you will be using 120 volt equipment a transformer or voltage converter is required. We recommend



exhibitors bring additional extension leads. Contact MCI with special requirements at CESunveiled@mci-agency.com.

Internet:

- Wi-Fi access is available free of charge.
- Hard lines are available at extra cost.
- Hard line connections should be ordered by September 30, 2023, 16:00 CEST. Please contact MCI at CESunveiled@mci-agency.com to place an internet order.

Rules and Regulations

Please review the following exhibitor rules and regulations below and click [here](#) for a complete list of our event terms and conditions.

Access: Exhibitors and setup personnel must pick up a CES Unveiled badge once registration opens at 8 AM morning of event day to access the show floor during setup and show hours. Anyone without a badge will be denied access by security. No media or attendees will be allowed access to the show floor until 8 AM when the Exhibition and Networking Experience begins.

Bag Policy: CTA is authorized to check the contents of bags brought into the Event and reserves the right to subject attendees to metal detection screening upon entry.

Good Neighbour Policy:

- Exhibitors should set up their tabletop and product display in a way that does not infringe upon the space of neighbouring tabletops or disturb neighbouring exhibitors with unreasonable noise.
- All product displays should be kept on the tabletop provided unless the product is too large to fit on the tabletop. For those special cases, the product may be placed on the floor in lieu of a table or directly in front of the table.
- This is a networking event, so exhibitors are free to eat, drink and socialize with the attendees throughout the venue. However:
 - Exhibitors cannot carry their products around as they network.
 - Exhibitors cannot bring professional models to showcase products as they network.
- Exhibitors cannot begin breaking down their booth space until exhibit hours are complete.

Insurance and Liability: Exhibitors must arrange for their own insurance and ensure that it meets the specifications outlined in their CES Unveiled exhibit contract.



Signage: A standard exhibitor ID sign will be provided with your highboy.

Exhibitors must submit company name, logo and company information by October 3rd, 16.00 CEST, otherwise signage is not guaranteed

Shipping Logistics

Advanced Shipments:

Any pre-shipment of goods can be made directly to Taets Art & Event Park. Please note pre-shipment can only be done a maximum of **3 days** before the start of the event.

Shipping address is:

Taets Art and Event Park
TAV CES Unveiled – Esther Sterling
Middenweg 62 (Hembrugterrein)
1505 RK Zaandam
Nederland

Additional Event Info

PR Information/Media Kits:

- Over 40 top tech journalists from the Netherlands and surrounding countries will be in attendance providing regional brand exposure and an opportunity to make strategic connection with top tier media influencers.
- Please bring an appropriate supply of electronic (USB, DVD, CD or URL posting) or hard copy media kits to the event to keep at your tabletop, we recommend between 60-75. Media kits should include news releases, company logo, images, product information, case studies and spokesperson biographies.