



2022 Exhibitor Information

We are pleased to welcome you as an official exhibitor to CES Unveiled in 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, 13 October, 2022

Event Website: www.CES.tech/UnveiledAmsterdam

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

Venue: Beurs van Berlage, Damrak 243, Amsterdam, Netherlands

Contacts:

- Jurgen van Doorn – Project Manager MCI The Netherlands – Exhibitor Logistics, CESunveiled@mci-group.com
- Joyce Kim – Specialist, International Programs, CTA, jkim@CTA.tech

Exhibitor Schedule

- | | |
|--------------------------|---------------|
| - Exhibitor Registration | 7:30 – 10:00 |
| - Exhibitor Setup | 9:30 – 12:00 |
| - Exhibit Hours | 12:30 – 17:00 |
| - Exhibitor Teardown | 18:30 – 19:30 |

*Conference Programming 9:15 – 12:30

*Closing Toast (rm: Grote Zaal) 17:00 – 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 three (3) 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

Entrance for exhibitors during setup:

Exhibitors can use the main entrance upon arrival for the unloading of any regular sized items (roll up banners / display materials). For large equipment, please reach out to MCI (CESunveiled@mci-group.com) for specific information regarding loading unloading times and possibilities.

Parking:

The Beurs is easy to reach both by car, the address is Damrak 243. There are many parking garages nearby, including Parking Centrum Oosterdok (nine minutes walking distance) and Q-park parking garage De Bijenkorf (next to the Beurs van Berlage).

Train & Bus Stations:

The Beurs is easy to reach by public transport. The metro, trams and the train station (Amsterdam Central Station) are all within five minutes walking distance from the Beurs.

Airports:

The Beurs is within 5 minutes walking distance from Amsterdam Central Station. There is a direct train from Schiphol to Amsterdam Central Station. For travel times please visit www.ns.nl/en

Hotels:

- If you will need to stay the night, there is no shortage of hotels in the area; below are a few selections you may consider:



Park Plaza Victoria **** Telephone: +31 20 623 4255 Website: Park Plaza Victoria Distance from venue: 300m	Inntel Hotels Amsterdam Centre **** Telephone: +31 20 530 1818 Website: Inntel Hotels Amsterdam Centre Distance from venue: 250m
Anantara Grand Hotel Krasnapolsky***** Telephone: +31 (0)20 499 0163 Website: Anantara Grand hotel Krasnapolsky Distance from venue: 350m	Ibis Amsterdam Centre *** Telephone: +31 (0)20 721 9172 Website: Ibis Amsterdam Centre Distance from venue: 650m

Tabletop Display Information

Tabletop Specs:

- Standard Tabletop: Rectangular table: 135 (L) x 80 (W) x 80 (H) cm
- High boy table:
 - Grote zaal 80 (L) x 80 (W) x 112 (H) cm
 - Graanbeurs zaal 90 (L) x 90 (L) x 112 (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-group.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, 2022, 16:00 CEST. Please contact MCI at CESunveiled@mci-group.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 have a CES Unveiled badge 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 12:30 PM 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:
 - o Exhibitors cannot carry their products around as they network.
 - o 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.

Event Guide: Companies have the option to be included in the printed event guide. Visit the CES Unveiled [Exhibitor Information page for more details.](#)

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

- Exhibitors may provide one (1) additional sign if they choose, but must follow these guidelines:
 - o Signage must fit behind the tabletop, it may not cross into an aisle or another exhibitor's space.
 - o Signage may not exceed 2 meters in height to prevent impeding line of sight to other tables.
 - o Signage may not be affixed to surrounding walls, columns or windows in the facility.

Exhibitors must submit company name, logo and company information by September 30, 16.00 CEST, otherwise signage is not guaranteed



Shipping Logistics

Advanced Shipments:

Any pre-shipment of goods can be made directly to The Beurs van Berlage. Please note pre-shipment can only be done a maximum of **3 days** before the start of the event.

Shipping address is:

Beurs van Berlage
TAV CES Unveiled – Wendy Engelsma
Beursstraat 6
1012 JV Amsterdam
The Netherlands

Please inform MCI (CESunveiled@mci-group.com) if you are unloading big items and need a loading dock.

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 spokespeople biographies.