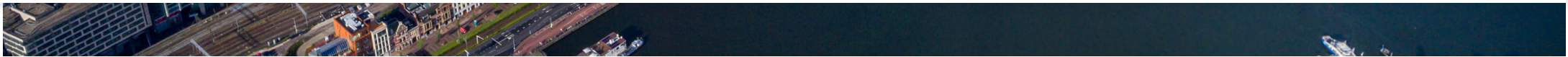


Partnerships

I amsterdam.



amsterdam &
partners





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**amsterdam&
partners**

Partner packages

amsterdam&partners is a public-private foundation set up to enhance the reputation of the Amsterdam Metropolitan Area among residents, visitors, and companies. We effectively distribute these target groups around the Amsterdam Metropolitan Area's unique range of places and points of interest, relying on accurate data and insights, new technologies, and storytelling. Together with our partners we contribute to the **liveability, attractiveness and prosperity** of a **sustainable and inclusive** Amsterdam Metropolitan Area by building a better reputation and effectively guiding residents, businesses, and visitors.




Our strength lies in connecting people, organisations, and initiatives to realize opportunities and solve problems together. This is how collaborations arise and new surprising ideas often emerge. Our network consists of more than 750 partners whom all give shape and substance to the Amsterdam Metropolitan Area: municipalities, provinces, cultural organisations, knowledge institutions, companies, interest groups and entrepreneurs. We are always looking for new partners who endorse our goals and want to make a positive contribution to the development of the Metropolitan Area. amsterdam&partners has developed partnership packages that form the basis of this collaboration.

Our partners pay according to their company size. In addition to the basic package as the entry-level package, there are additional packages. These can be added based on your needs.






Basic package

Jointly

-  city hospitality
-  visitor guides
-  cultural participation

Per partner

-  comprehensive company profiles
-  account on Visitor Insight
-  discount on purchase and media

small
€220,-



medium
€390,-



large
€550,-



How will you be classified?

Basic partnership		Partnership small	Partnership medium	Partnership large
Hotels	rooms	< 40	40-130	> 130
Congress locations (incl. hire of venues)	capacity persons	< 200	200-750	> 750
Attractions	visitors pa.	< 50,000	50,000-200,000	> 200,000
Excursions (incl. transport, rental, means of transport)	visitors pa.	< 50,000	50,000-200,000	> 200,000
Museums	visitors pa.	< 50,000	50,000-100,000	> 10,000
Theatres, clubs, stages	seats/persons	< 200	200-750	> 750
Restaurants	covers	< 50	50-100	> 100
Shops	shops surface	< 100	100-900	> 900
Employers' Associations	business units	< 30	30-60	> 60
Festivals and events	visitors pa.	< 15,000	15,000-50,000	> 50,000
Event/event management agencies	employees	< 10	10-25	> 25
Services	employees	< 10	10-25	> 25
Cost per year		220,-	390,-	550,-



Partnership benefits

For you

- Comprehensive company profile, including photos, video, social media plug-in and link to own website, on iamsterdam.com
- Invitation to the annual networking day, including knowledge sessions
- Own account on Visitor Insight; visitor statistics and trends
- Discount on purchasing media from amsterdam&partners (see Media Rates Brochure)
- Discount on purchasing the I amsterdam City Guide
- I amsterdam partner button for own website. Optional participation to (inter)national press activities
- Options for product exploration and presentation for city hospitality

With this you contribute to

- Building a better reputation and guiding residents, businesses and visitors.
- City hospitality: hospitable welcome to (inter)national visitors to the Amsterdam Metropolitan Area in our I amsterdam Store
- Encouragement of cultural participation: bringing cultural activities to people's attention and inspiring people to participate.

- » *Membership of local VVV Tourist Information organisation or promotion organisation is compulsory for partners outside the Municipality of Amsterdam.*
- » *You will get your own account to manage your company profile on the consumer website under iamsterdam.com*
- » *Partners with offers for the travel trade sector/groups can be included in the relevant online categories on iamsterdam.com.*
- » *For participation in the "I amsterdam approved" label for City wide conventions, a basic yearly partnership with amsterdam&partners is a minimum requirement. The room-block reservations by RAI Hotel Service for city-wide conventions are also related to participation in this label. (more information: meetings@iamsterdam.com)*

The two additional services

Additional Product Listings

Do you have more than 1 product or service to be promoted? Offer up to 5 additional services next to your basic entry on iamsterdam.com. Hotels can include up to 5 additional F&B wellness outlets within the same premises on iamsterdam.com. A separate basic package is required to enter additional locations or addresses.

€275

Venue Finder

Listing in the Venue Finder. Here one finds all up-to-date information on the venues in meeting destination Amsterdam. The Venue Finder is used by international meeting planners, tour operators and businesses. Approx. 15,000 unique visitors use the Finder every year. The number of direct requests from the Finder and the number of times your company profile is saved as a favourite can be reported to the partner in question, as well as the number of direct leads to your own website. If your company is offering b2b services (not a Venue) for the Conventions sector, please get in touch with us so we can discuss the options of a website listing for you.

€300






Meeting Industry package

Jointly

-  bid procedures
-  advice
-  promotion

Per partner

-  network partner
-  Meeting Industry leads
-  Meeting Industry media

small
€1.500,-



medium
€1.750,-



large
€2.150,-



Classification & costs

Congress facilities, as described in classification of the basic partnership, are considered for this.

Meeting Industry package **small**

Meeting venues and hotels with theatre seating for less than 200 people. We also offer this package to partners in the sectors of shipping companies, PCOs, DMCs, etc.

Meeting Industry package **medium**

Meeting venues and hotels with theatre seating for 200-750 people.

Meeting Industry package **large**

Meeting venues and hotels with theatre seating for 750 or more people.

A basic package is the least required to be able to purchase a Meeting Industry package.



Benefits of the Meeting Industry package

For you

- Company profile in the Venue or Services Listing on the Amsterdam Convention Bureau website
- Direct & indirect Meeting Industry leads
- Invitations to Meeting Industry partner events
- Invitation to the annual Workshop for sales employees of Meeting Industry partners
- Support with own Meeting Industry acquisition (incl. availability of Meeting Industry toolkit and promotional tools)
- Intermediary services in the event of Site Inspections and assistance when arranging Site Inspections
- Promotional support during congresses (customised)
- Meeting Industry Update (4 times per year, update on activities in the city and of amsterdam&partners)

With this you contribute to

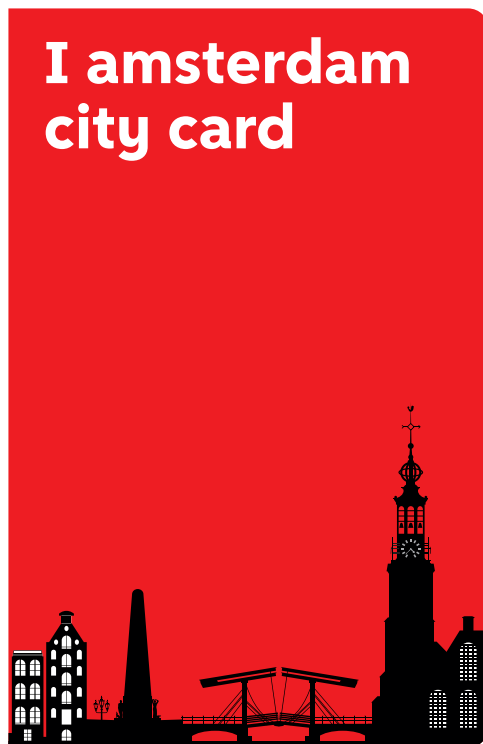
- Bid procedures for international congresses (i.e. ESC, SIBOS, IBC maintenance)
- The representation of Metropool Regio Amsterdam (MRA) and Meeting Industry partners at international trade fairs (i.e. IMEX Frankfurt, IBTM, ICCA congress & IMEX Las Vegas)
- Database processing: coordinating and submitting events with ICCA, and development of the non-corporate market
- Study into MRA as a congress destination: publication of key figures relating to Amsterdam as a meeting destination
- Cooperating with the Nederlands Bureau Toerisme & Congressen (NBTC), Holland Congres Alliantie* & het CVENT platform
- Assistance for farm trips (by presentations or customised activities)
- Taskforce Citywide Conferences **
- Marketing campaigns to strengthen the reputation of Amsterdam as meeting destination
- Management of I amsterdam Approved Label: under this partnership we safeguard the reputation of Amsterdam as a suitable destination for City Wide congresses and we

aim at an 'appropriate' distribution of the room blocks in cooperation with the housing agencies

- Acquisition focused on our key sectors by specialised account managers (sectors: LSH, Tech/AI, Sustainability)
- Online visibility of Amsterdam as a conference destination (SEO, advertising, LinkedIn)

* amsterdam&partners is affiliated with the NBTC and cooperates with them to make Amsterdam better known from an international perspective. They strengthen the (inter)national reputation and position of our country and encourage visiting the Netherlands and spending there, which is why we operate under the flag of the NBTC/Holland Stand at fairs. They also coordinate national bids in which Amsterdam is involved. The partners (a.o. NBTC and Convention Bureaus of various Dutch cities) in the 'Holland Congres Alliantie' work together to bring more international conferences to the Netherlands.

** Taskforce Citywide Conferences is a cooperation consisting of amsterdam&partners, the Municipality of Amsterdam, Amsterdam Airport Schiphol and other service providers, including hotels, congress centres and GVB (Amsterdam public transport company)./ The Taskforce's goal is to efficiently acquire bids for large conferences. They do so by forming long-term strategies, city marketing and acting as one municipal body in the bid procedure.



Participation

I amsterdam City Card

General

The I amsterdam City Card is the hospitality product of Amsterdam. The City Card offers free admission to over 50 museums, a cruise through the canals, and on all GVB Amsterdam tram, bus and metro lines. Additionally, the user also receives a 25% discount on popular attractions, concerts and in various restaurants.

How does the City Card work?

The I Amsterdam City Card consists of a chip card and an extensive map or a smartphone app in which the card is activated. The card can also be used on the GVB Amsterdam transport system. The consumer can choose to purchase a City Card for 24, 48, 72, 96 or 120 hours. See iamsterdam.com/citycard for full details of the product.

Click on iamsterdam.com/citycard for full information.

- » Participation and contractual agreements are made in consultation with OAM (Overleg Amsterdamse Musea) and amsterdam&partners.
- » Classification is done on the basis of capacity according to the same classification as the basic partnership.
- » Participation will be part of the City Card contract and will be invoiced on an annual basis at the start of the year.



small
€220,-



medium
€390,-



large
€550,-



Would you like to be a reseller? Send your e-mail to partner@iamsterdam.com