

# Rotterdam Congress Toolkit

Destination information for congresses



**ROTTERDAM. MAKE IT HAPPEN.**

**rotterdam  
partners**



*“Rotterdam is a young, dynamic city with people who want to achieve something”*  
**Washington Post\***



Above: the Markthal  
Right: the Wilhelminapier  
Below: the Groothandelsgebouw



# Introduction

The Convention Bureau team at Rotterdam Partners knows planning a congress is hard work. The Rotterdam Congress Toolkit is designed to make your life easier as you approach each planning milestone. The toolkit is also online available:

[en.rotterdampartners.nl/rotterdam-congress-kit](http://en.rotterdampartners.nl/rotterdam-congress-kit)

**The Rotterdam Congress Toolkit has four useful sections:**

## **1. Congress Services**

An overview of services Rotterdam Partners offers after confirmation of the congress or event.

## **2. Destination Information**

Content designed for digital communication with your conference target groups, including URLs.

## **3. Promotion**

Complimentary promotional materials you can use online, or on-site in the congress bags.

## **4. Contact Information**

Meet the Convention Bureau team.

A few good things to note:

- ≡ You are free to use this information in your congress communications, to make the arrival and stay of your delegates in Rotterdam an experience to remember!
- ≡ If you use the URL's in your communication you are guaranteed that this information is up to date at the time of reading.
- ≡ If you need something that is not included, please just ask your contact person.
- ≡ If you are not convinced yet that Rotterdam is your next destination, check our website ([en.rotterdampartners.nl/conventions](http://en.rotterdampartners.nl/conventions)) for more information and inspiration.
- ≡ Personal help is just a phone call away (contact details are available in the contacts section).

Rotterdam Partners Convention Bureau wants your planning experience to be great. This toolkit is the first step.

We are looking forward to meeting you and your delegates in Rotterdam!





# Congress Services

Rotterdam Partners offers organisers information and services in support of the preparation phase of the congress.

## Reception at City Hall

Exclusively for international association congresses, Rotterdam Partners can request a reception at City Hall for you and your congress attendees.

If your request is approved, our Mayor will host a 1.5 hour reception at City Hall for 150 to 350 guests. including drinks and hors d'œuvres.

The evening will be attended by our Mayor or an Alderman who will welcome your attendees to the city of Rotterdam.

### More information

To request the reception at City Hall, please request the form via:

[Conventions@rotterdampartners.nl](mailto:Conventions@rotterdampartners.nl)

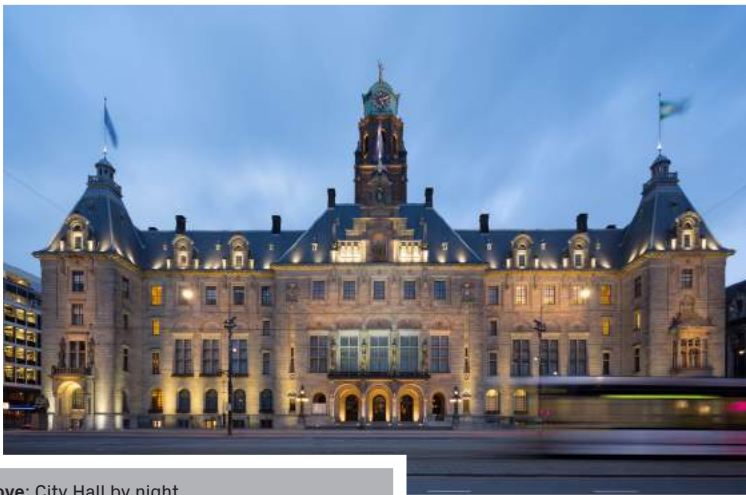
## Air France & KLM Global Meetings online booking tool

Air France & KLM Global Meetings offer organisers of exhibitions, congresss and events a free online tool that is unique within the aviation industry. It enables organisers to make their congress more attractive to visitors and exhibitors by offering a discount of 5% - 10% on most KLM and Air France fares.

In addition, the organiser can earn free tickets. As an organiser you qualify for reward tickets when using the Air France & KLM Global Meetings online booking tool. The discounted fares are available from five days prior to five days after the event dates.

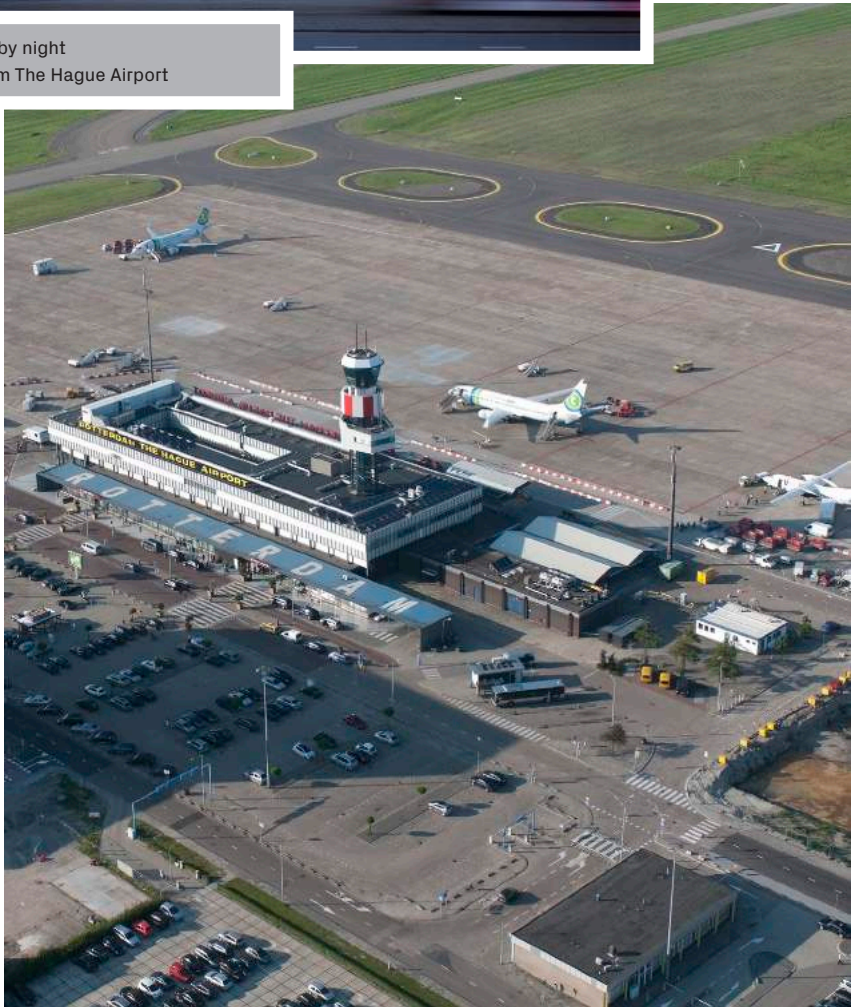
### More information

To apply for the online booking tool, please visit the Air France & KLM Global Meetings website: [airfranceklm-globalmeetings.com](http://airfranceklm-globalmeetings.com)



Above: City Hall by night

Below: Rotterdam The Hague Airport



## Pre-financing & Guarantee Fund (VGF)

The idea for the Pre-financing & Guarantee Fund (VGF) was launched by the Netherlands Board of Tourism & Conventions, CLC Vecta, the Ministry of Economic Affairs, and some twenty organisations in the Dutch conference industry. The VGF is intended to give organisers of international, multiple-day conferences in Holland increased financial security. The fund helps conference organisers to cover pre-conference expenses, and other financial risks. It encourages organisers to realise conferences.

The VGF combines two separate schemes:

1. In the preparatory stages of the conference, the organiser has to deal with various aspects that must be paid for. As the registration fees will not be received until later, organisers may not always be able to fund these initial expenses. Conference organisers may apply to the VGF for an interest-free loan, free of charge; a kind of subsidy scheme for conferences. The loan is capped at € 90,000, with the actual amount depending on the size of the conference and the liquidity forecast.

2. All conference budgets have expenses and income. If the attendance level falls short of expectations, this yields less income, which will impact the overall conference budget. In order to minimise this risk, the VGF offers the possibility of a guarantee. This guarantee allows the conference organisation to guarantee that the event will take place, in spite of possible disappointing numbers of attendees. The guarantee is capped at € 90,000, and the actual amount depends on various aspects, such as the size of the conference, the history of the conference, possible sponsoring, and the overall budget. Moreover, the budget must have been drawn up competently.

### More information

To apply for the Pre-financing & Guarantee Fund, please download the forms on the VGF website ([vgfholland.nl/en/application-form](http://vgfholland.nl/en/application-form)).

Please note: a written application must be submitted at least one year before the starting date.





# Destination information

Rotterdam Partners offers information about relevant topics for congress organisers and their attendees. This information is kept up-to-date through our website. Feel free to use this information for the congress website or promotional materials.

## About Rotterdam

Rotterdam is the second-largest city in the Netherlands with over 630,000 inhabitants and one of the largest ports in the world. As a result of strong international trade, Rotterdam has an multi-cultural, cosmopolitan character with over 170 nationalities. It is a young, dynamic, international city with a passionately beating heart.

The city keeps reinventing itself at a rapid pace while continuously redefining and expanding its already impressive skyline. Rotterdam is simply bursting with architecture, design, art and culture, but also boasts a wide and varied range of shops, attractions, festivals, restaurants and parks. In 2015 Rotterdam won the award for 'Best inner city of the Netherlands 2015-2017. Rotterdam. Make It Happen.

## Number 1 Event City in the Netherlands

Rotterdam was voted IFEA World Festival & Event City 2015, and with good reason. Visitors from all over the world come to enjoy lively festivals like the International Film Festival Rotterdam, the Rotterdam Marathon, the North Sea Jazz Festival and Summer Carnival.

## Must-See City

Rough Guides and New York Times already included Rotterdam in their lists of 'must-see' cities. Most recently Rotterdam has been named one of the top cities in the world for travelers, according to Lonely Planet's Best in Travel 2016: *"Futuristic architecture, inspired initiatives such as inner-city canal surfing, a proliferation of art, and a surge of drinking, dining and nightlife venues make Rotterdam one of Europe's most exhilarating cities right now."*

## Future Developments

The world's first Floating Farm will open in Rotterdam early 2017. Forty cows will graze on this floating farm and produce 1,200 litres of milk a day. The production will be circular: cycles of nutrients, energy and water will be closed as much as possible.

In 2018 Rotterdam will have the world's first Public Art Depot that is fully accessible to the public. It will show all the objects of Museum Boijmans Van Beuningen and private collectors that are not on display in the museum. The Collection Building will be housed in an extraordinary building designed by architect Winy Maas.

The Dutch Windwheel is the future sustainable icon. It is both figuratively and literally a vehicle for technical and technological innovations. It is a dynamic energy generator and a game changer for sustainable building.



## Practical Information

Up-to-date information is available through our website. You can copy text directly from the webpage to include on the congress website or in promotional materials.

### Rotterdam Tourist Information

This information can be found here:

[en.rotterdam.info/visitors-info/rotterdam-tourist-information](https://en.rotterdam.info/visitors-info/rotterdam-tourist-information)

Rotterdam Tourist Information promotes tourism and leisure activities in Rotterdam and aims to inform and inspire visitors.

Rotterdam Tourist Information can be visited at two locations:

- ≡ Stationsplein 20: in the main hall of Rotterdam Central Station
- ≡ Coolensingel 114: in the city centre, in the garden of the historical Schielandshuis

### General Information

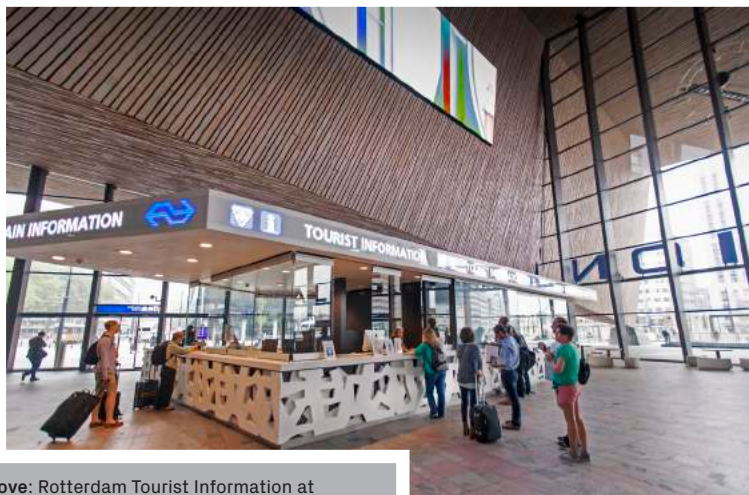
This information can be found here:

[en.rotterdam.info/visitors-info/essentially-rotterdam](https://en.rotterdam.info/visitors-info/essentially-rotterdam)

including information on:

- ≡ Timezone
- ≡ Language
- ≡ Visa
- ≡ Weather
- ≡ Electricity
- ≡ Telephone
- ≡ Wi-Fi
- ≡ Currency, Payment Methods, ATMs & credit cards
- ≡ Opening hours of shops, banks and restaurants
- ≡ Public holidays in the Netherlands
- ≡ Emergency numbers
- ≡ Hospitals





Above: Rotterdam Tourist Information at  
Rotterdam Central Station

Below: The Watertaxi





## Travel Information

### Travel TO Rotterdam

This information can be found here:

[en.rotterdam.info/visitors-info/to-rotterdam](http://en.rotterdam.info/visitors-info/to-rotterdam)

including information on:

- ≡ Getting to Rotterdam by train: please watch the video ([rotterdampartners.nl/conventions/by-train](http://rotterdampartners.nl/conventions/by-train)), offering a step-by-step instruction, helping visitors from their arrival at Schiphol International Airport to their arrival in Rotterdam.
- ≡ Getting to Rotterdam by car
- ≡ Getting to Rotterdam by boat
- ≡ Getting to Rotterdam by plane

### Travel IN Rotterdam

This information can be found here:

[en.rotterdam.info/visitors-info/in-rotterdam](http://en.rotterdam.info/visitors-info/in-rotterdam)

including information on:

- ≡ Public transport
- ≡ Public transport cards
- ≡ Taxi
- ≡ Biking
- ≡ Watertaxi
- ≡ Waterbus

### Parking IN Rotterdam

This information can be found here:

[en.rotterdam.info/visitors-info/parking](http://en.rotterdam.info/visitors-info/parking)

including information on:

- ≡ Parking facilities
- ≡ Payment methods for parking
- ≡ Parking spaces for coaches

## Attractions

### Places to go

This information can be found here:

[en.rotterdam.info/about-rotterdam](http://en.rotterdam.info/about-rotterdam)

including information on:

- ≡ Must sees of Rotterdam
- ≡ Architecture
- ≡ Attractions
- ≡ Art & Culture
- ≡ Area's in Rotterdam

### To see & do in Rotterdam

This information can be found here:

[en.rotterdam.info/see-do](http://en.rotterdam.info/see-do)

including information on:

- ≡ A day on the town: inspiring examples of how to spend a day in Rotterdam
- ≡ Rotterdam in top 10 Lonely Planet's Best in Travel 2016
- ≡ City Tours
- ≡ Shopping

*"Rotterdam is off-beat and fiercely committed to the new."*  
**Wallpaper\***



Above: Hop-On Hop-Off bus  
Right: Wind Mills at Kinderdijk  
Below: Museum Boijmans Van Beuningen



# Promotional tools

Rotterdam Partners offers organisers additional tools to support their face-to-face or online communication with their delegates.

## Rotterdam Branding Toolkit

The Rotterdam Branding Toolkit offers hundreds of non-copyrighted photographs of Rotterdam, ranging from shops to architecture and from art and culture to the port of Rotterdam and events. The images have been created by leading photographers and can be used free of charge for editorial and promotional purposes. Texts, facts and figures and promotional videos featuring the highlights of Rotterdam are also available in the Branding Toolkit.

### More information

- ≡ Create a free account on the website: [rotterdambrandingtoolkit.com](https://rotterdambrandingtoolkit.com)
- ≡ View and download promotional videos of Rotterdam
- ≡ Download preselected images of

Rotterdam: [bitly.com/photosselection](https://bitly.com/photosselection). Please note that terms and conditions of the Rotterdam Branding Toolkit apply to these images.

## Rotterdam Welcome Card

The Rotterdam Welcome Card offers 1, 2 or 3 days of unlimited travel with public transport and discounts of 25% and more at 50 attractions, museums, restaurants and places of entertainment in Rotterdam and.

### More information

- ≡ More information and to view the flyer for use in congress bags on our website: [en.rotterdam.info/visitors-info/rotterdam-welcome-card](https://en.rotterdam.info/visitors-info/rotterdam-welcome-card)
- ≡ Contact us to purchase the cards for groups at cost price (business-to-business only)
- ≡ Congress attendees can purchase the card online: [rotterdamwelcomecard.com](https://rotterdamwelcomecard.com)

## ROTTERDAM BRANDING TOOLKIT

Images & text for the promotion of Rotterdam



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**ROTTERDAM.**  
**MAKE IT**  
**HAPPEN.**

Home Images Video Text Facts & figures Examples Make it happen My selection

About Contact Nederlands

My selection 0

### Categories

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Hotels & Events  
Dining  
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Tech  
Medical & Life Sciences  
Transport & Logistics  
Energy  
Water & Delta Technology  
Creative Industries  
Art & Culture  
More >



### Rotterdam Branding Toolkit

The Rotterdam Branding Toolkit is a joint initiative of the Municipality of Rotterdam, Rotterdam Port Authority, Erasmus University Rotterdam and Rotterdam Harbour (the General Harbour), where you can download free photos, texts, videos, facts & figures about Rotterdam, promoting

### Upload your own images

The upload function for sending us your own photos will soon be launched. For now if you or your organization have interesting photographs of Rotterdam, that you would like to place in the Rotterdam Branding Toolkit, you are invited to mail them to the Rotterdam Branding Toolkit at [rotterdambranding@rotterdam.nl](mailto:rotterdambranding@rotterdam.nl). The photographs will be judged by us based on technical and aesthetic quality. Are the files too big to mail? Then upload them to an online service such as WeTransfer and send us the link.

Share in

Above: Rotterdam Branding Toolkit

Below: picture from the Rotterdam Branding Toolkit



## Rotterdam Tourist app

With this free app on your phone, Rotterdam is at your fingertips: available 24 hours a day and always up-to-date. Information about locations, attractions, restaurants, hotels, nightlife, shops. But also a useful map and a real-time calendar filled with events that are happening in Rotterdam. Once the app has been downloaded, it can also be used offline without an internet connection. You can download the app from Apple App Store (iPhone / iPad) or find it in Google Play.

### More information

More information and to view the flyer for use in congress bags: [en.rotterdam.info/app](http://en.rotterdam.info/app)

## Free printed materials

Rotterdam Partners offers the following printed materials (free of charge) for the promotion of your congress and to include in your congress bag or kit:

- Rotterdam City Map: compact, pocket-size and easy to read map of Rotterdam

- Roaming Rotterdam: brochure with walking tour through the city centre
- Rotterdam Welcome Card flyer
- Rotterdam Tourist app flyer
- #RotterdamART flyer

Contact us to order printed materials for use in congress bags.

### Only available online

- Rotterdam Shopping City
- Out & About in Rotterdam

## Social Media

You can follow Rotterdam Tourist Information on Facebook, Twitter and Instagram for the best tips, the latest news, newest hotspots, must-see's and the best events in Rotterdam.



[facebook.com/Rotterdam.Info](https://facebook.com/Rotterdam.Info)

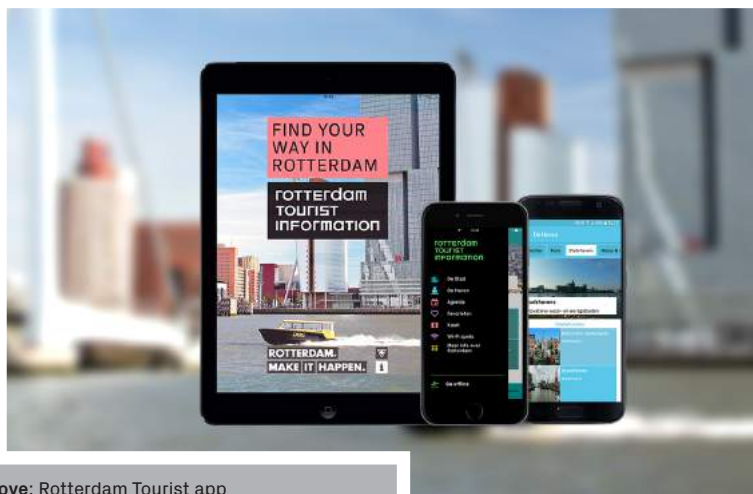


[#RotterdamCongress](https://twitter.com/LoveRotterdam)

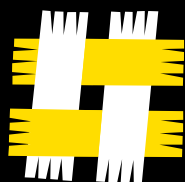


[instagram.com/rotterdam\\_info](https://instagram.com/rotterdam_info)





Above: Rotterdam Tourist app  
Below: #RotterdamART flyer



# ROTTERDAM

# ART

September 2016 - January 2017

exhibitions, street art, galleries  
and sculptures

ROTTERDAM TOURIST INFORMATION

# Contact



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Rotterdam - 2016

Design: [burowalkietalkie.com](http://burowalkietalkie.com)

Photography: [www.rotterdambrandingtoolkit.com](http://www.rotterdambrandingtoolkit.com)



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### About Rotterdam Partners

Rotterdam Partners is the promoter of the Rotterdam economy. Rotterdam Partners serves all target groups that are relevant to the urban economy and city marketing: businesses, visitors coming to Rotterdam for business or leisure, local residents and students. Rotterdam Partners acts as the connecting hub between businesses, institutions and the municipal government of Rotterdam. Rotterdam Partners works with 170 partners in the city, including organisations that support the planning and execution of congresses.

### Follow us

Via Twitter and our LinkedIn group, you can remain up-to-date on Rotterdam Partners' activities and the latest news about Rotterdam regarding congresses and business events.



[linkedin.com/company/rotterdam-partners](https://www.linkedin.com/company/rotterdam-partners)



[twitter.com/rotterdam\\_news](https://twitter.com/rotterdam_news)





