



Let's make  
**your event**  
exceptional!



# How do you pick the right location for your event?

It's all about the combination. The country, city, venue and atmosphere all have to contribute to the overall feeling and message you want to communicate. We know deciding can be difficult, that's why we try to make our offer as straightforward also possible.



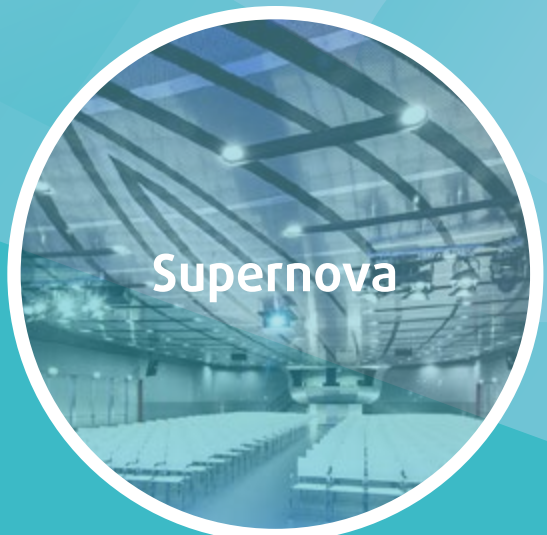
Why Utrecht is the perfect location for your event



How Jaarbeurs makes your event exceptional



Show me some great videos and images



Sharing knowledge, connections and encounters

## Contact

Feel free to contact us at any time:

**hallen@jaarbeurs.nl**



# About the Netherlands and Utrecht

Located in the heart of the most competitive region in Europe, Utrecht is the city for business meetings par excellence. Utrecht is a vibrant city of knowledge with young, brainy residents, a thriving creative sector and attractive business locations, just 30 minutes from Schiphol Airport at the junction of the country's key motorways and railway lines.



## In the heart of the Netherlands







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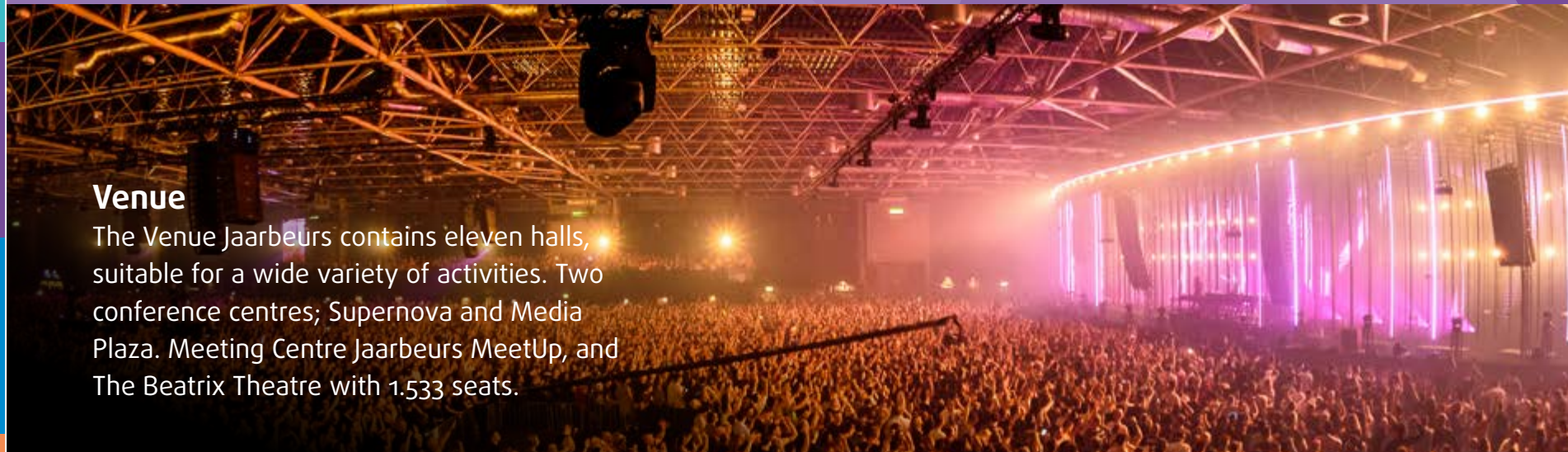
BEATRIX THEATRE



MEETUP

# About us

At Jaarbeurs we offer a stage. You are the centre of attention. Completely in the spotlight. We want to make your event exceptional. We aim to promote trade and industry. We want to inspire, motivate and stimulate, to connect people. We bring people together, in the expectation that this will result in business for our customers. Jaarbeurs gets business moving.



## Venue

The Venue Jaarbeurs contains eleven halls, suitable for a wide variety of activities. Two conference centres; Supernova and Media Plaza. Meeting Centre Jaarbeurs MeetUp, and The Beatrix Theatre with 1.533 seats.

## Fact & Figures

Surface area of Jaarbeurs: **100.000** square meters

Number of halls: **11**

**2.291.669** visitors in 2017

Number of fairs, events and summits in 2017: **89**

**8.369** conferences and meetings in 2017

Number of digital platforms: **13**

**250.000** visitors online platforms per month

## Our products

- Consumer exhibitions
- Professional trade shows
- Strategy summits
- Online platforms
- Congres and Meeting centre
- International

With VNU Exhibitions Asia (a daughter of Jaarbeurs), we have a solid base in Shanghai, where we are one of the larger trade show organisers. We also have our own company in Bangkok: VNU Exhibitions Asia Pacific.

## Utrecht

Utrecht is developing from a medium-sized provincial city into a regional capital of European importance. Discover the secrets and charms of one of the world's 'most unsung cities' (according to the Lonely

Planet travel guide): Utrecht, a city of unparalleled vitality. A medieval city centre small enough to explore on foot, yet large enough to host world-class festivals, fashionable shops, modern architecture

and fascinating museums. Friendly outdoor cafés and restaurants. Utrecht has it all. It is only thirty minutes from Schiphol airport and the whole of the Netherlands is just a short journey away.

# Jaarbeurs

Jaarbeurs was founded in 1916, to support and stimulate trade and industry and improve prosperity. Now, almost 100 years later this ideal still forms the foundation of Jaarbeurs. We want to inspire, motivate and activate trade partners by enabling valuable meetings. Doing this, we bring people and markets, traders and producers together. That is where our strength lies. We are much more than an exhibition complex, a location or a space.

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[jaarbeurs.nl](http://jaarbeurs.nl)



Jaarbeurs



# Be inspired!

For us, exceptional events are created by the right combination of involved people, setting the mood where people feel at home and doing that in a great venue.



Jaarbeurs Commercial



Dinner for 4500 guests



A State of Trance 2018



Grand Depart Tour de France 2015



# It happened at Jaarbeurs Halls

Happy faces, satisfied visitors. We make sure that everyone who comes to your event goes home with a good feeling. Together, we lay down the basic principles and step by step work towards realising your objectives. We think along with you, bring you into contact with other parties, visualise chances and create new opportunities.

Click here for more info

Jaarbeurs has 11 halls, suitable for a wide range of activities, including trade shows, events, parties and concerts. The exhibition complex offers ample parking, custom catering and is easy to combine with the Congress Centre Media Plaza and Supernova.



Thunderdome 2017



Dutch Comic Con 2018





# Media Plaza

Media Plaza is one of the most modern and innovative conference and meeting centres in Europe, and offers 20 foyers and session rooms. Millions of LED lights, innovative applications and ultra-modern facilities in the field of image projection, sound effects and furnishing provides each room a unique character. A visit to Media Plaza will surprise you, perhaps even amaze you, since there is so much more to discover. The concept of this extraordinary location stimulates the senses, facilitates interaction and helps to deliver the message. Take a step into the future! with your guests at Media Plaza.

Click here for more info

UTRECHT, THE NETHERLANDS

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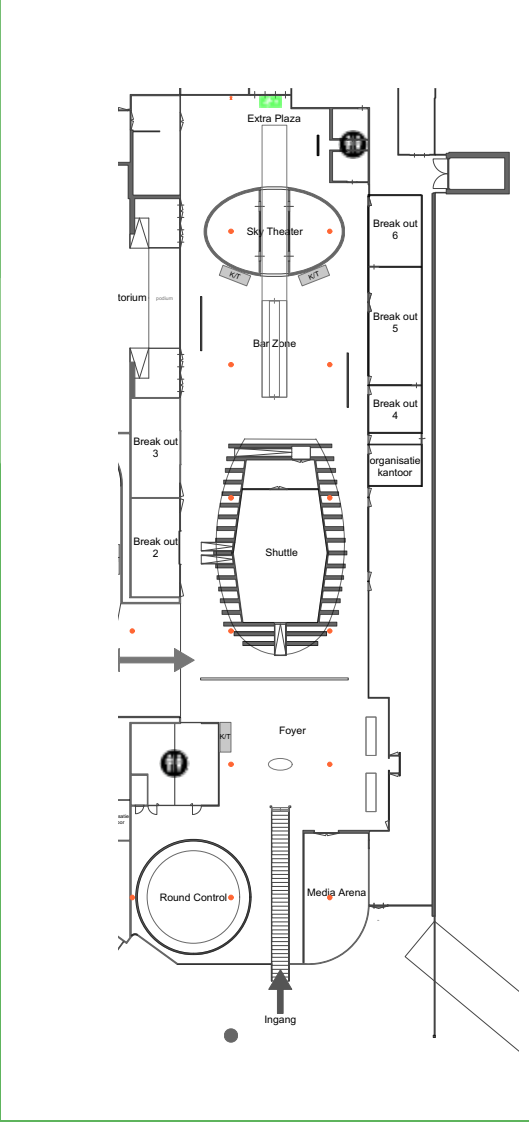
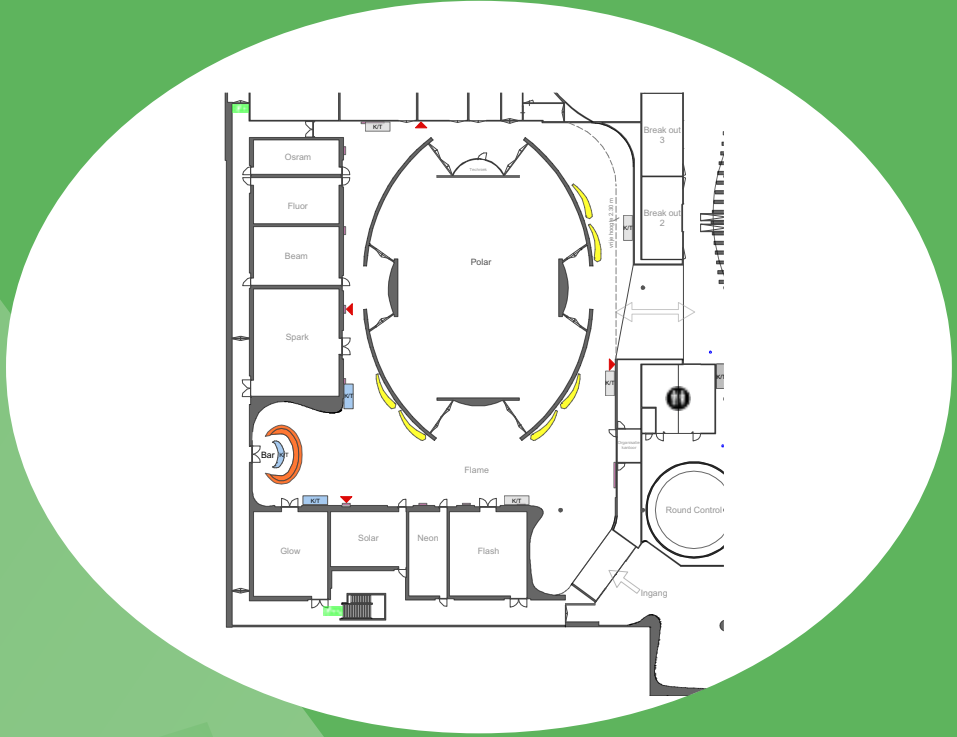
HALLS

MEDIA PLAZA

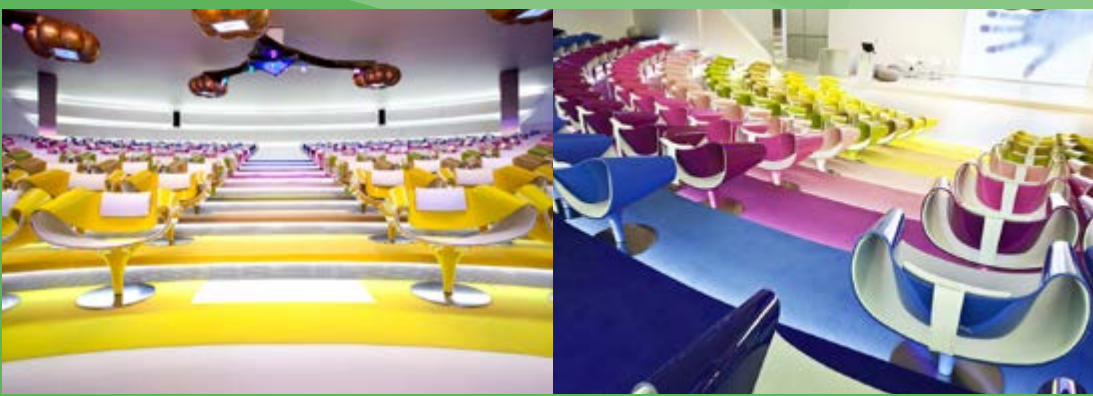
SUPERNOVA

BEATRIX THEATRE

MEETUP



Media Plaza

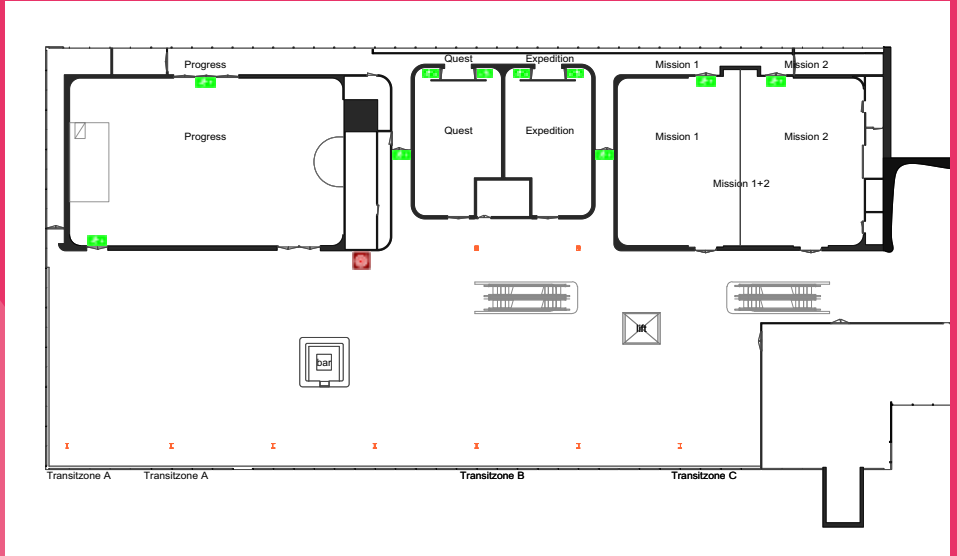
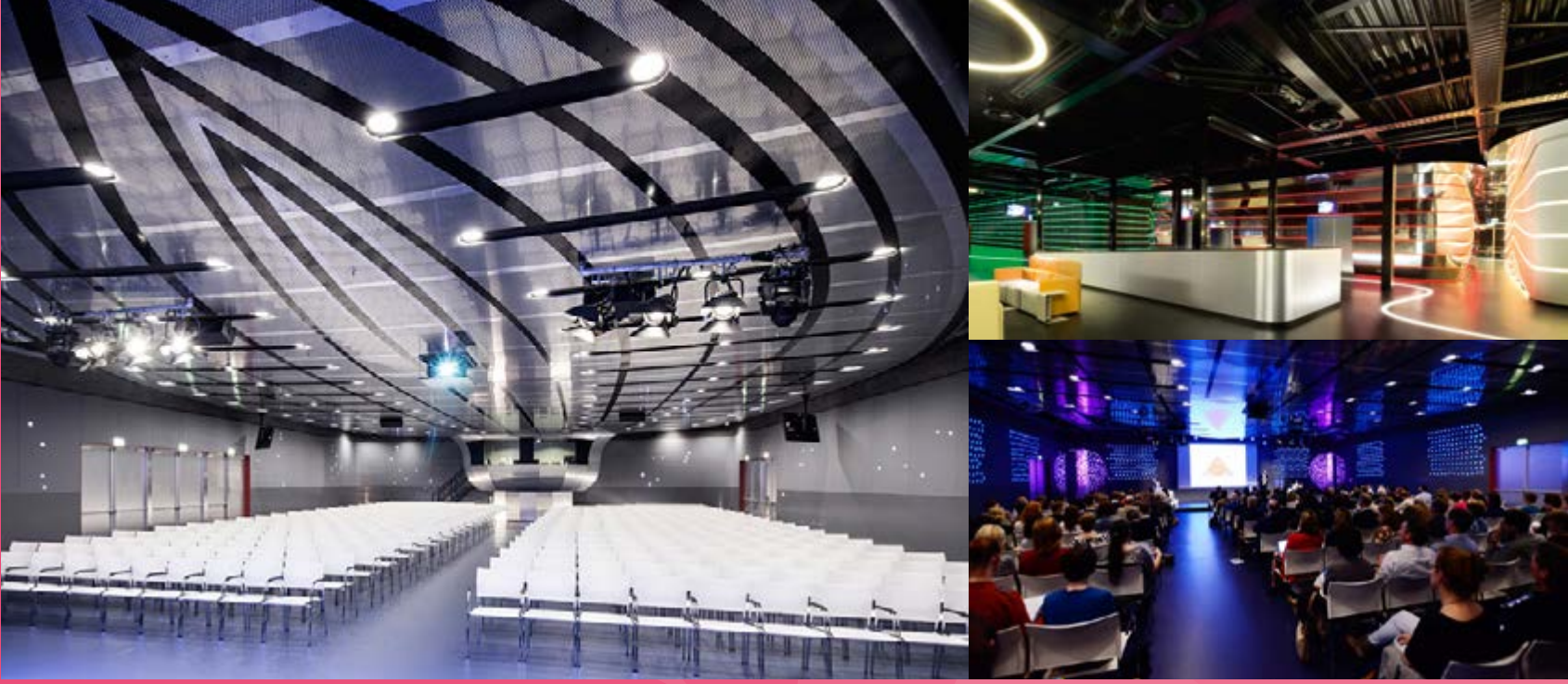




# Supernova

Supernova adds a new dimension to your meeting! With this versatile location, Jaarbeurs has created a knowledge hub where everything revolves around connecting and energy. Supernova, with its great features and grand design, welcomes your guests in its intimate surroundings. It is an environment where people open up to other insights.

Click here for more info



Supernova





# Beatrix Theatre

If you choose the Beatrix Theatre for your event, you choose allure and an auditorium with an impressive capacity. The theatre can accommodate 350 to 1,500 people. The slanted theatre set-up gives everyone a good view of the large stage, enables the speakers to see the audience, and ensures optimal acoustics. Because it is a theatre, it provides all the technical facilities in terms of light and sound you might need. Your plenary session can be almost infinitely expanded with the Expo Room and the meeting rooms of Jaarbeurs MeetUp. The Beatrix Theatre is located right next to Utrecht Central Station and has ample parking.

Click here for more info

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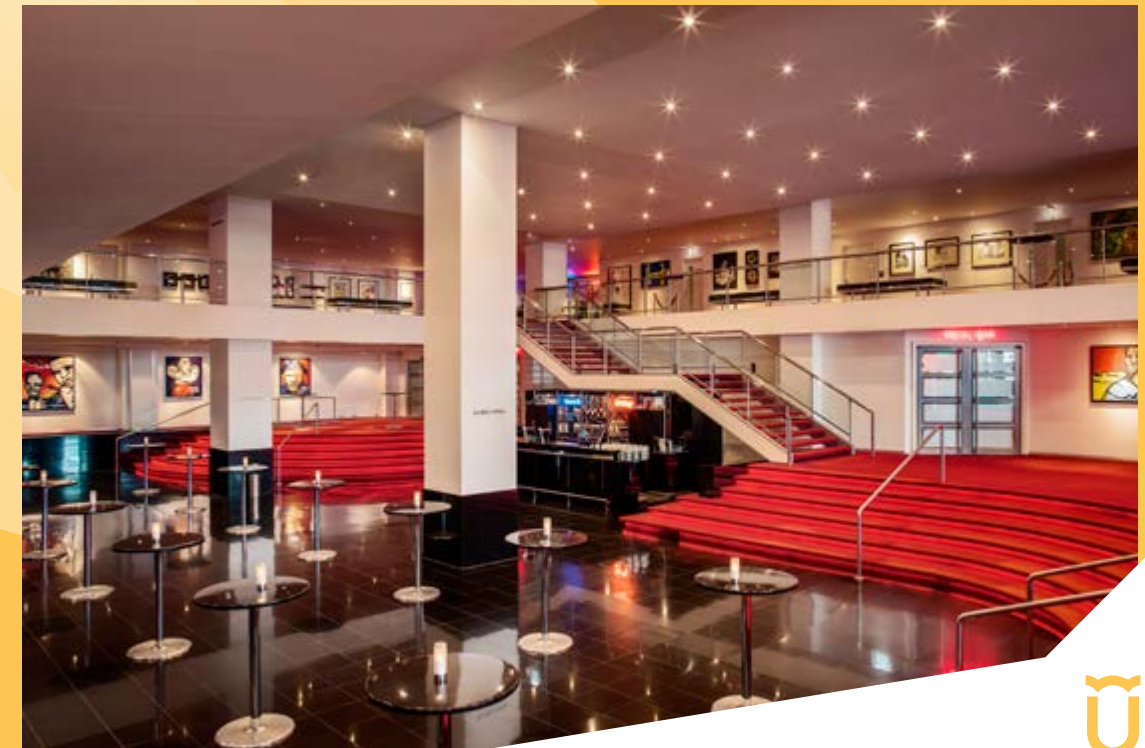
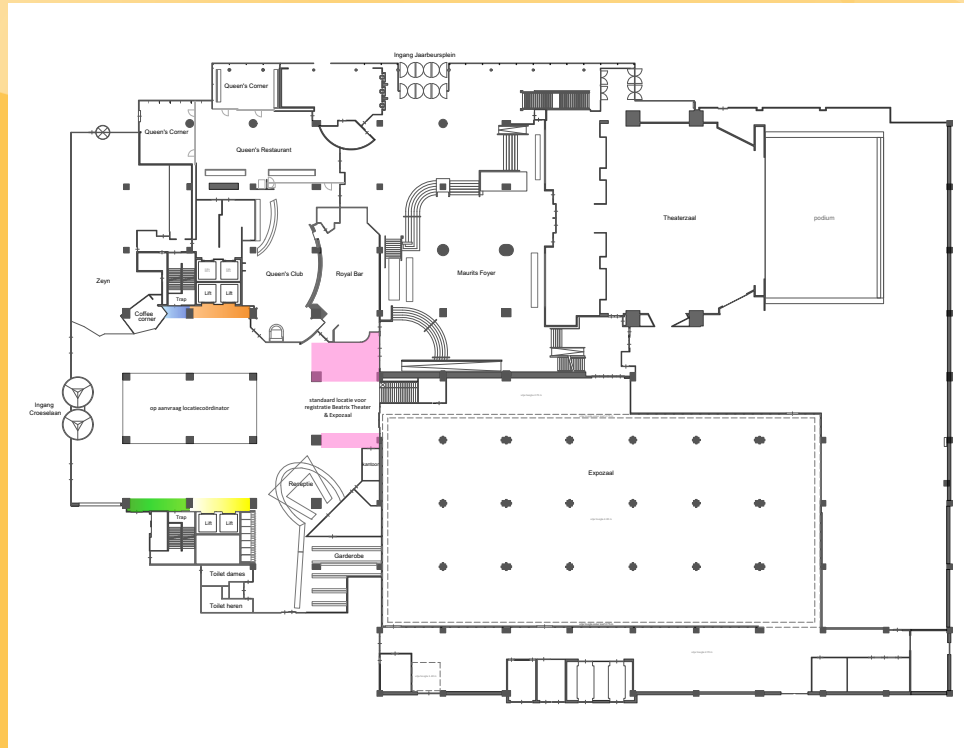
SUPERNOVA

BEATRIX THEATRE

MEETUP



Beatrix Theatre





# Jaarbeurs MeetUp

Slick design and an environment that inspires and challenges visitors. Flexible rooms where creativity flows and where encounters take on real meaning. That is Jaarbeurs MeetUp. Welcome to the conference centre of the future!

Click here for more info

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We can provide you with all the right ingredients – design, image, technique and entourage – for a successful meeting, and also for networking and socializing afterwards. Because that’s when encounters turn into relationships. Jaarbeurs MeetUp is the most versatile conference centre of the future. In terms of design, food service, flexibility, lay-out...

