

**"WE ROCK**

**YOUR BRANDING"**



From covering huge walls to printing the smallest flyers, from directional signage to stand branding or dressing an entire store. Whatever your branding challenge might be, we live up to the task in every possible way. Wherever and whenever. By combining your wishes with our experience in branding and signing, we come up with creative options to generate as much impact for your brand as we can.

Partnion: your partner in branding & signing.

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## Approach

Since receiving this RFP, we have been working on the proposal for this. We are already in contact with RapierGroup regarding all media items that are sold to sponsors. After a thorough look at the matrix, we decided we are only going to quote on the signage section of the document. Branding, signing and sponsorship is our specialty and therefore we want to focus on that aspect of the show.

Partnion is the preferred supplier at RAI Amsterdam for all branding & signing related items. We have been their partner from 2017 and since then we have had a lot of successful shows such as IBC, PLMA, Money20/20 and very recently Twitchcon.

## Contacts

Tom Houtenbos (Key Account Manager)  
Lisa de Ruijter (Project Manager)  
Serena van Os (Designer)  
Harm Oosting (Lead mechanic)

Besides this we have a large crew of mechanics who are ready to tackle any challenge!

## Artwork deadlines

To ensure a Partnion can process all artwork and make the appropriate preparations, we work with clear deadlines. The artwork deadline is mentioned on the customer details page of this document. You can ask your Partnion account manager for more information on this deadline. We fully understand that for some items a different deadline would be preferable. Please inform us which items this regards, and we will happily see what we can do. We appreciate the fact that you might consider our deadline early, but we have our reasons to do so. The main reason is that we also want to have the capacity to help you with last-minute requests.

If we can start processing the majority of the artwork just after the deadline, we will have enough time to do so.

## Artwork deadline: 12 September 2024

For items that have not been exempted from the deadline, but are delivered beyond the deadline, the following applies:

1. For artwork delivered within 5 working days beyond the deadline, a surcharge of 10% is applicable.
2. For artwork delivered between 5 and 10 working days beyond the deadline, a surcharge of 20% is applicable.
3. For artwork delivered later than 10 working days beyond the deadline, a surcharge of 35% is applicable plus the costs for an express delivery of € 200.00.

Please note: for artwork delivered beyond the deadline, Partnion cannot guarantee the ability to provide the customer with the ordered product and reserves right to make concessions in the final product due to the late submission of artwork. We will not make any changes in the product unless we deem this necessary. Your Partnion account manager will inform you of any possible changes if required.

## On site prints

Since Partnion has printing facilities all around Amsterdam, we are able to turnaround prints in a short time frame. 24 hour or faster for vinyl prints are no exception. Large pieces are of course more challenging, but we are able to turnaround larger pieces in a short timeframe too. Any small printing such as flyers or table cards are part of our business and can be on site within 24 hours.

## VAT Statement

Since Partnion is providing goods in the Netherlands, we are obliged to charge 21% VAT according to the Dutch authorities. You will be able to request a refund from the Dutch government after the show.



# RAI AMSTERDAM

RAI Amsterdam is the largest congress venue in The Netherlands and with over 110.000 m2 of floor space one of the largest in Europe. Because of the many National and International events at the RAI, they were in search of a reliable partner in branding & directional signage. We are proud to represent ourselves as the preferred supplier for all branding & signage at RAI Amsterdam.

Together, we have supplied over 200 events with our branding & signing products including advertising options available to sponsors and exhibitors. We have developed suitable options for just about every area, which means we offer a large selection of items, ranging from freestanding outdoor items to large vinyls and from brochures to XXL-banners. Because of continuous innovation, our products keep getting better, more beautiful and the process behind it more efficient.



Preferred Supplier

partion



# LIVE EVENTS

Events are the go-to option to present your company and the show the world what you have got. To reach this effect, you will have to impress. We create visual products to leave an impression with every single visitor, which makes sure your presence cannot go unnoticed and your brand will be more visible than ever. Whatever your specific wishes are, our ambitious team is ready to rock your branding!





# CITY DRESSING

Besides congress venues and specially equipped event locations, we can also supply entire cities with relevant branding options. Freestanding towers, flags and billboards are all among the possibilities. Closing off entire cities is of course not possible, so we make sure we manoeuvre safely between the everyday traffic and install all products within the agreed timeframe. We also take care of the relevant permits and update the parties concerned, such as municipalities and event organisations. In the meantime we have been partner for Amsterdam Dance Event for years now and we see a rising demand in other cities with other organisations as well.





# RETAIL

The value of brand awareness and reaching your audience is something we understand very well. More and more businesses in retail use our knowledge in this area to make perfect use of visual communication in their stores. Colourful images - with or without lighting - make for a nice ambiance for consumers and make sure visitors are more likely to buy your product. Whether it is a static image or a dynamic video wall, we can assist in every aspect of store dressing.



An image speaks more



# INTERIOR

Interior trends change constantly and print plays an important role in new developments. We have the experience to fill your home or business with innovative solutions or materials to create the perfect ambiance. By using slim frames and high quality textile banners, floor graphics, window vinyls or large graphics on the facade, we can assist in any decorating wishes in relation to print.

We offer a large range of quality materials, which are suitable to give certain areas an entirely new look, hence why we are often asked to decorate gyms, hospitals or meeting rooms. Besides the printing, we can also assist in the design and of course the installation

