

- Interim management of Amsterdam RAI's **RAI ICT net** since 1998
- Founder and CEO of: Amstelsuites and Fairwise since 1997
 - NTim: ICT consultancy company
 - Amstelsuites: consultancy, application service provider and interim management
 - Fairwise: application service provider for the event and trade show business
- Previously worked for AT&T and Lucent Technologies
- Based in Amsterdam, The Netherlands

Smart Events are supported by Smart Services in Smart Venues

Smart In/Outsourcing by Organiser and Venue

Smart Venue services for organisers

Exhibition Management and Stand Construction in Europe

Internet & Mobile Application Development

Consultancy, Management & Operations of Internet/Mobile services

Venue

M²

Mm² & Mb/s



Full Service Offer to Event & Tradeshow business

M2 stand construction

Exhibition Management fee:

- combination of:
- Supplier fee
- Organiser fee
- Exhibitor fee

Hourly rate

License Fee

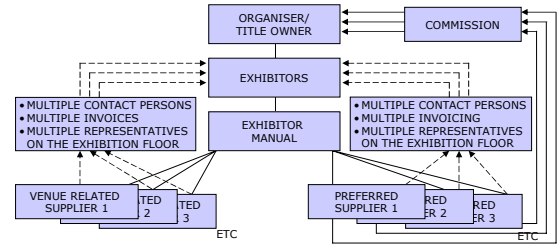
Price/time unit

M2 price all-in

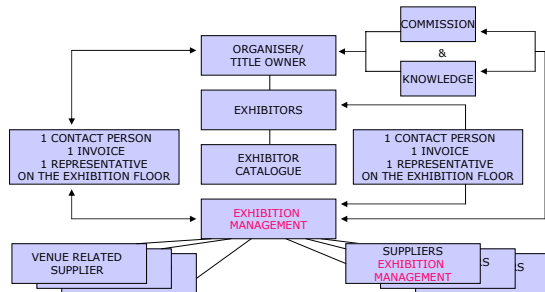
Customer benefits

- General
 - Balance between fixed fee and risk sharing pricing per M2
- Exhibition Management & Stand Construction
 - Single point of contact for all logistic issues
 - Efficiency through full service by professionals
 - Reduced cost of human resources and training for event management
- Integrated Event Management Service (system) for smart event services
 - Using the latest techniques and management skills
 - Full service for internet & mobile (& paper) supported logistics for exhibitions & trade shows
 - Internet & mobile application services driving your central database
 - Optimal tool-set for online presentation generating extra revenues

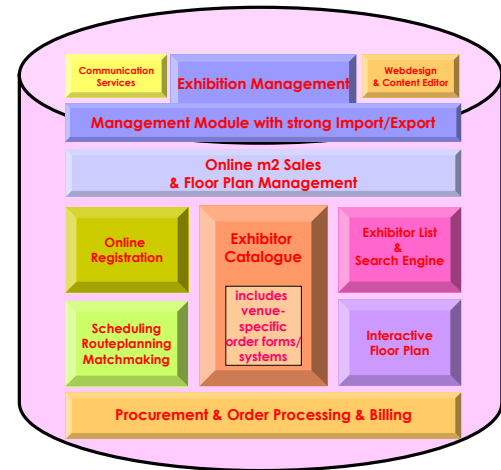
Without Exhibition Management



With Exhibition Management



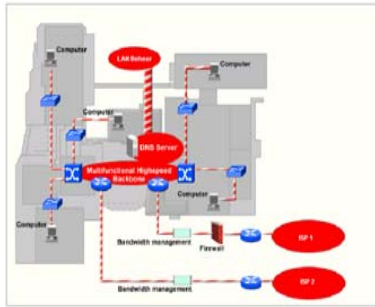
Smart Event Services



Example Smart Venue Services

State of the Art Infrastructure managed by AmstelSuites

ASP-service from AmstelSuites:
Order/Order processing for ICT-services



Demo Front End

Demo Back End

Quantification of benefits

- **Cost savings** on Exhibition Management and Stand Construction
 - Project management: one FTE per five events
 - 10 - 50% savings on risk sharing per less M2 sold than an agreed number
 - 10 - 50% extra cost on risk sharing per extra M2 sold
- **Cost savings** on integrated Event Management System
 - ICT-staff: one FTE per five events
 - Hosting, maintenance and depreciation on investments in ICT
 - 20% on communication costs (experience from ntim and RAI ICT net)

Assumptions:
 * Event between 100-1000 exhibitors
 * Up to 50.000 visitors
 * Average m2/exhibitor 12-100 m2
 * One FTE: 50.000 US\$

Investment in Integrated Event Management System providing Smart Event Services on Mobile and Fixed platforms: \$ 1 million US (Conservative)

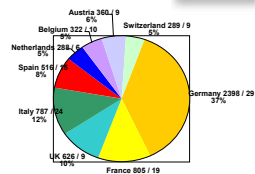
• Annual depreciation cost (3-4 yrs) : \$ 300.000/year
 • Hosting, Maintenance, Server, Security: \$ 80.000 /year
 (per max 20 events per year, 3 at the same time)
 • Migration to enhanced mobile services UMTS not included

- Extra resources will be free for focus on marketing & sales of the event. These extra revenues are not quantified in this presentation
- **At current price levels annual cost savings will be +/- \$ 500.000 per 20 events**

3500-7000 titles in Europe

Titles/Venues

Germany	2388 / 29
France	805 / 19
UK	626 / 9
Italy	787 / 24
Spain	516 / 15
Netherlands	288 / 6
Belgium	322 / 10
Austria	360 / 9
Switzerland	289 / 9



Source: Expobase.com

European organisers are spending roughly US \$ 100 million too much on ICT-systems, services and supporting headcount for event management !

Not included in this calculation:

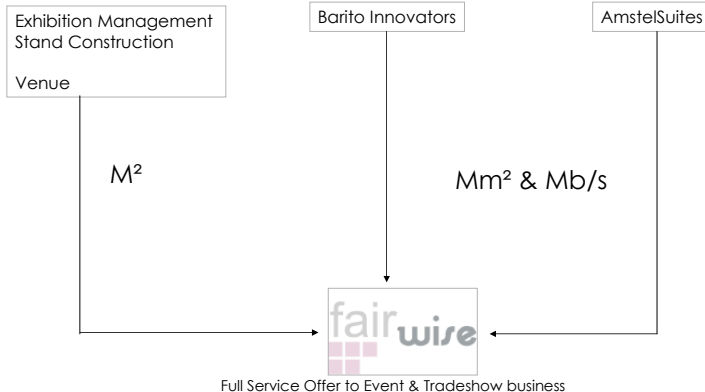
- Suggestions for extra revenues:
 - One year on line presentation for the exhibitors:
 - Exhibitor can do the work themselves using the event management services
 - Communications services
 - SMS, PDA, KIOSK, video streaming, fax/e-mail mailing tools for press releases and match making
 - Extra charge for mailing and paper-costs for paper handbooks
- Extra savings on paper catalogue production costs can provide extra benefit up to 10 % of total catalogue production costs

Experience since Dec 2001 (Europe)

- Many **single** supplier long term contracts are in place
 - Lower economic and service quality benefits
 - Regional differences caused by phase of maturity in the separation between venues and organisers
- Still many on-line ordering systems are not up to date
 - Rely too heavily on costly legacy ERP-systems (e.g. SAP) which are difficult to bring to the WEB, or,
 - Are only performing an "agent-function" and lack order-processing functionality
 - Are being developed in-house underestimating cost of running quality systems and keeping systems up to date
- Lack of knowledge on ICT and ICT-management
 - Allows for temporary price dumping by web design companies
 - These companies are still to be considered as an alternative in comparison to web application development companies and professional ASP-services
- **Conclusion: no fast decision making for outsourcing to full service providers**
 - Long term supplier contracts, legacy systems and lack of knowledge on ICT-systems prevent many organisers to quickly decide for the promise of a full service offer

- **Dual** supplier contracts for stand construction and exhibition management including supplier management
- **Dual** supplier contracts for internet based event management service
 - Should realize that 90% of the work can be handled via the internet
 - Helps the organiser to **orchestrate** the work to be done by all participants
- A risk sharing fee for exhibition management can be paid by a success fee on supplies to exhibitors
- Find two suppliers who can deliver full services
 - Critical processes will be guaranteed and allows for best offer negotiations
- Flexibility to integrate the order-forms or the order-systems in the event management system from attractive venue's
- Single (or double) database(s) with strong import/export module provides quality CRM functionality and flexibility in management statistics
- Online communications services allow for better match-making and cost-effective communication among participants

- A venue with strong performance and high degree of automatization of
 - Activities based on processes that hardly change
 - Activities to deliver venue-specific services and products
 - Ordering systems for venue specific services should go beyond web-based order-intake and include order-processing
- A venue that uses or offers Internet services to support processes that frequently change
 - With maximum outsourcing for products and services for which at minimum two suppliers can be found (e.g. Event Management System, Exhibition Management, Stand Construction)
 - Hire knowledgeable staff to be able to outsource
- A venue that uses an integrated event management system
 - For reselling that allows flexibility for organiser to **orchestrate** web-involvement
 - For easy introduction of new participants like other suppliers
- A venue with state of the art ICT-backbone infrastructure for data-transport and service provisioning
- A venue that offers a platform for easy service-integration where customers experience the different services as one complete service
 - Single login module
 - CRM-module
 - Modern communication tools (multi-media messaging, instant messaging)



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