



Transform Your Exhibitor Experience

Maximise your impact



# RAI Amsterdam's Pragmatic Journey Towards Sustainability through Immersive 3D Shopping and Standardized Stand Building



# About RAI Amsterdam

From its inception in 1893 as a bicycle industry association to its current status as an **internationally renowned venue**, RAI Amsterdam has been a linchpin in the global events sector for over 125 years.

**300**  
Events

**17.500**  
Exhibitors

**€ 118 m.**  
Revenue

Today, it hosts around 300 events annually, including 70 trade shows with a total of 17.500 exhibitors, generating €118 million in revenue. This success goes beyond financial gain; for every euro spent at RAI, there's an €8 return to the Amsterdam economy, significantly benefiting local services like hotels, taxis, and restaurants. RAI Amsterdam is a full-service venue that prioritizes making the customer journey as seamless as possible. It has embraced a digital revolution, moving from fax-based

communications in the 1990s to a fully integrated e-commerce system, optimizing its services in the digital age. With a dedication to sustainable development and enriching the social, ecological, and economic fabric of its locale, RAI Amsterdam is more than just a venue—it's a city within a city, an engine driving Amsterdam's connection with the world.



# 100% Circular

## RAI 2030 Ambition

RAI Amsterdam's 2030 ambition sets a visionary course towards sustainability and customer-centric services. The organization aims to achieve 100% circular construction for exhibition stands, a pioneering move that emphasizes its commitment to environmental stewardship. Beyond construction, RAI Amsterdam seeks to take a leading role in both exhibition organization and exhibitor management, ensuring excellence in quality and sustainability. This approach not only addresses the environmental impact but also elevates the overall experience for all stakeholders.

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*By 2030, it is our ambition to realize the highest possible percentage of circular stands, with all stands up to 70m2 being built modularly.*

Remco Pot, Manager Exhibition Services

In striving to enhance its position as a distinguished full-service provider, RAI Amsterdam focuses on deepening customer relationships through personalized services. By leveraging mass customization, the venue aims to deliver premium products tailored to individual needs, combined with an accessible shopping experience. This strategy of operational excellence and customer intimacy underscores RAI Amsterdam's dedication to innovation and adaptability, ensuring its services meet the evolving demands of the global exhibition and event industry.





# Transformation Innovation in Challenging Times

Facing the dual challenges of restarting operations post-COVID-19 with a 30% reduction in staff, prevailing uncertainty, and two years without income and scaling existing solutions burdened by manual processes and excessive queries, RAI Amsterdam set an ambitious goal to not only recover but also innovate and improve its service offering. To realize this vision, RAI partnered with Art of Fiber, creating a tailored solution to meet its unique needs.

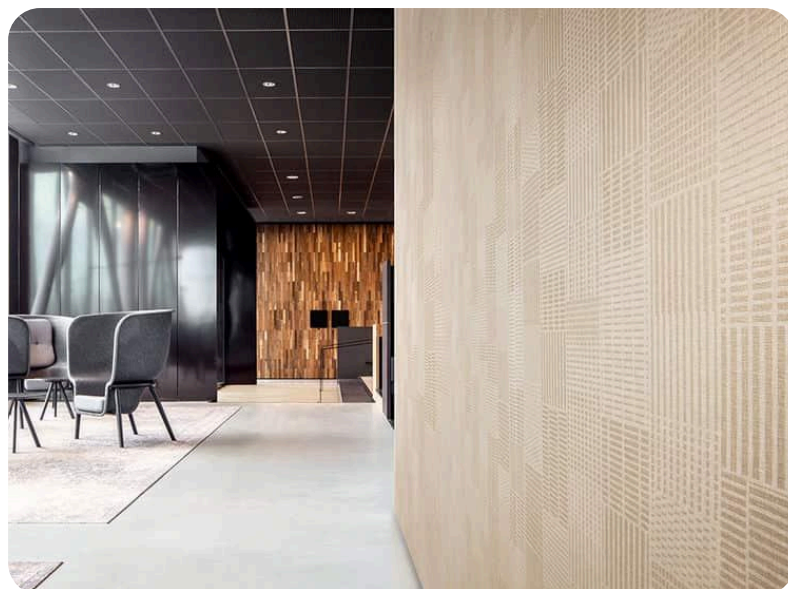
The collaboration led to the development of a cutting-edge eCommerce platform enabling the creation of any exhibition stand in 3D, along with the addition of any product or shape in a user-friendly editor. This platform sets the stage for an immersive shopping experience, leveraging a 3D product configurator that allows exhibitors to apply any design (graphic) to their stands, enhancing their ability to showcase an unique branding effectively.

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*Our no-nonsense approach to sustainability, choosing standardized over custom-made stands, has cut traffic movements by over 80%, demonstrating our commitment to tackling environmental issues head-on.*

Remco Pot, Manager Exhibition Services





Addressing the operational challenges, the solution introduced a smart delivery system, establishing an eCommerce marketplace supported by local sourcing. This approach ensures quality assurance, streamlined and automated production and fulfilment processes, and facilitates a full-service model through dedicated customer success management, significantly reducing the need for manual intervention and increasing scalability.

Furthermore, the integration of a recycling initiative underscores the commitment to sustainability, aligning with global environmental standards. This comprehensive solution crafted in partnership with Art of Fiber not only equipped RAI Amsterdam to navigate its immediate challenges but also positioned it as a managed service leader in innovation and sustainability in the events industry.



# The benefits

The Art of Fiber solution brings a myriad of benefits that significantly enhance the event experience for both organizers and exhibitors, centering on premium branding, efficiency, sustainability, safety, and adding value;

## 01. Premium Branding

Art of Fiber's approach transforms exhibitor presence with custom-made, high-quality stands, amplifying brand identity and ensuring a premium look vital for a positive visitor experience and brand recognition. This personalized experience allows exhibitors to design stands that align perfectly with their unique brand values, supported by a state-of-the-art shopping experience and peace of mind through the 3D product configurator.

## 02. Efficiency

The solution dramatically reduces the average number of emails per exhibitor from 2,6 emails to 0,7 emails per exhibitor, simplifying communication and decreasing the need for complex coordination with various suppliers. By automating the stand setup process, it significantly boosts efficiency, making the preparation for events smoother and more streamlined than ever.



### 03. Sustainability

Focusing on a future of 100% circular stand building, the current emphasis is on reducing logistical movements by over 80% and recycling all materials. This commitment to sustainability is at the forefront, reflecting a progressive approach to environmental responsibility.

### 04. Safety

Adhering to strict safety regulations, modular standardized stands is inherently safer than traditional methods. This minimizes incident risks through enhanced control and oversight of stand building.

### 05. Added Value

Initial users have shown a 30% increase in graphics orders for repeat events, underscoring the effectiveness of the tooling. As a full-service provider, RAI's partnership with Art of Fiber empowers it to lead in both event organization and exhibitor management, ensuring high quality and sustainability.

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*With premium branding and effortless ordering, we're boosting repeat exhibitor growth by 30% and slashing support questions by 70%, ensuring peace of mind*

Remco Pot, Manager Exhibition Services





Through this partnership, Art of Fiber and RAI Amsterdam set a new standard in the events industry, blending innovation with functionality to deliver unparalleled service and experience.



## The future

The future of the partnership between Art of Fiber and RAI Amsterdam is poised for significant growth and innovation. Central to this vision is the strategic scaling of operations, with a plan to automate and refine processes further. This includes ambitious targets to increase the number of stands from 737 in 2023 and 1.875 in 2024 to serving 30% of all exhibitors by 2030, showcasing a rapid expansion in offerings and capabilities.

## That's the art of fiber

[Contact us](#)[Book a demo](#)



# About Art of Fiber

Art of Fiber, founded in 2020, is a full-service marketplace revolutionising the event industry with standardised stand building solutions

**For venues and organisers**, Art of Fiber delivers digital innovation and profitable growth, all while driving sustainability. Manage your exhibitors via our email management capabilities and integrate our platform seamlessly into your existing operations. With our concierge services, organisations achieve by up to 70% reduction in support needs, providing you with complete peace of mind. From design to build to recycling, our solutions reduce carbon footprints by up to 81% compared to no recycling.

**For exhibitors**, Art of Fiber provides a personalised, state-of-the-art experience with our AI-powered stand design tool. In just five minutes, exhibitors can design, furnish, and order their stands, ensuring speed and simplicity without compromising on quality.

With a proven track record of delivering **3,000 unique stands** across **30 events** and **45,000m<sup>2</sup> of printed materials**—all with **99.99% uptime**—Art of Fiber guarantees reliability and scale.

By combining sustainability with digital innovation, we empower our customers to streamline operations, boost exhibitor satisfaction, and increase profitability. With Art of Fiber, organisations achieve up to 30% higher order value and 50% more repeatable sales.

Join us in reshaping the future of events and become a frontrunner in digital innovation, sustainable solutions and profitable growth.