

**2009 EDGE EMEA CONFERENCE, OCTOBER 11-13
BEURS VAN BERLAGE, AMSTERDAM, NETHERLANDS**

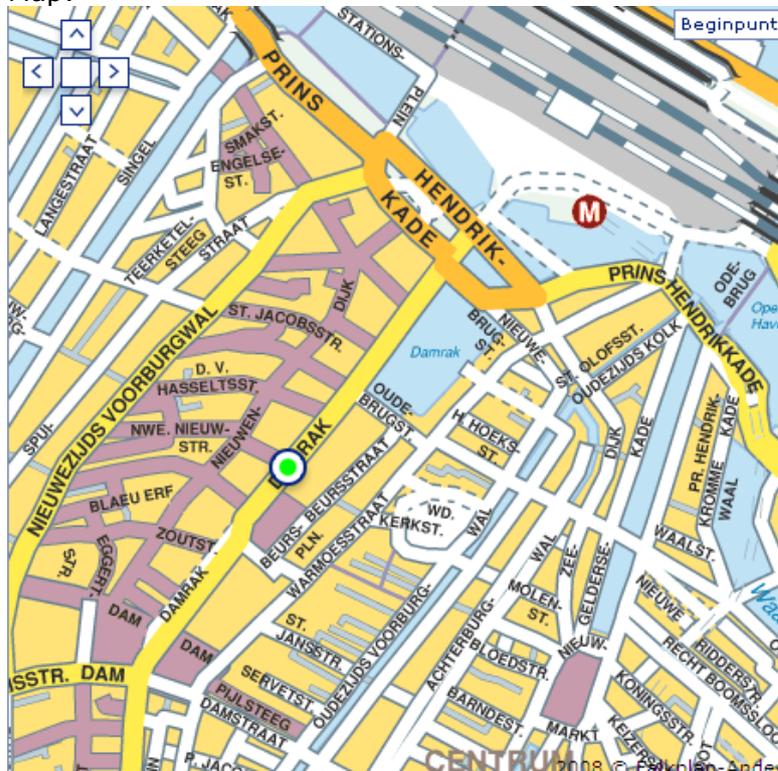
JOINING INSTRUCTIONS

THE CONFERENCE VENUE

Beurs van Berlage is located in the centre of Amsterdam.

Address: Damrak 213, 1012 Amsterdam, Netherlands
Telephone: +31 20 5217520

Map:



Entrance: The entrance is located at Beursplein 1





Directions:

BY PUBLIC TRANSPORT

Take a train, tram or bus to Amsterdam Centraal Station.
Follow the signs to the 'Centrum' exit and walk towards Dam Square (southern direction).
On your left hand side you can already see the Beurs van Berlage, a large orange-brick building with several towers etc

BY CAR

From the Amsterdam ring-road (A10), take the exit 'Volendam / Centrum' and follow the signs to 'Centrum'.
After passing through the IJ tunnel, take the first right, towards the harbours. You will be on Prins Hendrikkade.
Continue along Prins Hendrikkade until you pass Centraal Station (a magnificent brick building on your right). You will then see a large parking building: Amsterdam Centraal.
However, at this point you could turn left at the traffic lights onto Nieuwezijds Voorburgwal, which is a part of the **city loop**. This loop runs in a large circle via Spuistraat, Muntplein, Rokin, Dam and Damrak. On the way, you'll pass two large parking buildings: *De Kolk* (on Nieuwezijds Voorburgwal) and the parking building of *Bijenkorf* (on Damrak). The latter is very close to the Beurs van Berlage. More info at:
http://www.beursvanberlage.nl/zaalverhuur_catering/pdf/routebeschrijvingNL.pdf

Also consider the P+R possibilities. You can park your car for Euro 6,-- per 24 hours and get up to 4 free public transport tickets for the trip to and from the Centre of Amsterdam. See
http://www.bereikbaaramsterdam.nl/live/main.asp?subsite_id=23

From the airport:

The fastest and cheapest way to get from Schiphol to the centre of Amsterdam is by train. After leaving the arrivals hall at Schiphol airport follow the signs "TRAINS" There are numerous connections and a trip to the central Station will take you about 30 mins.



THE CONFERENCE HOTEL

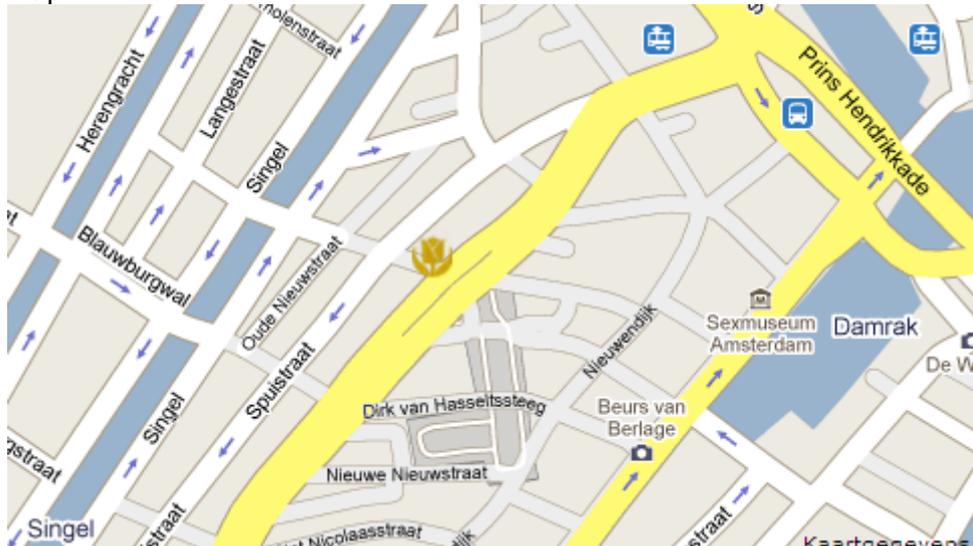
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Map



REGISTRATION

Registration will be open during the welcome reception on **Sunday evening** (11 October) from **19:00 – 21:00 hrs** and again on **Monday morning** (12 October) **from 08:30 hours**. The registration desk will be located in the foyer of the Safe Deposit Room on the Lower Ground Floor

VENDOR EXHIBITION

The vendor exhibition will be open during the conference refreshment breaks in the Safe Deposit Room and during the welcome reception on Sunday evening in the Berlage Cafe. The following vendor partners are looking forward to meeting you and demonstrating their products:

Canam Software Labs

COOLProfs

IET

Response Systems

Arikan Productivity Group



CONFERENCE DOCUMENTATION

You will receive your delegate pack of information together with your badge at registration, including a delegate list, final agenda, vendor information and a conference evaluation form. There will be printed handouts available for each of the technical sessions and session evaluations in the session rooms.

SOCIAL EVENTS

Welcome reception – Sunday evening (19:00-21:00)

This is an informal reception, designed for networking and catching up with your Gen peers and colleagues, as well as meeting new faces. Wine, beer and hot and cold canapés will be served.

Special Event – Monday evening (19:30-23:00)

This evening's event will be at **Breughelhuys**, located approximately 15 minutes walk from Beurs van Berlage. We will meet at the Beurs at 19.30 for a guided walk to the venue. (Conference finishes at 17.30 so you will have time to return to your hotel and change or freshen up beforehand) You will be entertained in typical Dutch style during the evening (!) and a barbecue buffet dinner will be served with wine, beer and soft drinks. There will be a cash bar open for the purchase of other alcoholic beverages!

LUGGAGE STORAGE

There will be a facility at the Beurs van Berlage to store luggage on Sunday evening or Monday morning if you are arriving directly to the venue before going to your hotel, and on Tuesday if you are checking out of your hotel before coming to conference

DRESS CODE

Dress code for the conference and for both evening functions is casual.

SPECIAL REQUIREMENTS

If you have any special dietary or other requirements please ensure that you have included these in your registration details or advised the conference office in advance to allow us to cater for you.

CONTACT DETAILS

EDGE EMEA Conference Office
Tel/fax: +44 (0)1342 811678
e-mail: edge-emea@edgeusergroup.org

On site contacts:

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Marion Lowe Mobile: +44 (0)7958 917534



CONFERENCE PROGRAMME OVERVIEW

Sunday 11 Oct		
19:00-21:00	Welcome Networking Reception	Beurs van Berlage Cafe
Monday 12 Oct		
08:30-09:00	Registration & Coffee	Safe Deposit Room
09:00-09:30	Opening plenary session	Berlage Zaal
09:30-10:15	Parallel Session 1	Berlage Zaal
10:15-10:40	Coffee & Exhibition	Safe Deposit Room
10:40-11:20	Parallel Session 2	
11:30-12:10	Parallel Session 3	
11:30-12:30	IET Technical Lab	Archief Damrak
12:20-13:00	Parallel Session 4	
13:00-14:00	Lunch & Exhibition	Safe Deposit Room
13:45-14:45	COOLProfs Lab	Archief Damrak
14:00-14:40	Parallel Session 5	
14:50-15:30	Parallel Session 6	
14:50-15:40	CANAM User Group	Archief Damrak
15:30-16:00	Tea & Exhibition	Safe Deposit Room
15:40-16:40	Response Systems Lab	
16:00-16:40	Parallel session 7	
16:50-17:30	EDGE Update Session	Archief Damrak
19:30-23:00	Special Event	Breughelhuys
Tuesday 13 Oct		
08:30-09:00	Registration	Safe Deposit Room
08:30-09:00	IET User Group Meeting	Rode Kamer
08:40-09:40	CA R8 Lab	Archief Damrak
09:00-09:40	Parallel Session 9	
09:50-10:30	Parallel Session 10	
10:30-11:00	Coffee & Exhibition	Safe Deposit Room
10:45-11:45	CA R8 Lab	Archief Damrak
11:00-11:40	Parallel Session 11	
11:50-12:30	Parallel Session 12	
12:30-13:30	Lunch & Exhibition	Safe Deposit Room
13:30-14:10	Parallel Session 13	
14:20-15:00	Parallel Session 14	
15:10-15:30	Closing plenary	Berlage Zaal
15:45-16:15	EDGE volunteer meeting	Safe Deposit Room