



## A short introduction to the leading trade fair in the traffic and transport industry

### Global brand





Intertraffic is the number one trade fair formula in the traffic and transport industry. Since its launch in 1972, Intertraffic Amsterdam has become the platform of choice for professionals from around the world to meet. It is a biennial must attend event to stay up to speed on the developments in the fields of infrastructure, traffic management, safety and parking. The world's leading companies premier their latest products and techniques during a 4-day revelry of business gatherings and learning opportunities. Following the success of the Amsterdam flagship event, regional spin-offs of Intertraffic are also staged in Turkey and China.

### Mother of Intertraffic Exhibitions

Intertraffic Amsterdam 2010 will be the synthesis of 38 years of experience. Over 700 exhibitors from more than 40 countries - with virtually the entire top 50 global concerns in attendance - will offer a comprehensive overview of the latest trends and developments. This will be backed up by congresses, seminars and much else.

### Four main segments

Intertraffic benefits from a smart segmentation concept on the exhibition floor.

<p> <b>Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Public lighting</li> <li>• Road construction, maintenance</li> <li>• Rail technology</li> <li>• Tunnel technology</li> <li>• Road equipment</li> <li>• Road markings</li> <li>• Street furniture</li> <li>• Reflecting materials</li> <li>• Consultancy &amp; research</li> </ul>	<p> <b>Traffic management</b></p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Telematics</li> <li>• ITS technology</li> <li>• Smart card technology</li> <li>• Warning systems</li> <li>• Fare and toll systems</li> <li>• Emergency systems</li> <li>• Traffic information &amp; control systems</li> <li>• Urban planning</li> <li>• Consultancy &amp; research</li> </ul>
<p> <b>Safety</b></p> <ul style="list-style-type: none"> <li>• Traffic signs</li> <li>• Traffic lights</li> <li>• Crash cushions</li> <li>• Barrier systems</li> <li>• Cones</li> <li>• Speed humps</li> <li>• Safety clothing</li> <li>• Emergency equipment</li> <li>• Consultancy &amp; research</li> </ul>	<p> <b>Parking</b></p> <ul style="list-style-type: none"> <li>• Parking</li> <li>• Material</li> <li>• Parking garages</li> <li>• Ticketing</li> <li>• Barriers</li> <li>• Entrance Control systems</li> <li>• Visual systems</li> <li>• Consultancy &amp; research</li> </ul>

### Location

Amsterdam RAI  
 Europaplein 8  
 1078 GZ Amsterdam  
 The Netherlands

### Opening hours

Tuesday 23 March	10.00 - 18.00 hours
Wednesday 24 March	10.00 - 18.00 hours
Thursday 25 March	10.00 - 18.00 hours
Friday 26 March	10.00 - 16.00 hours

### Who's exhibiting?

Manufacturers, importers and agents of products and services in the traffic and transport industry. For more information about exhibiting at Intertraffic Amsterdam 2010, please contact Albert de Soet. T +31 (0)20 549 2216. E [a.d.soet@rai.nl](mailto:a.d.soet@rai.nl), W [www.intertraffic.com](http://www.intertraffic.com).

### Who's visiting?

Intertraffic Amsterdam attracts high profile visitors: final decision makers, co-decision makers and advisors from private ventures, contractors, local, national and international authorities. Almost 24,000 visits in 2008 from 102 different countries worldwide, further details of which can be found in our facts & figures. Visitor registration for Intertraffic Amsterdam 2010 is facilitated online as of December 2009.

To be kept up to date on the developments of Intertraffic in general, [subscribe to our free E-Newsletter.](#)