

# EVENTMANUAL

THEATER **AMSTERDAM**

**Everything you need to know about organizing events  
in Theater Amsterdam**

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## Route

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Theater Amsterdam is located within a few steps away from Westerpark, on the edge of the Spaarndammerbuurt. It is perfectly reachable by bike, car and bus. Also, there are enough parking possibilities.

### **By public transport**

**Amsterdam Central Station:** Bus 48 directed to Houthavens has Koivistokade as end station. This end station is located next to Minerva Parking, on the corner Koivistokade/Danzigerbocht. The travel time from Amsterdam CS to Theater Amsterdam is approximately 15 minutes. The departure station of bus 48 is located on the IJ side of Amsterdam CS. The walking time from station Koivistokade to the entrance of Theater Amsterdam is approximately 2 minutes.

**Amsterdam Sloterdijk :** Bus 22 directed to Muiderpoort stops on the edge of Houthavens, station Spaarndammerstraat. The traveling time from station Sloterdijk takes about 10 minutes. From the bus station to Theater Amsterdam is a 10 minute walk. Cross the road, turn to the left and walk straight ahead on Spaarndammerdijk. After 150 meters, turn right on the Houthavenweg and walk until you see a T split on the end of the street, on this T split you turn right to the Haparandaweg. After 450 meters you turn left to the Danzigerbocht and then you see Theater Amsterdam in front of you.

For arrival and departure times of bus 22/48 check on: [www.gvb.nl](http://www.gvb.nl) and [www.9292.nl](http://www.9292.nl).

### **By bike**

#### **Amsterdam Centraal Station / 15min**

Departure from the IJ side in western direction to the Ruijterkade. Follow this road with on the right side the water, this road will overflow in Westerdoksdijk. The S100 overflows in the S101, follow this road for approximately 2 kilometers until the Spaarndammertunnel. Keep right next to the tunnel and cycle about 500 meters above the tunnel. Cycle along the Albert Heijn and turn within the first possible way right into the Houthavenweg. After 250 meters you turn right to the Haparandeweg. After 300 meters you turn to the left and you will see Theater Amsterdam on your left hand.

#### **Amsterdam Sloterdijk / 13min**

Departure with bike from the tram and bus terminal into southern direction to Westerpark for 400 meters on the Changiweg. Cycle straight ahead until the split on the Sloterdijkweg. On this split you turn left and after 70 meters you turn left again into the cycling tunnel, on the Kabelweg. Follow the Kabelweg for 350 meters until the Transformatorweg (S102) and turn right. Follow this road for 1 kilometre. Cycle along the Spaarndammertunnel and turn left after 200 meters. After

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100 meters you turn right to the Haparandaweg. Follow this road for 250 meters and cycle with the turn to the left. After 50 meters you can see Theater Amsterdam on your left.

**By car**

*From Den Haag / Schiphol & Den Haag:*

From the A4/A2 take the ring road A10 towards Zaanstad. On the A10, take the exit S102 towards Westpoort / Centrum. Turn right at the traffic lights and follow up on the Transformatorweg, that will overflow into Spaarndammerdijk after the overpass. Get in the left-hand lane and turn left with the traffic lights upon the Archangelweg. After this, go straight ahead and turn right to the Koivistokade. After the busstation you will see the Minerva Parking on your right.

*From Zaandam:*

From the A8 take the ring road A10 towards Rotterdam / Schiphol and leave the ring road on exit S102 towards Westpoort / Centrum. Turn left at the traffic lights and follow up on the Transformatorweg, that will overflow into Spaarndammerdijk after the overpass. Get in the left-hand lane and turn left with the traffic lights upon the Archangelweg. After this, go straight ahead and turn right to the Koivistokade. After the busstation you will see the Minerva Parking on your right.

*From Centrum:*

From Amsterdam CS follow the S100 via the De Ruiterkade to Amsterdam West. After the bridge at the Pontsteigerbuilding you go into the tunnel. After the tunnel take the exit to the right upon the Archangelweg. After this, go straight ahead and turn right to the Koivistokade. After the busstation you will see the Minerva Parking on your right.

The Houthavens is an area in development. So, it is possible that the municipality is working on the road. Always check the route before you leave home. Are you travelling by car? Set Minerva Parking (Koivistokade 36) as your destination.

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## Parking

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### **Parking garage Minerva Parking**

Minerva Parking is located next to Theater Amsterdam. This garage is located on the Koivistokade 36, 1013 BB, Amsterdam. This is a public parking garage with 600 parking spaces.

The costs for parking in this garage are €2,50 per half hour or €30,- for a whole day on Monday until Saturday. On Sundays the costs are as following: € 3,- per hour or € 20,- for a whole day. When you organize an event in Theater Amsterdam, there is the opportunity to reserve 300 parking spaces for your guests. Your guests can pay in the garage by card. When you want to compensate these costs for your guests, we can hire a scanner for you, to scan the parking tickets. These parking tickets will be charged after the event based on the number of cars and the parked hours that are noted per license plate. Also, it is possible to deploy a parking attendant for your event.



### **Parking in the neighbourhood**

On the street applies, just like everywhere in the surrounding area, paid parking from 09.00 until 24.00. The cost for this is €6,00 per hour. On Sunday parking in the neighbourhood is free.

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## Loading & unloading

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Theater Amsterdam has multiple load and unload places. Depending on the use of the spaces, the places below can be used.

### **Event in the Foyer & Loft / Loading via expedition doors**

When you are in front of Theater Amsterdam you can find the expedition doors on the right side of the building. From the Danzigerkade you can use the driveway on the right side of the building to reach the entrance of the expedition. Via the telephone number on the door you can let us know that you are there.

### **Event in the auditorium & black box / via load and unload door / Located at parking space**

When you are in front of Theater Amsterdam you will reach the load and unload door on the left side of the building. First, you drive towards the gate, where you can let us know that you are here by ringing the bell of Theater Amsterdam or by calling 020 7055007. Let us know that you are here to load or unload and the name of the event that you are from. After this you drive straight ahead to reach the loading deck, which is located on the right side on the end of the parking place. Is the rolling door still closed? Call: 020 7055007 than we will open the door for you. Please pay attention that the rolling door has to be closed when you leave.

### **Dimensions Rolling Door Loading Dock:**

Width – 2,92 Metres  
Height – 3,20 Metres

Pay attention: It is not possible for a truck to turn in the area behind the gate. So, it is important to drive already in reverse before entering the gate when necessary.

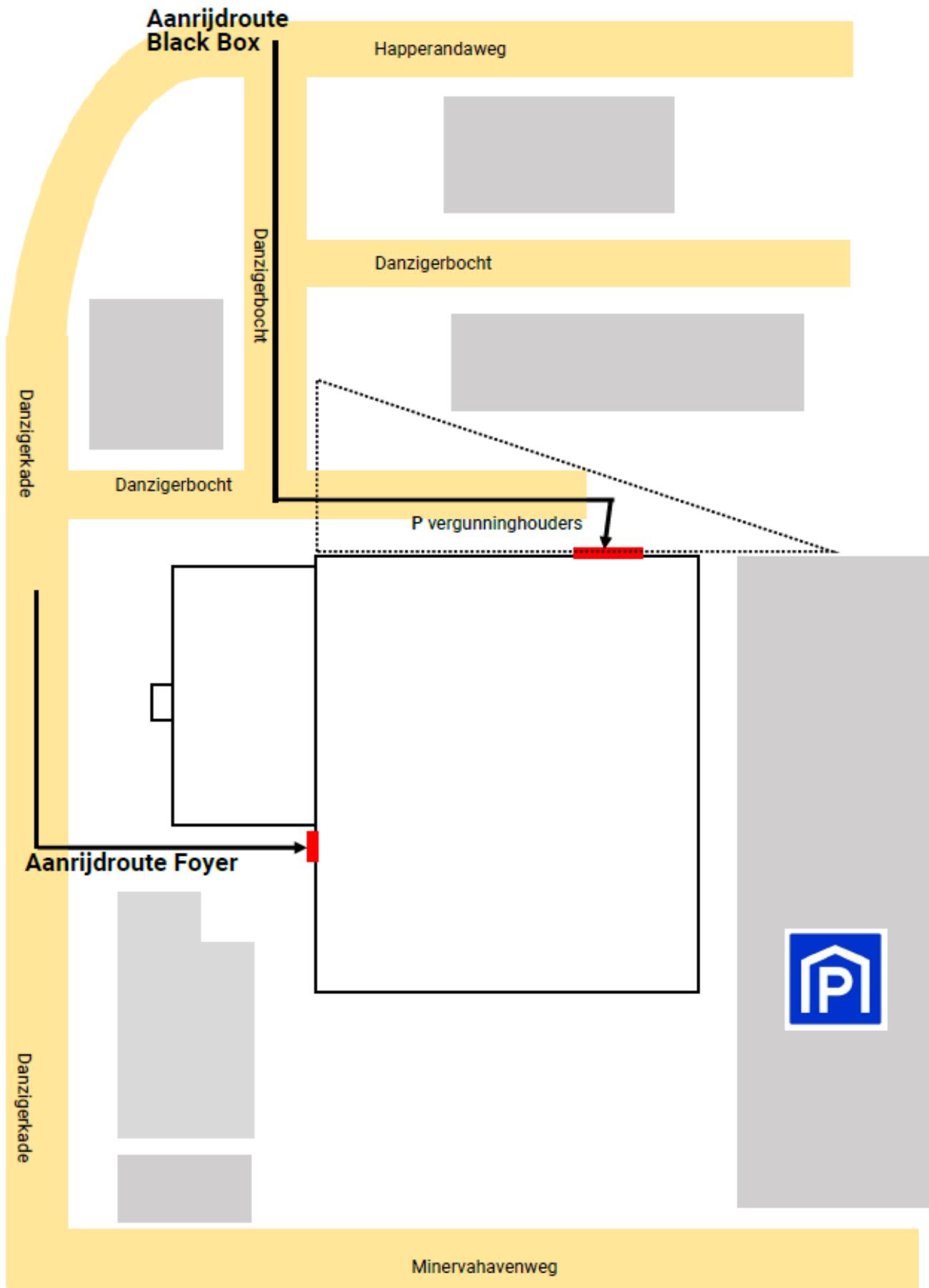
### ***Important 1:***

It is prohibited to park on the parking space behind the gate. This area is only for loading and unloading.

### ***Important 2:***

It is not allowed to load and unload during plenary sessions due to noise disturbance. That is why we ask our clients to notify this beforehand to their own suppliers and artists.

See the next page for the approach route.



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## Deliveries

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It is possible to let deliveries be delivered to Theater Amsterdam within a maximum of one day before the event, as long as this is agreed upon with the sales manager or producer of Theater Amsterdam. The duty manager will accept these deliveries and will make sure they are stored in the right place. We expect that all the items will be removed on the day of the event. Theater Amsterdam is not responsible for earlier delivered items or items that are left behind.

We kindly ask you to clearly mention on the package for which event it is and on which date the event will be.

Please note: Deliveries on pallets are possible, but keep in mind that this can have additional costs for the processing of the waste of the pallets if these are left behind.

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## Elevators

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### Passenger elevator – foyer

Length	inside:	240 cm	door:	
Width		106 cm		90 cm
Height		240 cm		230 cm
Maximum load		1000 kg		

Particularities This elevator is for shared use with the companies on the second and third floor of the building. When using the elevators, keep this in mind.

### Goods elevator – expedition

Length	inside:	209 cm	door:	
Width		106 cm		90 cm
Height		240 cm		230 cm
Maximum load		1000 kg		

Particularities This elevator leads to the dishwashing kitchen and the vide and only goes from the ground floor to the vide.

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## Standard furnishing

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Theater Amsterdam has contemporary furniture, that can be used in the foyer and vide. However, if you have a preference for different styling, we can arrange this for you as well.

### Cloakroom

The cloakroom is equipped for safely storing coats and bags from the guests. The cloakroom is fully furnished and the capacity is 1100 coats and 150 bags. Do you expect more bags? Then we advise you to rent lockers.

### Foyer

The foyer consists of the following standard furnishing;

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18x standing tables



36x golden barstool



25x restaurant tables + 40 chairs



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3x lounge seat



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1x semi-circle front desk

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Besides the standard furnishing we possess 6 buffet islands in the same style as the standing tables. These can be used upon request for a fee, if available.



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### **Vide**

We would like to discuss the furnishing of the vide with you.

### **Auditorium**

The auditorium has a standard of 924 seats. For a fee this can be expanded to 1096 seats.

The 4200 m2 auditorium is equipped with an extensive light, sound and video system.

The basic version of the stage consists of the section in front of the projection screens. Furthermore, the unique 180 degrees round, with a total of 500 m2, mobile screen is included in the basic version. In addition, the presentation area is in front of the screen and when desired the screen can be opened and still be projected.

### **Black box**

Behind the big projection screen in the auditorium, the black box is hidden. The black box is a space of 1200 m2 that will be delivered empty, so together we can transform the space in every desired setup.

With the help of our furnishing and decoration partners, the space can be transformed into a night club, a sit-down dinner room, a sponsor market or a festival area.

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## Branding

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Theater Amsterdam is an unique location with an impressive entrance. Due to this feature the location is perfect to highlight your brand, company name or logo, since almost everything is possible to brand.

### Branding in the building

Narrowcasting 3x	88x50	HxW	Deliver image ratio 10x16
Abri's	175x118,9	LxW	2 abri's, 4x Abri Branding (sticker)

### Building outside

Windows doors entrance	71,5x284	WxH	
Entrance: window right/left	261x304	WxH	
Windows on ground floor	195x419	WxH	Side of the building 203 B
Window frame	5,00x2,00	WxH	
2 x Banners – Parking place	4,00x2,50 m	LxW	
Carpet canopy	1200x380	LxW	Standard size of canopy is 400cm.

### Building inside

Piles foyer	88 Ø x 361	CircumferencexH
Stair steps foyer	235x18x28	WxHxD
Elevator door	90x240	WxH.
Red hall	29913x300x282	LxWxH
Size theater entrance	40x195	WXH
Merchandise desk (black)	457x78	WxH
Press wall	370x224	WXH
Febo wall	121x389x329	LxWxH - 40 Doors of BxHxD 17x9x14

### Branding toilets

Measurements toilet doors	92x235cm	WXH
Ceiling height at toilets	400 cm	High

### Partner for stickers & other branding possibilities

Brand Your Event  
Tel. 088-77 66 600  
Bas de Jong  
*Branding specialist*  
Mobile: +31645474970  
Office: +31887766600  
Email: [bas@brandyourevent.nl](mailto:bas@brandyourevent.nl)

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## Duty manager & FOH staff

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### **Duty manager**

During every event and during the build-up and build-off of this event, a duty manager is present. The duty manager is there on all the day(s) of your reservation to answer all your questions and solve your problems. Besides this the duty manager is happy to advise you about the furnishing, decoration and a good run of the event. In case of calamities, the duty manager is responsible for Theater Amsterdam as the head of Emergency Response Officer (ERO) and contact person for the visiting organization and possible emergency services. The duty manager is supported by a First Aid team. The First Aid team will provide (medical) support and/or guidance during an evacuation.

For possible questions about the safety plan of Theater Amsterdam you can e-mail to: [dutymanager@theateramsterdam.nl](mailto:dutymanager@theateramsterdam.nl)

### **Front of house staff**

Among the responsibilities of the duty manager falls leading the front of house staff . These employees are part of the safety plan, are all First Aid trained and are therefore necessary to guarantee the safety during an event.

The advice of Theater Amsterdam about the deployment of this staff is leading.

The FOH-team usually consist of:

#### *Cloakroom employees*

The cloakroom employees will make sure to keep the coats and bags of the guests safely stored.

Also, they are the point of contact for all the guests in the foyer.

#### *Auditorium attendant*

The auditorium attendants are located in the auditorium during the event to guide the guests to their seats and are present backstage. During the program the attendants are the point of contact for the guests, furthermore they are responsible for the safety during the program. During the program they will serve as First Aiders and evacuators.

#### *Security*

With every event, big or small, it is very important that the security is arranged very well. This will be provided by our qualified, representative and hospitable security guards. This is important since where many people come together safety risks arise. During evening events it is obligated to deploy security guards. If you need extra security guards due to the nature of your event we are happy to advise you.

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## Facility

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### Toilets

Theater Amsterdam has plenty of toilets. In the foyer there are 20 toilets in the ladies restroom and 5 toilets and 12 urinals in the men's restroom. Besides this, on the vide there are 2 toilets at the men's restroom and 2 toilets at the ladies restroom. Guests who are in the auditorium or in the black box can make use of the toilets in the foyer.

### Climate

The entire building has climate control and beside this the foyer and vide have heated floors.

### Damage

It is not allowed to attach posters and other materials to the walls, the pillars and on the doors without approval of Theater Amsterdam. Besides this, the floor of the foyer and the vide is made of soft wooden parquet, which needs to be handled very carefully during the build-up and build off of an event. These guidelines have to be taken into account:

- Furniture, crates, chairs and other materials must be carried, not pushed.
- Only make use of trolleys with rubber wheels.
- In the foyer and on the vide the use of a pump truck is not allowed.
- Always make use of appropriate mats underneath bars, buffets and other furniture – these are available for you with the duty manager.
- When water or other liquids leak on the floor, dry this directly.

Theater Amsterdam reserves the right to recover any damage caused to the property from the client.

### Extra cleaning costs

When you make use of decoration materials or you hand out flyers to the guests, which result in leaving the building less clean than it was, extra cleaning costs or waste processing costs will be charged. Of course this is not the case when you clean up your own brought items and leave nothing behind at the end of the day or evening. When this does happen, waste processing costs with a minimum of € 55,- per trolley will be charged to the client. Also keep in mind the deliveries on pallets and carton.

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### **Fireworks / Balloons / Confetti**

It is not allowed to light fireworks or stars in the building or in the near area.

It is allowed to have helium balloons in the building, as long as these are attached very well. Due to the height of the ceilings, an 'escaped' balloon is not easily removed. When this does happen extra cleaning costs and a night guard will be charged. The use of confetti is not allowed.

### **Lost & found**

When items (presents, coats, etc.) are forgotten/left behind this is all at own risk. Theater Amsterdam is not responsible for any missing items. When items are lost there can be called to Theater Amsterdam the day after the event to the general number: 020 – 7055055.

### **Cleaning / Service**

The deployment of a service cleaner during the event is obligated. This service cleaner will check everything in the building if it is clean half an hour before the start of the event. During the event he or she will check the toilets and the rented spaces. During the plenary programs they will take care of the used spaces.

### **ERO/First aid**

During events there always will be enough ERO employees present. In case you need extra ERO employees during your event we are happy to arrange this for you.

### **Fire fighter**

It is obligated to hire a fire fighter when during the event there is cooked with gas, fire or in another way 'live' in another place than in the kitchen. We can arrange this fire fighter for you.

### **Waste processing**

We assume that the waste of the items that the organization has brought to the theatre will be taken away at the end of the event. Do you prefer renting a container with us? Please notify us in advance.

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## Technics

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For all our technical specifications, next to this manual, we have a technical rider available online. If this information does not answer all your questions, you can contact our technical department; [mderidder@theateramsterdam.nl](mailto:mderidder@theateramsterdam.nl)

### **Power**

It is the responsibility of the organization to set up a power plan. This plan is often made in collaboration with the AV supplier of the event. Prior to the event the power plan will be checked by your technical department. All the wall sockets in the building can be used when discussed.

### **WiFi**

Theater Amsterdam has a standard Wifi network that can be used during events. The network is called 'Theater Amsterdam' and the password of this is Events2023!. It is also possible to use your own network name during the event, keep in mind that this comes with an additional fee.

## Dressing rooms

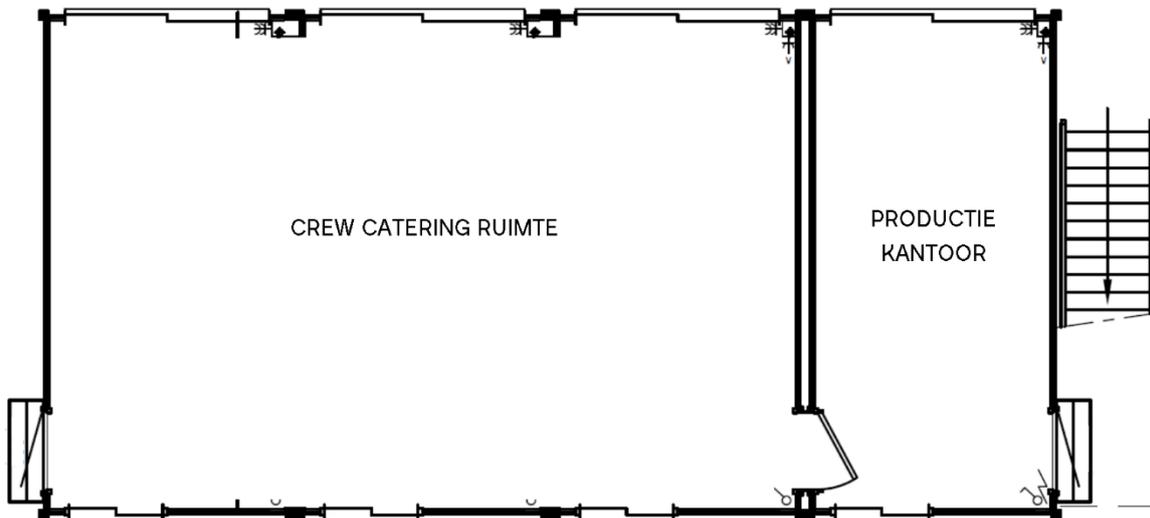
Behind the scenes there are different dressing rooms available upon request. These dressing rooms have a standard furnishing. It is also possible to arrange catering for the artists. We would like to receive riders in advance.

On the ground floor the crew area and the production office are located. The crew area is used for serving food and drinks for the crew. The production office is an ideal space for an organization to pull back and make the final preparations.

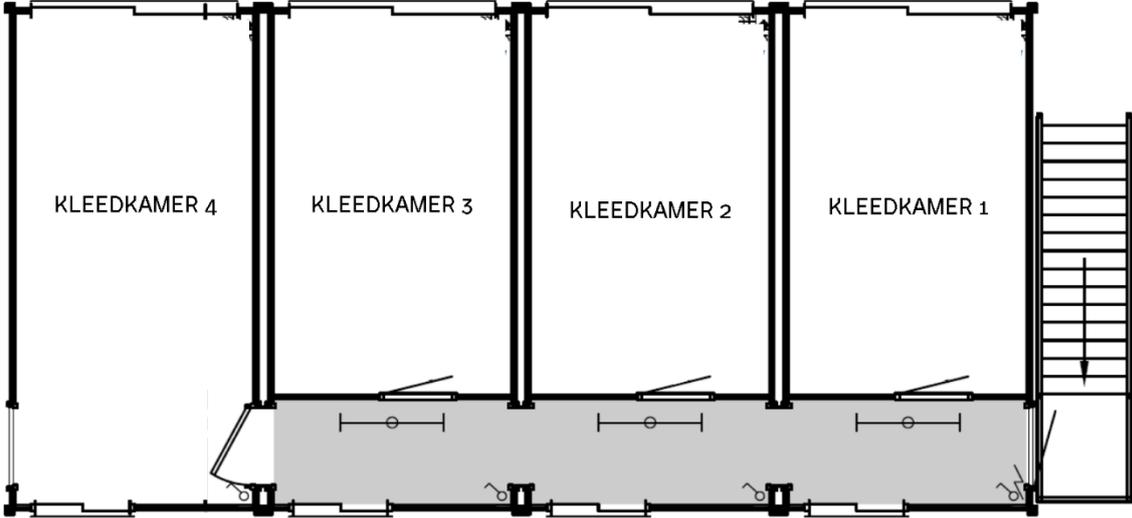
### Measurements dressing rooms

Crew catering area	9x6	LxW
Production office	3x6	LxW
Dressing room 1	3x5	LxW
Dressing room 2	3x5	LxW
Dressing room 3	3x5	LxW
Dressing room 4	3x6	LxW

### Ground floor



1<sup>st</sup> Floor



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## Accessibility

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Theater Amsterdam is accessible for less mobile guests. In front of the building there are kiss & ride spaces where guests can be dropped off. On the right side of the theatre there is a path for wheelchairs to enter the terrace. Also, the theatre has a adjusted toilet. In the auditorium row 7 has two wheelchair spots.

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## (Crew) Catering

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The culinary team of Theater Amsterdam is happy to arrange guest & crew catering during set-up and event days. Dedicated (crew) employees will take very good care of the guests as well as for the team behind the scenes.

**Please note:** It is not allowed to bring or consume your own food and drinks at Theater Amsterdam.

On every event the catering staff is run by a party manager. He or she is responsible for all matters related to catering during the event (also the crew catering).

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## House rules

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- In the foyer and on the vide the use of pump trucks is only allowed after approval of the duty manager.
- It is not allowed to remove ceiling panels.
- Open candle light is only allowed after approval of the duty manager.
- Smoking in the building is not allowed.
- All the fire doors in Theater Amsterdam must be able to open and close at all times.
- Escape routes must be taken into account when placing furniture and other materials.
- It is not allowed to take glassware into the theatre.