

EVENTMANUAL

THEATER **AMSTERDAM**

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

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Route

Close to the Westerpark, next to the Spaarndammerbuurt, Theater Amsterdam is situated in the newly developed Houthavens. It is perfectly reachable by bike, car and bus. Next to this, enough parking amenities are available.

By public transport

Amsterdam Central Station: Bus 48 directed to Houthavens, terminates at Koivistokade. This stop is located next to Minerva Parking, on the corner Koivistokade/Danzigerbocht. From there it is only a two minute walk to the main entrance of Theater Amsterdam. The travel time from Amsterdam CS to Theater Amsterdam is approximately 15 minutes. The bus terminal can be found on the water side (IJzijde) of Amsterdam CS on top of the escalators.

Amsterdam Sloterdijk : Bus 22 directed to Muiderpoort stops just outside the Houthavens, stop is called Spaarndammerstraat. The traveling time from station Sloterdijk takes about 10 minutes. From the bus stop to Theater Amsterdam it is about 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 300 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: www.gvb.nl and www.9292.nl.

By bike

Amsterdam Centraal Station / 15min

Departure from the water side (IJzijde) 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 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 transfer to the A10 direction Zaanstad. Change to the S102 towards Westpoort/Centrum via exit 2-Amsterdam Sloterdijk. Turn right at the traffic lights and drive straight ahead on the Transformatorweg, that will become the Spaarndammerdijk after the fly-over. After the fly-over transfer into the left lane and turn left with the traffic lights into the Archangelweg. Drive straight ahead and follow the road to the Koivistokade. After the bus stop you will see the Minerva Parking on your hand side.

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 drive straight ahead on the Transformatorweg, that will become the Spaarndammerdijk after the fly-over. After the fly-over transfer into the left lane and turn left with the traffic lights into the Archangelweg. Drive straight ahead and follow the road to the Koivistokade. After the bus stop you will see the Minerva Parking on your right hand side.

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 bus stop you will see the Minerva Parking on your right hand side.

The Houthavens are an area in development, it is possible there are road blocks because of reconstructions of maintenance. Always check the route before you leave. Are you travelling by car? Use Minerva Parking (Koivistokade 36) as destination adress.

Parking

Parking garage Minerva Parking

Minerva Parking is located next to Theater Amsterdam. The address of the parking is: 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 day on Monday until Saturday. On Sundays the costs are € 3,- per hour or € 20,- for a day.

When organizing an event at Theater Amsterdam, there is the possibility to reserve 300 parking spaces for your guests. Your guests can pay in the garage by card. It is also possible to pay parking for your guests, in this case we hire a scanner and the parking tickets will be charged after the event based on the number of cars and the parked hours that are noted per license plate.



Parking in the neighbourhood

Parking along the street is 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.

(Un)Loading

Theater Amsterdam has several (un)loading docks. Depending on the use of the spaces, the following docks are to be used.

Event in the foyer & loft / Loading via expedition

When you are in front of Theater Amsterdam you can find the expedition loading dock 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 the duty manager know you would like to (un)load. Keep in mind this driveway is only for (un)loading, parking is not allowed.

Measurements loading doors foyer & vide

Width – 2,40 Metres
Height – 2,30 Metres

Event in the auditorium & black box / Loading from permit parking area

When you are in front of Theater Amsterdam you will reach the loading dock on the left side of the building. First, you drive towards the gate. Please let the duty manager know you would like to (un)load by calling 020 7055007. After driving through the gate you drive straight ahead to reach the loading dock, which is located on the right side on the end of the parking area. Is the door still closed? Call: 020 7055007, the door will be opened. Call the number again when leaving so the door can be closed properly.

Event in the blackbox / via loading and unloading door on the right side

When you are in front of Theater Amsterdam you will find the loading and unloading door on the right side of the building. When you reach Theater Amsterdam to (un)load on the right side please call 020 7055007 so the Duty manager can open the door for you. To reach this (un)loading door you will need to make two turns. Due to limited space, it is only possible to reach this area with a small box truck or small van. Large trucks must therefore go through the left (un)loading door. When you are finished with (un)loading please report this via the same telephone number so that the door can be closed behind you.

Measurements loading doors left side

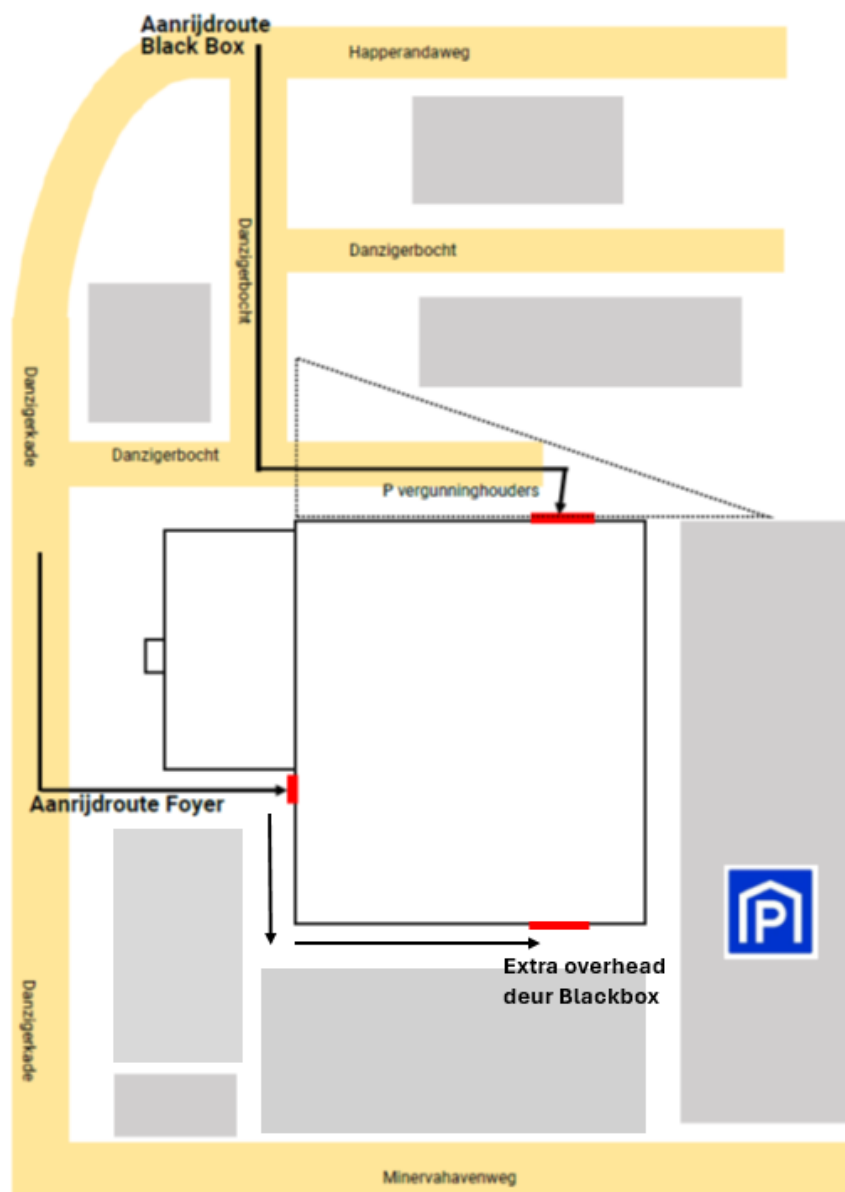
Width – 2,92 Metres
Height – 3,20 Metres

Dimensions (un)loading door right side

Width - 4.0 Meters
Height - 4.0 metres
Depth of street - 6.0 metres

Rules (un)loading

- It is possible to (un)load only one vehicle at a time. Is there already a vehicle? Please wait until it is ready and outside the gate.
- It is prohibited to park on the parking space behind the gate. This area is only for loading and unloading. During build-up or break-down vehicles cannot stay at the loading dock and must be moved from the area.
- It is not possible for a truck to turn in the area behind the gate. So, it is important to drive in reverse before entering the gate when necessary.
- Pay attention while driving the truck in reverse on the parking lot. There is a traffic barrier sign that is often overlooked.
- 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.



Deliveries

It is possible to plan deliveries 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 dutymanager will accept these deliveries and will make sure they are stored in the right place. We expect 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 the name and date of the event on the on the delivery.

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

Elevators

Passenger elevator – foyer

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

Specifics 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		

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

Standard furnishing

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 of guests. The cloakroom is fully furnished and has a capacity of 1100 coats and 150 bags. Do you expect more bags? We advise you to rent lockers.

Foyer

The following standard furnishing is available for use in the foyer

18x standing tables



36x golden barstool



25x restaurant tables + 40 chairs



3x lounge seat



1x semi-circle front desk



In addition to the standard furnishing it is possible to complete your styling by the use of our buffet tables (6 in total). These can be used upon request for a fee, if available.



Vide

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

Auditorium

The auditorium has a standard of 926 seats. For a fee this can be expanded to 1091 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.

Branding

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

Duty manager & FOH staff

Duty manager

During every event and during the build-up and break down of this event, a duty manager is present. The duty manager is present on all the day(s) of your reservation as your first contact person regarding Theater Amsterdam and to answer any remaining questions. Besides this the duty manager is happy to advise you regarding furnishing, decoration and a good flow of the event. In case of emergencies, 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 questions about the safety plan of Theater Amsterdam you can e-mail to:
dutymanager@theateramsterdam.nl

Or call:
020 7055007

Front of house staff

Part of the responsibilities of the duty manager is leading the front of house staff. These employees are part of the safety plan, are all First Aid trained and are present 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 coats and bags of the guests safely stored. Next to this, they are the point of contact for all the guests in the foyer.

Ushers

The ushers are located in the auditorium during the event to guide the guests to their seats and are present backstage. During the program the ushers 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, if necessary, evacuators.

Security

With every event, big or small, it is important the security is arranged properly. Our qualified, representative and hospitable security guards will provide this. 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.

Facilities

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, the vide has its own restrooms, there are 2 toilets at the men's and 2 toilets at the ladies. 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 the foyer and vide have heated floors.

Damage

It is not allowed to place 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 with care 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 pallet 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 € 57,50 per trolley will be charged to the client. Also keep in mind the deliveries on pallets and carton.

Fireworks / Balloons / Confetti

It is not allowed to light fireworks or sparklers in the building or in the near area. It is allowed to have helium balloons in the building, as long as these are attached properly. 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, it is best to send an email to events@theateramsterdam.nl.

Cleaning / Service

The deployment of a service cleaner during the event is mandatory. This service cleaner will check all areas in the building 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. Please keep in mind the service cleaner will not be able to clean after a build-up. In this case it is necessary to plan an extra interim cleaning.

First aid

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

Firewatch

It is mandatory to hire a Firewatch when detection systems is out of operation due to smoke machines or the use of open fire/gas is used in other places than in the kitchen. We can arrange this for you.

Waste processing

We assume 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.

Technical information

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

Power

It is the responsibility of the organization to provide 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 our 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 Events2025!. 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

Backstage Theater Amsterdam offers different dressing rooms. 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.

The crew catering area can be found on the ground floor. This crew area is used for serving food and drinks for the crew. On the first floor the dressing rooms can be found. Dressing room 1,2 and 4 are furnished as standard dressing rooms. Dressing room 3 is designed as production office and furnished with a big table.

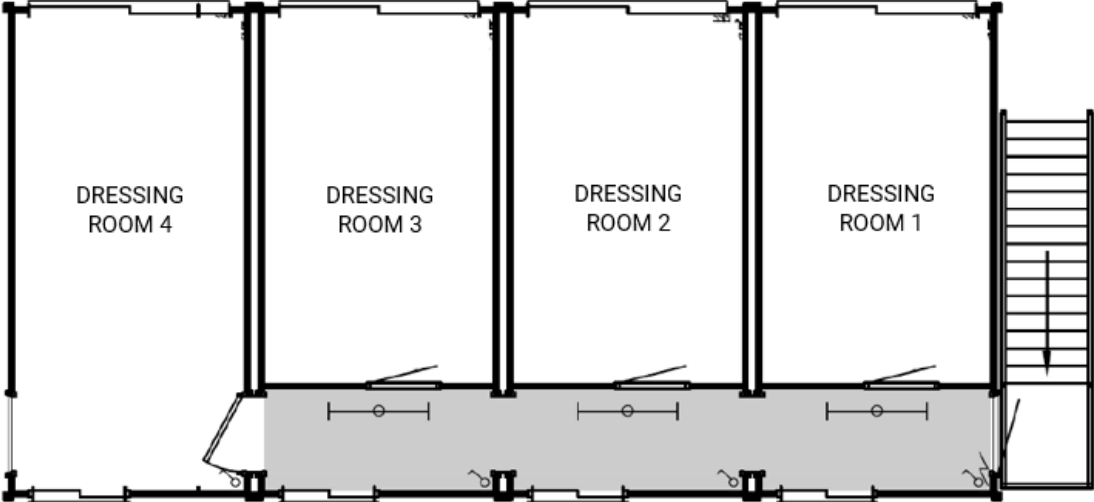
Measurements dressing rooms

Crew catering area	9x6	LxW
Drinks corner	3x6	LxW
Dressing room 1	3x5	LxW
Dressing room 2	3x5	LxW
Dressing room 3	3x5	LxW
Dressing room 4	3x6	LxW

Ground floor



1st Floor



Accessibility

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.

(Crew) Catering

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).

House rules

- In the foyer and on the vide the use of pallet 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.