



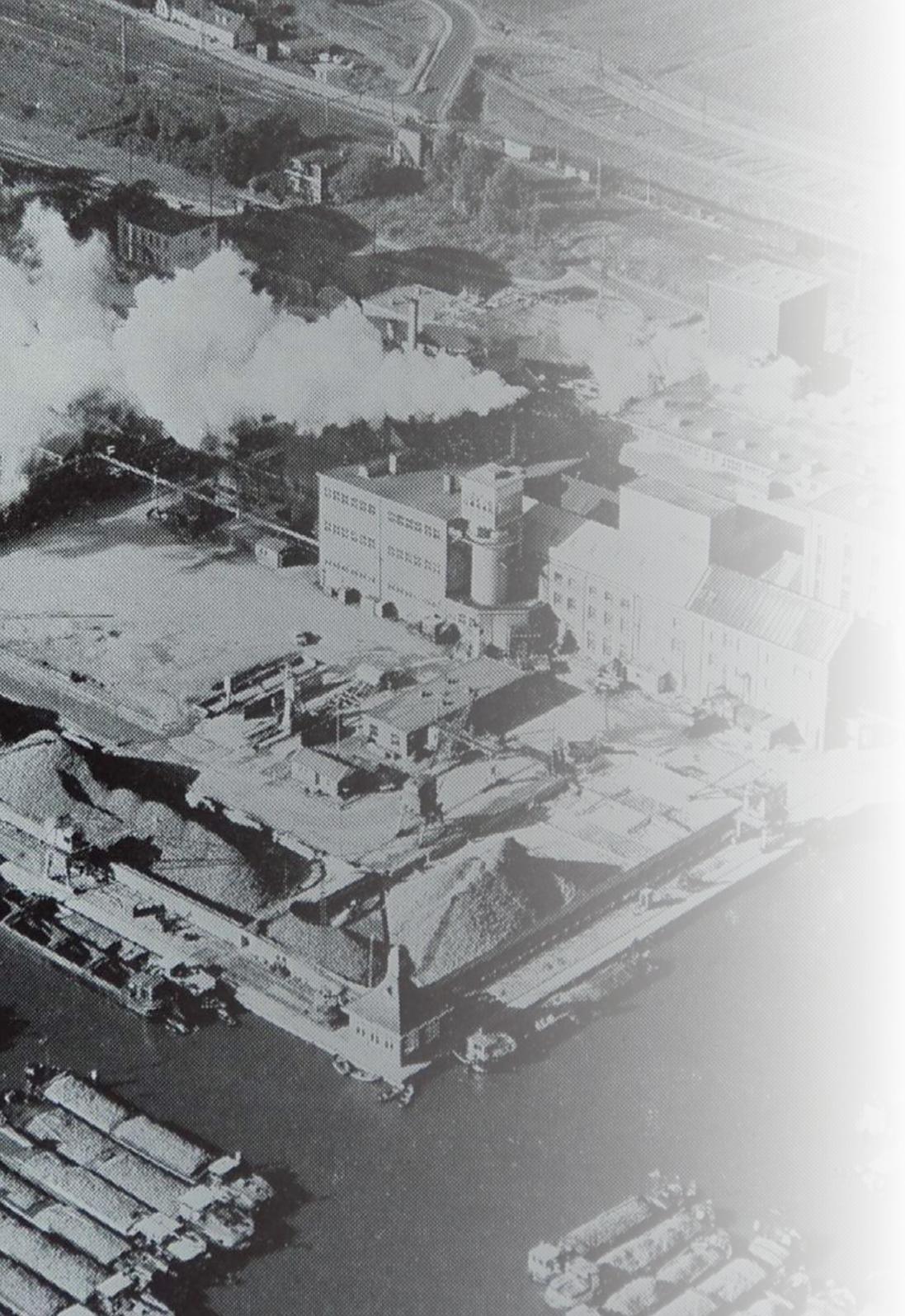
EVENTS

SugarCity

EVERLASTING EVENTS

EVERLASTING EVENTS





FROM SUGAR FACTORY TO INDUSTRIAL VENUE

In the former sugar factory (1863-1992) the production process of sugar was at full speed. Steam, machine noises and cranes were decor of the former sugar factory terrain (CSM). Everyone that passed by could experience the sweet smell of the sugar beets. This oldest sugar factory of Holland closed its doors in 1992. Nowadays the factory is the most modern industrial venue in The Netherlands and its original character is preserved. The atmosphere that can be created in this unique context will make every event everlasting.





DISCOVER WHAT MAKES SUGARCITY THE PERFECT VENUE FOR YOUR EVENT

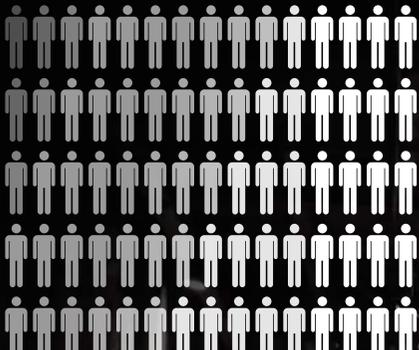
Join the many brands that have chosen to organise their event at SugarCity. Discover that SugarCity Events can accommodate almost any event you have in mind. Product launches, conferences, employee incentive parties, workshops, fashion shows, television programs, commercials and festivals can all be realized at this industrial venue. The flexibility of the venue is endless. So, whatever the theme of your event, the number of people you expect or the space you need: Make it happen at SugarCity Events.

Your event should be an event to remember! Make sure that guests keep great memories of what they've experienced and will share with others. To do this the content of the event should be reinforced by the context of the event. SugarCity offers a memorable environment that gives people a story to tell. It offers the raw industrial atmosphere and radiates the history of a former sugar factory. Experience the large industrial spaces and the intimate rooms to explore. At the same time SugarCity offers all the expertise, infrastructure and modern facilities for an unforgettable event.

FUNDAMENTALS

EVERLASTING EVENTS

50 PERSONS



10.000 PERSONS

GREAT ACCESSIBILITY

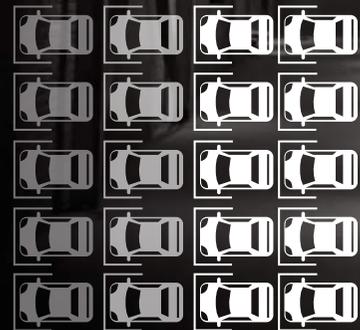


TRAINSTATION HALFWEG-ZWANENBURG
IN FRONT OF SUGARCITY

IN USE:
10.000 M²

21.000 M²

11.000 M²
TO BE DEVELOPED



350+
PARKING
SPACES



450 / MBPS WIFI



HOTEL
ACCOMMODATION



3.5 KILOTON



CHALLENGE OUR FLEXIBILITY

Events and ideas come in all shapes and sizes. The purpose of the event is often clear. The realization of an event is usually a different story. At SugarCity Events we do like a challenge! The different industrial spaces are suited for a tailor-made offer that matches your ideas and needs.

We invite you to experience the authentic atmosphere and discover why this should be the place for your upcoming event. Maybe your ideas for your event are not yet complete. Innovative challenges and creativity in accommodating new ideas is in our DNA. Together with (y)our professional partners, we will make this experience a memorable one.

EVERLASTING EVENTS



MIDDENFABRIEK

The beating heart of the sugar factory and our primary industrial event venue is the Middenfabriek ('Middle Factory'). Dating from 1863, the Middenfabriek is one of the few remaining factory buildings from that period in the Netherlands. As the former sugar factory's peak, the Middenfabriek was the most important building in the sugar production process.

Historical elements of the building's industrial past can still be found in its gigantic copper kettles, its height and its multiple floors. The Middenfabriek features two atriums, with staircases leading to the first, second and third floors (the last of which serves as a VIP deck). The different floors can also be used separately for various events.

It is also the first and only event venue in the Netherlands to feature its own dedicated car lift, which can access all floors. The Middenfabriek can be split into east and west segments, offers direct access to the toilets, and benefits from multiple entrances and exits.

The Middenfabriek can be connected to the Binnenstraat, Pulppersloods and a courtyard garden which offers in total space for up to 10.000 persons. Also, the Middenfabriek has smaller sub-spaces like the Sugar rooms, overlooking the ground floor of the factory. Perfect as production or breakout room!



1500
*1590

2000

5000

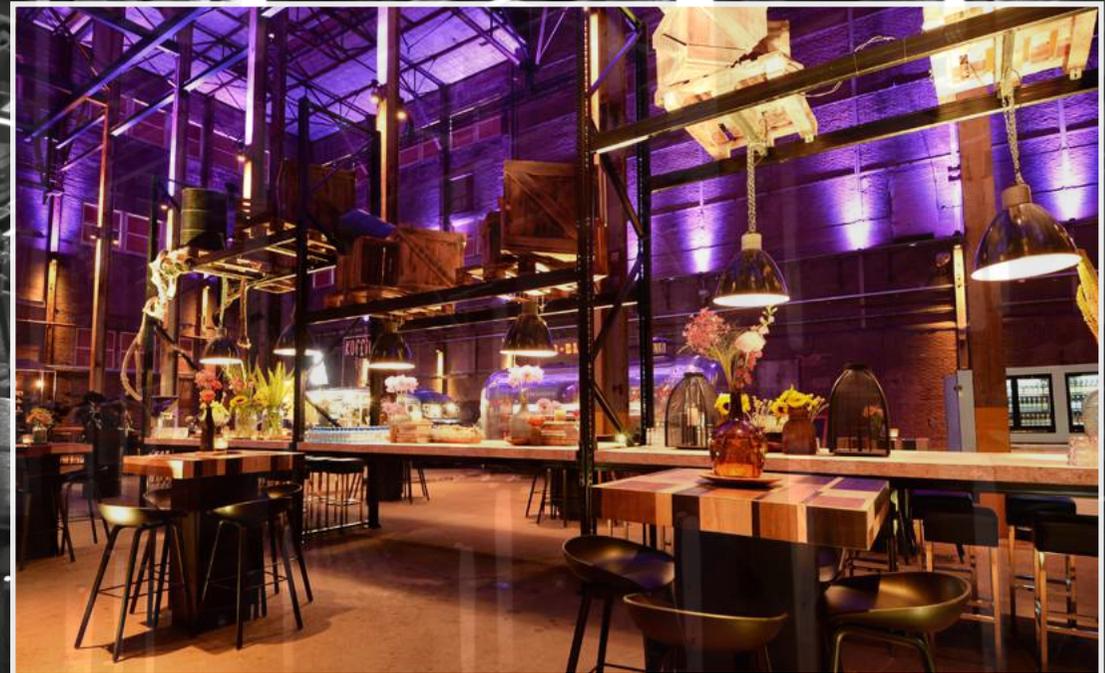
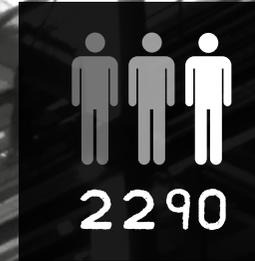
EVERLASTING EVENTS



PULPPERSLOODS

With its striking pillars, brick walls and high rows of windows, the Pulppersloods ('Pulpers Shed') offers guests a warm welcome. The height of the building adds a fantastic sense of space, even at small-scale events.

The beams of light flooding into this south-facing venue lend the building a warm, welcoming vibe. Wi-Fi with speeds up to 450/Mbps is available in the Pulppersloods, as are high voltage electricity connections and toilet facilities. The space can be completely blacked out. Large equipment including trucks and busses can be driven directly inside, making the Pulppersloods ideal for automobile product presentations. The Pulppersloods is connected to the Middenfabriek and the Binnenstraat.



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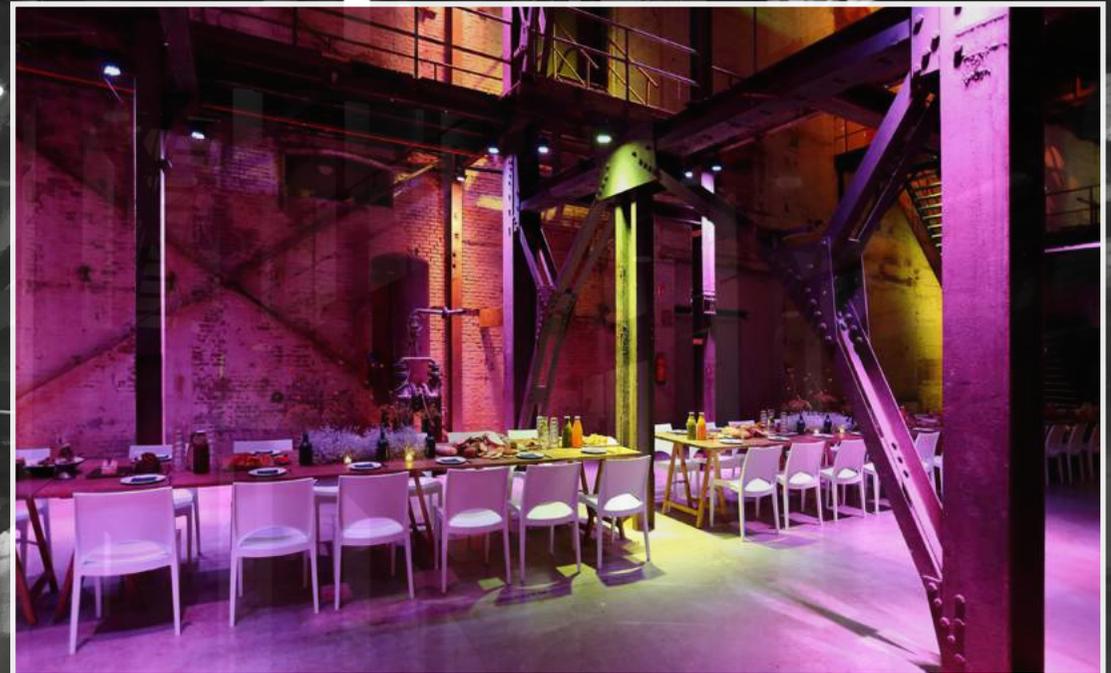


BINNENSTRAAT

Once the former sugar factory's main supply route, today the Binnenstraat ('Inner Street') connects all areas of the complex. Used individually, it is ideal for hosting a range of (smaller-scale) events.

With its characteristic, symmetrical layout of pillars and elongated L-shape, the Binnenstraat is perfectly suited for events with smaller numbers of guests. The Binnenstraat features a surface area of 900 m², offers Wi-Fi with speeds up to 450/Mbps and high voltage electricity connections. The large doors offer easy access to larger vehicles and equipment. The Binnenstraat is also linked to various smaller spaces, ideal to use as break-out rooms or VIP areas, for example.

The venue also benefits from direct access to the car park, and is directly linked to the Pulppersloods and the Middenfabriek, this makes it perfect to be used as a reception or registration area.



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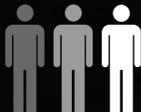


PAKHUIS

Until 1889 the Pakhuis Until 1889 the Pakhuis (Warehouse) is the place where the workers of the sugar factory started their day. It was used as a dressing room and bicycle storage. Nowadays authentic elements are still visible and the venue is perfect for smaller events. It is also great in combination with the Middenfabriek.

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BIETENWASRUIMTE

The Bietenwasruimte is where they used to wash the beets. Here is where the process of making the sugar started. The old washing machines are still there. This room is perfect for smaller sessions or in combination with the Binnenstraat.

 80

 140

 150

TURBINEHAL

The Turbine hall previously provided for the power distribution of the factory. Elements like the distribution panel of the factory and two huge STORK-generators are still present in this room. This venue is very well suitable for smaller events or as breakout or production room.

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 50

 120

FACTS SUGARCITY EVENTS

EVERLASTING EVENTS

Venue	m2	Capacity	Daylight	LED	Plenary	Party	Diner
Middenfabriek ground floor	2058	5.000	X	V	2000	5000	1590
Middenfabriek entrance	140	120	X	X	50	120	
Middenfabriek 1st floor	1525	700	X	V	350	700	700
Middenfabriek 2st floor	1725	490	V	X	250	490	490
VIP deck 3rd floor	240	150	V	X	45	150	100
Suiker deck	360	360	X	V	320	360	120
Pulppersloods	947	2290	X	V	900	2290	770
Binnenstraat	831	1590	X	V	200	1590	330
Bietenwasruimte	159	150	X	X	140	150	80
Turbinehal	200	120	V	X	50	120	50
Binnentuin	200	50	V	X	n-a	n-a	n-a
Laboratorium	230	50	X	X	25	50	50
Outside area	4000	4000	V	X	3000	4000	1000
Pakhuis	200	50	V	X	50	50	50
Total		10.000					



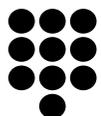
A UNIQUE PLACE WITH GREAT ACCESSIBILITY, TOP LOCATION FOR EVERY TAILOR-MADE EVENT.



IMPORTANT FOR OUR EVENT WAS A WELL-ACCESSIBLE LOCATION WHERE A REAL EXPERIENCE COULD BE ACHIEVED. SUGARCITY HAS THE INGREDIENTS TO REALIZE THIS.



SUGARCITY IS A CONTINUOUS SURPRISING AND INSPIRING LOCATION WITH ENDLESS POSSIBILITIES. GREAT ACCESSIBILITY, EXCELLENT PARKING FACILITIES, NICE AND GOOD SERVICE.

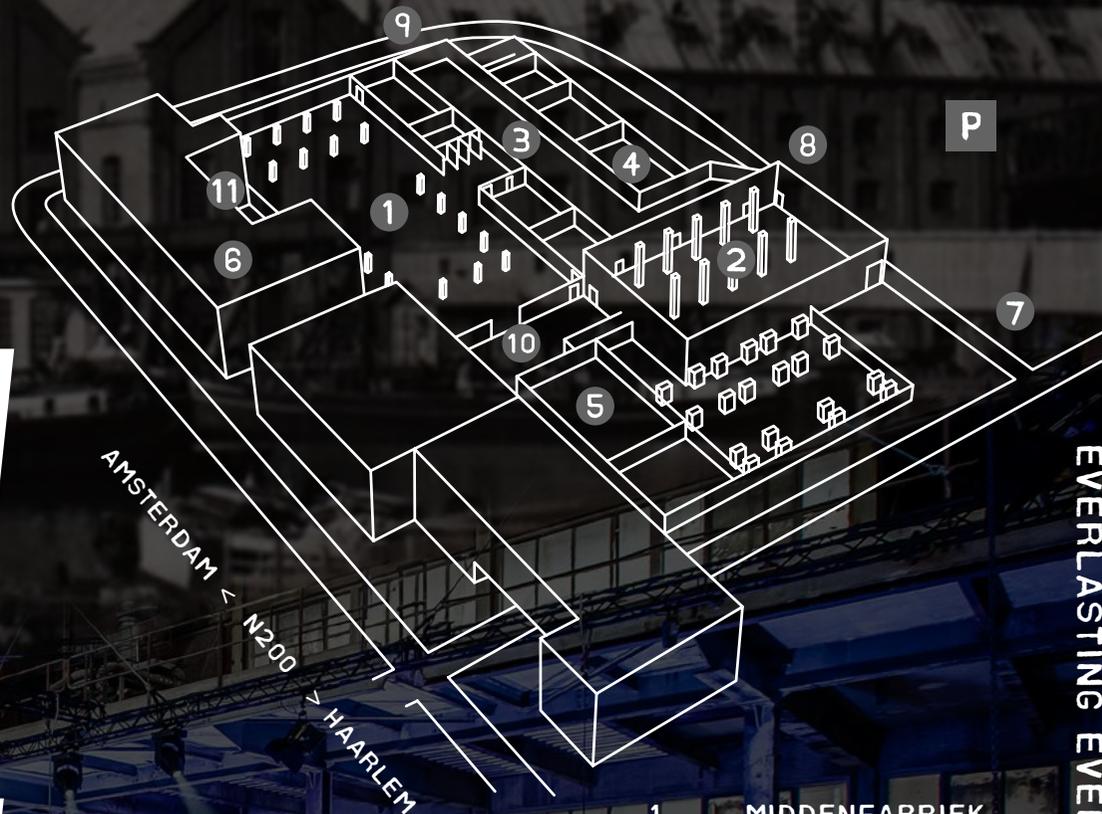


talpa

DUE TO THE APPEARANCE OF THE BUILDING, THE FACILITIES, LOCATION AND GOOD COOPERATION, SUGARCITY WAS THE PERFECT LOCATION FOR OUR PROGRAM.

ICI PARIS XL

THE RAW AND IMPRESSIVE LOCATION PERFECTLY MATCHED THE RAW INDOOR FESTIVAL THAT WE WANTED TO CREATE FOR THE STAFFING PARTY OF ICI PARIS XL



- 1. MIDDENFABRIEK
- 2. PULPPERSLOODS
- 3. BINNENSTRAAT
- 4. BIETENWASRUIMTE
- 5. TURBINEHAL
- 6. PAKHUIS
- 7. MAIN ENTRANCE
- 8. SOUTH ENTRANCE
- 9. EAST ENTRANCE
- 10. NEW YORK STEEG
- 11. BINNENTUIN



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