



LOCATION BOOK 2018

# THE **PERFECT** VENUE FOR YOUR **EVENT**

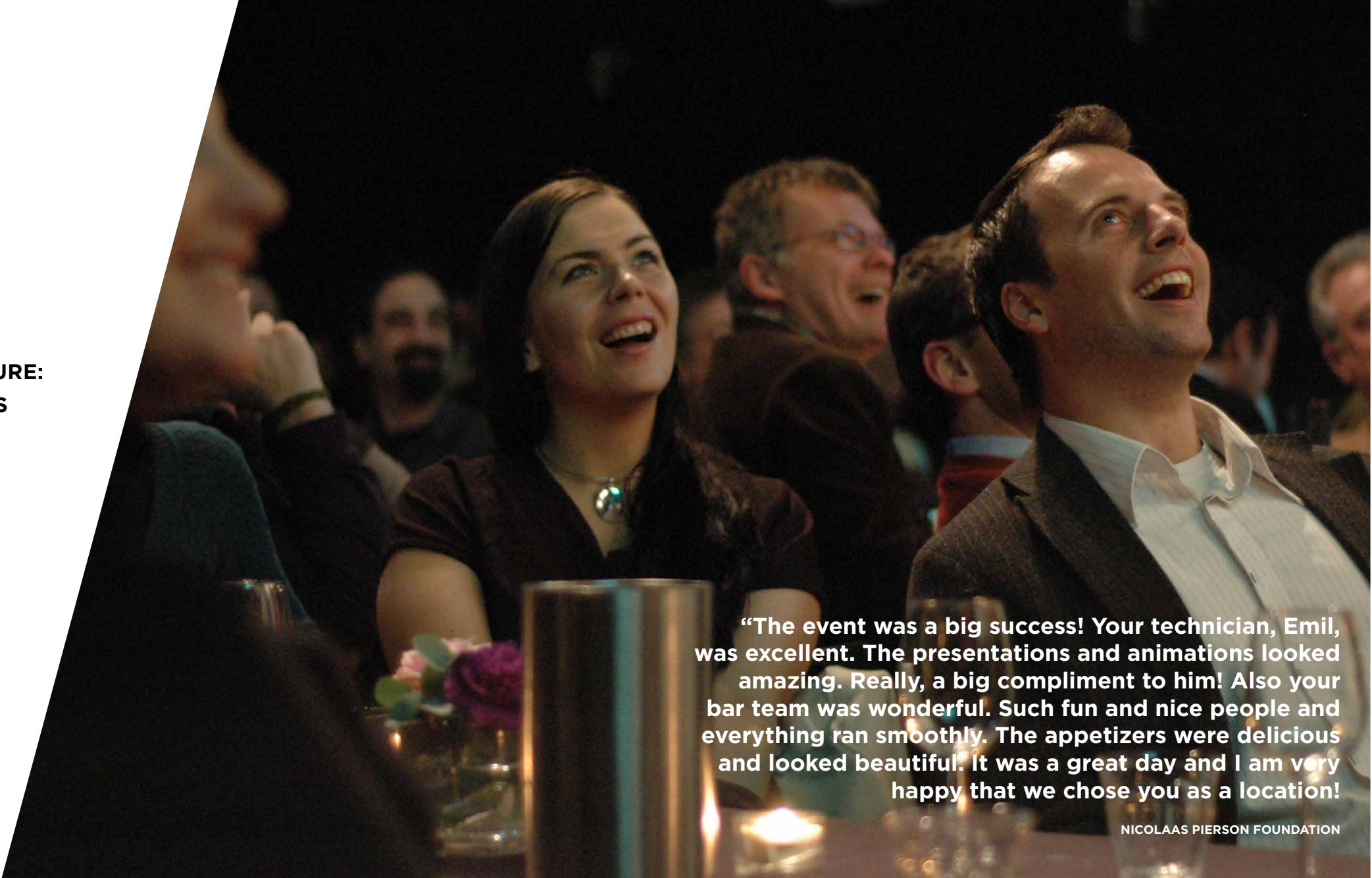


“You guys are awesome to work with, one of the best vendors I’ve had in the last years”

BOOKING.COM

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“The event was a big success! Your technician, Emil, was excellent. The presentations and animations looked amazing. Really, a big compliment to him! Also your bar team was wonderful. Such fun and nice people and everything ran smoothly. The appetizers were delicious and looked beautiful. It was a great day and I am very happy that we chose you as a location!

NICOLAAS PIERSON FOUNDATION

# INTRO

The beautiful Rozentheater is located in the heart of the Jordaan, around the corner from the Westerkerk. This multi-functional venue is a creative meeting place, known for innovative performances and inspiring events.

Our Yes-And approach from improvisational theater applies to everything we do. Instead of ‘that is not possible’, we come up with creative solutions for your production, meeting or event. Our talented events team consists of account managers, performers, trainers, technicians, writers and musicians.

The building has many flexible spaces and in house technical facilities are included. When you have your event in the Rozentheater, much less equipment needs to be rented.

We love to share our passion for events and this great venue. Let’s organize an event together!



“A huge thanks for a very successful ‘Ondernemerscafe’ evening. A majority of people gave the location event a 9+”

RABOBANK

## THE BIG HOUSE

Anyone who enters this room is impressed by the sheer size of the space, the height of the ceilings and the beautiful, industrial look of the theater. The very flexible room can be used for a wide variety of productions. For a performance, the theater is set up with small tables and lights. For a sit down dinner, we set up beautifully decorated tables with linen and flowers. For a conference, theater seating might be best. With chairs that are never fastened to each other, events of every size feel well attended.

The space has a large, semicircular stage with backstage entrances. Three built-in screens means everything is visible for the entire audience with low build up times. The catwalk at the top of the room makes it easy to hang objects, banners or to rearrange the theater lights, creating your own look and feel.



## THE BIG HOUSE INFORMATION

### Dimensions:

- The ground floor has 170 square meters of open seating area.
- The seating/standing room is approximately 13 meters wide and 13 meters long measured from the front of the stage to the beginning of the balcony.
- At the back of the room you have a balcony of 13 meters wide and 4 meters deep. It has three ascending rows for up to 100 seated people.
- The stage is 7.5 meters wide and 4.5 meters deep in the middle. In the middle of the stage there is 1 staircase that enters to the floor. There are 2 doors on stage that lead to the backstage area.

### Number of people per set up

Cabaret setting on the ground floor	230
Cabaret setting including the balcony	330
Seated dinner on the ground floor	200
Theater setting including the balcony	350
Standing event	550



## THE UPSTAIRS THEATER

Walk along the beautiful 100-year-old stained-glass windows and up the stairs to our beautiful and intimate Upstairs Theater. This space is perfect for a variety of performances and presentations. Loose seating means the space is perfect for a sitting, standing (or dancing) public. The theater is also very suitable for workshops and private dinners where you can toast to successes or put someone in the spotlight. The room is equipped with lights, sound, beamer a (small) screen and a private bar.



“We received a lot of positive feedback about Boom Chicago from our guests. We had a fun and successful event”

HEINEKEN INTERNATIONAL

## THE UPSTAIRS THEATER INFORMATION

### Dimensions:

- The dimension of the space is 8 meters wide and 11 meters deep.
- The stage is 6 meters wide and 1.6 meters deep. There is a small space behind the stage of 8 meters wide and half a meter deep so presentators and artists can enter from backstage.

### Number of people per assembly

Cabaret setting	90
Seated dinner	50
Theater setting	110





**THE BAR** The bar is the central meeting place of the Rozentheater, where you can drink, laugh and party at any time of day. With beautiful high ceilings and three different levels it is a cozy place to come together for drinks, a presentation, performance, reception, birthday party or a private dinner under the stained-glass windows.



“I want to thank your team for their cooperation over the last few weeks. We had a wonderful time and look back with pleasure at a great event”

GOOGLE



**THE BAR INFORMATION**

- Dimensions:**
- The bar consists of three levels.
  - The ground floor has a 13 meter long bar with stools and various seating areas.
  - The vida is 4m x 4m.
  - The stained-glass balcony is 32 m².

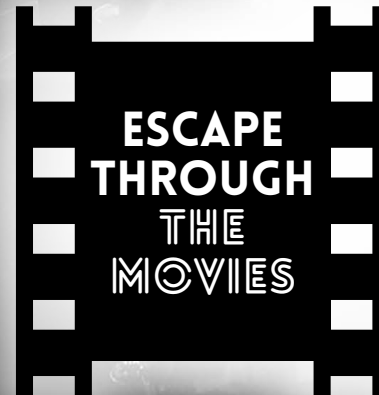


Number of people per set up	
Reception/Standing event	250
Seated dinner on the vida	12
Seated dinner on the balcony	30



## NEW ESCAPE ROOM ADVENTURE: ESCAPE THROUGH THE MOVIES

Boom Chicago is proud to announce our newest creative project Escape Through the Movies. The most innovative escape room in Amsterdam is inspired by the building's original use as a cinema from 1913. The experience begins in the original projection booth and continues into the movies where players race to the thrilling finale. A new group can start every 20 minutes which makes it particularly suitable for larger groups. Everyone starts and finishes in the bar where there are games, puzzles and pinball machines.



THE MOST INNOVATIVE ESCAPE ROOM IN AMSTERDAM!



SEE THE TRAILER HERE

"The escape room was unbelievably fun. Everyone is still talking about it. My expectations were surpassed! The way the actors were so dedicated to the game, how well the spaces are built and how brilliant the puzzles were. Everything fitted well together. There is so much hidden humor in the details. Simply brilliant"

VRIJE UNIVERSITEIT AMSTERDAM





## OTHER SPACES

### Backstage:

Behind the stage is a large 5m x 9m area from which to enter the stage. With a 'decor' of props and costumes, this is a most unusual and creative additional break out room.



### Dressing rooms:

Behind the Big House there are two spacious changing rooms, each a shower and a toilet. These rooms have backstage access.

### Green room:

The large 45m<sup>2</sup> room at the back of the building is a kitchen and is often used by external caterers as a prep area from which the Big House can be served. It is a practical place that is easily served from the Rozenstraat on the back side of the theater. Deliveries can be easily made during the day without going through the theater or bar. It can also be used as a breakout room.



### The box office:

A lockable storage space for organizer valuables.

### Key lockers:

Eight lockers so people can quicker access important items. Keep the keys yourself so there is no need to track down a staff member.



## HISTORY

The Rozentheater opened its doors in 1913 as a beautiful cinema with art deco features. With over 1000 seats it was the largest movie theater in the Netherlands. In 1926 the name changed to the Asta Theater and it was rebuilt for theater productions. During the German occupation all movies were removed from the program because the owner refused to show German propaganda. After the war to 1971 the building again showed films as the Capitol. Since the 1970's the building housed several theater companies, returning to its original name Rozentheater in 2001. The theater was renovated from top to bottom in 2004 and the original open space was restored, with beautiful stained-glass windows visible again.

When Boom Chicago relocated in 2013, the interior was modernised. We built a gallery floor and created a new bar. In the main theater, we removed the bleacher to install a large floor. We added a stage and screens in the center area. In 2017 we renovated the Upstairs Theater and converted it into an intimate performance and workshop space. In 2018, we added our innovative escape room "Escape Through the Movies", which links back to the buildings original function as a cinema.



## HOSTING, MODERATING, WORKSHOPS AND ENTERTAINMENT

No venue has more creative talent in house than Boom Chicago. Here are a few options, and we are happy to brainstorm any other ideas as well:

### Boom Chicago Show

Since 1993 we have been making people laugh with a mix of interactive improvisations, live music and storytelling. Boom Chicago is the breeding ground of international comedy talent like Seth Meyers, Ruben van der Meer and Oscar winner Jordan Peele. The next generation is ready to create something special for you.

You can buy out our theater with a Boom Chicago show for your own private event or we can tailor one to highlight your messages. With humor you can illustrate topics you want to get across so they land better. Because you can approve the content beforehand, you have full control over the content of any performance. We never go over the line.

**“I want to thank you on behalf of the entire AkzoNobel organizing committee for all your support in organizing a fantastic event. Your team was always ready to help and were very flexible and positive. A special thank you to your technician, who is fantastic and was a great support. The tailored sketch at the end to wrap up was hilarious and a perfect way to end the day. We’re still laughing!”**

AKZONOBEL



### Host/moderator

Our hosts add extra energy and fun to what sometimes can be a long program. Because of our great improvisational skills, we can react quickly to any unexpected moments and welcome last minute changes.

### Master of Ceremony

Hosting evening programs and award ceremonies with charm and humor is a speciality. With funny, tailor-made intermezzos, our MCs can make an evening dynamic and exciting.

**See here the video from the tweekers award**

### Interactive energizers

We have many improvisational exercises to match your public and program. We can bring an audience's energy back in the morning, after lunch or at any time.

### Tailored wrap up

We provide a humorous and energetic wrap up of the day, in which the topics and themes are emphasized one final time. Our performers can add last minute input to ensure the perfect finish.

### Escape Room

This is the ultimate team building activity. Solve puzzles together and race to the exciting finale! Because a new group can start every 20 minutes, our Escape Through the Movies is uniquely suitable for events. With a larger group, we can alternate the escape room with an improvisation training. After two hours the groups switch. With drinks and dinner, this is a complete and exciting program!

**“We had really a lot of fun with the escape room. What an experience!”**

HOTELSCHOOL THE HAGUE





“Many thanks for a great workshop yesterday at Boom Chicago. I’ve heard nothing but good things about it from our group (and I immensely enjoyed it myself)”

ACCENTURE

**Adventure Trail**

With this active, customized, two-hour program the participants complete a variety of city assignments in teams to score the most points. These tasks can be anything from photo assignments to solving puzzles. Once your team is back on the Rozengracht, Boom Chicago’s jury assesses the results. Over drinks, snacks or dinners, we play a slideshow of the best photos from the day. This is great team building for any sized group.

**Improvisation Training**

Our exciting improvisation programs provide not only a lot of fun, but also an innovative way to have teams work together to spark new ways of thinking. With the basics principles of improv, we bring out the creativity in a team.

**Presentation Skills Training**

Our actors know better than anyone how to best present oneself to an audience. The more fun you have in presenting, the better your message comes across. Through personal feedback and group coaching we show how participants can improve their techniques and self-confidence. At the end of the session, participants demonstrate immediate progress. Many participants continue these valuable trainings on future dates independently.

“We are very excited about Michael’s pitch training... He is so professional and a great teacher! He knows how to present himself and land the message.”

HILL & KNOWLTON



“Everything was really great! We laughed so hard. It just couldn’t have gone any better. The food was also delicious. My compliments to the crew and the caterer. It was a fantastic experience”

AALBERTS BUILDING INSTALLATIONS

**Catering**

We have no restrictive arrangements with caterers and can work with a variety from our network or yours. Let’s discuss your event so we can choose the best caterer for your event’s style and budget!

**Productions**

The Rozentheater has hosted many different kinds of events including comedy shows, private dinners, congresses, meetings, training programs, television recordings, concerts, Rock & Roll dance events, awards shows, guest productions, weddings, birthday parties, team building sessions, funerals and circus performances. Let’s talk about your event!

**Styling**

You can adapt the appearance of the Rozentheater for your event. There are three large screens in the theater where videos, pictures, or logos can be displayed. You can hang banners from the 10 m high catwalk without ladders or equipment. On the catwalk you can hang up large objects for the wow-factor. The stage decor are fabrics that can be printed and customized for your event for a total stage customization. In the bar we have six steel A0 frames to display your own posters and places for large items. Above the bar is a blank wall where you can project images from a beamer or a series of interconnected beamers.





## THE BIG HOUSE

### Audio:

- Yamaha O1V sound desk
- 1 daub MT300c Amp
- 1 QSC USA 900 Amp
- 6 x EAW JF100e speakers
- 1 x subwoofer
- 2 x Electro-voice ZXA1 active monitors (on stage)
- dbx Driverack PX
- 5 x Sennheiser EW300 wireless microphones (over ear)
- 3 x Sennheiser wireless handheld microphones
- 2 x Imac computers
- ASL intercom system (connects tech bridge-backstage)

### Lights

- Compulite Spark 4D lighting desk
- 2 DMX lines, (1 = dimmers, 1= moving lights & LEDs.)
- 96 dimmers
- 12x Teatro Comma 22/35 spots
- 2x 1000 watt Parcan 62
- 4 x Showtec LED lights (mounted on the walls)
- 4x Showtec Infinity iS-100 moving lights

### Video, beamers and screens:

- 2x Optoma HD26 projector 1920x1080, 3200 ANSI Lumens, (front projection/2 side screens = 3.50m x 1.94m)
- 1 x Optoma HD141X projector 1920x1080, 3200 ANSI Lumens (front projection 8m x 5m)

- Remote control for powerpoint presentations
- All screens have a 16/9 aspect ratio (Powerpoint presentations should be in a ration of 16/9)
- All jpegs should be 1920x1080 pixels
- Movies should be Quicktime with HAP compression.

### Voltage:

- The stage is equipped with two seperate 32- amp power groups
- There is also a 95-amp power group available close to the stage



## THE UPSTAIRS THEATER

### Audio:

- Daub MT300ce Amp
- 2 x SA 27 speakers
- Yamaha O1V96 audio desk
- The same microphones are available for the Big House as well as the Upstairs Theater, depending on the type of productions.

### Lights:

- Ayra light desk.
- 3 x 650 watt profil lights for the stage

### Video:

- Green Slim Casio XJ A251 projector
- Pull down projection screen (4:3)

## THE BAR

### Audio:

- 2 x RCF ART 425-A active speakers
- Music can be played from any portable device (smartphones, tablets or laptops)

### Lights:

- 1 x 30cm Disco ball
- 6 x Red LED par for ambiance

### Video:

- Casio XJ-A251 projector
- Videos can be played from a laptop with a VGA or HDMI input

## OTHER SPECIFICATIONS

### Wifi:

- In the Big House, 120 users can simultaneously use our Wifi. Capacity is 1mbps download speed 512 kbps upload, per user
- Wifi access is available on stage with a capacity of 10mbps download speed and 1mbps upload speed
- The Upstairs Theater has a capacity of 40 Wifi users, 1 mbps download speed and 512 kbps upload speed per user
- In the Bar the Wifi capacity is 80 users, 1 mbps download speed and 512 kbps upload speed per user
- Air conditioning is available through the building

### Cloak room:

- we have enough racks for 350 jackets. Jackets are unguarded.

### Meeting facilities:

- We have two flip charts with enough writing material. If desired, we can arrange pens and notepads in the meeting room at an additional cost.

### Wheelchair access:

- We have a small elevator leading to the Big House, the bar and the toilets. We have a special toilet for people with a walking disability.
- The Upstairs Theater and our escape room space are only accessible by stairs.

### Decor restrictions:

- Loading and unloading can be done at the front (Rozengracht) and back (Rozenstraat) of the Rozentheater. A parking waiver can be requested through City Hall - Centrum of Amsterdam. This waiver will be put on the license plate of the vehicle and has an estimated cost of € 75,-.
- Confetti and helium balloons are not permitted in the theater as it can cause damage to our technical facilities.



Theater rent: Sunday to Thursday	During the day	In the Evening
The Big House	€ 2500,-	€ 3500,-
The Upstairs Theater	€ 950,-	€ 1250,-
Theater rent: Friday and Saturday	During the day	In the Evening
The Big House	€ 2500,-	€ 5500,-
The Upstairs Theater	€ 950,-	€ 1500,-

## Information:

- Day times are considered 09:00 - 18:00. In the evening from 19:00 - 00:00.
- All prices are excluding VAT.
- Rent prices include the use of all in-house technical facilities.
- For private events in the Big House a minimum of 125 people is needed in the evening during the week. On weekends this is 175 people.

## Bar:

- The bar is for hire and we work with bar guarantees and or a bar minimum.

Extra	
Technician	€ 45,- per hour ex. VAT
DJ Set	€ 325,- ex. VAT
Security/host at the door	€ 37,50 per hour ex. VAT
Guarded cloak room	€ 18,50 per person per hour

Entertainment	per hour ex. VAT
Boom Chicago regular show	€ 3250,- max 60 minutes
Tailored sketch	€ 1900,- per sketch, we recommend at least 2
Master of Ceremony including a briefing meeting	€ 2750,-
Customized wrap up	€ 1450,-
Interactive energizer	€ 275,- per exercise
Training team building or presentation skills	€ 1250,- (2 hrs, per trainer)
Adventure trail starting	€ 39,50 per person
Escape Room starting	€ 37,50 per person

Catering: drinks	per person
Welcome bubbles	€ 5,50
A glass of Champagne	€ 8,50
Cocktails from	€ 7,50
Coffee/tea buffet, reception	€ 9,50
Coffee/tea buffet, whole day	€ 17,-
Drink deal Dutch bar per hour	€ 7,50
Drink deal Dutch bar per 4 hours	€ 27,50
Catering: food	
Breakfast from	€ 8,50
Lunch from	€ 15,-
Dinner from	€ 29,50
Buffet from	€ 25,-
Bites from	€ 5,-

## Information:

- All prices are excluding VAT
- All prices exclude the rent of materials, mastic and tables for dinner
- F&B staff @ € 25,- excluding VAT per person, per hour

“It was good that Boom Chicago was part of our program to plan our upcoming merger. Pep and Andrew really made the difference. The result is an entirely new level of commitment within our team and has enabled us to realise the right way of communicating between ourselves. It was absolutely worth it and we will invite you back again in the future!”

AHOLD, DELHAIZE





# HOW TO GET TO BOOM CHICAGO

**Public Transport:** Tram 10, 13, 14, 17 plus bus 347 and 357 stop two minutes away. Bus 397 reaches our theater directly from Schiphol airport every ten minutes.

**Parking:** The Q-park garage is a 5-minute walk to the theater and has 700 parking spaces. (Expensive) street parking is also available in the Jordaan. We can also offer valet parking via WeParc.

**Arrival by boat:** the best landing place is at the Westerkerk. It is about a 7 minute walk to our theater. Our hosts will be awaiting your arrival to take you to the theater.

**Arrival by bus:** touring cars can stop in the front of the door to let guests out. Your pick-up is no problem.

**Go for more information see: [boomchicago.nl/contact](https://boomchicago.nl/contact)**



**Rozengracht 117 | 1016 LV Amsterdam**