

GASSAN IS VERY ACTIVE IN THE FIELD OF **EVENTS**. WE MAINLY ORGANIZE CONSUMER AND BUSINESS TO BUSINESS EVENTS.

Per year GASSAN take part in 300 events per year, nationally and internationally. Depending on brand, target group and occasion GASSAN will make a fitting proposal, either standalone brand event or multiband event.

Of course we offer much more than just a location for any event, the historical building in the center of Amsterdam shows international allure and is very suitable for product launches, meetings, presentations and (formal) receptions. Due to the fact that we have been working together with our partners for years we have gotten experience in planning events and know exactly what our clients wish. We can fulfill all needs when it comes to catering, music and furniture. We can also add an extra item to the in-house programs like a watch or diamond workshop.



Champagne & Diamond Surprise Cocktail

You can combine this experience with a Champagne & Diamond Surprise Cocktail. Depending on your budget, there will be for example one genuine diamond in one of the glasses, and the rest of them will carry a zirconium (synthetic stone) inside.

Once everybody has enjoyed the champagne, a diamond expert will check the stones and consequently find the lucky person. This promotion brings a lot of excitement, also to a “sophisticated” incentive travel participant.

A Brilliant Experience at GASSAN Diamonds

A ‘Brilliant Experience’ at GASSAN Diamonds starts with a guided factory tour with many wonderful details. This is an exciting opportunity to see diamonds being crafted through all stages. You will admire diamond polishers at work while the guide explains where diamonds are found and what stages a diamond goes through before it is transformed into the most dazzling brilliant.

Subsequently, you will be given an explanation as to what factors determine the quality of diamonds and their related value. In our showroom loose polished diamonds are shown in various sizes and qualities.



Watch lecture

For a group with a maximum of 50 people, a watch expert will give a special lecture about the Haute Horlogerie. He will explain the latest techniques, design, trends and developments of watch making. Also an exclusive collection of watches will be shown. It is also possible to give a lecture about a single brand.

Watch lecture

A watch expert will give an insight of Haute Horlogerie. He will explain the latest techniques, design, trends and developments of watch making. Also an exclusive collection of watches will be shown. It is also possible to give a lecture about a single brand. A collection of special and exclusive watches will be shown at your location.

Diamond workshop

A diamond expert explains where diamonds are found and what stages a diamond goes through before it is transformed into the most dazzling brilliant. Subsequently, you will be given an explanation as to what factors determine the quality of diamonds and their related value. After this explanation the diamond expert will show some loose polished diamonds are shown in various sizes and qualities.

Champagne & Diamond Surprise Cocktail

At your location your guests will be welcomed with a glass of champagne. Once everybody has enjoyed the Champagne, a diamond expert will then check the stones and consequently find the lucky person. To organize this event at your location, the diamond experts and travel expenses will be charged. One expert inspects 100 glasses in one hour. Due to logistical reasons GASSAN Diamonds will not provide the champagne and glasses.

Jewelry cleaning by a goldsmith of GASSAN Diamonds

In a special small booth a goldsmith of GASSAN Diamonds cleans the jewels of your guests. After inspecting the pieces of jewellery, he will clean the jewels and after it sparkles as new!



Business to Business activities

Next to custom made programs for your company, GASSAN Diamonds can provide in special Business to Business activities. To give you an impression of the possibilities, a list of activities is included. We would like to emphasize that as GASSAN Group we are always interested in your suggestions.

- Organize a special custom made arrangement including a car & courtesy service (your guests will be picked up and brought back to their hotel).
- Promotional flyers of GASSAN Diamonds at desks or in gift bags.
- Advertisement at keycards, maps, or (hotel magazines or brochures of a convention eventually in cooperation with an exclusive watch or jewelry brand.
- An advert for a special arrangement for the guests of your hotel or convention.
- A promotional movie of Amsterdam City of Diamonds which can be shown at the information channel in the lobby of the hotel or in the room.
- Tailor made gifts and premiums of venerable quality. We do not only offer products, but services as well, for example supporting anniversary programs and the after sales service.
- A small gift at the hotel room for your guests.
- Special promotional activities with a special offer for Easter, Mother's day, Father's day or Christmas.
- Arrangements in cooperation with GASSAN Diamonds will be published at the website.
- Organize events for employees of your company with the purpose of teambuilding.
- Banner/link and new information on www.gassan.com, Facebook and Instagram.
- Digital newsletters sent out four times a year with a special offer.
- Advert in the GASSAN Magazine (€ 1.000,- visual, € 1.500,- 1/1 page, € 3.000,- 2/1 page).
- Visual merchandising in one of our sales locations.

Pricelist for “Champagne & Diamond Surprise Cocktail” and other alternatives:

Coffee Shop:

Coffee /Tea & Pastry (per person)	€ 5,00
Coffee /Tea & Petit Fours (per person)	€ 5,00
Coffee /Tea & Petit Fours with company logo (per person)	€ 5,00
Coffee /Tea & Cake (per person)	€ 3,50
Lunch (per person)	€ 15,00
Soda drinks (per glass)	€ 2,50
Orange juice (per glass)	€ 2,50
Wine (per glass)	€ 3,50

(please note that possibilities are limited during the high season)

Showroom:

Luxurious salted cookies and nuts (per person)	€ 2,25
Cheese snacks	price on request
A dinner tray of fish	price on request
Luxurious canapés (per piece)	€ 5,00

“Champagne & Diamond Surprise Cocktail”:

Champagne “Perrier-Jouët”	€ 36,00
Méthode Champenoise “Pinot”(per bottle)	€ 18,00
Zirconia’s (€ 2,25 a piece)	€ 2,25
GASSAN 121 cut diamond 0.12 ct F/G SI	€ 330,00

“Champagne & Diamond Surprise Cocktail” on location:*

Prices of the GASSAN 121 cut diamond and the zirconia’s are as mentioned above.

Diamond expert on location before 6 pm (per hour)	€ 50,00
Diamond expert on location after 6 pm (per hour)	€ 100,00
- Excluding preparation 30 minutes before and after the event	
- The time to travel will be amounted	
Travelling costs (per km.)	€ 0,60

*A “Champagne & Diamond Surprise Cocktail” on location can only be booked on request

Due to logistic reasons GASSAN Diamonds cannot arrange champagne glasses and/or champagne.