UP EVENTS .NL

WINTER 2023/2024



ONLY WAY UP.

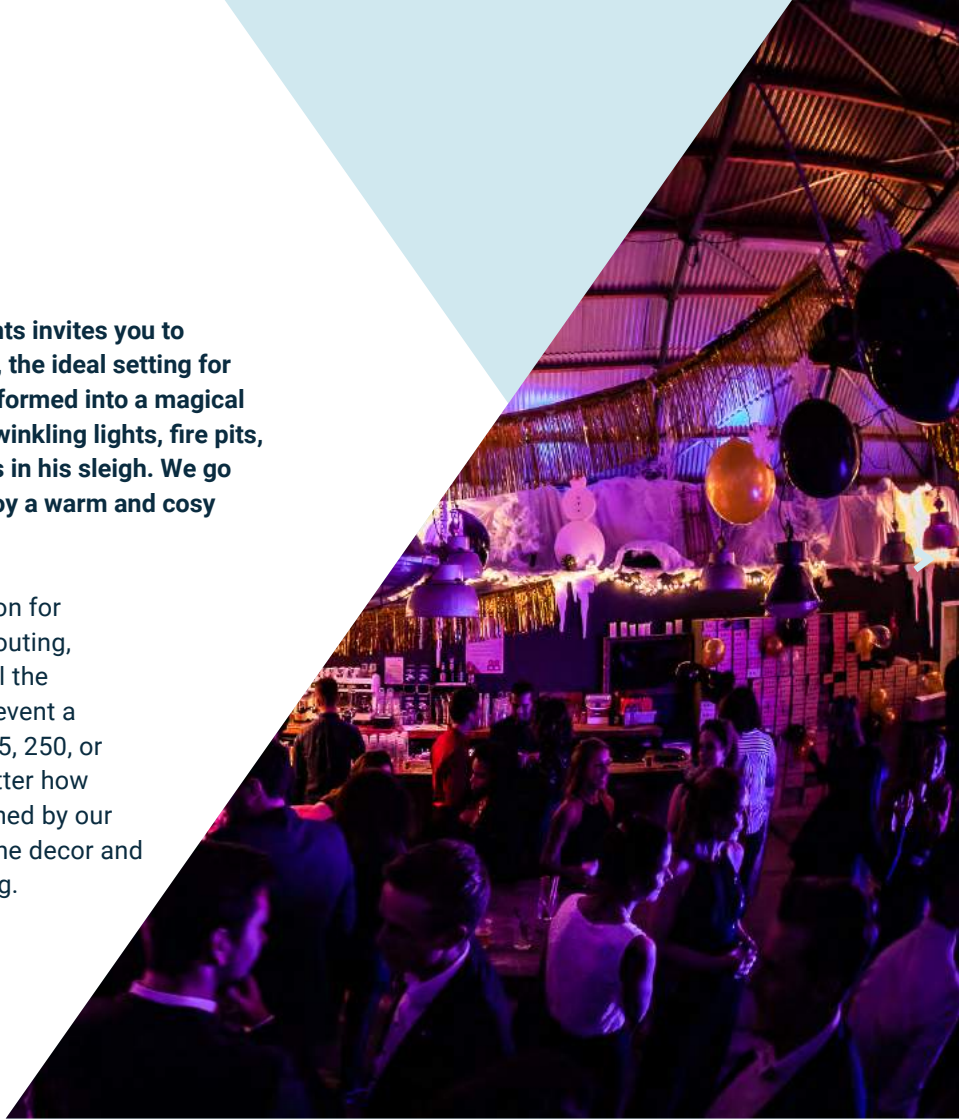
WELCOME
PACKAGES
MEETINGS
LOCATIONS
ACTIVITIES& UPGRADES
FOOD & BEVERAGES
CONTACT

keep
it cool

WELCOME
AT UP EVENTS

During the winter months, UP Events invites you to experience our winter wonderland, the ideal setting for all your events. Our venue is transformed into a magical winter landscape, complete with twinkling lights, fire pits, mulled wine, and even Santa Claus in his sleigh. We go to great lengths to ensure you enjoy a warm and cosy atmosphere.

Are you seeking the perfect location for a meeting, conference, corporate outing, or seminar? UP Events provides all the necessary facilities to make your event a success, whether you're hosting 15, 250, or 5,000 guests. Every detail—no matter how big or small—is meticulously planned by our seasoned event producers, from the decor and top-tier activities to gourmet dining.



keep
it cool

WINTER WONDERLAND
AT UP EVENTS

Enjoy tailor-made events with your family, friends, and/or colleagues in an enchanting setting. Immerse yourself in an atmosphere complete with drinks, appetisers, a winter menu, and the perfect company—celebrating your winter festivities in a way you've never experienced elsewhere.

All our spaces are ideally suited for team-building activities such as our Winter Games, Laser Tag, Ice Sculpting Workshops, Virtual Reality experiences, or our thrilling Escape Challenge: Morte Frio.



With 45,000 square meters of space, the UP Events venue is truly an immersive experience. You'll quickly feel at home and it's an experience you'll be talking about for a long time to come.



WE'VE GOT IT ALL FIGURED OUT



winter wonderland

PACKAGES

End the year in style and kickstart the new one with a bang!



WINTER WONDERLAND 1

A perfect way to close out the year or kick off the new one, with **Winter Wonderland 1**

- winter menu 'Populair'
- various activities
- a DJ
- a polaroid photobooth

Allow yourself to be surprised during this wintry event!

starting price **99,95** p.p.

Read more



WINTER WONDERLAND 2

With the **Winter Wonderland 2** package, you won't be left wanting.

- winter menu 'Deluxe'
- a welcome drink and snacks
- various activities
- smash 'n Roll ice-creams
- silent disco
- a DJ
- a Polaroid photobooth

starting price **129,95** p.p.

Read more



WINTER WONDERLAND 3

Enjoy **Winter Wonderland 3 to the max!**

- winter menu 'Deluxe' with a 6-hour drink package including craft beer
- a welcome drink and snacks
- various activities
- smash 'n Roll ice-creams
- arcade cabinet, karaoke and a magician
- a cocktail bar
- DJ, photobooth, and aftermovie

starting price **199,95** p.p.

Read more

winter wonderland

PACKAGES

End the year in style and kickstart the new one with a bang!



ADD UP WINTER 1

A fully catered winter outing.

- 1 activity of your choice
- 3 drinks per person
- winter menu 'populair'

Will you opt for an exciting VR Challenge 'La Casa del Dinero' or would you rather play a round of air hockey?

starting price **68,48** p.p.

Read more



ADD UP WINTER 2

With the **ADD UP Winter 2** package, you get just a bit more.

- welcome drink and snacks
- 1 activity of your choice
- winter menu 'Populair'
- 3-hour drink package

starting price **93,05** p.p.

Read more



ADD UP WINTER 3

Can't decide between activities? Then **ADD UP Winter 3** is for you

- welcome drink and snacks
- 2 activities of your choice
- winter menu 'Popular'
- 3-hour drink package

starting price **123,-** p.p.

Read more

winter wonderland

PACKAGES

End the year in style and kickstart the new one with a bang!



ADD UP WINTER PARTY

Our Winter Wonderland Party package: a spectacular mix of wintry activities set in a magical ambiance.

- 2 activities
- 6 drinks per person winter menu 'Populair'
- snack platter
- a DJ

starting price **105,29** p.p.

Read more



CONGRESTIVAL

Organize your own winter 'congrestival' with UP Events! Experience the best of both worlds: the formality of a business conference combined with the excitement of a winter festival.

We have carefully curated a package to get you started. This package can be expanded with our UPgrades.

starting price **99,95** p.p.

Read more

Interested in discussing the details for a customized Winter Event?

No problem; give us a call at +31(0)20 463 5850

We're happy to speak with you or schedule a site visit!


time for
a bonfire
reach for
the stars

let's
meet up

MEETINGS

Looking for the perfect venue for your next meeting or event in Amsterdam? Look no further than UP Events. We offer a unique experience, especially during the chillier winter months. Our meeting spaces aren't just practical; they also come alive with winter-inspired decorations, creating a warm and inviting atmosphere.

Dive into our diverse selection of winter-specific team-building activities and workshops—there's something for everyone. And when it comes to food? Enjoy anything from a quick breakfast or snack box to a sumptuous winter feast filled with seasonal treats. And guess what—the parking's free!

With a track record of organizing over 500 meetings each year, we're ready for anything. Not sure which package is the right fit? Let's chat.

Reach out at +31(0)20 463 5850 to discuss your options or even better, schedule a tour to feel the winter vibes for yourself.!

We've got the coffee ready!





ALL MEETING PACKAGES INCLUDE AN EVENT MANAGER AND:



Wifi



Location rental



Unlimited coffee, tea, soda & water



TV screen/ beamer



Microphone



Music/sound system



Clicker / pointer



HDMI connection



Conference box



Flipchart



Sanitation



Air conditioning /pellet stove

let's meet up

MEETING PACKAGES



MEETING PACKAGE A

With meeting package A, we offer the perfect solution for short business meetings.

- Location rental 4 hours
- Snackbox
- Unlimited coffee, tea, soda & water

starting price **39,50** p.p.

Possibility to extend with lunch

Read more



MEETING PACKAGE B

With Meeting Package B at UP Events Amsterdam, you have everything you need for a successful meeting.

- Location rental 8 hours
- Snackbox
- Lunch
- Unlimited coffee, tea, soda & water

starting price **77,95** p.p.

Read more



MEETING PACKAGE C+

Start the day in an inspiring environment where you can have undisturbed meetings. After the meeting: time for action and fun!

- Location rental 8 hours
- Snackbox
- Lunch
- Unlimited coffee, tea, soda & water
- 1 team building activity

starting price **99,95** p.p.

Possibility to extend with a bbq

Lees meer →

LOOK UP AT THE STARS



little paradise

LOCATIE / LOODS 4, 5 EN 6

For smaller groups, **Loods 4, 5, and 6** are ideal. You can hold meetings for up to 50 people or organize a company party for 70 colleagues. During the cold winter months, UP Events transforms into a warm winter paradise. Enjoy drinks, appetizers, and seasonal activities while feeling as if you're in a true Winter Wonderland.

Loods 4 →

Loods 5 →

Loods 6 →

CAPACITY

Inside: 70 m²
Outside: 70 m²
Plenary: 50 individuals
Party: 70 individuals

The capacity of Loods 6 can easily be increased by merging it with the adjacent Loods 5.











little paradise

LOCATIE / LOODS 7











Loods 7 is rugged and robust, fully equipped, and suitable for groups of up to 400 people. Planning a plenary session or workshop followed by dinner and a company party? With the included lighting and sound systems, everything will go smoothly! Enjoy the winter ambiance that UP Events has to offer.

*DJs and live acts are possible upon consultation.

*DJs and live acts are possible upon consultation.

Loods 7 →

CAPACITY

Inside:	275 m²
Outside:	275 m²
Plenary:	200 individuals
Party:	400 individuals

party time

LOCATION / WINTERLODGE 1

From November to February, we transform our BeachclUP into a **Winterlodge**, offering endless options for an amazing winter festival.

This space is perfect for large gatherings and/or meetings. Combine this with one of our activities, a cozy drinks reception, our luxurious winter menu, or an extensive lunch.

Read more →











CAPACITY

Inside:	300 m²
Outside:	450 m²
Plenary:	450 individuals
Party:	500 individuals

The indoor capacity of BeachclUP 1 can easily be scaled up in combination with the accompanying terrace. If necessary, we can also expand with stretch tents or the nearby 'loodsen'.

party time

LOCATION / WINTERLODGE 2











Winterlodge 2 is situated next to the Robinson Crusoe area Here, you can organize your own event, host drinks receptions, and even play the Winter Games.

The venue is fully wind and waterproof, ensuring that you can enjoy a fantastic event even on the chilliest of days—such as one of our notorious Après-ski parties.

Read more →

CAPACITY

Inside: 200 m²
Outside: 300 m²
Plenary: 230 individuals
Party: 300 individuals

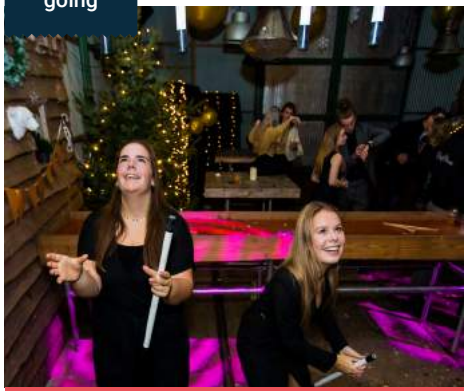
The indoor capacity of BeachclUP 2 can easily be scaled up in combination with the accompanying terrace. If necessary, we can also expand this venue with stretch tents or the nearby 'loodsen'.

CAN YOU KEEP UP?



just keep going

ACTIVITIES & WORKSHOPS



WINTER GAMES

Experience a day full of winter fun during our Winter Games! Whether you're testing your agility in catching icicles, measuring your strength in a game of 'ski-pants hanging,' or showing off your aim in Icicle Darts, there's something for everyone.

Add in a beer sliding competition and warm mulled wine, and you've got the recipe for a fantastic day!

Read more →

Interested in these games as activation? Contact us.



HACKATHON

Experience the unique Hackathon team building game at UP Events!

Solve puzzles as a team and crack the source code. The game is suitable for any group size and lasts 75 minutes. It can be combined with other activities and can be played exclusively at UP Events.

Read more →



CHAIN REACTION

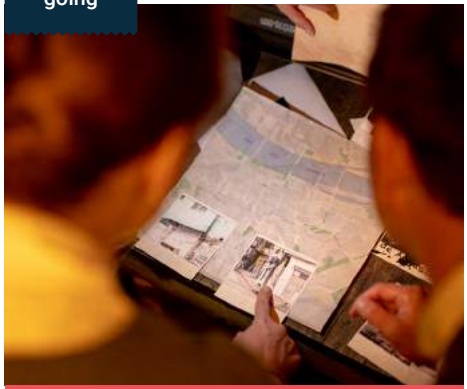
The chain reaction is inspired by the Rube Goldberg machine. This is a mechanical device that works in a complex way to achieve a simple task.

Participants will have the opportunity to build skills in communication, collaboration and trouble shooting. All this while working together to build a seamless device.

Read more →

just keep going

ACTIVITIES & WORKSHOPS



MORTE FRIO

In the thrilling escape challenge Morte Frio, you'll compete in guerrilla-themed teams to be the first to open the final chest. Teams have their own setups and can give each other hints—or misleading clues.

The tension and competition rise as the clock ticks. Which team will crack under pressure and which will open the final chest to win the game?

Read more →



CASA DEL DINERO

Experience the hit series for yourself with the Casa del Dinero VR Challenge! Armed with VR goggles and a team of bank robbers—made up of your teammates or colleagues—you'll attempt to rob the Royal Mint of Spain.

Under the guidance of El Profesor, you'll need to solve challenging puzzles to successfully complete the heist!

Read more →

New!



SECRETS OF THE PYRAMID

In our latest VR challenge, Secrets of the Pyramid, you'll step into the shoes of Dr. Crayfield's brave students.

He's gone missing during his research in the Pyramid of Nefaru. Can you complete his life's work and survive this thrilling journey through the pyramid?

Read more →

just keep going

ACTIVITIES & WORKSHOPS



VR-GAME COPS AND ROBBERS

Will you be the Cop or the Robber? Each character comes with its own challenges.

Shoot down hatches, crawl, fly, and duck through the levels to catch the most criminals, or evade the police instead!

Which team will score the most points?

Read more →

Interested in these games as activation? Contact us.



ARCADE HALL

Awesome arcade games at your corporate event! Relive the good old days with unlimited access to the best arcade games.

How about classics like Pac-Man, Metal Slug, Flappy Bird, or Donkey Kong?

Read more →

Interested in these games as activation? Contact us.



ICE SCULPTURES

Create your own ice sculpture in this amazing ice sculpting workshop! In pairs, you'll design and bring your artwork to life. Armed with a hammer and chisel, you'll chip away pieces of ice to create a beautiful sculpture.

You can even suggest a theme—how about crafting your company logo in ice with your colleagues?

Read more →

just keep going

ACTIVITIES & WORKSHOPS



CARICATURE DRAWING

This workshop is perfect for corporate outings, bachelor/bachelorette parties, and family get-togethers. No drawing experience is needed, but a good sense of humor certainly helps! Our instructor will teach you the tips and tricks for sketching funny caricatures of your friends or colleagues.

Extra tip: huur een karikaturist in tijdens jouw bedrijfsevent die gasten tekent

Read more →



CLAY HEAD SCULPTING

A hilarious and effective team-building activity where you create a clay head of a colleague, friend, or teammate.

Even those who think they're not creative will achieve fantastic results. It's the perfect keepsake to remember a fun-filled experience with your team!

Read more →



ADDITIONAL ACTIVITIES

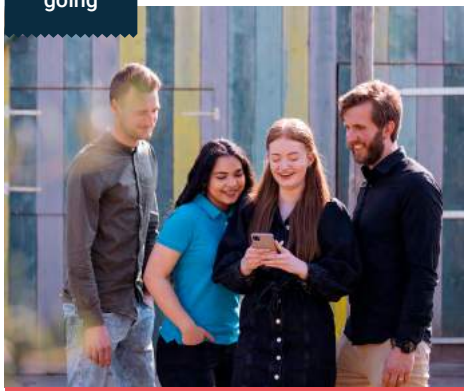
In this winter brochure, you'll find a range of activities perfect for the winter season. But that's not all we offer! If the weather permits, our other activities like archery, laser tag, and bubble soccer are also available.

Have specific wishes or ideas? We're happy to work with you to make it an unforgettable day.

Read more →

just keep going

ENERGIZERS



INTO FRESH AIR

Looking for an energetic break during an event, meeting, or conference in the chilly season?

Braving the crisp winter air and indulging in some frosty activities not only boosts concentration and productivity but also ensures participants return with a warm glow of renewed energy and a sharper mind.

Read more →



MEET & CONNECT

MEET & CONNECT is a mobile phone game designed to help people get to know each other. Featuring 12 challenges, each played with a different partner, it's the perfect icebreaker for your winter meeting, conference, or event.

Warm up your gathering by breaking the ice in a fun and interactive way!

Read more →

IT KEEPS GETTING BETTER



it's getting better

UPGRADES



WARM WINTER WELCOME

Cold fingers? We've got the warmest of welcomes to fix that!

You'll be treated to a delicious cup of mulled wine, or—for those with a sweet tooth—a generous mug of hot chocolate topped with a dollop of whipped cream.

Bet you'll be toasty warm again in just a few minutes!

Read more →

WINTER GAMES AS ACTIVATION

Guaranteed fun with the Winter Games. Experience the atmosphere of après-ski while staying active in a winter setting. The Winter Games feature a variety of activities such as catching icicles, ski-pants hanging, and a beer sliding competition. It's a festive way to enjoy the season!

Read more →



POLAROID PHOTOBOOTH

Make your corporate party or festival extra special with our polaroid photobooth!

With themed props, you can snap a fun photo and print it on the spot. And the best part? You'll also receive all the photos digitally after the event.

Now that's what we call an UPgrade!

Read more →



it's getting better

UPGRADES



SILENT DISCO

Silent disco is perfect for any event. Each participant receives their own set of headphones and can either groove to the same playlist or choose their own individual tunes.

It's hilarious to occasionally remove your headphones and see how everyone is dancing to their own beats. It adds a personal and entertaining touch to any gathering.

Read more →

POFFERTJES/WAFELKRAAM

No event is complete without satisfying your hunger. For the ultimate snack, head to our quintessentially Dutch poffertjes and waffle stand. Whether you opt for a waffle with your choice of topping or a portion of poffertjes sprinkled with powdered sugar and melted butter, you'll be ready to dive back into the festivities.

Read more →



APRES SKI KARAOKE CARAVAN

Got a gap in your event schedule? The Karaoke Caravan is the perfect solution! This caravan comes fully equipped to turn your event into a hit party.

Belt out your favorite tunes together and find out who among you has the most vocal talent. It's a fun and engaging way to liven up any gathering.

Read more →



it's getting better

UPGRADES



TRANSPORT

Looking for reliable and flexible transportation for your event at UP Events? We've got it all covered—from luxury cars to coaches, catering for groups ranging from 2 to 2000 people. Our drivers and hostesses ensure a seamless journey, whether you're coming from Amsterdam Sloterdijk, Schiphol, or any other location.

Lees meer →



COCKTAILBAR

What's better than ordering a refreshing cocktail from your very own cocktail bar? Our cocktail bar serves up the most delicious drinks, crafted just for you. To cater to various tastes, a range of cocktails are expertly mixed by our professional bartender.

No great party is complete without festive cocktails.

Read more →

SMASH 'N ROLL ICE CREAMS

Experience the Joy of Ice-Rolls with Looping Good! Add a sprinkle of fun to your corporate event by featuring our interactive 'ice-booth.' Get ready to be wowed by the smashing and rolling technique that turns liquid into delicious ice-creams right before your eyes!

Trust us, this trendy treat will be the talk of the party, delighting your guests and elevating the entire event!

Read more →



MNOM, MNOM, MNOM.



mnom
mnom

BREAKFAST & LUNCH



BREAKFAST

€17,50 p.p.

- Freshly baked butter croissant
- French rolls
- Chocolate chip cookie
- Organic yoghurt
- Fresh hand fruit
- Apple or orange juice
- Mature cheese
- Variety of sweet toppings

LUNCH

€17,50 p.p.

- Luxury beef carpaccio sandwich
- Luxury cheese sandwich
- Blueberry quinoa salad
- Fresh hand fruit
- Apple or orange juice
- Mini muffin

LUNCH VEGA

€17,50 p.p.

- Luxury pesto/mozzarella sandwich
- Luxury cheese sandwich
- Blueberry quinoa salad
- Fresh hand fruit
- Apple or orange juice
- Mini muffin

mnom
mnom

DRINKS



SNACKS*

- Bitterballen
- Cheese sticks
- Chicken nuggets
- Mini cheese soufflé

€6,50
Per person

SNACK PLATTER*

- Grilled chicken sausage
- Spinata romana
- Cheese with fig dip
- Marinated olives
- Snack tomatoes
- Seedless dates
- Blue grapes
- Different tapenades
- Savory toast

€7,50
Per person

* Also available in a vega variant

mnom
mnom

FOOD



vanaf
€34,88
p.p.

WINTER MENU POPULAIR

- Steak
- Chicken Schnitzel
- Shrimp Skewer
- Beef Meatball
- Beef Stew
- Grilled Vegetables, Bell Pepper, Potato Gratin, Asparagus, and Salads +

WINTER MENU DELUXE

vanaf
€39,24
p.p.

- Steak
- Salmon
- Chicken Schnitzel
- Shrimp Skewer
- Beef Meatball
- Beef Stew
- Grilled Vegetables, Bell Pepper, Potato Gratin, Asparagus, and Salads +

€3,00
p.p.

ADDITIONAL OPTIONS:

- Fresh fries with mayonnaise
- Petit fours

Menukaart →


keep calm,
keep UP
ONLY
WAY
UP.

all you need is UP

CONTACT AND ROUTE

SALES

- Phone number: +31(0)20 4635850
  E-mail adress: hello@upevents.nl

ADRES

- UP Events
  Tom Schreursweg 8
  1067 MC Amsterdam

PUBLIC TRANSPORT

- Bus 21 Amsterdam CS towards Geuzenveld. Get off at the Lidl/ Aalbersestraat stop. Then turn right and walk out onto Cornelis Outshoornstraat. Walk into Tom Schreursweg, you will see UP Events immediately on your right.

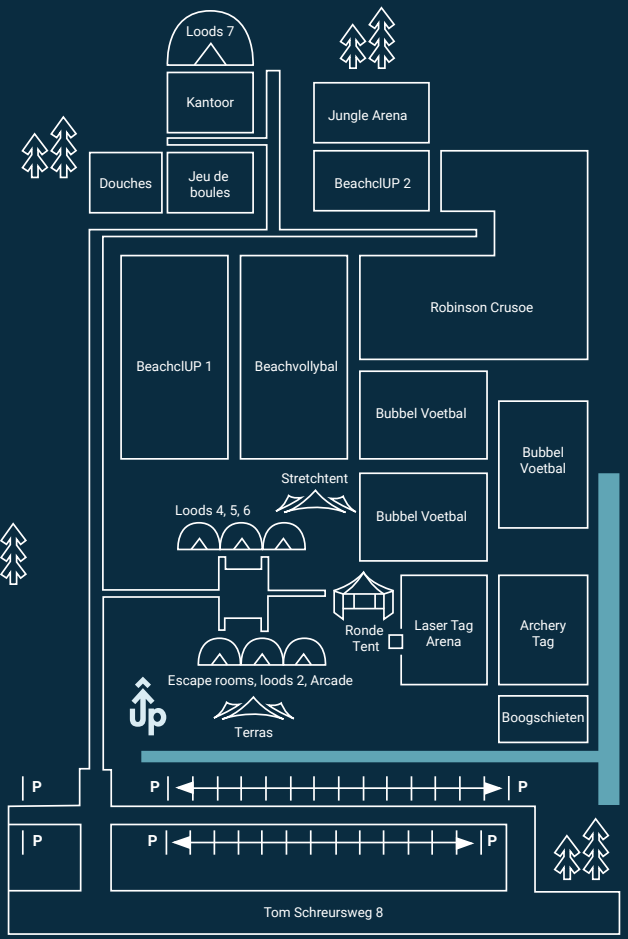
PARKING

- Uniquely in Amsterdam: for free, really!















Locatie	Afmetingen	Plenair	Feest	Privé Terras
Totaal Locatie	**45.000 m²**		**5.000**	
Loods 2	70 m² (7x10)	45	70	70 m²
Loods 4	70 m² (7x10)	45	70	70 m²
Loods 5	70 m² (7x10)	45	70	70 m²
Loods 6	70 m² (7x10)	45	70	70 m²
Loods 7	275 m² (10,5x25	200	400	275 m²
BeachclUP 1	300 m² (10x30)	450	500	450 m²
BeachclUP 2	200 m² (8x25)	250	300	300 m²
Round Tent	65m² (ø 9)	40	70	70 m²
Strechtent	150 m² (15x10)	60	100	50 m²
Terras	150 m² (15x10)	60	100	50 m²

TIME TO CHILL

