



JAARBEURS

Discover the event location of the Netherlands

To organise a special gathering of any type or size, Royal Jaarbeurs in Utrecht is truly the place to be. Having won the Best Conference Venue award in the Netherlands on multiple occasions, Royal Jaarbeurs is the ideal location for your congress, business event, symposium, exhibition or meeting.

jaarbeurs.nl/en/organiser



Welcome to the world of Royal Jaarbeurs

Location is a key factor in organising a genuinely successful event. Choosing Royal Jaarbeurs means that everything is taken care of in terms of originality, accessibility and parking with additional benefits like catering and personal service assured.



Easy to reach

Royal Jaarbeurs is located right next to Utrecht's central train station and easy to reach in an eco-friendly way with public transport.

It also has over 3,000 parking spaces and more than 40 EV chargers.



Over a century of experience

The very first Jaarbeurs event was held in 1917 by a company set up to promote trade & industry and stimulate prosperity. Well over a century later, this remains the driving force behind Royal Jaarbeurs today.



Tasty and sustainable catering

We mainly serve vegetarian dishes while continuously designing fresh menus together with leading chefs and sustainable partners.

Local products are used whenever possible along with seasonal vegetables.



Personal service

Customers appreciate our personal, proactive and enthusiastic employees, all of whom are dedicated to making your event a success.

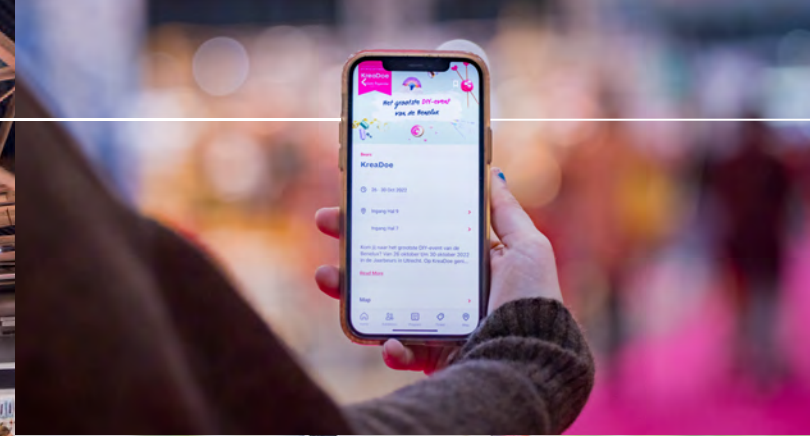
Your account manager will also be your event manager, offering you the convenience and reliability of one fixed point of contact. A partner who will come to know you and your event inside out, provide you with clear advice and ensure all your goals are met.

Duurzaamheids
THEATER

JAARBEURS

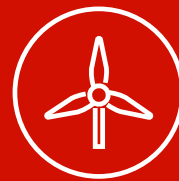
Our core values

We believe in creating a place where everyone can come together in meetings that stimulate growth. Royal Jaarbeurs creates spaces that help us develop as people, organisations, companies and markets in a friendly, sustainable and innovative way, both in-person and online. Located in the centre of the Netherlands and at the heart of the city of Utrecht, Royal Jaarbeurs is there for you.



Passionate

We aim to exceed your expectations with a blend of personal attention, passion and empathy. This is achieved in an environment that provides inspiration, has genuine impact and generates lasting memories.



Sustainable

We believe in a world where we treat each other and our environment with care. And that means taking our own responsibility too.



Innovative

Royal Jaarbeurs thrives on innovation. By improving and evolving each and every day, we increase our impact and make events even more valuable.

[READ MORE ABOUT OUR VISION](#)





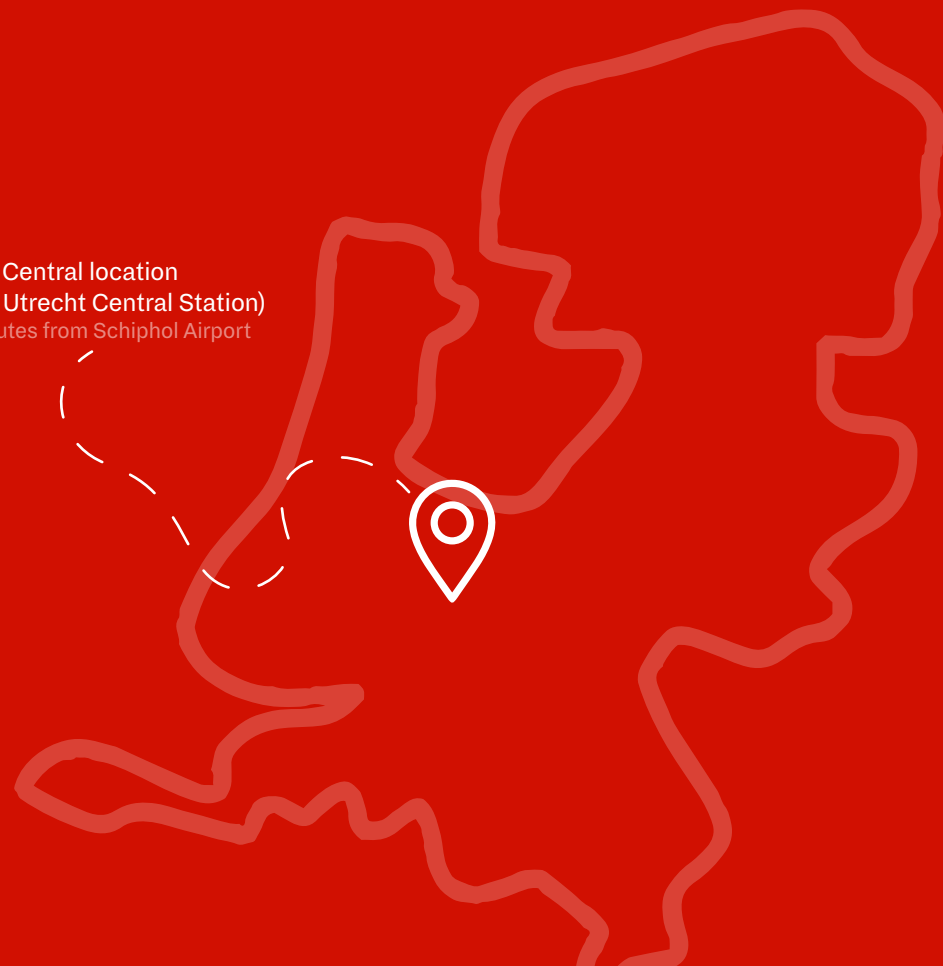
J A A R B E U R S



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Central location
(next to Utrecht Central Station)
30 minutes from Schiphol Airport



Organise your conference

The conference centers at Royal Jaarbeurs are the perfect place to organise an event to remember. Organise your congress, business event, symposium or meeting at Royal Jaarbeurs in Utrecht, winner of the Best Conference Venue award in the Netherlands.



→ [View the interactive map](#)

Organising a comprehensive conference or event is a major undertaking. The fact that Royal Jaarbeurs recently won the prestigious public vote for the best Dutch conference location is your assurance of the best facilities and support. Our expert staff will guide you every step of the way and provide proactive assistance where necessary.



We provide you with a unique environment with the right amount of space, state-of-the-art technical equipment and sustainable catering for your event. Royal Jaarbeurs is centrally located in the Netherlands and has excellent accessibility by public transport, car, taxi and bicycle. All this and more makes Royal Jaarbeurs the perfect conference location.

Supernova

Everything revolves around making connections and generating the right energy in the Supernova convention centre.



 **Five spacious conference rooms**

 **TransitZone: a 1,400m² multifunctional foyer for networking, catering and expositions**

 **All spaces located close together**

 **Capacity for up to 440 participants**

 Max. number of participants

 U-shape

 Carré

 School

 Cabaret

 Theatre

 Round table (8)

Progress	440	64	78	145	325	440	232
Quest	100	25	28	41	63	100	48
Expedition	100	25	28	41	65	100	48
Mission 1 + 2	440	65	86	150	290	440	256
Mission 1	195	46	56	98	120	195	112
Mission 2	195	46	56	98	120	195	112
TransitZone exposition room	1.400 m ²						

EVENT CASE

Yves Saint Laurent launches new men's fragrance in mysterious way

Dressed in black, 200 perfume retailers gathered in the Supernova at Royal Jaarbeurs

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MEDIA PLAZA

Polar area

The unique conference spaces in the Media Plaza are an invitation to be creative and explore new insights. They can be divided into two areas with ultra-modern facilities: Polar and the Auditorium.



-  Unique plenary hall and eight breakout rooms
-  Flame Foyer: ideal for networking, catering and exhibitions
-  All spaces located close together
-  Capacity for up to 650 participants

POLAR AREA

The Polar conference hall is one of the gems of the Media Plaza and will add a real 'wow factor' to your event. The sleek white surroundings provide you with a blank canvas for arranging and decorating this unique space to your preferences and needs.



The Polar area consists of a welcoming reception area, the large and smartly designed Polar conference hall, and eight surrounding breakout rooms.

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NEWS FLASH

Royal Jaarbeurs wins gold award for Best Congress Venue

Royal Jaarbeurs today won the national gold award for 'Best Congress Venue of the Year 2023' for the second time in a row.





[→ Read more](#)

MEDIA PLAZA

Auditorium area

Media Plaza is a multifaceted conference centre that makes you feel like you're in a different world.



-  Unique plenary hall and ten breakout rooms
-  Two foyers: ideal for networking, catering and exhibitions
-  All spaces located close together
-  Capacity for up to 200 participants

AUDITORIUM AREA

The Auditorium is the ideal conference hall for making an unforgettable impression on your guests.



The entire Auditorium area offers a range of unique spaces such as the colourful Auditorium itself, the Shuttle, the Barzone foyer and various breakout rooms

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REVIEW

"We had a fantastic afternoon. All our needs were fully met. Very friendly staff and delicious food."

FrieslandCampina

[→ Read more](#)

Conference center Media Plaza



	Max. number of participants	Boardroom	U-shape	Carré	School	Cabaret	Theatre	Ronde table(8)	Arena
Polar	650				190	300	442	280	650
Flash	80	22	25	32	44	55	80	48	
Neon	40	24			20	20	40		
Solar	59	22	20	22	21	30	59	32	
Glow	80	22	27	36	40	55	80	48	
Spark	110	30	33	38	53	75	110	64	
Beam	60	22	23	26	32	40	60	32	
Fluor	50	20	20	20	24	40	50	24	
Osram	40	24			20	20	40		
Flame Foyer	737 m2								

Auditorium*	200						200		
Breakout Room 2	48	24				30	48		
Breakout Room 3	48	24				30	48		
Media Arena	55						55		
Skytheater 1*	26						26		
Skytheater 2*	26						26		
Shuttle*	24								
Round Control*	20								
Barzone Foyer	255 m2								

*permanent setup

Beatrix Theatre

A sumptuous atmosphere combined with warm hospitality. The ascending layout of the theatre hall places the speakers centre stage and ensures your guests a great view from every angle. Glamour meets comfort in the Beatrix Theatre.



- Unique theatre hall with three breakout spaces
- Easy to combine with the Expo Room and meeting rooms
- Spaces filled with natural light plus impressive views over the Jaarbeursplein square
- Capacity for up to 1444 participants

Max. number of participants	Theatre	Cabaret	Round table (8)
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Beatrix Theatre	1.444	1.444	
Mies Bouwman Foyer	1000		224
Constantijn Foyer	400	70	112
Stage Entertainment Lounge	200	150	80
Royal Bar	80	46	32
Queens Club	120	52	32
Queens Restaurant	150		
Expo Room	2.000m2		672

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EVENT CASE
Royal Jaarbeurs' Beatrix Theatre at heart of successful WHO conference
 As part of the 'Heart of Health' initiative, the Utrecht region is working together towards a healthier, sustainable future.
[→ Read more](#)

JAARBEURS

Jaarbeurs Studio

Your destination for unforgettable online events



Smart design

Give your event a unique appearance with our dynamic videowall and lighting



Plug & Play

Enjoy a seamless personalised experience when organising your online event.



Share your story

Our experienced event managers and technicians ensure an uninterrupted broadcast, leaving you to focus on the content.



In-house technology and support

Enjoy the perfect combination of high-tech equipment and hospitable settings for your online event.

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You tell your story, we'll take care of the rest

Modern high-tech studio in three different settings

- Talk show table for up to 5 speakers
- Presentation desk (standing): height-adjustable
- Informal lounge corner for two speakers
- Stylish green/flowery decoration

Personnel

- 3 technical experts to support operations
- 1 account manager for personal support & advice in lead-up to the event.

Technology

- 4 cameras (4K)
- 5 wireless microphones
- Equipment to stream live broadcasts on the desired platform
- Professional studio lights
- Monitoring screen (built into table/desk)
- Monitor screen (on tripod)
- 2 laptops

Personal branding

- Dynamic videowall screens
- LED lights in various colours



MeetUp

Royal Jaarbeurs MeetUp is a superb venue for any type of gathering, from 2 to 240 guests. From inspiring brainstorming sessions and creative workshops to inspiring team meetings and valuable training courses.



MEETUP BOOKING PLATFORM

Book your meeting room

That's possible with the MeetUp online booking platform, the easiest way to reserve your meeting space.

→ [Book directly](#)

	Number of rooms	Surface	Max. number of participants	Boardroom	Circle	Exams	U-shape	Carré	School	Cabaret	Theatre
Roomtype A*	5	18 - 28 m2	12	12							
Roomtype B	5	40 - 55 m2	45		20	12	16	18	17	30	45
Roomtype C	15	70 - 90 m2	75		30	20	22	28	32	50	75
Roomtype D	3	+/- 115 m2	100		38	27	24	32	43	70	100
Roomtype E	6	+/- 200 m2	165		50	40	45	50	75	130	165
Roomtype F	1	+/- 287 m2	240			67	70	78	100	155	240

*permanent setup

30 different meeting spaces

Plug & Play

Excellent catering; fresh, healthy, and sustainable

Capacity for up to 240 participants

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Exhibition venue

Organising a successful exhibition/trade fair or a large-scale event requires a spacious venue and a professional support team. The Royal Jaarbeurs exhibition complex in Utrecht has everything you need.



 10 exhibition halls covering a total floor area of 86,000 m²

 Central role for sustainability

 Personal service every step of the way

 Capacity for 1,500 to 15,000 visitors in a single hall

YOUR EXHIBITION VENUE

Our exhibition centre has all the space and facilities you need to make your trade fair or event a real success. The 10 exhibition halls can accommodate between 1,500 and 15,000 visitors and it's even possible to join halls together to go even larger.

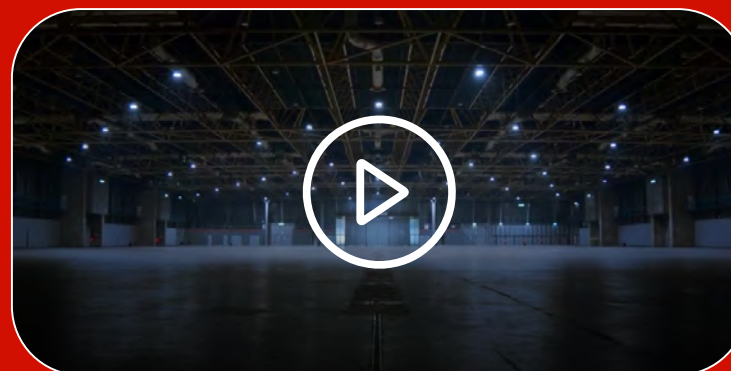


EVENT CASE

Rabobank organises festival for 10,000 employees at Royal Jaarbeurs

Organising an event for 10,000 employees in just three weeks may sound impossible, but that is precisely what Rabobank did.

[→ Read more](#)



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JAARBEURS

Let's make your event a success together

We welcome the chance to give our input: contact us today for more information.



Contact



Request a quote



More information