



 **Beam**
Bordeaux Events And More
Press Kit 2023





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BEAM: operating event sites and creating unforgettable experiences

BEAM, Bordeaux Events And More, operates **five iconic event sites** in Bordeaux. These sites are equipped with modern infrastructure that offers modularity and complementarity, **enabling BEAM to cater to clients' needs and projects**, whether for professionals or the public, regional, national, or international in scope. The venues range from intimate to large-scale, classic to unexpected, and can be used for various events such as congresses, trade shows, conventions, gala evenings, competitions, corporate meetings, and customized events.

The five sites/venues operated by BEAM include:

- ▶ Palais des Congrès (Convention Center)
- ▶ Parc des Expositions (Exhibition Center)
- ▶ Palais 2 l'Atlantique (Convention Center)
- ▶ Hangar 14 (Exhibition Center)
- ▶ Cité Mondiale (Convention Center)

Thanks to these five exceptional sites, BEAM is fully equipped to meet the event needs and exceed the event expectations of all types of businesses and organizations. Apart from offering these venues, **BEAM is also passionate about shaping meetings, creating events, and generating emotions.** With their extensive know-how and experience, they strive to conceive high-quality events that leave a lasting impression on attendees. They can design events from start to finish, either alone or in co-production.



Prioritizing sustainability

BEAM has, since long, been engaged in a Corporate Social Responsibility strategy for increasingly responsible event organization.



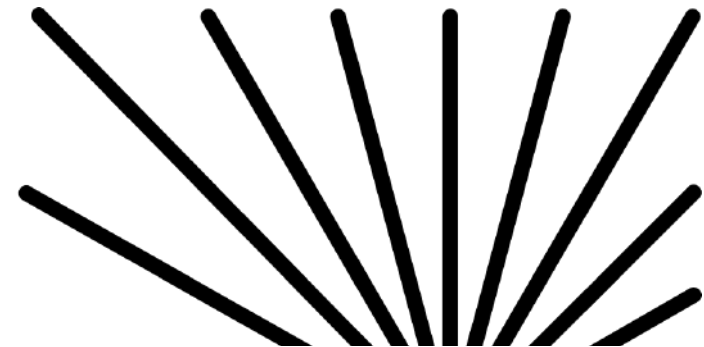
- ▶ ISO 20121 certification for event production and venue management
- ▶ Optimizing energy use using **100% green** power and a commitment to energy saving
- ▶ **20-hectare solar farm** generating clean, renewable energy
- ▶ Waste reduction & **recycling rate of 93%**
- ▶ Responsible venue cleaning
- ▶ Improved access for disabled users
- ▶ Beehives for the protection of biodiversity
- ▶ Gender equality (87/100)
- ▶ Working with/supporting the local economy, **97% of their partners are local** (<100 km around Bordeaux)

Experienced & inspiring leadership

Stéphane Kintzig has been the General Manager of Beam since 2019. He has extensive experience in the event industry and previously held the position of General Manager at Lille Grand Palais.



Stéphane started his career in operational functions at VIPARIS before serving as Exhibition Director at Montpellier Events for 8 years. In 2015, he joined Lille Grand Palais as Operations Manager and later became General Manager. His skills in both **operations** and **strategy** within the events sector, and his **in-depth knowledge** of exhibitions, are a major asset for Beam's development.



5 compelling reasons to host events, congresses, business meetings & incentives in Bordeaux

Whether it is a business or an organization seeking to organize a congress, exhibition, customer/partner days or an incentive trip, Bordeaux is the ideal location. Here are five reasons why you should consider Bordeaux as your next event destination.

1 Impressive event & accommodation infrastructure

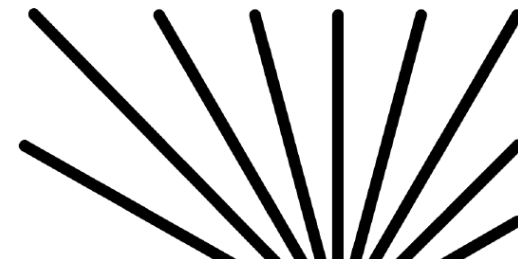
To start with: **the range of venues and infrastructure available for hosting events in Bordeaux is truly impressive.** From magnificent chateaus to state-of-the-art conference centers, the city offers a diverse selection of settings, all set against the backdrop of stunning scenery.

For large-scale events, Bordeaux offers a variety of convention and exhibition centers with capacities ranging from 200 to 50,000 participants. These venues provide ample space and cutting-edge facilities to ensure that your event runs smoothly and efficiently. In total, Bordeaux boasts an impressive **150,000 square meters of exhibition space,** ensuring that you will find a venue that perfectly meets your needs.

Moreover, the city offers **186 hotels with a total capacity of 13,500 rooms,** providing comfortable and convenient accommodation options for event attendees.

2 Easy access

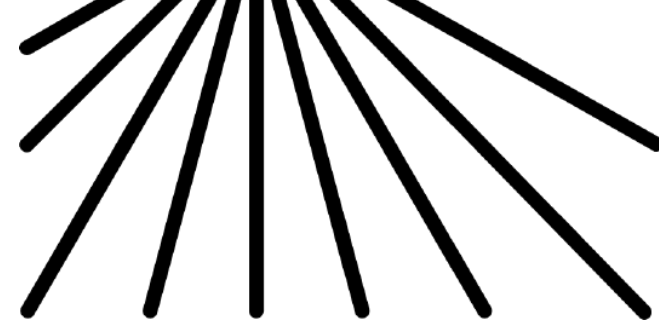
Bordeaux is very **easily accessible** by air, rail and car making it a convenient location for hosting international events. The city's airport at Maignan offers direct flights to major European cities, and the high-speed TGV train connects Bordeaux to major cities like Paris, London or Brussels. 5 motorways link the city to Paris, Rhône-Alpes, the Mediterranean, the Pyrenees, and Iberia Peninsula. Additionally, 4 tramlines connect the city, with a **new Airport → City center tramline opened in April 2023.**



3 Bordeaux is a sustainable destination

Bordeaux, in partnership with all the key players in the city's tourism & event industry, is firmly **committed to the preservation of the environment**. Sustainability is deeply ingrained in every aspect of the city's tourism infrastructure, encompassing transportation, accommodation, and leisure activities.

They have been dedicated to sustainable tourism for many years, recognizing its importance in maintaining the quality of their welcome and promoting the sustainable development of the region.



- ▶ Bordeaux currently ranks [fifth on the GDS-index](#), which is the world's leading sustainability benchmarking and performance improvement program for destinations and their visitor economy.
- ▶ Moreover, Bordeaux has also been selected as [one of the 2022 European Capitals of Smart Tourism](#).
- ▶ The Bordeaux Tourist Office has obtained **ISO 20121** certification in 2021 for its sustainable management practices.
- ▶ In 2021, the city launched the [Agora for tourism in Bordeaux](#) project, an open governance initiative aimed at collaboratively developing a long-term strategy with residents and stakeholders.

4 The classics: Wine & gastronomy

One of the main reasons to consider Bordeaux as a place to host an event is its **world-renowned wine industry**. Bordeaux is renowned for its world-famous vineyards, making it an ideal location for hosting events that feature vineyard tours and wine tastings. Visitors to the region will have the opportunity to sample some of Bordeaux's fabulous wines while exploring its picturesque vineyards.

Bordeaux is also known for its **exceptional gastronomy**. The city boasts a wide range of restaurants, cafes, and markets serving up local delicacies such as foie gras, oysters, and canelés. Guests attending your event will undoubtedly appreciate the opportunity to sample Bordeaux's delectable cuisine.



5 The rich cultural heritage along the sprawling Garonne river

Furthermore, Bordeaux has a **rich cultural heritage and is home to numerous museums, art galleries, and cultural centers.** From the Musee d'Aquitaine, which houses artifacts from the region's history to the contemporary art museum, visitors will be spoilt for choice. The city also hosts a range of festivals and events throughout the year, including the Bordeaux Wine Festival and the Bordeaux International Film Festival, offering guests a chance to experience the local culture and entertainment scene.

Registered as a UNESCO World Heritage Site in 2007, **Bordeaux is the largest urban areas classified by Unesco World Heritage with 347 monuments.**



5 event sites that meet every demand

1 Parc des Expositions



2 Palais 2 l'Atlantique



3 Le Palais des Congrès



4 Hangar 14



5 Cité Mondiale



1

Parc des Expositions is one of Europe's largest exhibition centers, spanning a total area of 70,000 square meters, offering expansive facilities for hosting impressive large-scale events up to 50,000 people.

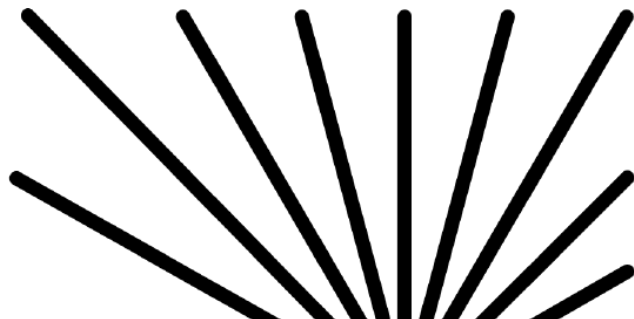


- ▶ The first hall offers 50,000 square meters of floor space, suitable for large-scale exhibitions and trade shows.
- ▶ The second hall encompasses 12,000 square meters, providing flexibility for medium-sized events like conferences.
- ▶ The third hall features 7,500 square meters, ideal for smaller-scale exhibitions and specialized events.
- ▶ The venue also offers a vast outdoor space spanning 120,000 square meters, suitable for outdoor activities and open-air events.
- ▶ To accommodate visitors, the venue provides parking for 7,000 cars, ensuring convenient access for attendees.



2 Palais 2 l'Atlantique is a highly adaptable venue that can be customized to meet organizers' specific needs from large-scale conferences to intimate business meetings.

- ▶ The main hall is suitable for plenary sessions, exhibitions, and grand banquets, accommodating up to 6,000 participants.
- ▶ The venue includes a spacious 1,000m² lobby area, creating a welcoming atmosphere for attendees.
- ▶ There are 12 modular meeting rooms available, accommodating between 100 and 400 individuals each. The meeting rooms can be arranged according to the requirements of different events.



3

Le Palais des Congrès is a modern venue that is bathed in abundant natural light, offering an array of amenities for both hospitality and conference purposes. This exceptional facility boasts the following features:



- ▶ Three amphitheatres, with seating capacities ranging from 196 to 1,290 individuals. These amphitheatres provide a diverse range of options to accommodate gatherings of varying sizes.
- ▶ A versatile exhibition and catering space spanning an expansive 3,000 square meters. This space can be easily customized and adapted to suit different exhibition and catering requirements.
- ▶ 10 fully furnished meeting rooms, ideally suited for conducting business meetings. These rooms are equipped with state-of-the-art facilities and amenities to ensure a seamless and productive meeting experience.
- ▶ A parking facility that accommodates up to 1,200 vehicles, offering ample space for attendees and visitors.





4

Hangar 14 superb location along the River Garonne, coupled with the unparalleled views, creates an unforgettable atmosphere for both public and private gatherings, making it a sought-after venue for prestigious occasions.

- ▶ The facility features two expansive ground floor spaces, each spanning 3,000 square meters, and an upper floor with an additional 2,400 square meters.
- ▶ The standout feature of Hangar 14 is its magnificent 600 square meter panoramic terrace, offering an extraordinary view of the river and the cityscape. The panoramic terrace is ideal for hosting large-scale public and professional events, gala evenings, and other prestigious occasions, adding elegance and grandeur to the gathering.
- ▶ Hangar 14 provides public parking facilities with a capacity of 700 cars, ensuring convenient access for attendees and a hassle-free parking experience.



5

The **Cité Mondiale** provides a top-notch service that is perfectly suited for hosting professional events in the heart of the city.



- It features a 300-seater auditorium with state-of-the-art facilities, perfect for large-scale gatherings and presentations.
- The center provides four meeting rooms of varying sizes (20 to 190 seats) for smaller conferences, seminars, and business meetings.
- Each meeting room is equipped with modern amenities to support productive discussions and collaboration.
- The venue boasts a flexible exhibition and catering space spanning 1,270 square meters, easily adaptable for exhibitions, showcases, networking sessions, and catering services.
- Attendees enjoy convenient access with public parking available for 850 cars, eliminating concerns about finding parking nearby.
- The Cité Mondiale's prime city center location, comprehensive event spaces, and dedicated service make it the ideal choice for professional events.



Endless possibilities

Beam is tasked with organizing **some 300 events on an annual basis.**

Below you find some examples of events that we have organized in recent years.



2023 – INTERNATIONAL JUMPING of BORDEAUX

- Parc des Expositions de Bordeaux
- International Equestrian Competition, trade show, performance
- 72.000 participants



2022 - CONGRES DES MOUSQUETAIRES

- Parc des Expositions de Bordeaux
- International conference, gala dinner
- 3 500 participants



2022 - CARTOON MOVIE

- Palais des Congrès
- International forum dedicated to animated feature films
- 800 participants



2022 - VINITECH SIFEL

- Parc des Expositions
- World wine, fruit tree and vegetable-growing trade fair
- 42 000 participants



2022 - 20ème Université des Entrepreneurs

- Palais 2 l'Atlantique
- Gala dinner, conference
- 1 200 leaders



2022 - 41ème Congrès ESSO

- Palais des Congrès
- Congrès médical
- 1 000 participants

Contacts

Social networks



[@beam_officiel](#)



[Bordeaux Events And More | Bordeaux | Facebook](#)



[Bordeaux Events And More | LinkedIn](#)

Website



<https://www.beam.fr/en/home/>

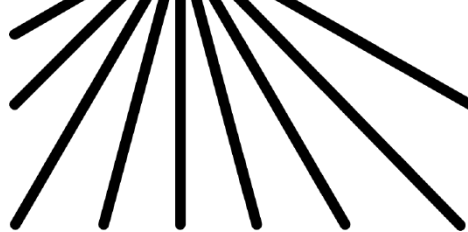
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Extra information

[Présentation BEAM](#)

[Corporate Social Responsibility](#)

[Press Kit 2023](#)

[Bordeaux Congress & Meeting Guide \(calameo.com\)](#)

[BEAM Press Tour](#)

[Bordeaux-Mérignac Airport: flights and destinations from Bordeaux](#)

[Transports Bordeaux Métropole - TBM \(infotbm.com\)](#)