

ICE Kraków Congress Centre



ICE Kraków Congress Centre

Offer presentation
for partners

Kraków 2024



■ www.icekrakow.pl



KRAKÓW

A TOURIST FRIENDLY CITY

Full city offer and information about Krakow provided by the Kraków Convention Bureau:

■ CONVENTION@UM.KRAKOW.PL

 **Kraków**
Convention Bureau



KRAKÓW A TOURIST-FRIENDLY CITY

TRIPADVISOR

10th place on the list
of Trending Destinations 2022



CNN TRAVEL

1st place in the ranking
of 23 destinations
worth choosing in 2023

MAGAZYN TRAVEL+LEISURE

25th place in the ranking
of World's Best Cities 2020



THE NEW YORK TIMES

14th place on the list of 52 places
worth visiting in 2020

■ **UNESCO World Heritage List since 1978**

– 6 out of 15 Polish historic sites
inscribed on the UNESCO list in Kraków and its region

UNESCO City of Literature

Kraków

– European Capital of Gastronomy Culture 2019

Nearly **800 restaurants and cafés**
representing cuisine from around the world

18 Restaurants recommended by the **Michelin Guide**
including one with **2 stars** 🌟🌟

10 local products protected by the EU





KRAKÓW BUSINESS AND SCIENCE

KRAKÓW BUSINESS

KRAKÓW

Polish Silicon Valley

CITY

city of start-ups and corporations



Corporate centres in Kraków employ **130,000 people**, and the global business service sector relies increasingly on IT specialists and engineers. There are already **more than 55,000** of the in Kraków, and this figure is likely to exceed **60,000 by the end of the year.**



KRAKÓW

SCIENCE

23

Universities | 10 public universities |

Jagiellonian University

the oldest university in Poland

100

research and scientific units

Over **130 000** students



Kraków is a thriving scientific centre.

The city's intellectual potential offers a number of benefits for the business sector:

- ensuring broad access to the use of intellectual resources of academic staff
- use of the infrastructure and research facilities of the university
- access to research
- creation of adequate company image and brand



■ Passenger traffic at Kraków Airport is growing steadily in 2023, with a total of more than **161** scheduled connections in co-operation with **25** airlines.

KRAKÓW AIRPORT



9 404 611 +

THIS IS HOW MANY PASSENGERS USED KRAKÓW AIRPORT IN 2023.
it is the best result in the airport's 60-year history.

65,844 passenger air operations,
which means an average number of 143 passengers on board
each aircraft arriving at and departing from the Balice Airport.

Distance of ICE Kraków from the airport,
14.5km / travel time approx. 20min by car,
by public transport (bus 300) approx. 30min and fast train to city centre
since 2006 18 min.

In 2022, Kraków Airport was awarded Level 2 of the
ACI Airport Customer Experience accreditation by ACI World.

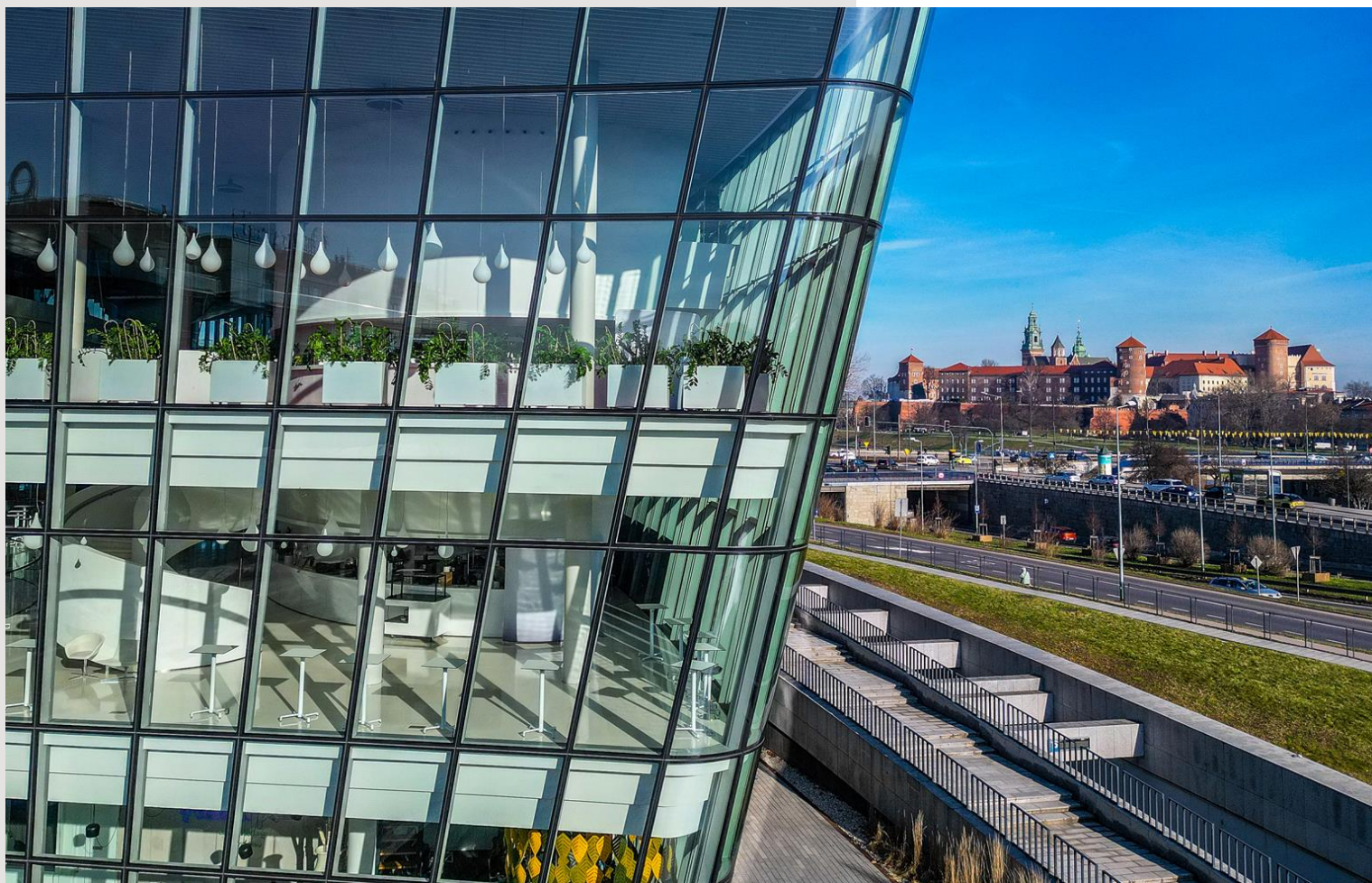


SHOWCASE OF THE CITY

ICE Kraków Congress Centre



ICE Kraków Congress Centre



SHOWCASE OF KRAKÓW

BUSINESS AND CULTURAL

ARCHITECTURAL DESIGN:
INGARDEN & EWY ARCHITEKCI

KRAKÓW5020 ICE KRAKÓW OPERATOR

WE INTEGRATE THE LOCAL MEETINGS
MARKET IN ORDER TO BE MORE EFFECTIVE
INTERNATIONALLY

WE CARE ABOUT KRAKOW'S IMAGE
AS AN ATTRACTIVE BUSINESS
DESTINATION

watch a movie



<https://tiny.pl/djxp6>

■ www.icekrakow.pl

CONGRESS CENTRE IN FIGURES

By the end of February 2024

1,7 mln

Visitors

1,370+

EVENTS

340

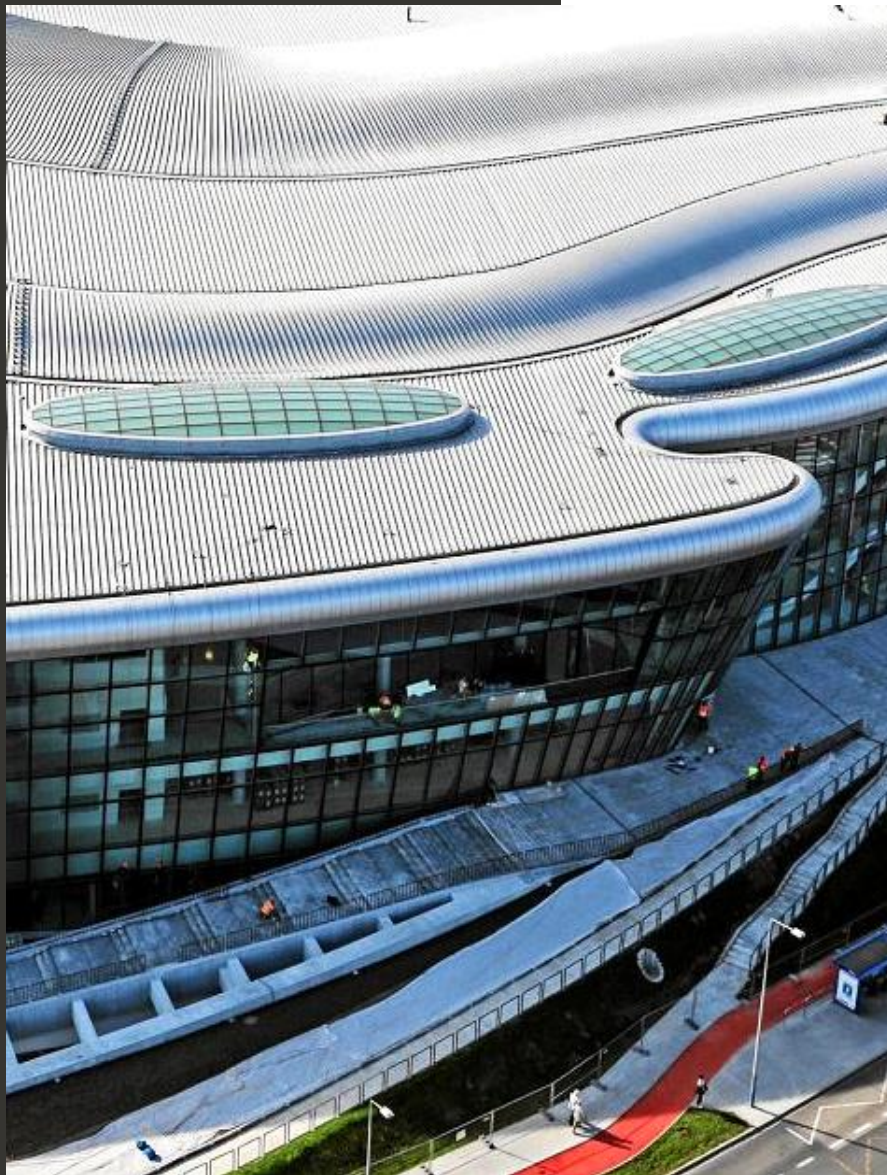
CONGRESSES AND CONFERENCES

790

CONCERTS AND CULTURAL EVENTS

120

COMPANY EVENTS



AWARDS

Prestigious distinctions during 9 years of activity, including :



KONGRESNA ZVEZDA
MEETINGS STAR

01

MEETINGS STAR AWARD

New Europe's best congress centre:

1st place in 2015, 2016, 2022
2nd place in 2017, 2021, 2023
3rd place in 2018

02

A'Design Award | 2015 |

03

The Plan Award | 2015 |

Best architectural design in the "business"
category 2015 | Ingarden & Ewý Architekci project |

THE PLAN



AWARDS



04

Gold Meetings Star | 2019, 2020, 2021 |

05

MP Power Award | 2014, 2017, 2020, 2021 |

Category: Congress Venue –2014

Category: Congress for the organisation of the 41th Session of the UNESCO World Heritage Committee –2017

06

ICCA Best Marketing Award | 2021 |

MEMBERSHIP



ICCA

ICCA



EXCELLENCE IN
CONVENTION CENTRE
MANAGEMENT

AIPC

SKKP

STOWARZYSZENIE
KONFERENCJE I KONGRESY
W POLSCE

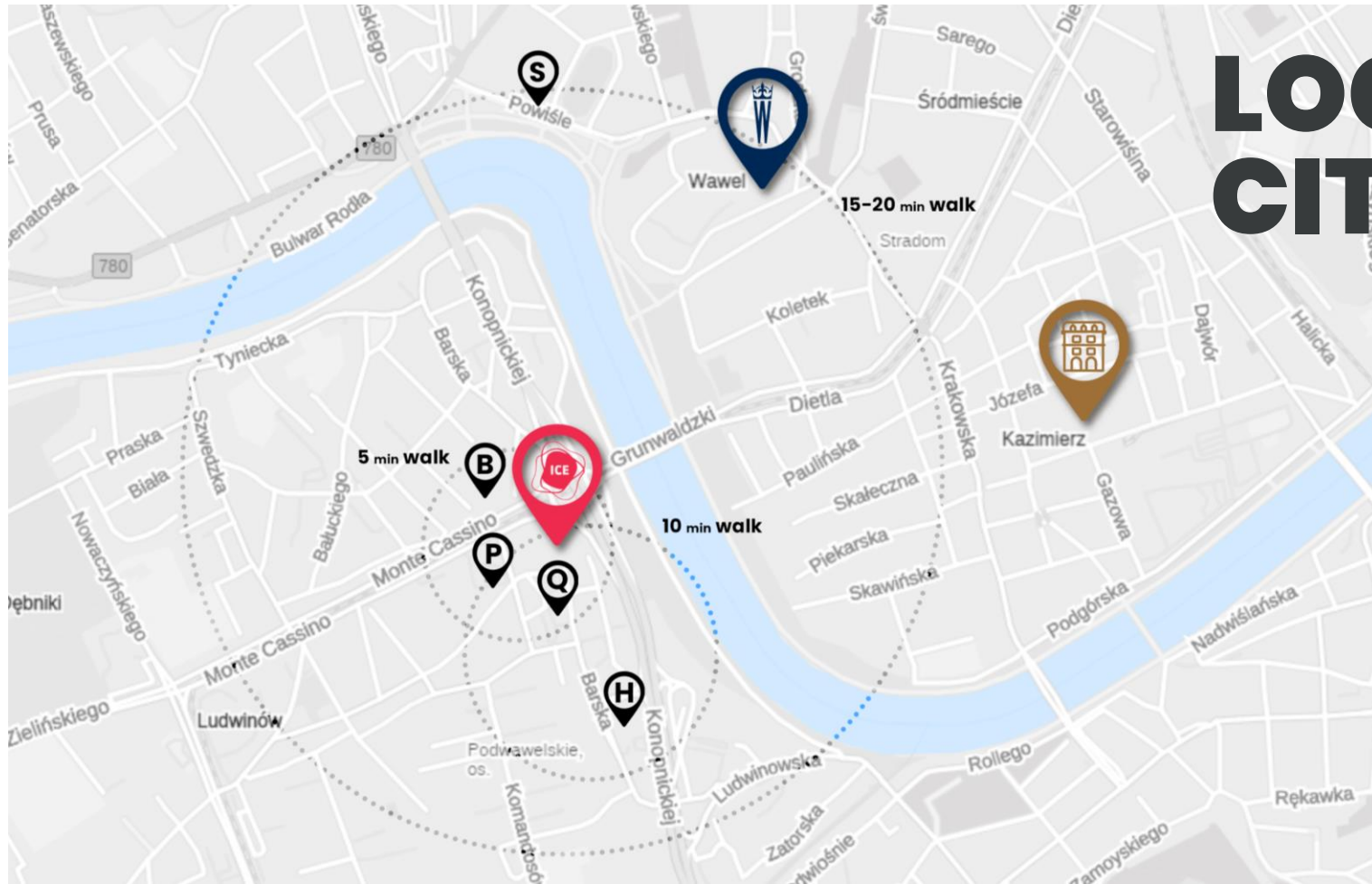
SKKP

ICE Kraków Congress Centre



ICE KRAKÓW MULTIVENUE

■ www.icekrakow.pl



LOCATION - CITY CENTRE

- S** Sheraton Grand Kraków 5*
- P** Park Inn by Radisson 4*
- Q** QHotel Plus 4*
- B** B&B Hotel 2*
- H** Hilton Garden Inn Kraków 4*

In the nearby you can find also:



And numerous boutique hotels.

INTERNATIONAL
CONGRESSES

SYMPOSIUMS

TRADE FAIR

CONFERENCES

BUSINESS
MEETINGS

COMPANY
EVENTS

JUBILEES

GALAS

BANQUETS

PRODUCT
PRESENTATIONS

CULTURAL
EVENTS

FESTIVALS

CONCERTS

**OPERA
PERFORMANCES**

THEATRE
PERFORMANCES

Watch a video about ICE Kraków



<https://tiny.pl/djxp6>

THEY HAVE TRUSTED US



ICCA

- 41st session of the World Heritage Committee UNESCO
- 73rd World Foundry Congress " Creative Foundry"
- 41st Congress of European Society of Clinical nutrition and Metabolism (ESPEN)
- ISF World Seed Congress 2015
- WCO-IOF-ESCEO Conference Krakow 2018
- European corrosion conference EUROCORR 2018
- 48th World Congress of Surgery (WCS)
- 23rd WONCA World Conference of Family Doctors - Europe 2018
- European Conference on Antennas and Propagation EUCAP 2019
- 24th Annual Meeting of the RNA Society
- 15th International Congress of the European Geriatric Medicine Society
- 61st ICCA WORLD CONGRESS 2022
- ABSL SUMMIT 2023
- EUROPEAN ASTRONOMICAL SOCIETY ANNUAL MEETING (EAS) 2023

THEY HAVE TRUSTED US



NON-STANDARD PROJECTS

- Swimming pool as a part of the setting during the Materia Prima Festival in Hall S5 2017
- Imposing forest setting | living trees, shrubs, grass, flowers | during the Wodecki Festival in Hall S1 in 2022
- Ice rink at S1 Hall used during the Macroconcert On ICE performance 2014
- Construction of a catwalk during Cracow Fashion Week in Hall S3
- Anti-terrorist Training carried out on the entire site for a few days 2021/2022
- Special layout of Room S1 | removal of seats and replacement with conference tables | at the 41st Session of the UNESCO World Heritage Committee – 2017







VENUE

■ www.icekrakow.pl

ICE Kraków Congress Centre

FOYER

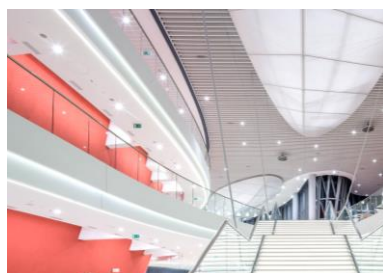
| Modern, bright and spacious

| Access to daylight

| **Three levels with the total area of:
2,650 sqm with a view of Wawel and Kazimierz**

| Exhibition and catering space

| Numerous branding options



FOYER



K. Penderecki Auditorium Hall



www.icekrakow.pl

SI

K. Penderecki Auditorium Hall

S1

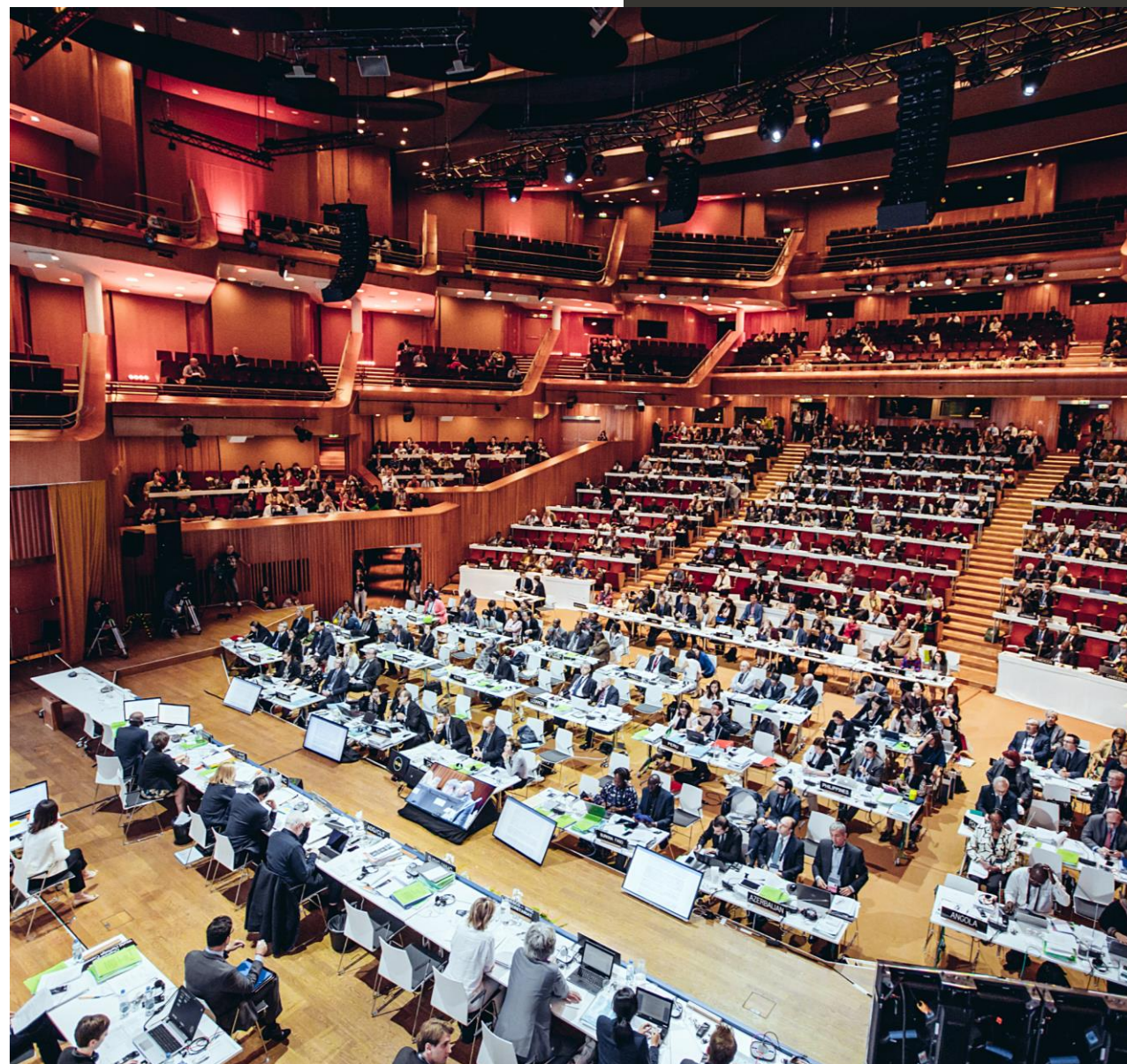
| **Maximum capacity: 1,915 people**

| Equipment:
sound system, lighting, projector, screen 12 x 6.5 m

| Simultaneous interpretation booths

| Direct access to the unloading ramp

| Artists' waiting room, dressing rooms
and support rooms



THEATRE HALL



S2

THEATRE HALL

S2

| **Maximum capacity: 600 people**

| Equipment:
sound system, lighting, projector, 12 x 6.5 m screen

| Simultaneous interpretation booths

| Direct access to the unloading ramp

| Proscenium, curtain, 17 riggings for suspensions,
artists' waiting room, dressing rooms

| Auto-folding grandstand on level 0
| dismantling up to 20 min |



CHAMBER HALL



S3

CHAMBER HALL

S3

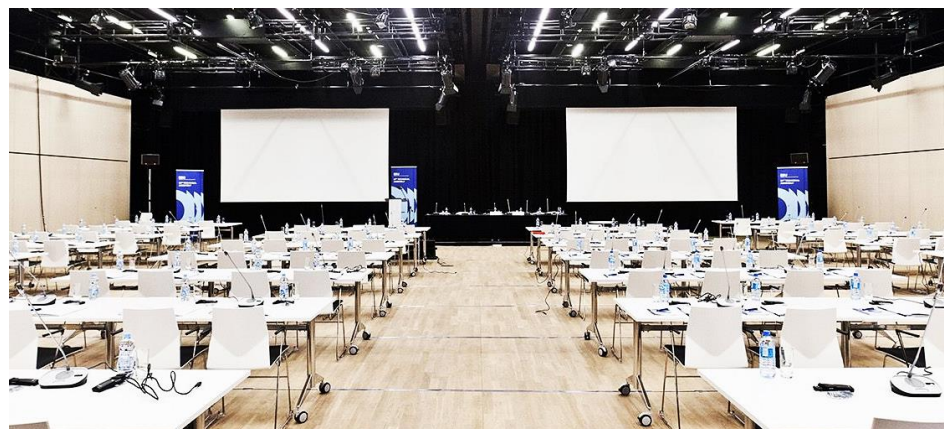
| **Maximum capacity: 400 people**

| 500 sqm area, can be divided into two independent rooms

| Simultaneous interpretation booths

| Equipment: sound system, lighting, projectors, two 5 x 3.5 m screens

| Independent entrance No. 3 to the building
| from Bułhaka street |



CONFERENCE HALL COMPLEX



CONFERENCE HALL COMPLEX

S4

| **Maximum capacity: 350 people**

| 500 sqm area, can be divided
| into 11 independent rooms

| Access to daylight, **view of Wawel Castle**

| Independent entrance to the facility



H3

| 230 sqm area

| Access to daylight

| Functional catering and exhibition space

| **Direct access** to the Chamber Hall S3
and the Conference Hall Complex S4

H3

ADDITIONALLY AVAILABLE TO CUSTOMERS

RECEPTION | REGISTRATION OFFICE | CLOAKROOM

| 16 m long reception counter

| 16 LCD screens

| Rooms for organisers
directly behind the projection glass

| **Cloakroom** equipped with 3,798 hangers

SUPPORT ROOMS

| Equipped with mirrors, cabinets, tables,
chairs and bathrooms

| 30 rooms to choose from,
with capacity from 2 to 70 people



HYBRID STUDIO

S5

www.icekrokw.pl

HYBRID STUDIO

S5

State-of-the-art technological solutions, customised scenography and a professional team guarantee the success of prepared materials.

500 sqm with extensive scenography arrangement possibilities

5 HD studio cameras

Multimedia elements with **LED panel technology**

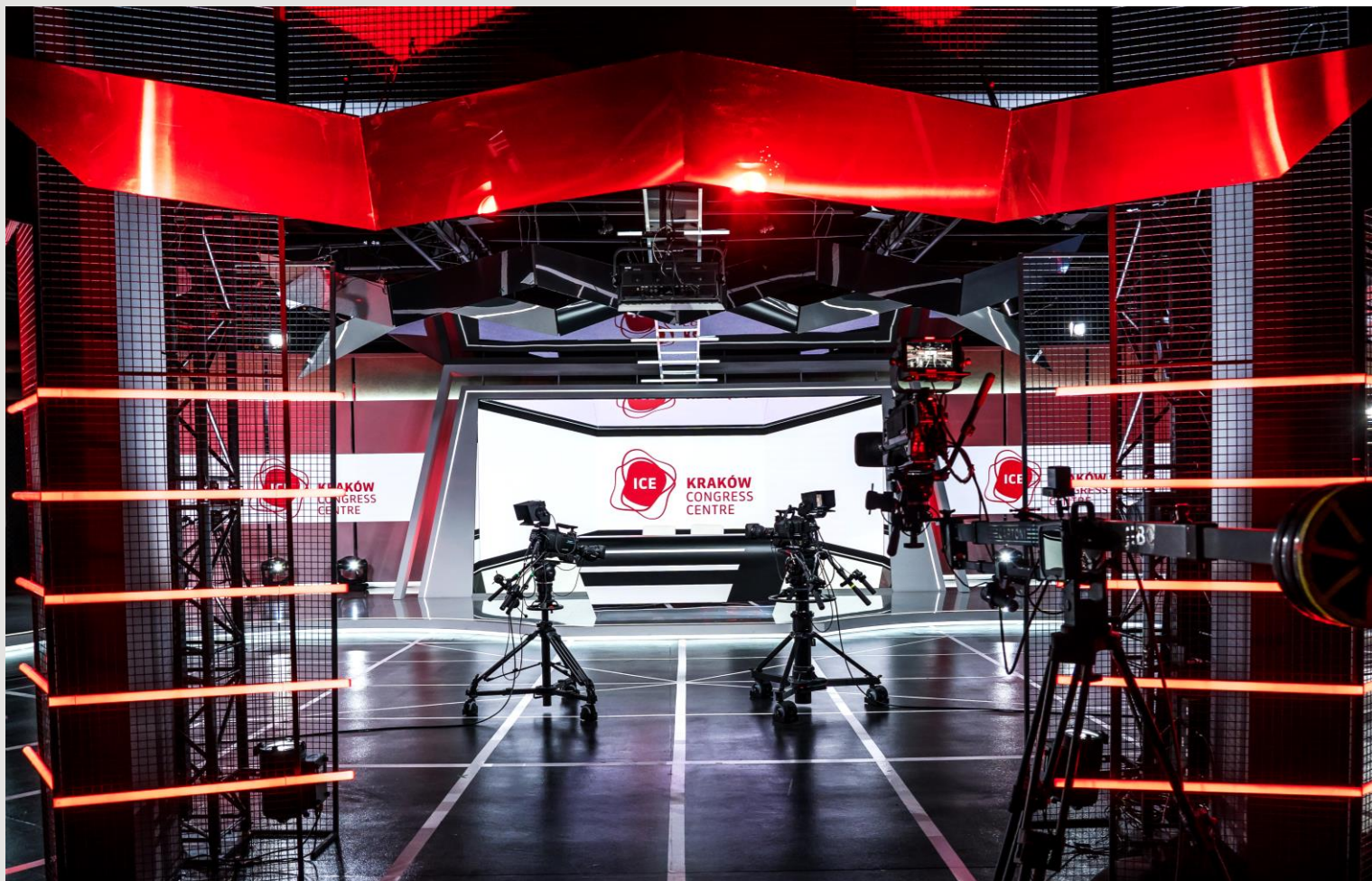
2 independent signals can be produced

Professional lighting and sound system

Fully equipped control room



Hybrid studio



ANY FORMAT CAN BE PRODUCED

- | ADVERTISING PRODUCTIONS
- | PROMOTIONAL VIDEOS
- | INTERVIEWS | DEBATES
- | PANEL DISCUSSIONS
- | IMAGE PRODUCTIONS
- | CORPORATE FILMS
- | TRAINING PRODUCTIONS
- | REPORTER ASSIGNMENTS
- | ONLINE EVENTS
- | PLAY KRAKÓW PLATFORM

www.icekrakow.pl

ICE Kraków Congress Centre



ICE KRAKÓW

SERVICE PACKAGE OFFER

■ www.icekrakow.pl

INCLUDED IN THE RENTAL PRICE

> Access to rented space during hours: 7 a.m. – 11 p.m.

> Mentoring by a dedicated Project Manager during the preparation and implementation of the event

> First arrangement of halls

> Furniture from the ICE Kraków furniture catalogue *

> Hall equipment
– Professional AV and IT equipment, lighting and sound systems adapted to the technical categories of halls *

> Technical support of lighting, sound systems, multimedia and stage equipment in the number of people assigned to each hall



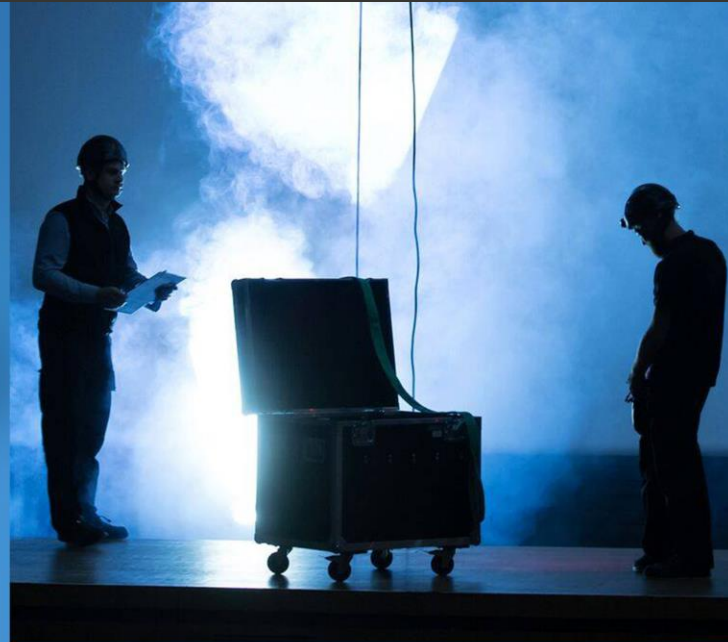
> Internet & Wi-Fi:
high-performance symmetrical optical fibre link 2 x 1 Gbps

> Reception space and cloakroom
/without staff/

> More than 30 support rooms

> Package of parking spaces
in the underground car park

> Branding spaces and signage *



> Basic site security

> Basic cleaning of the facility

> Promotional benefits package **

THE SCOPE OF THE A/M SERVICES
MUST ALWAYS BE CONFIRMED WITH THE SALES MANAGER.

* Full specification available in the guide to ICE Kraków
** Description of options available in the Benefits Package



www.icekrakow.pl

TEAM

ICE Kraków Congress Centre

SERVICES ADDITIONAL

RECOMMENDED COMPANIES

■ CLOAKROOM AND AUDIENCE SERVICE LOBBY

| KULUAR

Contact: Andrzej Sukiennik

biuro@kuliar.pl

+48 603 490 222



| PR POINT

Contact: Bożena Sowa

sowa.bozena@gmail.com

+48 601 429 541



ICE Kraków Congress Centre

SERVICES ADDITIONAL

RECOMMENDED COMPANIES

■ CATERING

MASTERS
CATERING

| MASTERS CATERING

www.masterscatering.com.pl

Contact: Marcin Cieślowski

marcin.cieslikowski@masterscatering.com.pl

+48 530 290 880



ICE Kraków Congress Centre

SUSTAINABLE DEVELOPMENT

City centre location with easy access to public transport

Efficient energy-saving system
and maximum use of daylight

Campaigns and activities influencing the local environment
and engaging the local community.

| Congress Avenue | Kraków Network | Hello ICE Kraków |

Catering: products from local suppliers
served on tableware from reusable or biodegradable materials.
Unused food is donated to a food bank.

18th October 2023 Kraków5020 Company, the operator of ICE Kraków has concluded a letter of intent with the Carbon Footprint Foundation concerning the construction of an ESG policy for the ICE Kraków Congress Centre.





The Congress Avenue

www.lookkrakow.pl

The Congress Avenue

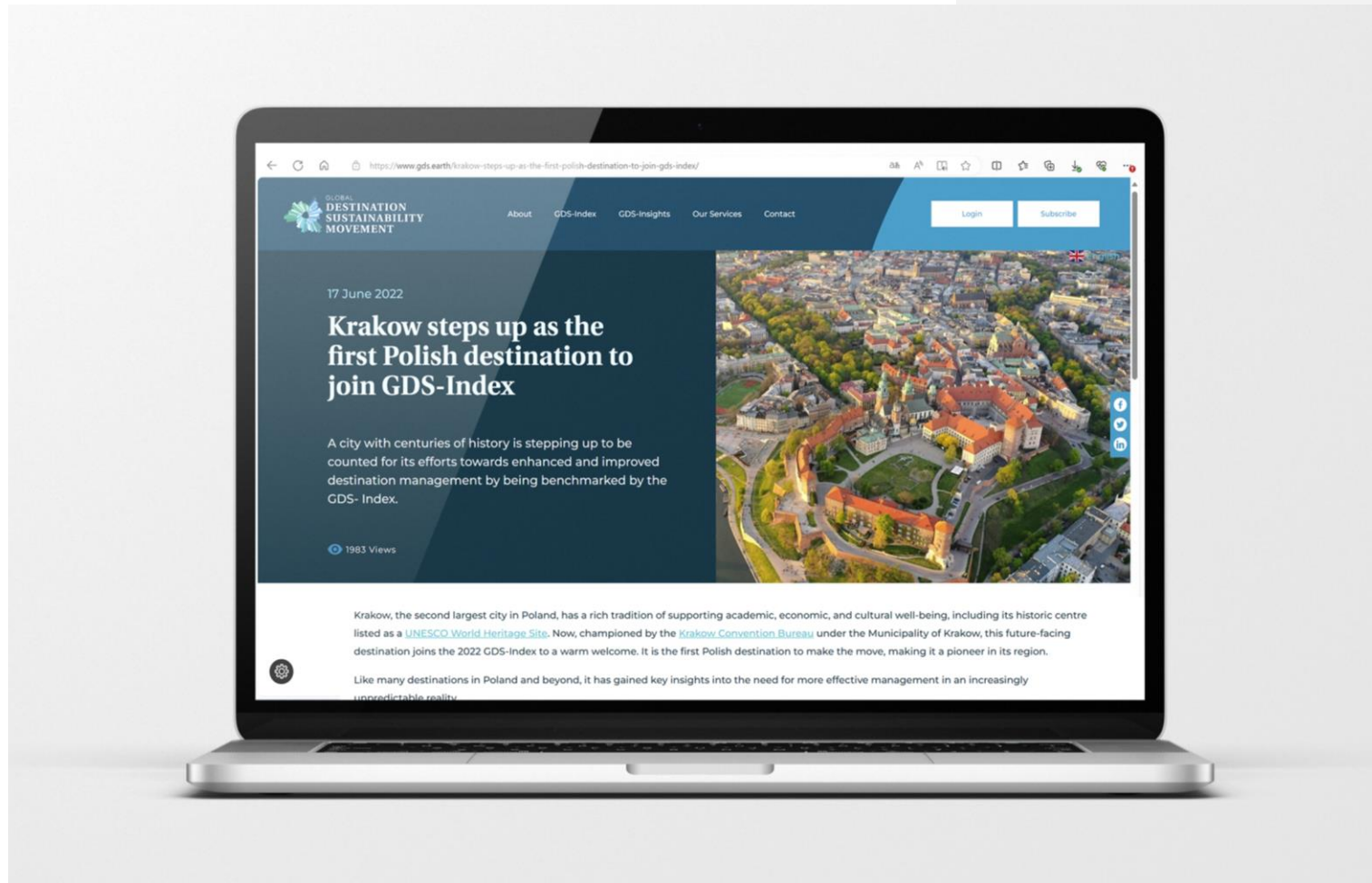
The Congress Avenue inaugurated in 2017,
the first initiative of its kind in the world,

has currently **42** TREES

London's planes and Norway maples.

The trees commemorate
the most important business events
held in the ICE Krakow Congress Centre.
They also help in the fight against air pollution.





GDS index Kraków

Kraków has become the first Polish destination to join the Global Destination Sustainability –GDS–Index, which compares cities according to their performance in sustainable development.

This is an opportunity to diagnose the current state and to obtain guidelines and proposals for actions to improve Kraków in the areas of sustainability and ecology.

CONTACT



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