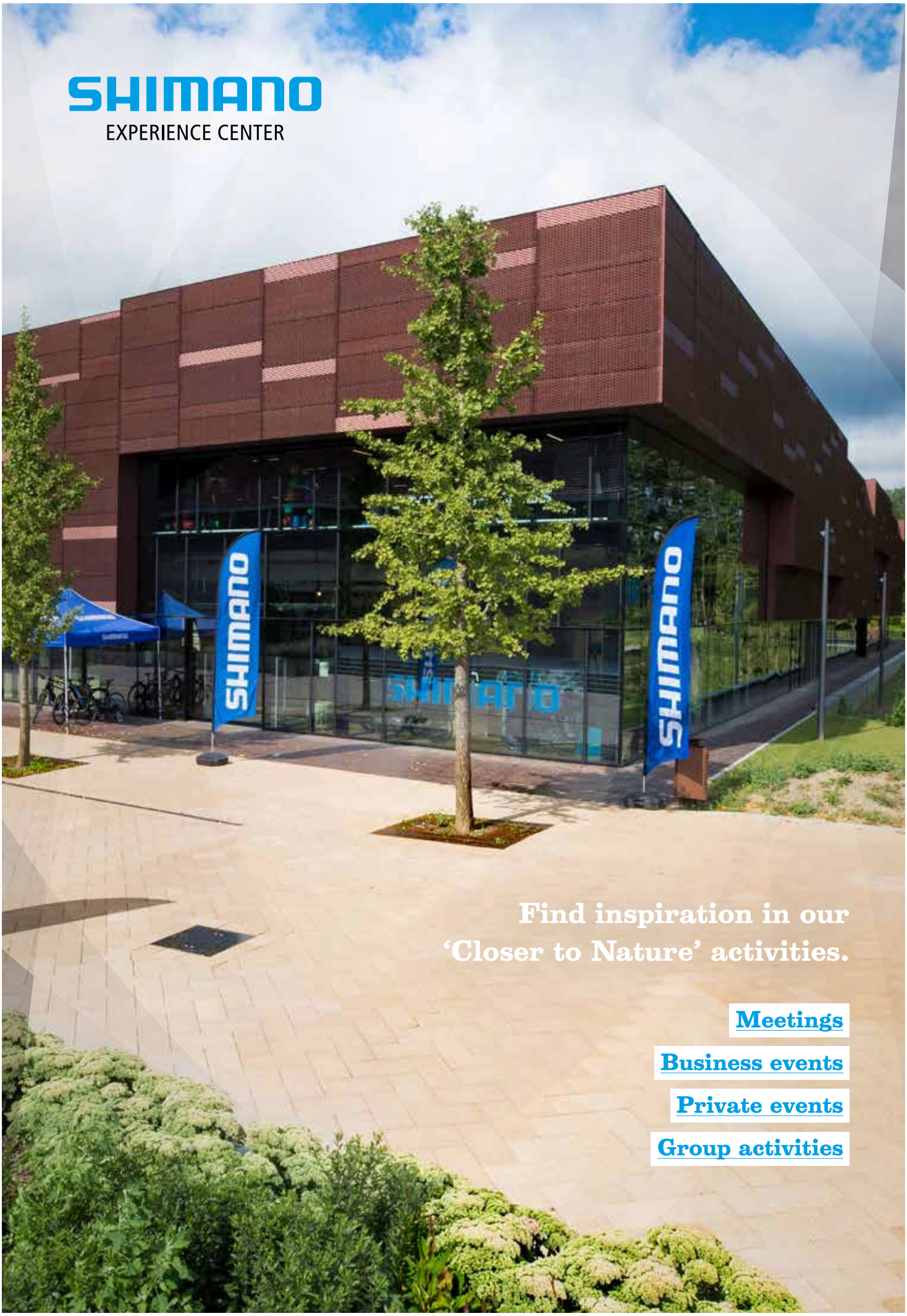

SHIMANO
EXPERIENCE CENTER
SHIMANO
SHIMANO
Find inspiration in our
‘Closer to Nature’ activities.
Meetings
Business events
Private events
Group activities

What can you expect from us?

Meetings

- **Three multifunctional meeting rooms**
- **Cosy lounge with bar**
- **Free Wi-Fi**
- **Inspirational green surroundings**
- **Up to 325 people**

- Hybrid meetings
- Meetings
- Conventions
- Seminars
- Conferences
- Product launches

Business events

- **> 1,200 m² indoor space**
- **> 3,000 m² outdoor space**
- **Unique location, everything under one roof**
- **Considerable expertise in organizing events**
- **Events for more than 1,000 people**

- B2B Events
- Symposiums
- Mobility markets
- Fishing events
- Partner programmes
- Cycling events
- Cycling cafés
- Public events
- Live streaming
- Staff parties

Private events

- **Events room with party lighting**
- **Cosy lounge with bar**
- **Flexible rooms**
- **Range of culinary options**
- **Comprehensive service from start to finish**

- Weddings
- Communions
- Baby showers
- Anniversaries
- Family days
- Receptions

Group activities

- **Shimano Experience Center**
- **Shimano High End bike rental**
- **Shimano fishing pond**
- **Wide variety**
- **Indoor and outdoor location**

- Team-building exercises
- Indoor and outdoor activities
- Games
- Cycling and fishing clinics
- Workshops
- Hiking
- Tasting sessions

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A place to meet, be active, and enjoy nature

CONTACT US ON:
+31 (0)43 744 0171
events@shimano-ec.com

The Shimano Experience Center is a unique location covering an area of 1,200 m² split over two floors, including several bars and welcoming lounges. For sporting enthusiasts, there are changing rooms, showers, lockers, and even our own Shimano workshop. With more than 3,000 m² of outdoor space, the possibilities in and around the Shimano Experience Center are almost limitless!

We hope this brochure gives you an impression of the various possibilities offered by the Shimano Experience Center.

If you want to know more about the Shimano Experience Center, please contact us. We will be happy to tell you more about our services and facilities while you enjoy a cup of coffee and a slice of Limburg sweet tart (vlaai). Let us help you put together the perfect tailor-made event.

We hope you enjoy reading this brochure!
The Shimano team

1

Meetings

Hold meetings in an inspiring environment surrounded by nature. Our many years of experience in sport and business means that we know better than anyone what it takes to achieve success.

OUR ROOMS

We have several meeting rooms that can be combined and set up both in a formal and informal way. If you have specific requirements, we will be happy to discuss all the options with you.

The Shimano meeting rooms are equipped with all necessary facilities, such as large TV screens with HDMI connection, optimum climate control, audio systems, flip charts, and free Wi-Fi.

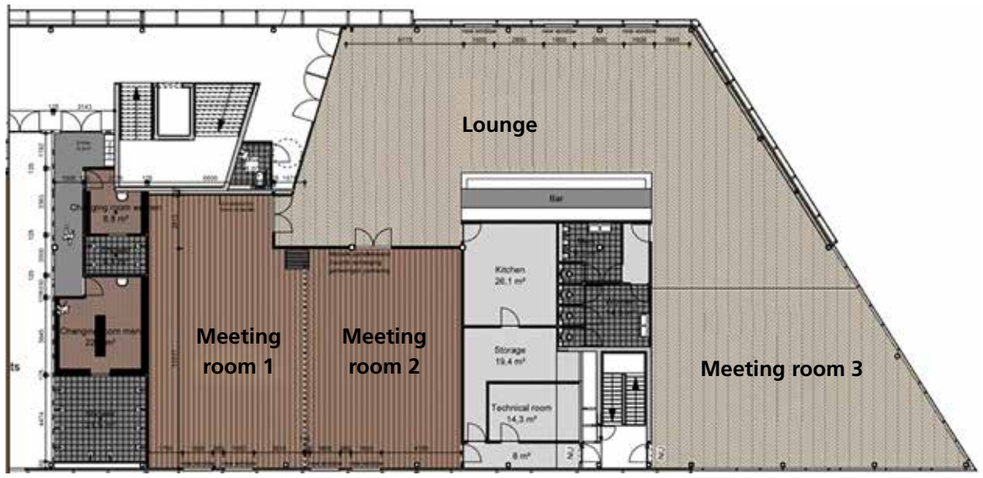
Meeting rooms 1 and 2 can be connected together. In addition, this room has a projector with a 413 cm-diameter screen. Meeting room 3 provides a fantastic view over the Shimano fishing pond and has plenty of natural light.

Staying healthy and meeting one another safely are currently a priority for us all. We therefore adhere to the guidelines of RIVM – the Dutch National Institute for Public Health and the Environment – which means that we have a maximum capacity for all meeting rooms that takes into account 1.5-metre social distancing. All rooms are fitted with an optimum ventilation system. (See appendix on Covid-proof meetings)





FIRST FLOOR LAYOUT





Meeting rooms 1 & 2 connected together



Meeting room 3



EC / Shimano Experience Center (presentation)



Lounge

CAPACITY

	m²	Theatre set-up	Classroom set-up	U-shape set-up	Square set-up
Meeting room 1	112	60 people	16 people	16 people	20 people
Meeting room 2	94	70 people	18 people	20 people	24 people
Meeting rooms 1 & 2 connected together*	205	150 people	40 people	26 people	32 people
Meeting room 3	184	125 people	26 people	22 people	28 people
Shimano Experience Center	-	Presentation room suitable for 100 people			

** With open sliding partition to lounge*

ROOM HIRE

	Day	Half a day
Meeting room 1	€365.-	€185.-
Meeting room 2	€365.-	€185.-
Meeting rooms 1 & 2 connected together	€575.-	€285.-
Meeting room 3	€525.-	€260.-
Lounge area	€210.-	€105.-
Entire Shimano Experience Center (Meeting rooms 1, 2, 3, Lounge)	€785.-	€395.-
Shimano Experience Center	€525.-	€260.-

** Room hire includes the use of TV screen or projector, flip chart, and audio.*

MEETING PACKAGES

Eight-hour meeting package

- Writing pads and pens
- Unlimited tea, coffee, and fruit-infused water
- Fridge with unlimited soft drinks
- Biscuits, fresh fruit, nuts, and meeting mints
- Shimano Bidon
- Free Wi-Fi
- 2x sweet or savoury breaks
- 1x lunch

Starts from €35.- per person *

** excluding room hire*

Four-hour meeting package

- Writing pads and pens
- Unlimited tea, coffee, and fruit-infused water
- Fridge with unlimited soft drinks
- Biscuits, fresh fruit, nuts, and meeting mints
- Shimano Bidon
- Free Wi-Fi
- 1x sweet or savoury break

Starts from €16,50 per person *

** excluding room hire*

When booking a meeting package you receive a 50% discount on the meeting-room rent.
If you have special requirements, need to arrange a multi-day meeting, or want a tailor-made meeting package,
we will be happy to discuss the possibilities with you.

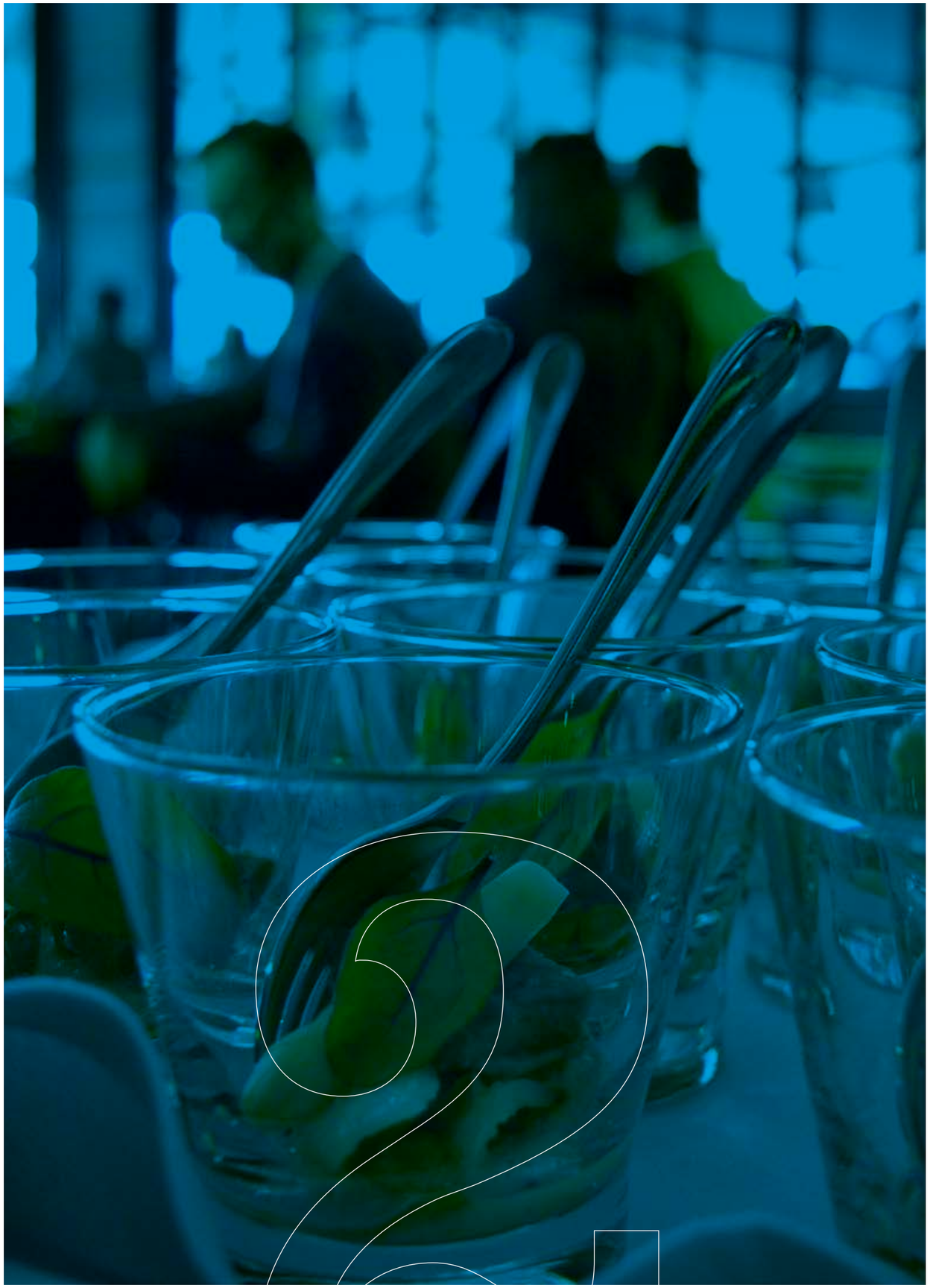
ALTERNATIVE MEETING OPTIONS

Meetings surrounded by nature
Meetings held outdoors provide inspiration! We have an outdoor meeting place next to our Shimano fishing pond. This unique spot surrounded by nature provides inspiration and fresh insights. Enjoy the tranquillity and the natural surroundings during your meeting!

Hybrid meetings
If you want participants at different locations to take part in your meeting, a hybrid meeting in one of our meeting rooms provides the answer. We will be happy to discuss the different options with you.







2

Catering

To ensure your event is a success, we offer various catering options. From coffee and Limburg sweet tart (vlaai) on arrival to end-of-event drinks and from a luxury lunch to a walking dinner or barbecue, the possibilities are endless!

LUNCH SUGGESTIONS

Choose from various lunch options. The lunch is served in the lounge adjacent to your meeting room or area. If you have any special requirements or would like a tailor-made lunch, we will be happy to discuss the options with you.

Business lunch, suggestion 1

Selection of filled rolls
Assorted fruit and quark
Unlimited tea and coffee

Starts from €16.50 p.p.
(Other variations on request.)

Business lunch, suggestion 2

A selection of mini ciabatta's and tortilla's garnished with a.o. tomato, sweet peppers, cucumber, egg, spreads, and different varieties of lettuce:

- Mini ciabatta mix with chicken breast
- Mini ciabatta mix with mortadella
- Mini ciabatta mix with ham
- Mini ciabatta mix with cheese
- Tortilla with beef carpaccio
- Yellow carrot tortilla with salmon carpaccio
- Unlimited tea and coffee

Starts from €18.50 p.p. *(from 30 persons)*
(Other variations on request.)







DRINKS PACKAGE

Order a drinks package for during your event.

Included in standard drinks package
Unlimited wine, beer, soft drinks, tea and coffee.
If you prefer, a drinks package based on consumption is also possible.

Standard drinks package

1 hour	€ 13.50 p.p.
1.5 hours	€ 15.85 p.p.
2 hours	€ 18.20 p.p.
2.5 hours	€ 20.30 p.p.
3 hours	€ 22.65 p.p.
4 hours	€ 26.70 p.p.
5 hours	€ 28.50 p.p.

These prices apply to groups of ten or more people.
Other variations on request.

BITS & BITES

If you want to end your meeting with informal drinks or have something to celebrate, you can do so in our lounge with bar. We offer various options to make your drinks party a success. Changes and/or special requests are possible and we will be happy to discuss these with you.

Canapé platters

Six mini croquettes	€ 4.50
Cold canapé platter: cheese, fuet sausage, and nuts	€ 6.40
Luxury hot and cold canapé platter *(cheese, fuet sausage, nuts, meatballs, mini chicken skewers, spring rolls)*	€ 8.70
Luxury vegetarian platter with olives, nachos, and vegetarian canapés	€ 12.50

Luxury Bites
Selection of bruschettas, olives, mini wraps
Price on request

Bites & drinks package
Four drinks from our standard drinks package, including two rounds of hot canapés, cheese and fuet sausage, and nuts. € 16.95 p.p.

DINNER SUGGESTIONS

Pasta buffet served hot
- Lasagne
- Stuffed tortellini (vegetarian)
- Spaghetti bolognese
- Salmon lasagne
- Bread
- Cold salads

Starts from €25.50 per person

Various themed walking dinners
Limburg glory
Italian
Spanish tapas
Prices on request

Dinners
We are happy to offer various dinner options at our venue or in Valkenburg's lively town centre.

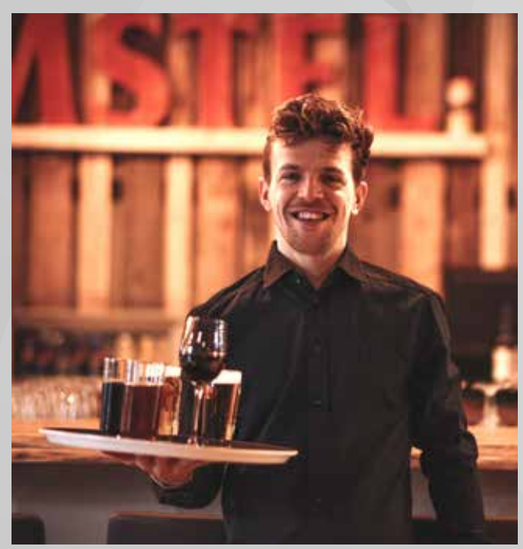
OUTDOOR COOKING

'De Luxe' luxury barbecue
- Marinated rib-eye
- Pork tenderloin satay
- Shashlik of pork tenderloin satay and steak
- Scampi skewer
- Sauces, salads, bread, BBQ chef

Starts from €28.50 per person

'De Proeftuin'
Culinary festival
Options on request

Food trucks
Options on request











3

Business events

Are you looking for a venue to give a presentation, hold a conference, or launch a product? The Shimano Experience Center offers a range of possibilities to make your B2B event a success. Whether you want to organize a large or small, formal or informal, event, we are your ideal partner. Our venue covers an area of 1,200 m² split over two floors and has various meeting rooms that we can set up with a stylish lounge section or cosy bar. With more than 3,000 m² of outdoor space, the possibilities in and around the Shimano Experience Center are virtually limitless.

INTERNAL BUSINESS EVENTS

If you want to organize an internal company event to strengthen the relationship you have with your employees, you naturally want the day to be an unforgettable experience. Our unique multifunctional venue can guarantee this. A get-together organized at the Shimano Experience Center gives you the opportunity to surprise and inspire your employees with any programme you have in mind. We offer a suitable solution for any event.

- Company parties
- Staff parties
- Company anniversary
- Themed events
- Christmas drinks
- New Year's party

EXTERNAL BUSINESS EVENTS

At the Shimano Experience Center, we want to make sure that your external events are also a success. We help you consider how to achieve your objectives and we tailor the format and details of the event accordingly. Whether you want a trendy and modern setting or something more classic and formal, thanks to the expertise of our professional team, we can ensure your event will be unforgettable. You could enjoy the great outdoors next to our fishing pond, for example, although our modern lounges will also provide you with everything you need. Our venue is easy to access, provides plenty of parking space, and also has a hotel right next door.

- Partner programmes
- Workshops
- Symposia
- Product launches
- Conventions
- Networking events
- Mobility cafés
- Talk shows
- Customer events
- Livestream events



@Grinta

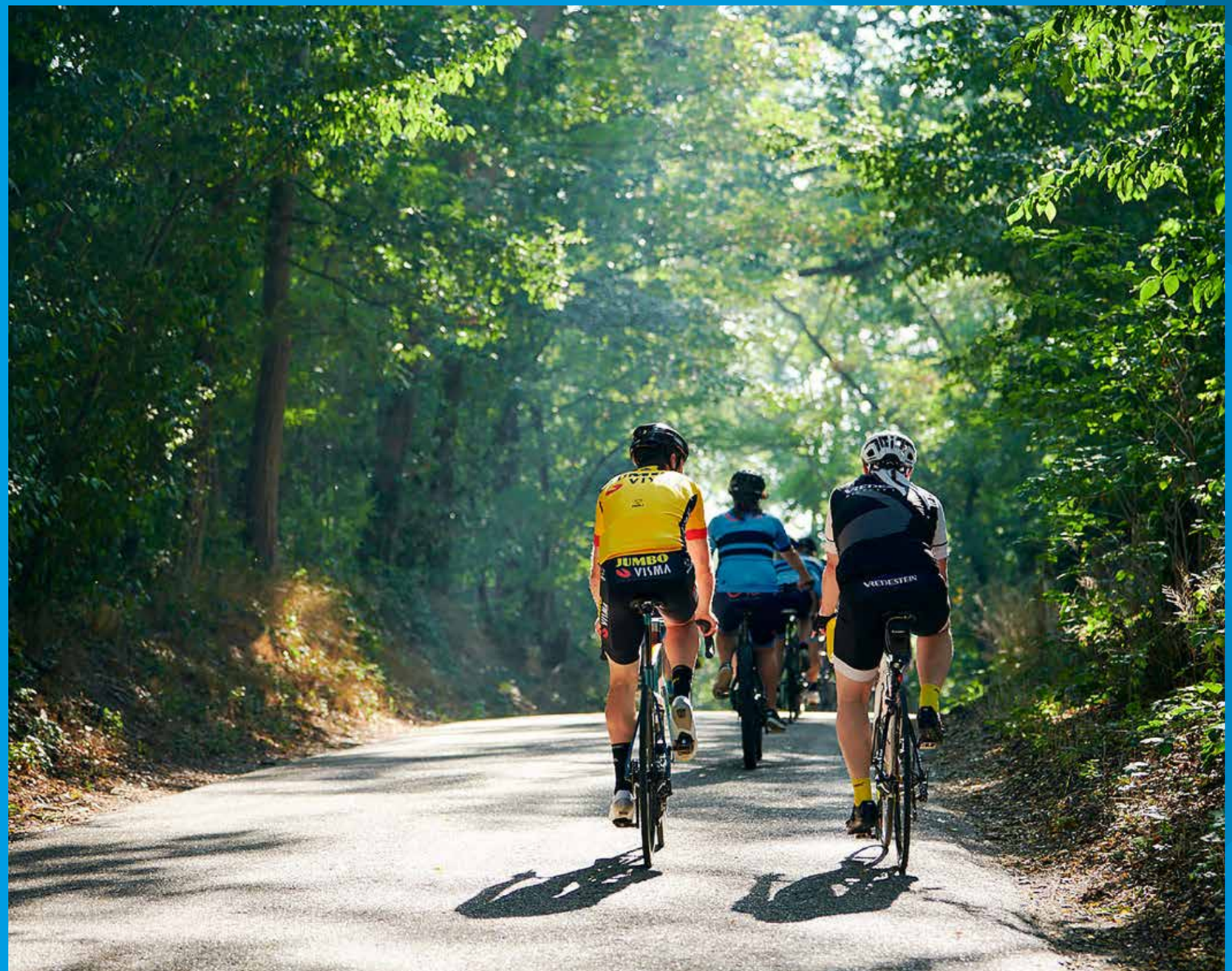
SPORTING EVENTS

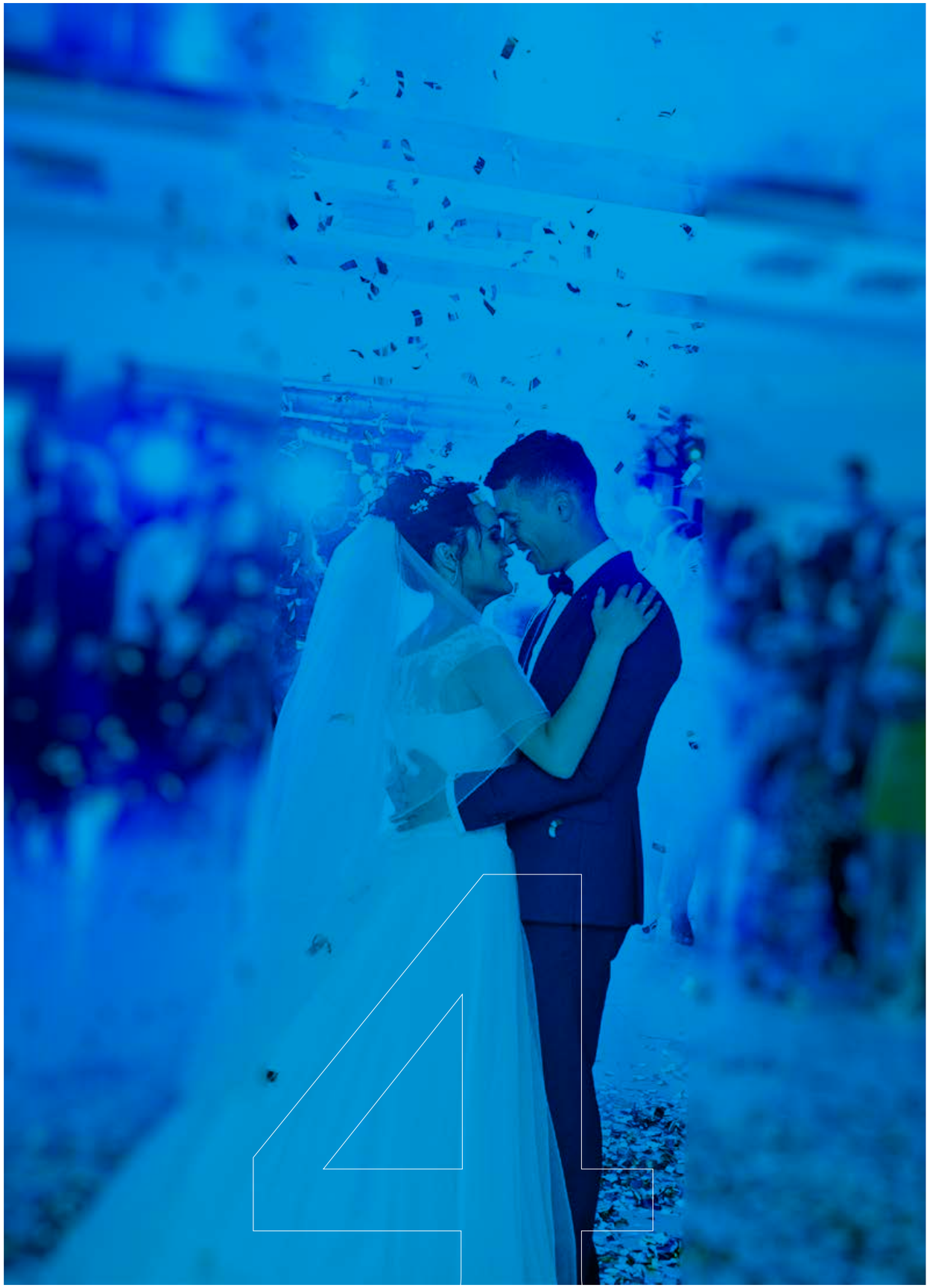
We specialize in organizing tailor-made cycling events, although we also organize tailor-made fishing, hiking, and trail events. For our cycling events, we have professional mechanics and assistants, high-end bikes, a Shimano car, a Shimano finish line arch, showers, changing facilities, and lockers.

We take care of everything for you – from routes and supplies to drinks at the end – so that you can enjoy the event. And how about a networking event on bikes? The bike is an ideal way to network during an informal and athletic outdoor activity. It will get you all heading in the same direction!

We organize the entire event from 'start' to 'finish'. Our events include:
- Networking by bike
- Cycling and fishing events
- Cyclist café
- Hiking events
- Trail events
- Ladies events







4

Private events

The Event Center is the perfect venue for a unique and unforgettable party. We have a wide choice of stylish rooms with space for up to 325 people. We will be happy to transform our versatile rooms into the perfect venue and ensure that your party is an unforgettable experience, whether you want to organize a friendly drinks party, a spectacular wedding, a communion, or another type of party.

Our Events Team will be happy to help you think about the details of your event and our venue offers a variety of extensive options to make your event a success. These include a dance floor, party lighting, the right entertainment, such as a DJ or band, and a welcoming lounge bar. We will also be happy to discuss how we can cater for your culinary needs.

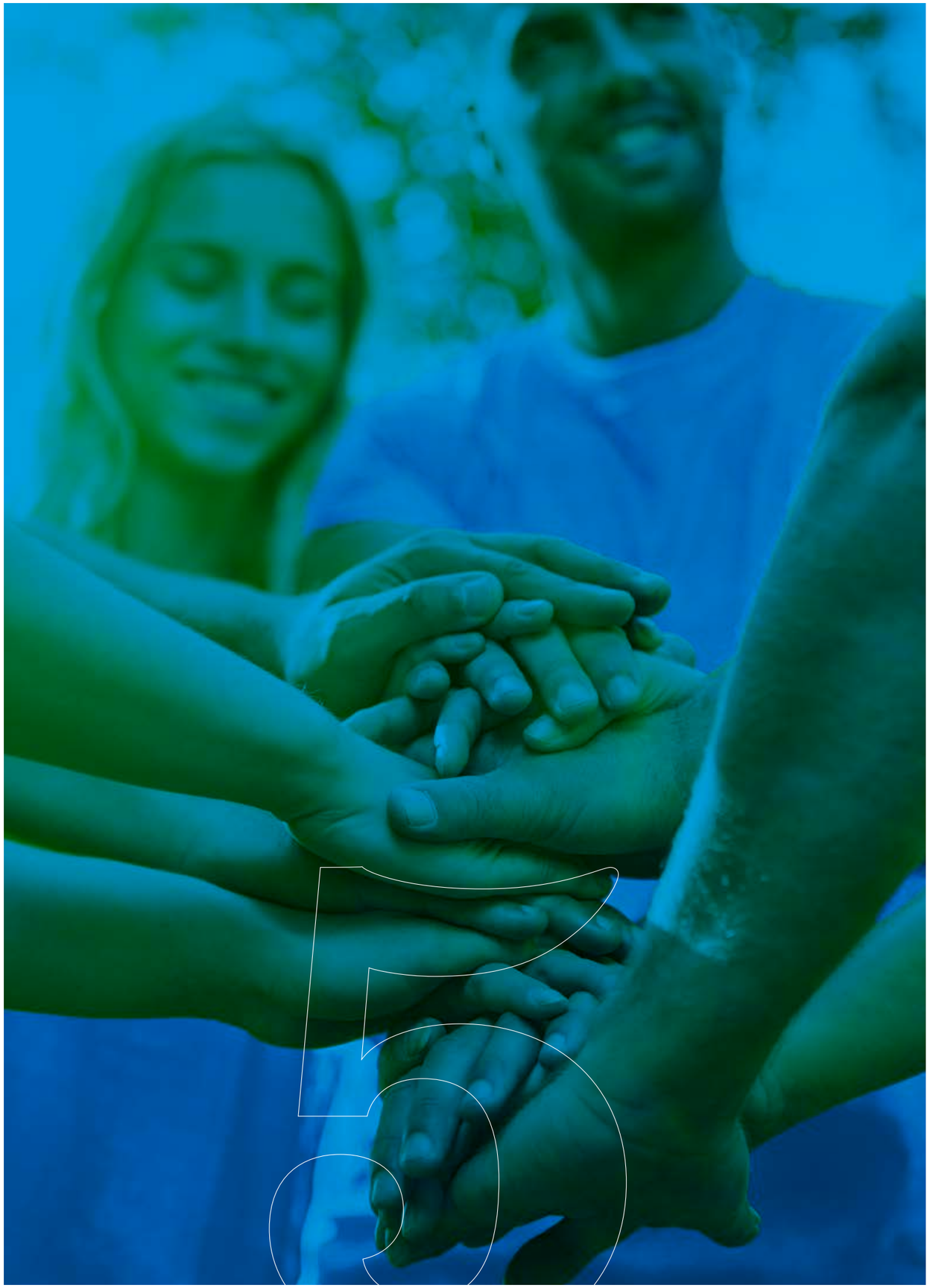
As our venue is located on the Par'Course grounds, a hotel and parking area are also available. This means that we can provide you with a complete party experience.

Weddings
Together with you, we will do everything we can to make your wedding an unforgettable event that you will still cherish years later and which your guests will talk about for a long time.

Private events
- Weddings
- Communions
- Themed parties
- Anniversaries
- Receptions
- Baby showers
- Family days
- Birthdays







5

Group activities

Are you looking for a fun team-building event for your company? Or do you want to organize an activity for your friends or family? If so, you have come to the right address. We offer a variety of outdoor and group activities at our venue and in the surrounding area. We provide countless options, from athletic, culinary, and fun activities to creative workshops. These activities can easily be combined with a lunch, dinner, or drinks.

OUTDOOR

Not only are outdoor activities fun and healthy but they also stimulate creativity and problem-solving skills. These activities are fun to do as a staff outing and also make an ideal break during a meeting or a corporate away day.

- Bike experience
- E-bike experience
- Hiking experience
- MTB or gravel experience
- Fishing experience
- Cultural city walk





GAMES

These games are a light-hearted way to improve collaboration and communication between your employees. We guarantee you'll have fun!

Possible options:
- Bike escape game
- Quiz evening
- Murder mystery dinner
- City battle





WORKSHOPS

Workshops are fun and make an ideal team-building exercise or an enjoyable break during meetings. In addition, you give participants the opportunity to learn something new.

A selection of what we offer:
- Body language workshop
- Falconry workshop
- Cycling and fishing clinic
- Meditation workshop



UNDERGROUND

The marl caves were carved out by hand several centuries ago. Today, this underground labyrinth provides the setting for unique group activities, from artistic marl workshops to adventurous excursions.

- Marl carving workshop
- Adventurous cave excursion
- Cave biking
- Cave climbing expedition



CONTACT

If you would like to find out more about organizing your event at the Shimano Experience Center,

we invite you to come and have a look around our unique location. We will be happy to discuss the details of your event while you enjoy a cup of coffee. Contact our events team to make an appointment.

HOW TO GET THERE

By car:

From Eindhoven: follow the A2 and then the A79 before taking the exit to "Valkenburg"
From Liège: follow the A2 and then the A79 before taking the exit to "Valkenburg"
From Hasselt: follow the E314, then the A2, and then the A79 before taking the exit to "Valkenburg"
From Aachen: follow the A4 and then the A79 before taking the exit to "Valkenburg"

Parking: Within walking distance of PAR'COURSE car parks 1 & 2
Prins Bernardlaan, 6301 KZ Valkenburg aan de Geul
GPS coordinates: N 50.8656 E 5.8213

By train: A ten-minute walk from Valkenburg Central Station

By plane: Eight kilometres from Maastricht-Aachen Airport which is less than fifteen minutes away by car, taxi, or bus.

By bike: Located at the foot of the Cauberg hill. (28 x 11 is sufficient.)



Shimano Experience Center
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Limburg, home of cycling!