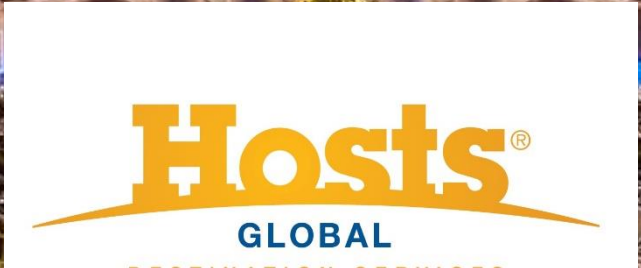




**RUSSIA'S LEADING DESTINATION MANAGEMENT COMPANY**



**URBAN ROCK FESTIVAL in Space**



# Tsar Events Russia DMC & PCO

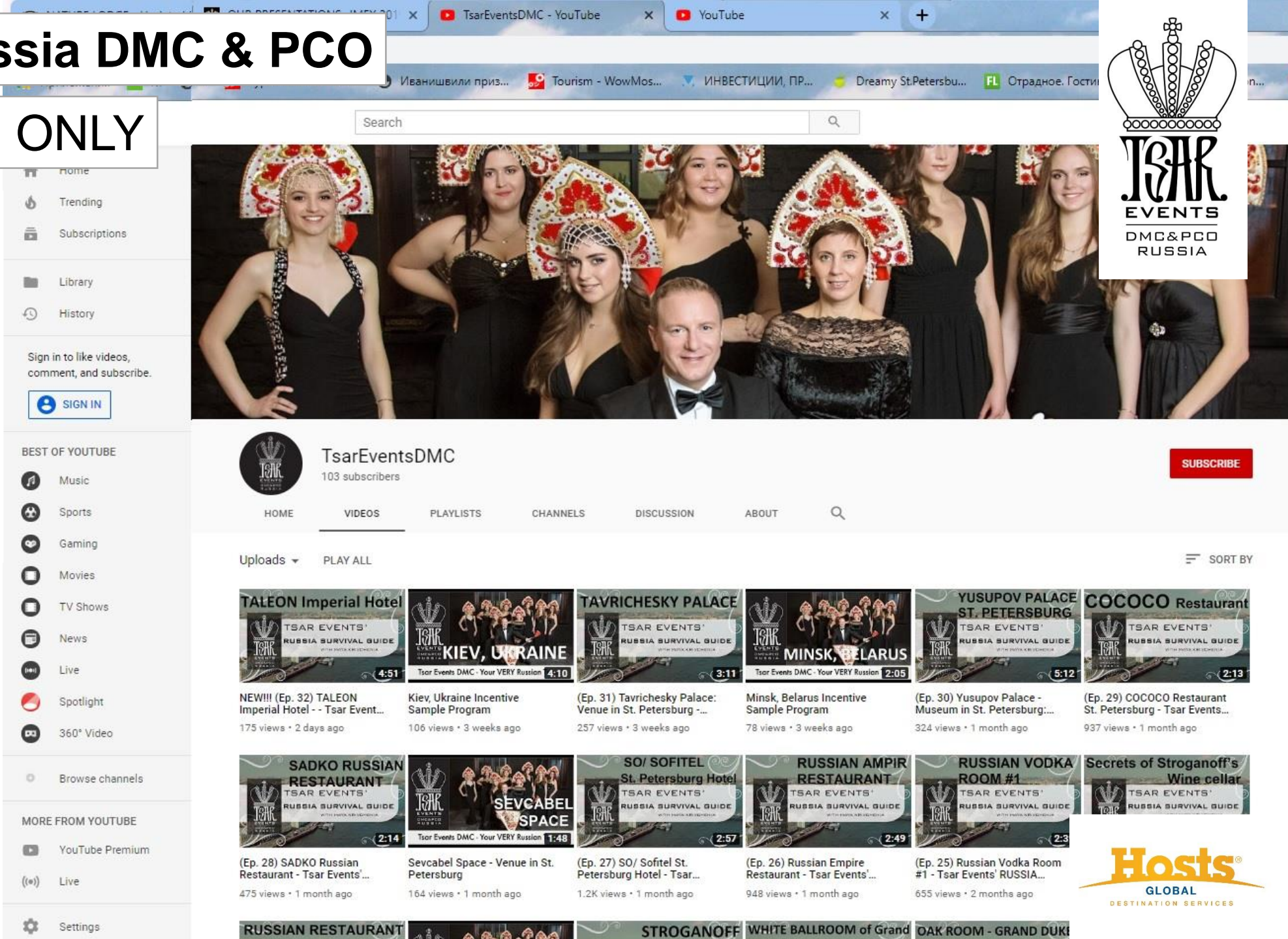
## THE FIRST AND ONLY

We created  
**First Russian MICE  
Professional Vlog on  
YouTube** to help client  
better understand our  
destination

## **RUSSIA SURVIVAL GUIDE Vlog**



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RUSSIAN RESTAURANT			
STROGANOFF			
WHITE BALLROOM of Grand			
OAK' ROOM - GRAND DUKI			

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# SEVCABEL Space

## LOCATION & HISTORY

**ADDRESS: Kozhevennaya Liniya, 40, St. Peterburg, 199106**

Factory of trading house "Siemens and Galske" (Siemens & Halske) was founded in 1879 by German industrialist Carl Siemens and became the first cable factory in Russia. In 1918 he was nationalized and renamed the North cable factory, later - Sevkabel.

In 2017, on the basis of the historical areas of the factory at St. Basil Island harbors began to develop modern cultural and business space Sevcable.



# SEVCABEL Space

## EXTERIOR & ENTRANCE

**Sevcabel Space** is unique place with history which was adapted as creative space with a lot of possibilities to organize different conferences, fairs, festival and other events which you can imagine. The territory of the complexes is huge, the courtyard takes near 5000 sq.m. and sea front is 3000 sq.m..

The main venue is YTK (Russian acronym from cable packaging area). This venue is located in red brick barn, which was built in XIX century, the space is 1500sq.m.



# SEVCABEL Space

## RECOMMENDED CONCEPT



Sevcabel Space is perfect venue for:

**Special presentation**

**Conference**

**Concert**

**Exhibit**

**Corporate events**

**Gala dinner**



# SEVCABEL Space

## DINNER

The venue can be zoned on different spaces with separate entrances, so you can construct your own vision:

### CAPACITY:

Dinner: 500 pax

Cocktail: 100 pax

Theater style: 700 pax

Concert: 2000 pax



# SEVCABEL space

## RECOMMENDED CONCEPT

Urban fair can be arranged in the territory of Sevcabel Port outdoor space within the historic courtyards can accommodate up to 1,500 guests and set up theme stations and entertainment throughout the space.

- Food trucks – Russian street food, international foods from all over the world or any type of cuisine can be arranged upon your request



# SEVCABEL space

## ROCK URBAN FAIR

- Graffiti master class can be set up as one of the activity stations. Local artists will prepare the art and guests will be able to color it on site. The art can be tied to destination the group is visiting or company's logo/travel theme





**SEVCABEL space**

## ROCK URBAN FAIR

- For a deep dive into the Rock Urban atmosphere we can set up Harley Davidson shop with the display of motorcycles and a representative who can showcase the vehicles and help guests learn more about the models. Perfect set up for a photoshoot.



# SEVCABEL space

## ROCK URBAN FAIR

- Local Russian rock bands can be invited as an entertainment act. The space allows to set up a stage for the event and any kind of content related to the fair can be displayed there.
- Additionally quadrocopter with live feed can be flying over the guests and live stream the activities and guests to the big screen



# SEVCABEL space

## ROCK URBAN FAIR

- Multiple interactive stations can be set up throughout the courtyard such as Guitar Hero shop. Guests can play digital instruments in groups and perform famous rock anthems!



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# SEVCABEL space

## ENTERTAINMENT



There are a lot of opportunities to organize there different types of entertainment depending of your event

### Some ideas:

- Bread & Salt Welcoming Ceremony
- Cossack Folkloric Performance
- Drummer-girls show
- Pop Band
- Fashion Show
- Gipsy Show
- Private Ballet Performance



# SEVCABEL space

## DECORATION



**This venue is very flexible so using the decoration we can feature there all we Image**

- Russian Shawls (Pavlovoposadskiy Shawl) as a decoration and a gift
- Winter decoration (special figure from ice)
- Film theme
- Factory (to reflect the history of the building)
- Soviet Union event
- Circus theme
- Art Space



# SEVCABEL space

## TECHNICAL EQUIPMENT

This venue do not offer any equipment, only WIFI and power supply - up to 300 kW. Also it is worth noting that Sevcabel Port has own pier and the guest can arrive by water way.



**Who we are:**

# OUR SERVICES



**Meeting & Congresses**

**Incentive & Cultural Programs**

**Hotel Accommodation**

**Theme Parties & Special Events**

**Venues & Vendors Selection**

**Transportation & Staff logistic**

**Team-Building Activities**



Who we are:

## OUR DESTINATIONS

### RUSSIA

- St. Petersburg
- Moscow
- Sochi
- Other cities

### LITHUANIA

### LATVIA

### ESTONIA

### BELARUS

### UKRAINE





**Who we are:**

**THE FIRST AND ONLY**

**ADMC** (Accredited Destination management Company)

**CMP** (Certified Meeting Professional) in Russia

**DMCP** (The Destination Management Certified Professional) in Russia

**BOOK** (Russia Survival Guide – book-instruction for Meeting planners going to Russia, sold more than 15000 copies)

**YOUTUBE VLOG** (based on Book, short clips about Russia, it's culture and specifics)

[www.tsar-events.com](http://www.tsar-events.com)



What we did:

## OUR EXPERIENCE

**World Cup 2018:** Global Hospitality for Coca Cola company

**World Cup 2018:** Different activities for VISA in several cities

**UEFA 2018 Champion League Final (Kiev):** Hospitality program for Adidas, VISA, MasterCard, Sony

**Confederation Cup 2017:** Coca Cola company



**What we did:**

## OUR EXPERIENCE

**Olympic Games 2014:**  
hospitality and ground  
transportation services for  
Coca Cola and McDonalds

**United Nation  
Conference** (annual event  
from 2010)

A lot of other projects  
during 8 years for our loyal  
clients.



What we did

JUST A FEW OF OUR CLIENTS



# OUR CONTACTS

## TSAR EVENTS RUSSIA DMC & PCO

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