



Owned and Managed by :



Bumi Serpong Damai or BSD City, is one of the most advanced planned cities in south of Jakarta. The development plan incorporates five toll roads that include excellent and reliable rail and bus connections. The 6.000 hectare area is fully equipped with areas dedicated to industrial, office, trade, education, leisure, health and residential purposes.





PT Indonesia International Expo (IIE) is a joint venture company between two prominent groups, which are Kompas-Gramedia Group and Sinarmas Land. IIE was established to explore growing potential of Meetings, Incentives, Conventions and Exhibition (MICE) industries in Indonesia.

IIE owns 2 business units, namely Indonesia Convention Exhibition (ICE) and Hotel Santika Premiere ICE BSD City (Santika Hotel). Other than that, IIE also establish a subsidiary, namely PT Indonesia Internasional Graha (IIG Events). Our professional expertise is shown in our vast as our portfolio:

As a core business unit, ICE is designed to be the most spacious exhibition and convention center in Indonesia. ICE offers 10 exhibition halls with a total area of 50,000 sqm and an additional 50,000 sqm outdoor exhibition space, a 4,000 sqm convention hall divisible into 4 rooms; 33 meeting rooms; and a 12,000 sqm convenient pre-function lobby.



Santika Hotel is a 4-star Hotel that supports our core business, with spacious 285 rooms and conveniently adjacent to ICE complex that situated in the modern BSD City, the hotel is ideal for business travellers and event organizers.

IIG Events is a Professional Event Organizer (PEO) that is highly qualified, competent and experienced in holding MICE events. Managed by professional competency at MICE industry IIG Events is your trusted partner to hold your extraordinary events. Our highlighted events including: Pekan Raya Indonesia and Bridestory Market.



ICE FACTS



22 Hectares
Land Area



10 Exhibition Halls
of 50.000 m²



1 Convention Hall
4.000 m²



33 Meeting
Rooms



5.000
Parking Space
at ICE



7.000
Parking Space
Around ICE

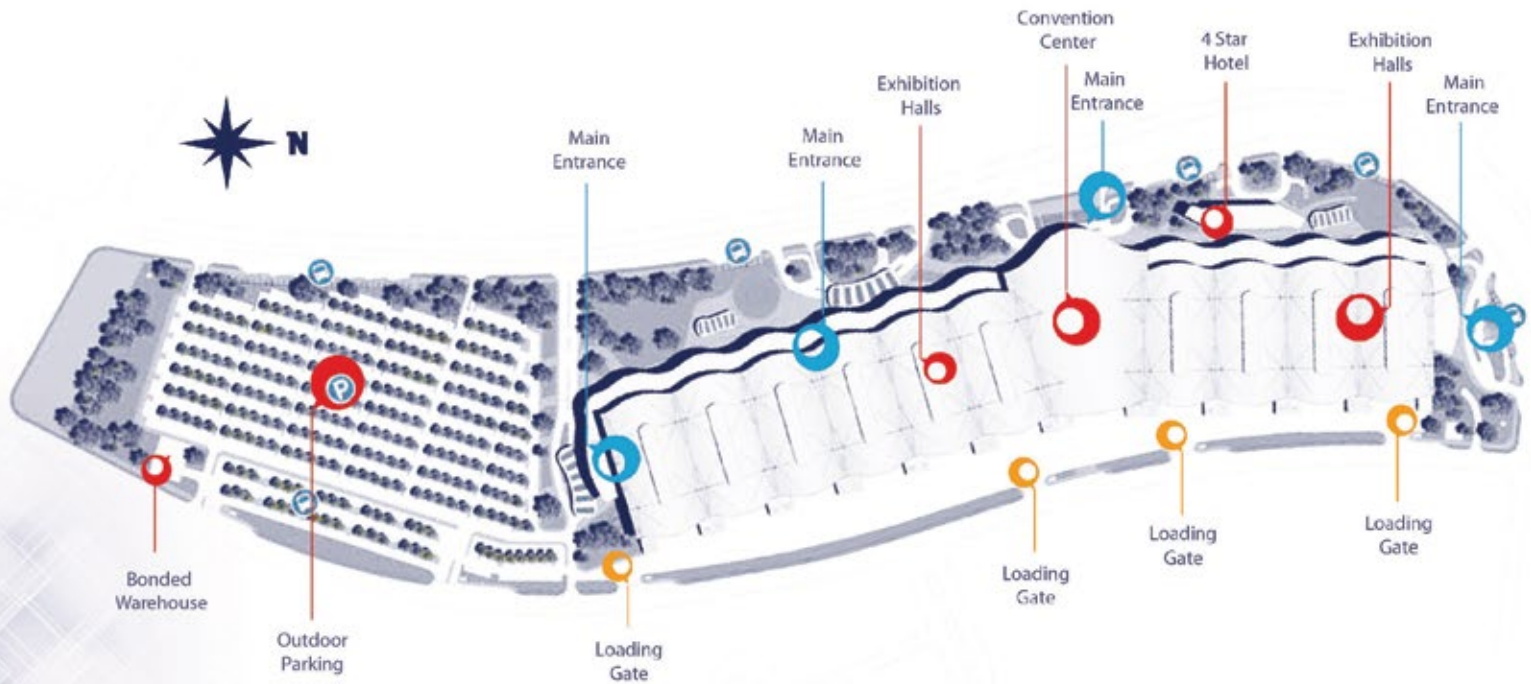


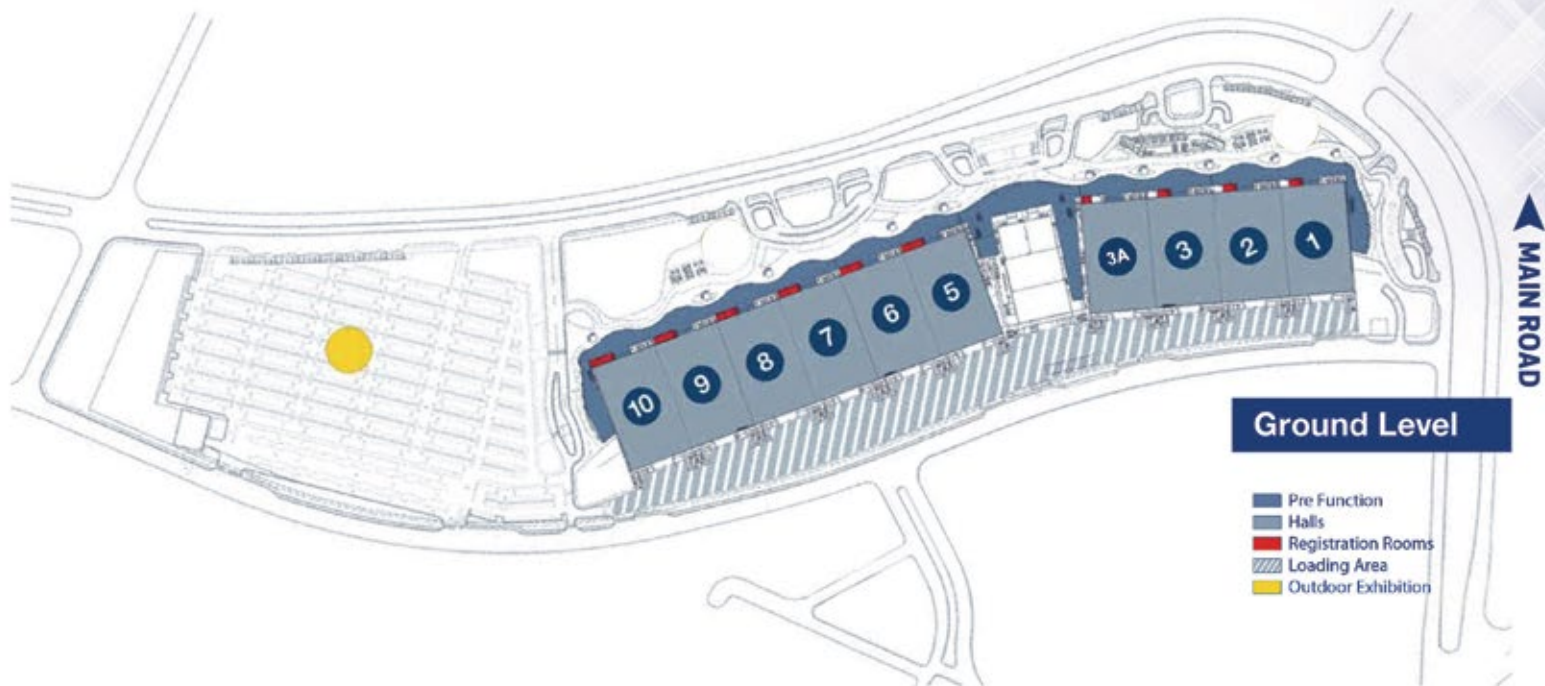
45 Minutes from
Airport, 10 Minutes
from Train Station



Surrounded by
8 Malls and more
than **20** hotels

SITE PLAN





NUSANTARA CONVENTION HALL

The Nusantara Convention Hall is the 'Jewel on the Crown' of ICE, centrally located in the entire building composition. The Venue is adjustable to operate as an independent International Standard Facility or a fully integrated space attached with exhibition halls via the pre-function areas an inter-connectivity doors.

Finished with luxurious carpets, the Nusantara Convention Hall has 4.000 Sqm of space that can be divided into 4 rooms and also a 3.500 Sqm convenient prefunction lobby area. ICE ease of access and excellent range of services delivers a perfect place for event such as conference, seminar, corporate gathering, large scale wedding and graduation.



NUSANTARA CONVENTION HALL

Facts & Figures

Ground Floor

Room Name	Metres: (L x W x H)	m ²	Feet (L x W x H)	Sq Feet	Set Up					
					Round Table	Classroom	Theatre	U Shape	Double U Shape	Reception
Prefunction GF	-	3.240	-	9.875	-	-	-	-	-	2.500
Convention Hall 1A	27 x 22 x 9	594	82 x 67 x 27	5.494	270	300	600	100	240	500
Convention Hall 1B	27 x 22 x 9	594	82 x 67 x 27	5.494	270	300	600	100	240	500
Convention Hall 2	27 x 44 x 9	1.188	82 x 134 x 27	3.621	540	600	1.200	250	500	1.000
Convention Hall 1 & 2	54 x 44 x 9	2.376	164 x 134 x 27	7.242	1.200	1.140	2.300	300	700	2.000
Convention Hall 3	27 x 44 x 9	1.188	82 x 134 x 27	3.621	540	600	1.200	250	500	1.000
Convention Hall 2 & 3	54 x 44 x 9	2.376	164 x 134 x 27	7.242	1.200	1.140	2.300	300	700	2.000
Convention Hall 1, 2 & 3	81 x 44 x 9	3.564	246 x 134 x 27	10.863	1.800	2.000	3.500	700	1.300	3.200

Nusantara Holding Rooms

Room Name	Metres (L x W)	Sq Metres
Office 1	6,2 x 4,7	29.14
Office 2	4,7 x 5,6	26.32
Office 3	6,6 x 9	59.4
Office 5	12 x 4,7	56.4
Nusantara Hall 5	9 x 8	72

NUSANTARA CONVENTION HALL

Configuration

THEATER LAYOUT 1



Room Dimensions
Hall = 45m x 81m

Room Configuration (Hall)
Hall = 3,645 m²

Screens (Each Hall)
7.5m x 6m = 2 screens
7.5m x 6m = 2 screens
2.5m x 2m = 4 screens

Seats (Hall)
Hall = 5,343 seats

THEATER LAYOUT 2



Room Dimensions
Hall 1 = 45m x 54m
Hall 2 = 45m x 27m

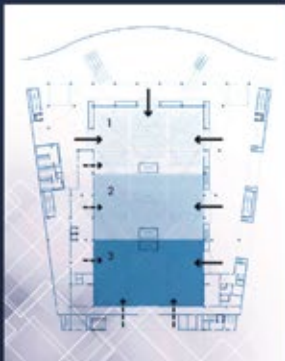
Room Configuration (Hall)
Hall 1 = 2,430 m²
Hall 2 = 1,125 m²

Stands
Hall 1 = 170 stands
Hall 2 = 80 stands

Screens (Each Hall)
7.5m x 6m = 2 screens
5m x 4m = 4 screens
2.5m x 2m = 4 screens

Seats (Hall)
Hall 1 = 3,624 seats
Hall 2 = 1,623 seats

THEATER LAYOUT 3



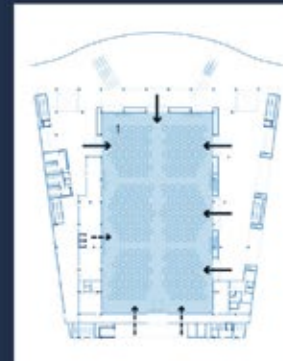
Room Dimensions
Hall 1 = 45m x 54m
Hall 2 = 45m x 27m
Hall 3 = 45m x 27m

Room Configuration
Hall 1 = 1,125 m²
Hall 2 = 1,125 m²
Hall 3 = 1,125 m²

Screens (Each Hall)
7.5m x 6m = 2 screens
5m x 4m = 4 screens
2.5m x 2m = 4 screens

Seats (Hall)
Hall 1 = 1,668 seats
Hall 2 = 1,473 seats
Hall 3 = 1,668 seats

BANQUET LAYOUT 1



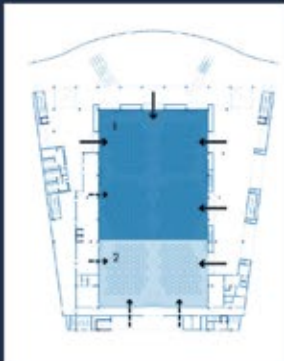
Room Dimensions (Hall)
45m x 81m

Room Configuration (Hall)
3,645 m²

Tables (Hall)
285 m²

Seats (Hall)
2,580 m²

BANQUET LAYOUT 2



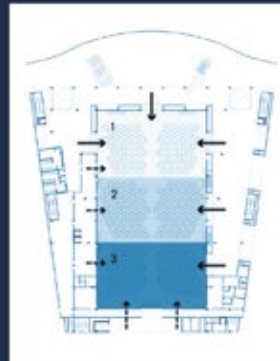
Room Dimensions
Hall 1 = 45m x 54m
Hall 2 = 45m x 27m

Tables
Hall 1 = 180 tables

Room Configuration
Hall 1 = 2.430 m²
Hall 2 = 1.125 m²

Seats
Hall 1 = 1.800 seats
Hall 2 = 820 seats

BANQUET LAYOUT 3



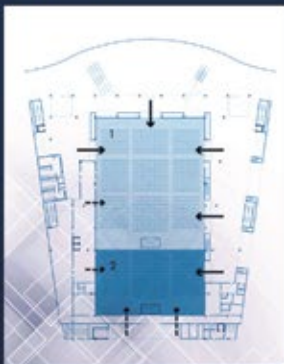
Room Dimensions
Hall 1 = 45m x 27m
Hall 2 = 45m x 27m
Hall 3 = 45m x 27m

Tables
Hall 1 = 80 tables
Hall 2 = 100 tables
Hall 3 = 82 tables

Room Configuration
Hall 1 = 1.125 m²
Hall 2 = 1.125 m²
Hall 3 = 1.125 m²

Seats
Hall 1 = 800 seats
Hall 2 = 1.000 seats
Hall 3 = 820 seats

CLASSROOM LAYOUT 1



Room Dimensions
Hall 1 = 45m x 54m
Hall 2 = 45m x 27m

Tables
Hall 1 = 526 tables
Hall 2 = 228 tables

Room Configuration
Hall 1 = 2.430 m²
Hall 2 = 1.125 m²

Seats
Hall 1 = 1.578 seats
Hall 2 = 684 seats

Screens (Each Hall)
7.5m x 6m = 2 screens
5m x 4m = 4 screens
2.5m x 2m = 4 screens

CLASSROOM LAYOUT 2



Room Dimensions
Hall 1 = 45m x 54m
Hall 2 = 45m x 27m
Hall 3 = 45m x 27m

Tables
Hall 1 = 228 tables
Hall 2 = 228 tables
Hall 3 = 228 tables

Room Configuration
Hall 1 = 1.125 m²
Hall 2 = 1.125 m²
Hall 3 = 1.125 m²

Seats
Hall 1 = 684 seats
Hall 2 = 684 seats
Hall 3 = 684 seats

Screens (Each Hall)
7.5m x 6m = 2 screens
5m x 4m = 4 screens
2.5m x 2m = 4 screens

EXHIBITION HALL

Welcome to where the show begins. Created to accommodate large-scale international trade fair or consumer shows, ICE Exhibition hall provides flexible spaces that adjust to every event organizer's requirements.

These halls were sculpted to become the first-rank preferred venue for all exhibition organizers. 10 exhibition halls with a total area of 50.000 Sqm, exhibitors are allowed to load and dismantle with maximum efficiency as every halls is designed with a remarkable floor loading capacity of 2.000 kg/Sqm.

Two loading doors with clear dimensions of 6m (w) x 6m (h), 6.5m (w) x 6m (h) at Hall 1 and 8.5m (w) x 8m (h) at Hall 10 offer a more flexible loading and dismantle operation.



EXHIBITION HALL

Facts & Figures

Ground Floor - Exhibition Hall (1 & 10)

Room Name	Metres: (L x W x H)	Sq Metres	Feet (L x W x H)	Sq Feet	Set Up			
					Round Table	Classroom	Theatre	Reception
Prefunction	-	1,510	-	2,050	Floor Load 800 kg/sqm			
Exhibition Hall 1 & 10	90 x 54 x 12	4,860	295 x 180 x 40	53,100	Floor Load 2,000 kg/sqm Rolling Door Hall 1 - Loading Area: 6,5 m (w) x 6 m (h) Hall 1 - Canopy Side: 10 m (w) x 12 m (h) Hall 10: 8,5 m (w) x 8 m (h)			
4 Meeting Rooms (Mezz)	7,2 x 6 x 3	43	-	-	20	24	30	32
2 Registration Rooms (Ticket)	6,5 x 6 x 3	51	-	-	-	-	-	-

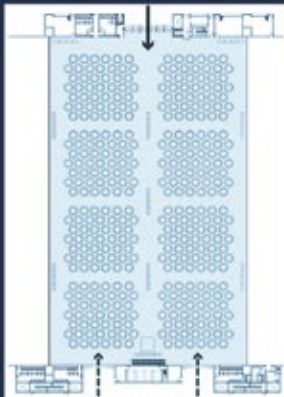
Ground Floor - Exhibition Hall (2, 3, 3A, 5, 6, 7, 8, 9)

Room Name	Metres: (L x W x H)	Sq Metres	Feet (L x W x H)	Sq Feet	Set Up			
					Round Table	Classroom	Theatre	Reception
Prefunction	-	625	-	2,050	Floor Load 800 kg/sqm			
Exhibition Hall 2, 3, 3A, 5, 6, 7, 8, 9	90 x 54 x 12	4,860	295 x 180 x 40	53,100	Floor Load 2,000 kg/sqm, Rolling Door 6m (w) x 6m (h) - 2 Doors			
4 Meeting Rooms (Mezz)	7,2 x 6 x 3	43	-	-	20	24	30	32
2 Registration Rooms (Ticket)	-	51	-	-	-	-	-	-

EXHIBITION HALL

Configuration

BANQUET LAYOUT



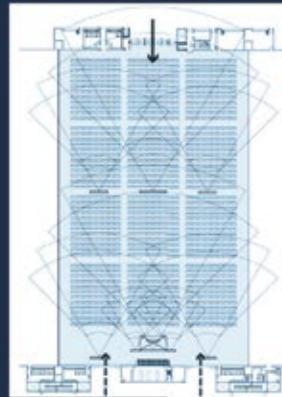
Room Dimensions
(Typical Hall)
54mx90mx12-22m

Room Area (Typical Hall)
4.860 m²

Tables (Typical Hall)
360 tables

Seats (Typical Hall)
3.600 seats

CLASSROOM LAYOUT



Room Dimensions (Typical Hall)
54mx90mx12-22m

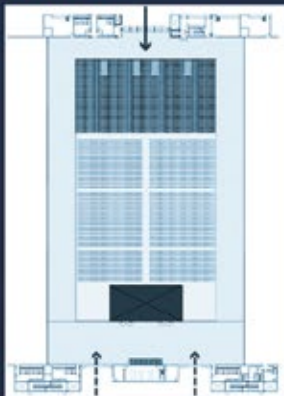
Room Area (Typical Hall)
4.860 m²

Screens (Typical Hall)
5m x 6m - 2 screens
5m x 4m - 4 screens
2.5m x 2m - 2 screens

Tables (Typical Hall)
1,152 x 1.8m

Seats (Typical Hall)
3.600 seats

CONCERT LAYOUT

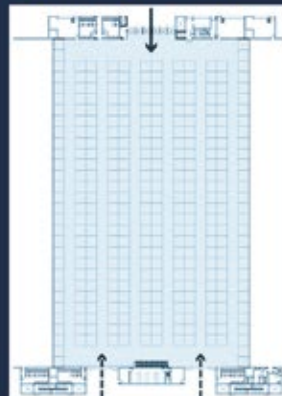


Room Dimensions
(Typical Hall)
54mx90mx12-22m

Room Area
(Typical Hall)
4.860 m²

Seats
(Typical Hall)
4.803 seats

EXHIBITION LAYOUT

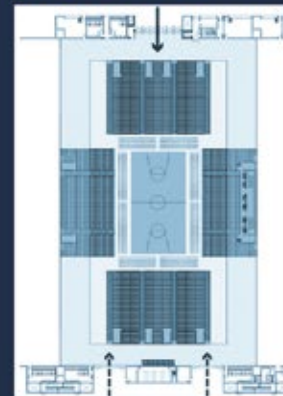


Room Dimensions
(Typical Hall)
54mx90mx12-22m

Room Area
(Typical Hall)
4.860 m²

Stands
(Typical Hall)
320 stands

TENNIS & BASKETBALL LAYOUT



Room Dimensions
(Typical Hall)
54mx90mx12-22m

Room Area
(Typical Hall)
4.860 m²

Seats
(Typical Hall)
4.115 seats



OUTDOOR EXHIBITION AREA

As an addition to its indoor area, ICE strengthen its position as the largest exhibition and convention center in Indonesia with a 35.000 square meters outdoor space capable to hold outdoor event such as concert, festival, sport event, video and photo shooting and many other large outdoor events.



MEETING ROOMS

ICE offers flexibility throughout its 33 meeting rooms including The Nusantara Hall breakout meeting room, Garuda Rooms, Cendana Rooms, and Kalimaya Rooms, with total size of more than 5.000 sqm.

Our dedicated team will ensure full satisfaction and exceptional experiences from room set up

to catering arrangement, to accommodate and serve the busy schedule of our corporate clients. ICE offers full range of welll equipt Audio and Visual equipment, tele & video conferencing, and supported around the clock by a team of dedicated technicians.



The Garuda Room

20 Rooms

Located at level 1 of the convention center, the Garuda Room consist of 20 meeting rooms that has space up to 306 Sqm and could accommodate up to 130 people in that space with a banquet configuration.

The Garuda Room can also be set as a classroom, theater and reception configuration. The rooms could also be equipped with set-up stage for press conferences and audio visual facilities for meeting purposes.



The Cendana Room

6 Rooms

The Cendana room is located at the Mezzanine level of the ICE building. With a space of up to 76 Sqm and could accommodate up to 40 people in that space with a banquet style configuration.

The Cendana Room can also be set as a classroom, theater and reception configuration. The rooms could also be equipped with Internet connection and audio visual facilities for meeting purposes.



The Kalimaya Room

3 Rooms

The Kalimaya Rooms are meeting rooms that are located at the Lower Ground level. With a space of up to 104 Sqm and could accommodate 60 people in that space with a banquet style configuration.

The Kalimaya Rooms can also be set as a classroom, theater and reception configuration. The rooms could also be equipped with Internet connection and audio visual facilities for meeting purposes. With an easy access from the basement parking of the building, it allows greater access for business engagements.

MEETING ROOMS

Facts & Figures

First Floor - Garuda

Room Name	Metres: (L x W x H)	Sq Metres	Feet (L x W x H)	Sq Feet	Set Up					
					Round Table	Classroom	Theatre	U Shape	Double U Shape	Reception
Prefunction	-	820	-	2,499	-	-	-	-	-	700
Garuda 1	12 x 10 x 5	120	36 x 30 x 15	365	60	48	96	27	51	90
Garuda 2	14 x 9 x 5	126	42 x 27 x 15	384	60	72	112	30	54	110
Garuda 3	14 x 9 x 5	126	42 x 27 x 15	384	60	72	112	30	54	110
Garuda 15	18 x 10 x 5	180	54 x 30 x 15	584	90	108	126	36	60	130
Garuda 5a	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 5b	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 5AB	18 x 17 x 5	306	54 x 51 x 15	932	130	168	275	48	102	250
Garuda 6a	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 6b	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 6AB	18 x 17 x 5	306	54 x 51 x 15	932	130	168	275	48	102	250
Garuda 7a	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 7b	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 7AB	18 x 17 x 5	306	54 x 51 x 15	932	130	168	275	48	102	250
Garuda 8a	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 8b	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 8AB	18 x 17 x 5	306	54 x 51 x 15	932	130	168	275	48	102	250
Garuda 9a	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 9b	17 x 9 x 5	153	51 x 27 x 15	466	60	108	126	36	60	135
Garuda 9AB	18 x 17 x 5	306	54 x 51 x 15	932	130	168	275	48	102	250
Garuda Main Hall 1	27 x 17 x 5	459	81 x 52 x 15		210	162	276	57	120	240
Garuda Main Hall 1A	17 x 9 x 5	153	51 x 27 x 15	466	60	54	72	45	72	80
Garuda Main Hall 1B	18 x 17 x 5	306	54 x 51 x 15	932	150	108	168	57	81	156
Garuda Main Hall 2	27 x 17 x 5	459	81 x 52 x 15		210	162	276	57	120	240
Garuda Main Hall 2A	18 x 17 x 5	306	54 x 51 x 15	932	150	72	168	57	81	156
Garuda Main Hall 2B	17 x 9 x 5	153	51 x 27 x 15	466	60	54	72	45	72	80
Garuda Main Hall	54 x 17 x 5	918	135 x 52 x 15		420	324	552	114	240	600

MEETING ROOMS

Facts & Figures

Mezzanine Floor - Cendana

Room Name	Metres: (L x W x H)	Sq Metres	Feet (L x W x H)	Sq Feet	Set Up					
					Round Table	Classroom	Theatre	U Shape	Double U Shape	Reception
Prefunction	-	200	-	609	-	-	-	-	-	200
Cendana 1	9 x 8.5 x 6	76	27 x 25 x 18	675	40	48	60	27	51	60
Cendana 2	9 x 8.5 x 6	76	27 x 25 x 18	675	40	48	60	27	51	60
Cendana 3	9 x 8.5 x 6	76	27 x 25 x 18	675	40	48	60	27	51	60
Cendana 5	9 x 8.5 x 6	76	27 x 25 x 18	675	40	48	60	27	51	60
Cendana 6	9 x 8.5 x 6	76	27 x 25 x 18	675	40	48	60	27	51	60
Cendana 7	9 x 8.5 x 6	76	27 x 25 x 18	675	40	48	60	27	51	60
SALT	-	-	-	-	SALT All Day Dining					

Lower Ground - Kalimaya

Room Name	Metres: (L x W x H)	Sq Metres	Feet (L x W x H)	Sq Feet	Set Up					
					Round Table	Classroom	Theatre			Reception
LG Lobby	-	250	-	762	-	-	-	-	-	250
Kalimaya 1	13 x 8 x 4	104	39 x 24 x 12	316	60	72	108	27	51	100
Kalimaya 2	13 x 8 x 4	104	39 x 24 x 12	316	60	72	108	27	51	100
Kalimaya 3	13 x 8 x 4	104	39 x 24 x 12	316	60	72	108	27	51	100

SERVICES & FACILITIES



LOADING / DISMANTLE

Exhibitors are allowed to load and dismantle with maximum efficiency as every halls is designed with a remarkable floor loading capacity of 2.000 kg/Sqm. Each halls has two loading doors with clear dimensions of 6m (w) x 6m (h), 6.5m (w) x 6m (h) at Hall 1 and 8.5m (w) x 8m (h) at Hall 10.



SECURITY & SAFETY

Security & Safety is at our outmost care, our teams are professionally trained to deal with emergencies such as fire, bomb threat, first aid, full scale evacuation and available around the clock.



VIP ROOM

VIP guests are treated with facilities that are secure, accessible and private while ensuring that they give convenient access to all amenities.



PRAYING ROOM

For a quiet devotion during the hectic events, ICE provides prayer room that is open all day. It is located above Nusantara Hall at Mezzanine Floor.



SANTIKA PREMIERE ICE BSD CITY

Located adjacent to the Exhibition Hall 3 and the Nusantara Convention Hall is the brand new 285 rooms 4 star hotel, Santika Premiere ICE BSD City.

SERVICES & FACILITIES



ATM GALLERY

You can find ATMs at ICE on the left and right wings of Nusantara Hall pre-function area, Ground Floor.



MEDIC ROOM

We provide a dedicated Medic Room for your events at ICE, to ensure the safety and well-being of your guests.



VALET PARKING SERVICE

Easy and convenient solution for your parking in every situation, our around the clock team is ready to assist you for your parking needs.



BONDED WAREHOUSE

Exhibition goods coming from overseas to be displayed in event will benefit for faster customs clearance and no guarantee fee during the temporary importation.

Capacity:

- Indoor Space: 720 sqm
- Outdoor Space: 805 sqm

Facility:

CCTV, Fire Extinguisher, Custom Office, Car Park, Security



PARKING SPACE

ICE accommodates 5,000 cars within the entire complex and 7,000 cars on its surrounding area. No matter how big your event is, we will manage to suit the parking space needs with convenience and security.



MINI MARKET

Located within ICE, visitors can conveniently find a wide range of drinks, snacks, and other essential things here.



WORLD CLASS FOOD & BEVERAGE SERVICES

ICE provides world class F&B services. A fully equipped large capacity in-house production kitchen capable of serving up to 10,000 guests banquet style and up to 4,000 guests for plated gala dinners. In addition the venue can accommodate catering services to host any number of events from cocktail parties, meeting lunches, tea and coffees

services to large scale wedding receptions. F&B outlets are available through-out the venue, offering a variety of menu selections. Promising the very best of Indonesian and International cuisine with our talented chefs carefully turning the ingredients into irresistible dishes to impress your guests.

F&B OUTLET

Located at Mezzanine Floor ICE BSD City,
SALT All Day Dining offers a comfortable place for your meetings with spectacular open views of our exciting events.

Featuring extensive selections of our exquisite
food and beverage offerings.

Open Monday to Sunday from 11.00 am-21.00 pm



ICE SITE MAP



VISITING ICE

Located at a well-developed city infrastructure in BSD City, ICE is easy to access, with various choices of transportation.



BY CAR

ICE is connected with 2 toll roads, JORR toll road in the East and Tangerang-Merak toll road in the West.



BY BUS

ICE can easily be access from Jakarta through TRANS BSD BUS, There are public transportation and shuttle busses connecting ICE with main roads, BSD city bus station, malls and also hang out places surrounding ICE.



BY TRAIN

ICE is only 10 minutes away from the nearest train station which connect ICE with surrounding Jakarta area and also big cities around Jakarta. There are 3 commuter lines route connecting Jakarta with BSD Area where ICE is located.



BY PLANE

ICE is located 45 minutes away from Soekarno Hatta International Airport, which is the main airport serving greater Jakarta Area. From the airport, people can easily reach ICE using taxi or car rentals.

FREE SHUTTLE BUS SCHEDULE

BSD link is a free shuttle bus that facilitates easy access for all visitors to various strategic locations around BSD area, including Indonesia Convention Exhibition (ICE).

This dedicated public transportation has a capacity of 27 seats and 20 hand grips to accommodate 47 passengers per fleet. There are 3 designated bus stops located right in front of ICE.



SCAN HERE
TO SEE BSD LINK ROUTE & SCHEDULE



Owned and Managed by:



Jl. BSD Grand Boulevard Raya No. 1
BSD City, Tangerang - Indonesia
www.ice-indonesia.com
Phone: +62 21 2971 4600
Email: sales@ice-indonesia.com
info@ice-indonesia.com

