



La Serre at a glance



Introduction

Welcome to La Serre, a unique venue within the Porte de Versailles exhibition complex!

La Serre, which opened its doors in 2020, is filled with the beauty of the natural world, and is the perfect backdrop for an outstanding event.

Our entire team is excited to work with you, using our expertise to make your event a complete success.

This introduction to La Serre will provide you with everything you need to organize your event. You will learn about our spaces, our services and our rates, as well as find detailed practical information.

Your Project Manager, Justin Orain, will be working with you to meet all of your requirements.

La Serre is looking forward to welcoming you!



● **Laure Parot**
Director,
Viparis Emotions





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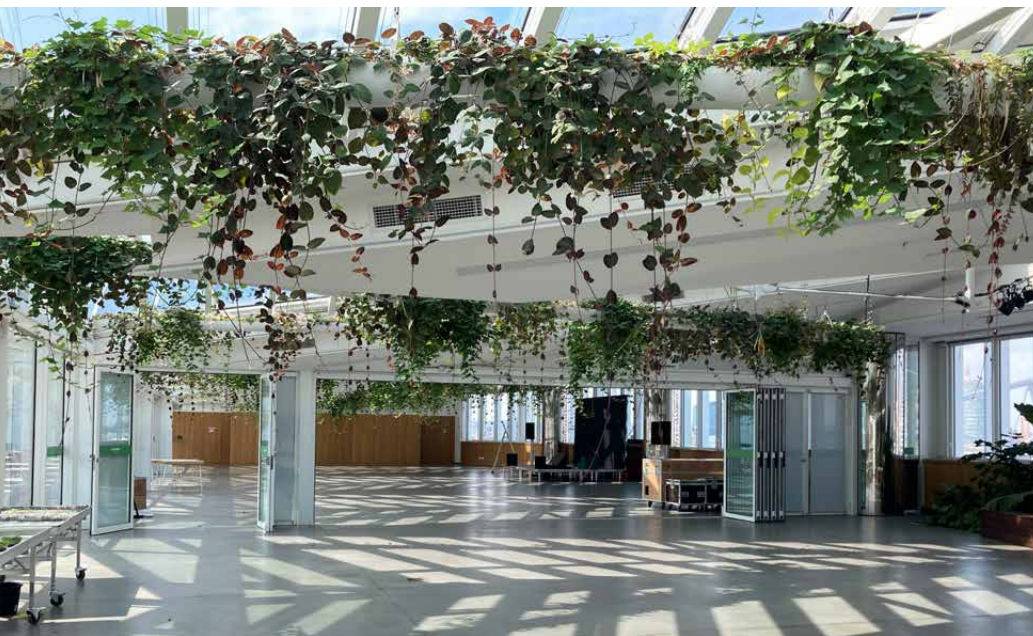
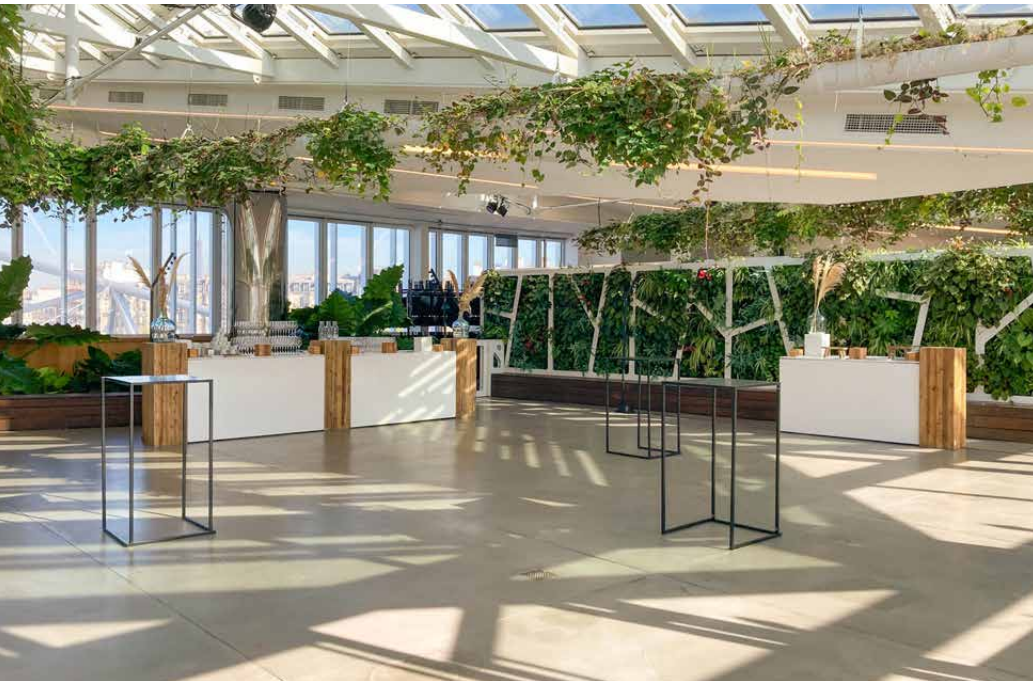
» A unique
setting

01





Key facts and figures



640^{M²}

BENEATH A SOARING GLASS
ROOF, INCLUDING:



220^{M²}

MANAGED BY **LA SERRE**
NATURE URBAINE (NU)



420^{M²}

FILLED WITH **NATURAL LIGHT**,
THANKS TO LA SERRE'S
GLASS WALLS, ROOF AND
PLANT-FILLED LIGHT WELLS



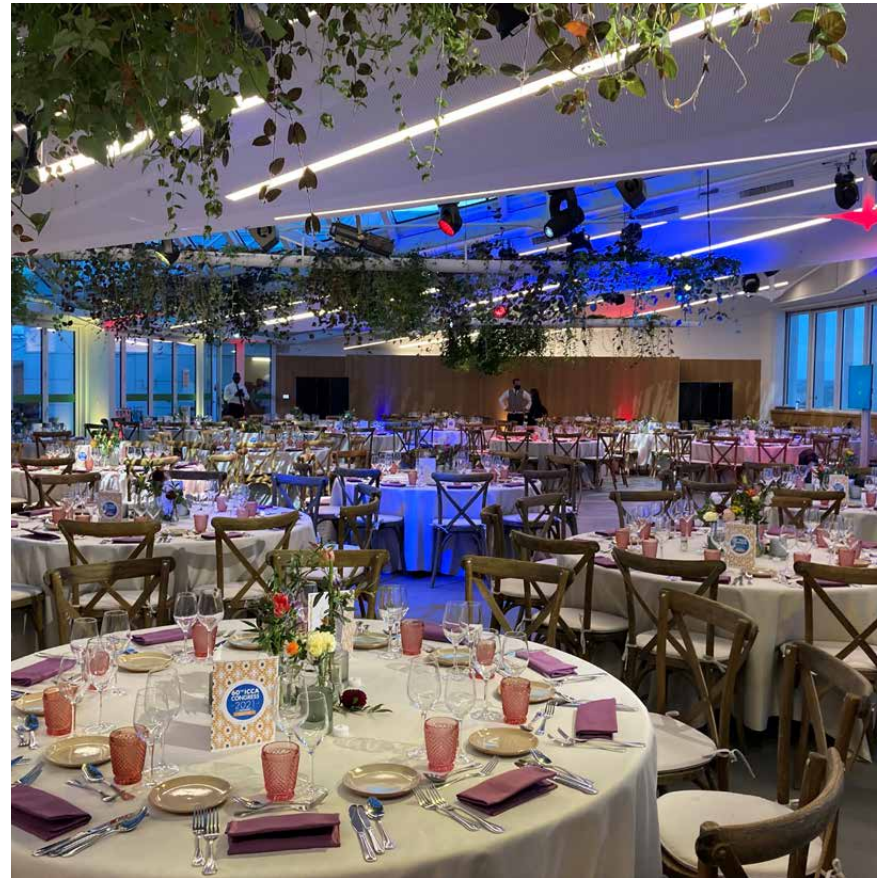
530^{M²}

OF **TERRACE** THAT OFFERS A
QUIET OASIS IN THE MIDST OF THE
CITY. LA SERRE OVERLOOKS
EUROPE'S LARGEST URBAN
ROOFTOP VEGETABLE GARDEN.





Generous spaces for all your events



1c000

GUESTS FOR A DRINKS RECEPTION
(INTERIOR AND EXTERIOR)



270

GUESTS FOR A SEATED
INTERIOR DINNER



350

GUESTS IN THEATRE
CONFIGURATION



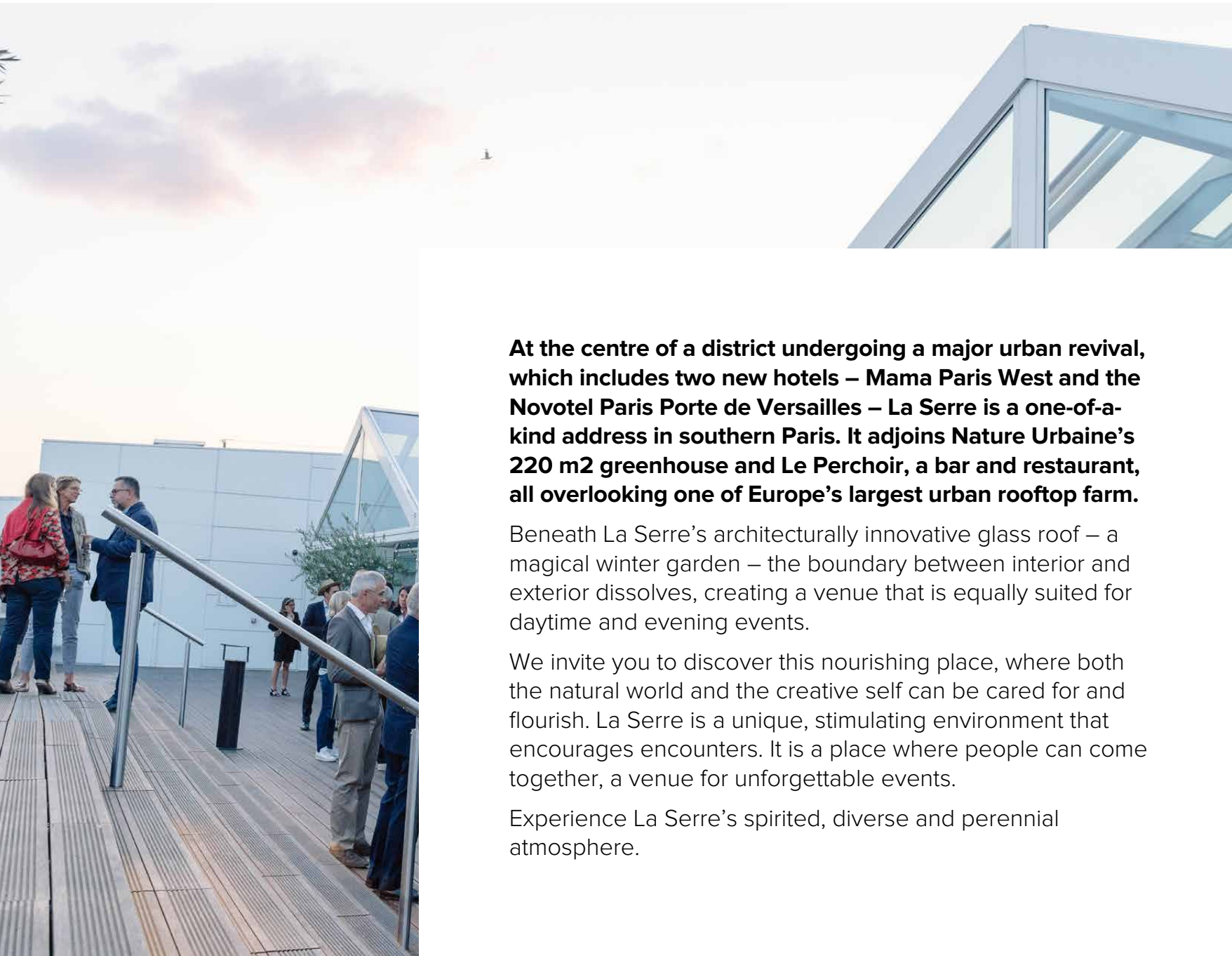
500

GUESTS FOR AN INTERIOR
DRINKS RECEPTION



An outstanding setting

La Serre is a vibrant setting, where you can cultivate new ideas and watch relationships grow.



At the centre of a district undergoing a major urban revival, which includes two new hotels – Mama Paris West and the Novotel Paris Porte de Versailles – La Serre is a one-of-a-kind address in southern Paris. It adjoins Nature Urbaine’s 220 m2 greenhouse and Le Perchoir, a bar and restaurant, all overlooking one of Europe’s largest urban rooftop farm.

Beneath La Serre’s architecturally innovative glass roof – a magical winter garden – the boundary between interior and exterior dissolves, creating a venue that is equally suited for daytime and evening events.

We invite you to discover this nourishing place, where both the natural world and the creative self can be cared for and flourish. La Serre is a unique, stimulating environment that encourages encounters. It is a place where people can come together, a venue for unforgettable events.

Experience La Serre’s spirited, diverse and perennial atmosphere.



ABOUT THE EXHIBITION COMPLEX

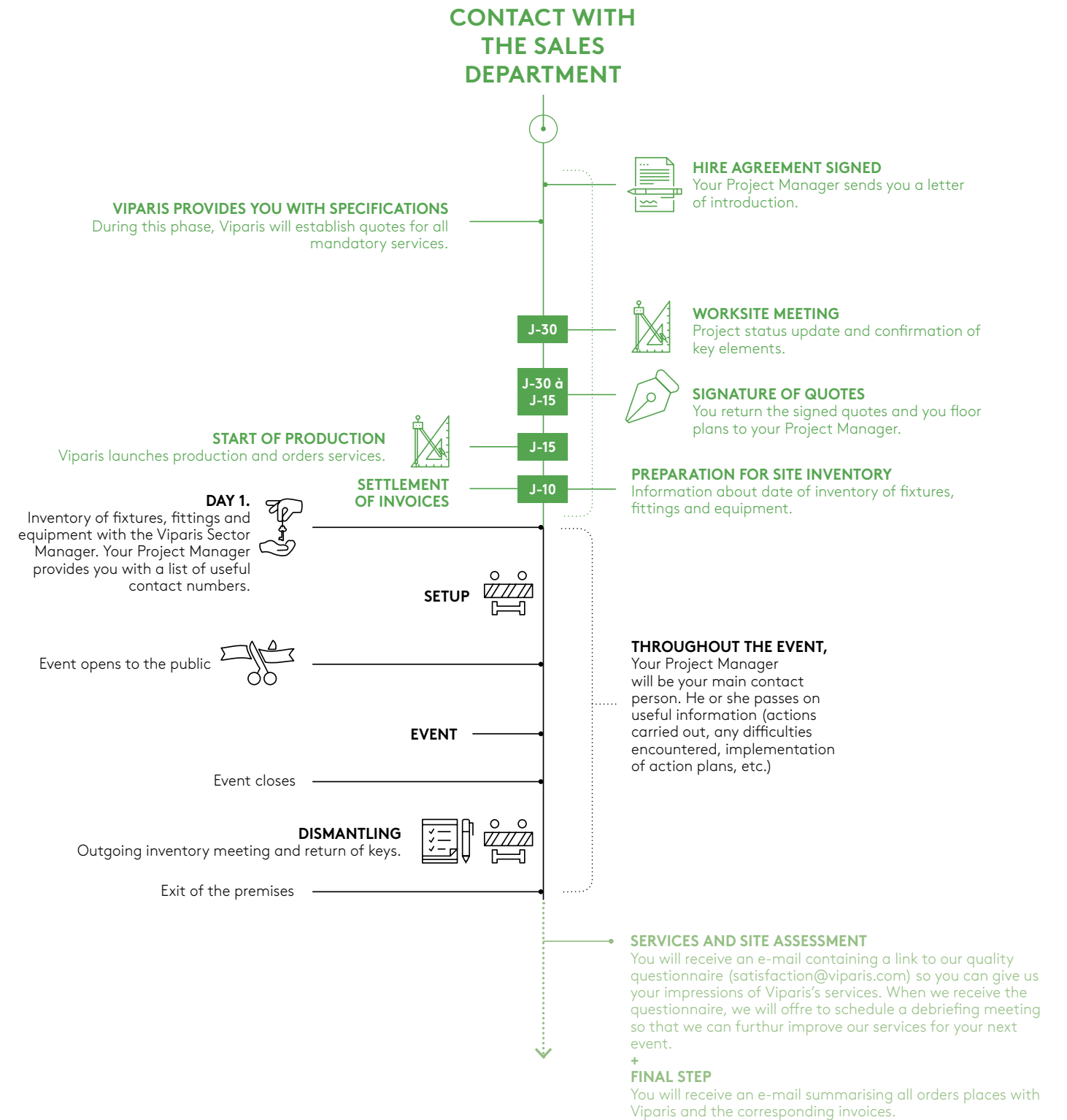
La Serre is located at the centre of the Porte de Versailles exhibition complex and offers a haven amidst an animated urban setting.

As La Serre shares a loading dock with Pavilion 6 – and in the case that a major event is underway – a certain amount of vehicle traffic can be expected. To keep logistical operations running smoothly, please comply with all safety measures and follow the instructions given by our staff.

Access to the complex does not include access to the exhibition halls.



Essential steps



» Our CSR commitments

02





Viparis's CSR Initiative: Better Events Viparis 2030

3 KEY ISSUES, 9 GOALS:

Over the past several years, Viparis has worked to reduce its environmental impact and to share best practices with its customers and partners. In 2014, Viparis was the first events management

firm to earn ISO 20121 certification (the highest international accreditation for sustainable events management) for all of its sites. In 2016, to help roll out its sustainable development strategy on a daily basis at each of its sites and in certain departments, Viparis appointed a group of CSR “ambassadors”. In 2018, after monitoring our carbon footprint and actively engaging with our stakeholders, we launched our CSR programme: Better Events – Viparis 2030. These goals will be fulfilled by meeting precise and quantifiable objectives. Viparis has now consolidated its CSR commitments around three main themes – Better for the Environment, Better Heritage, and Better @ Heart – which reflect the three cornerstones of our sustainable development approach. These will enable Viparis to contribute to the UN’s Sustainable Development Goals at a local level.



① BETTER FOR THE ENVIRONMENT : A SMALLER ENVIRONMENTAL FOOTPRINT

By 2030, Viparis intends to cut its sites’ carbon footprint by 50% as compared to 2016 levels. As a signatory to the Net Zero Carbon Events pledge, Viparis is also committed to achieving net zero emissions by 2050. This will involve reducing our energy consumption and making our buildings more sustainable. At the same time, Viparis is working to protect the environment and its resources by recycling waste and reintroducing biodiversity at its venues. We are also dedicated to promoting better mobility by encouraging visitors to use sustainable transport and by streamlining event-related logistical flows.

② BETTER HERITAGE : EVENT-BASED VALUE CREATION

By offering an increasing number of sustainable services and forging ties with socially committed partners, Viparis’s business activity has roots throughout France. We rate our partners using CSR criteria, and they play an active role in helping us fulfil our CSR objectives.

③ BETTER HERITAGE @ HEART : FOCUSING ON OUR TEAMS AND PROMOTING DIVERSITY

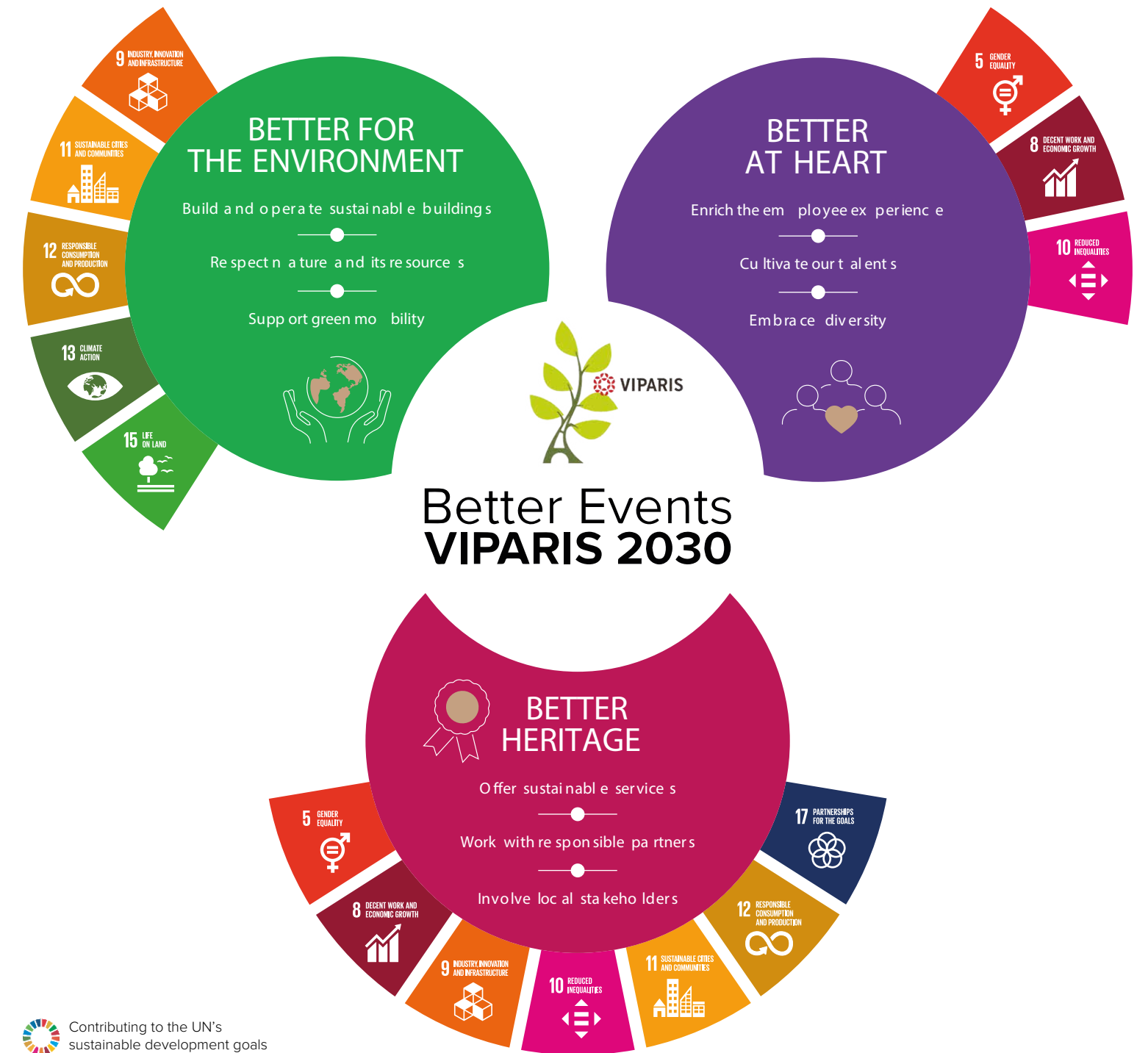
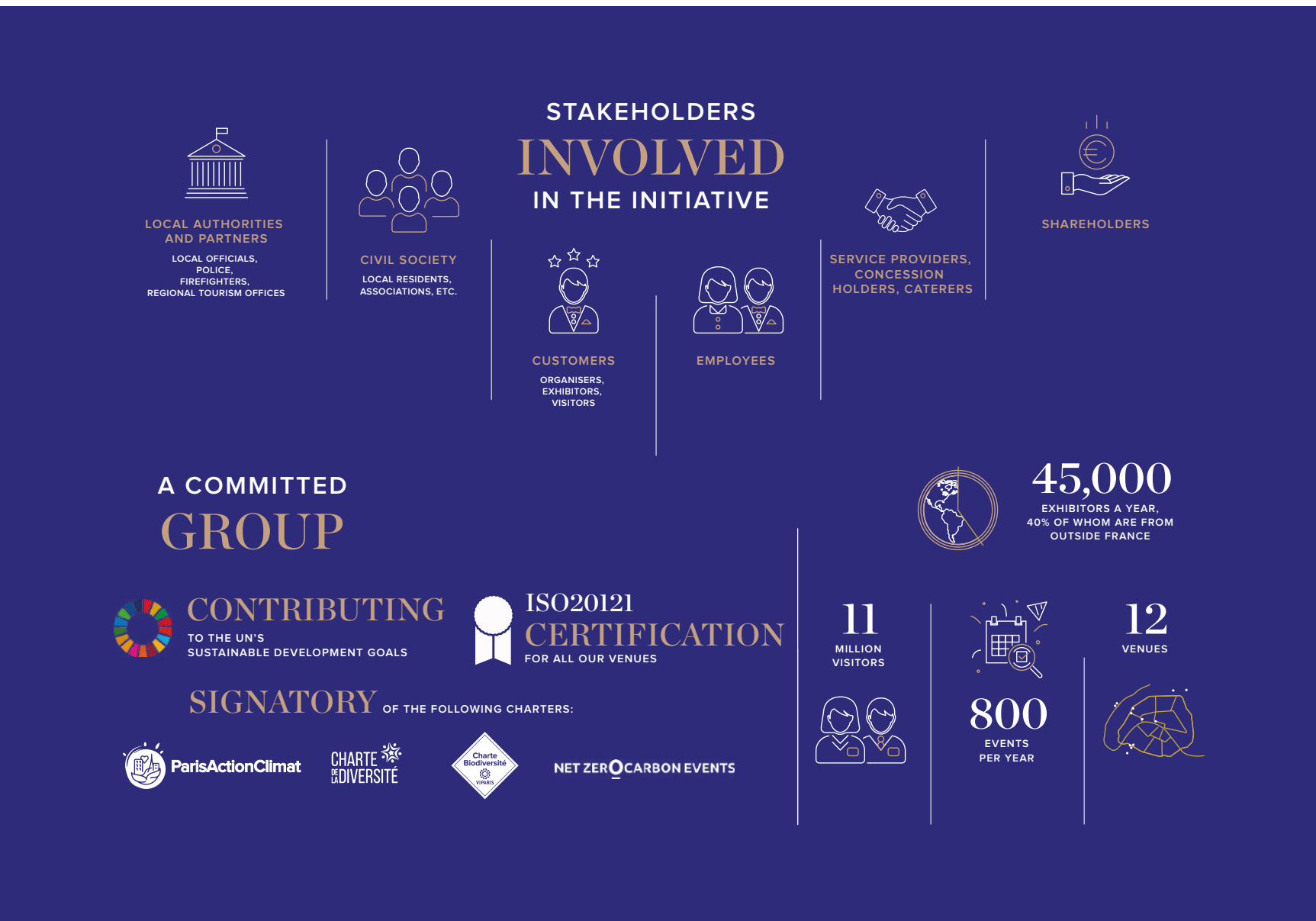
As part of our CSR programme, we also take our employees’ concerns to heart. We make sure that they are fully part of our vision via annual CSR objectives and initiatives at each venue. Viparis also seeks to promote diversity by encouraging gender parity, generational diversity and an inclusive workspace for individuals with disabilities.





Our promise to our customers

Spaces and services for responsible events and value creators.



» La Serre: location and features

03





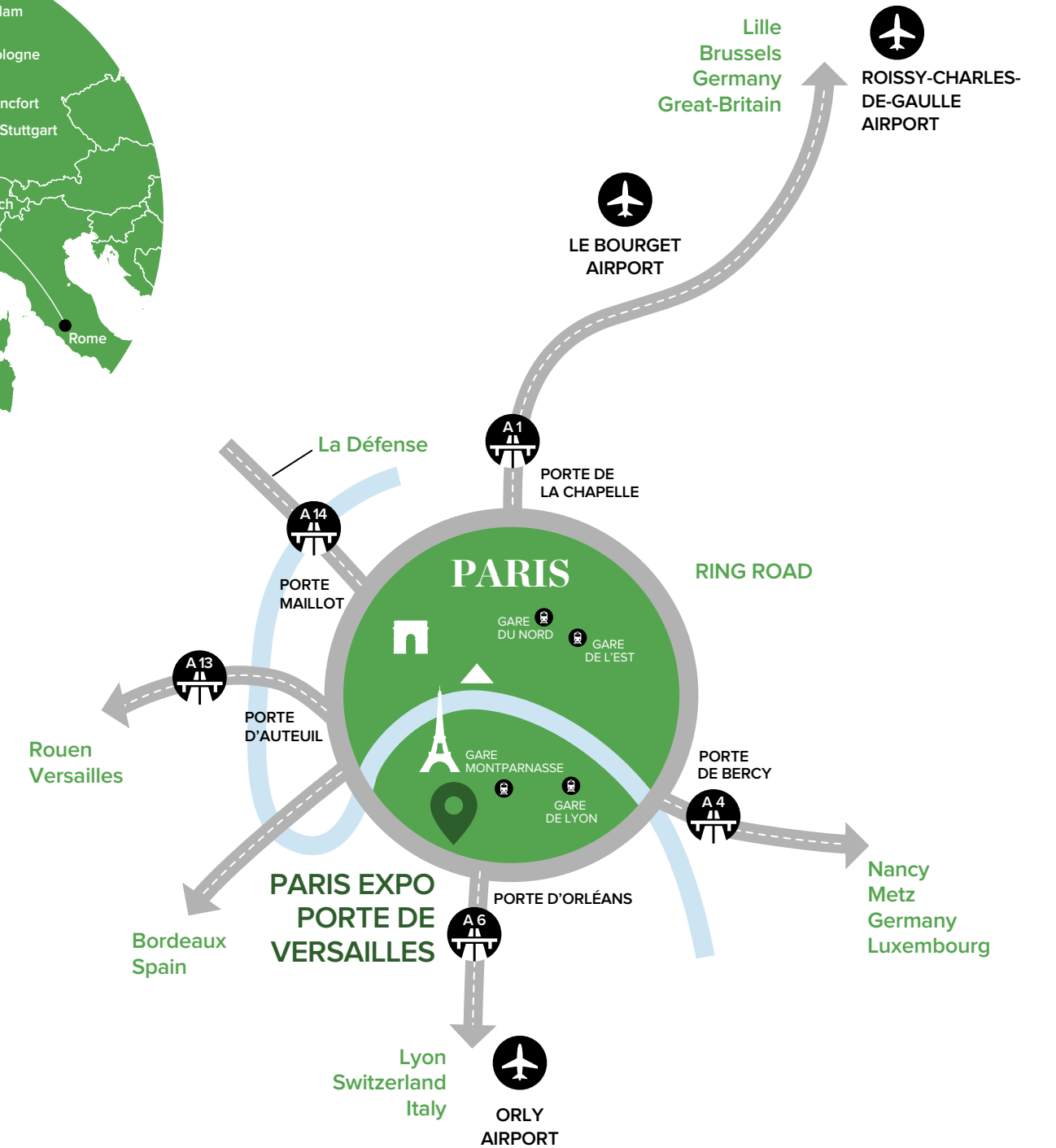
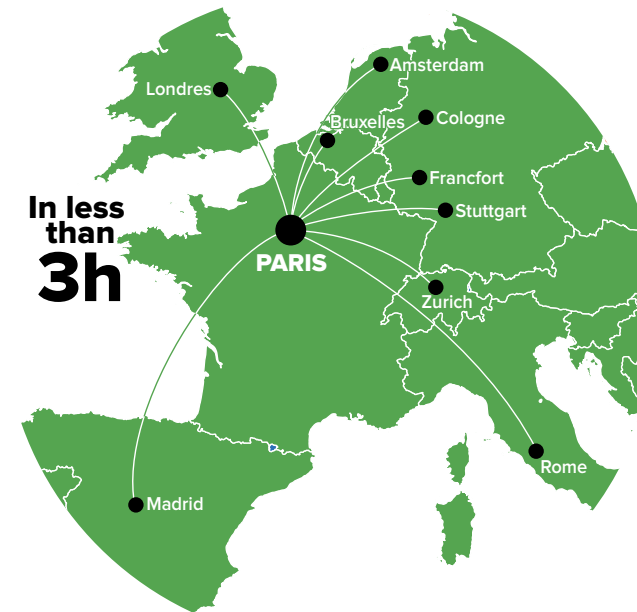
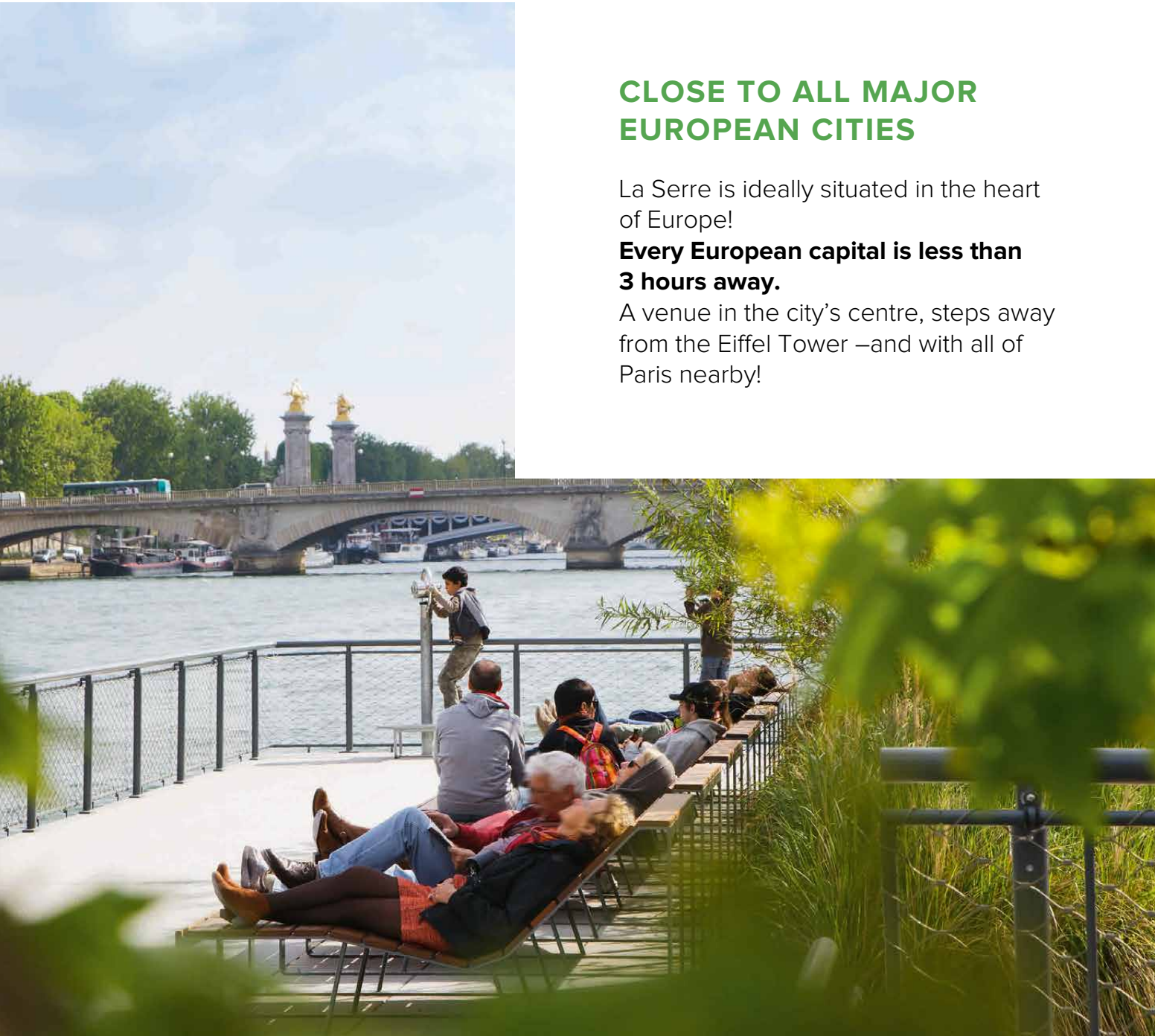
Easily accessible

CLOSE TO ALL MAJOR EUROPEAN CITIES

La Serre is ideally situated in the heart of Europe!

Every European capital is less than 3 hours away.

A venue in the city's centre, steps away from the Eiffel Tower –and with all of Paris nearby!





Getting there

M METRO
Line 12, Porte de Versailles station
– Exit 1

T TRAMWAY
Trams T2 and T3a, Porte de
Versailles – get off at: Parc des
Expositions

BUS
Line 80, Porte de Versailles – get
off at: Parc des Expositions / Line
39, get off at: Desnouettes

BICYCLE
Vélib' bike docking station –
Avenue Ernest Renan

CAR
P6 car park: Place des Insurgés
de Varsovie, 75015 Paris –
complex entrance: Gate C
P6 VIP car park

**✈ FROM ROISSY CHARLES DE
GAULLE AIRPORT:**

RoissyBus to Paris–Opéra

From Opéra, take Metro Line 8 (direction Balard).
Change at Madeleine to Line 12 (direction Mairie
d'Issy). Get off at: Porte de Versailles – Parc des
Expositions

**RER B (regional train line) direction Saint-Rémy-
lès-Chevreuse – stop: Cité Universitaire**

Then from Cité Universitaire, take tramway line T3
(direction Pont du Garigliano). Get off at: Porte de
Versailles – Parc des Expositions

FROM ORLY AIRPORT:

From Orly airport to Antony

From Antony, take the RER B train line (direction
Mitry-Claye or Aéroport Roissy - Charles-de-
Gaulle) – stop: Cité Universitaire.
Then take tramway line T3 (direction Pont du
Garigliano) – Get off at: Porte de Versailles – Parc
des Expositions

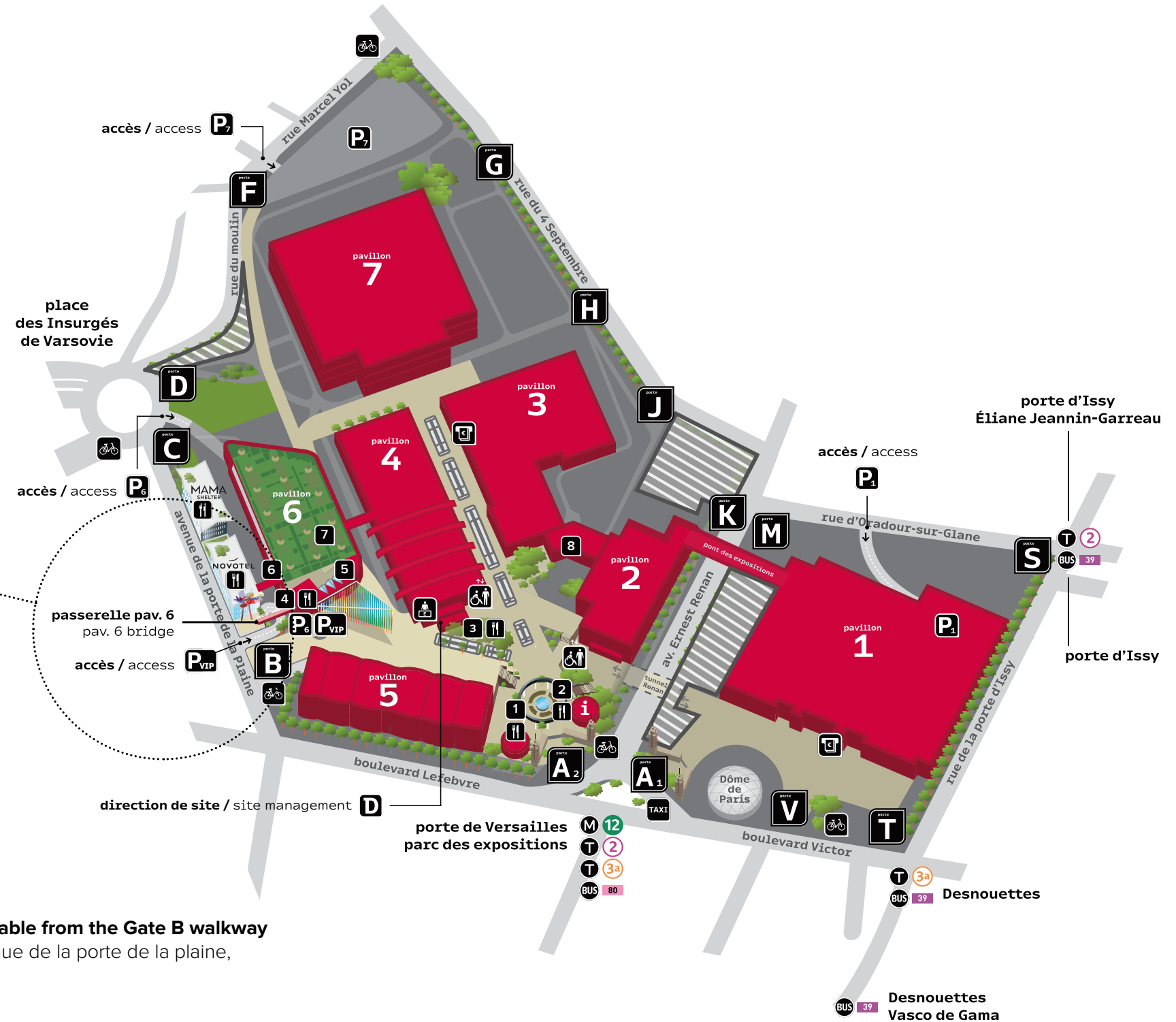
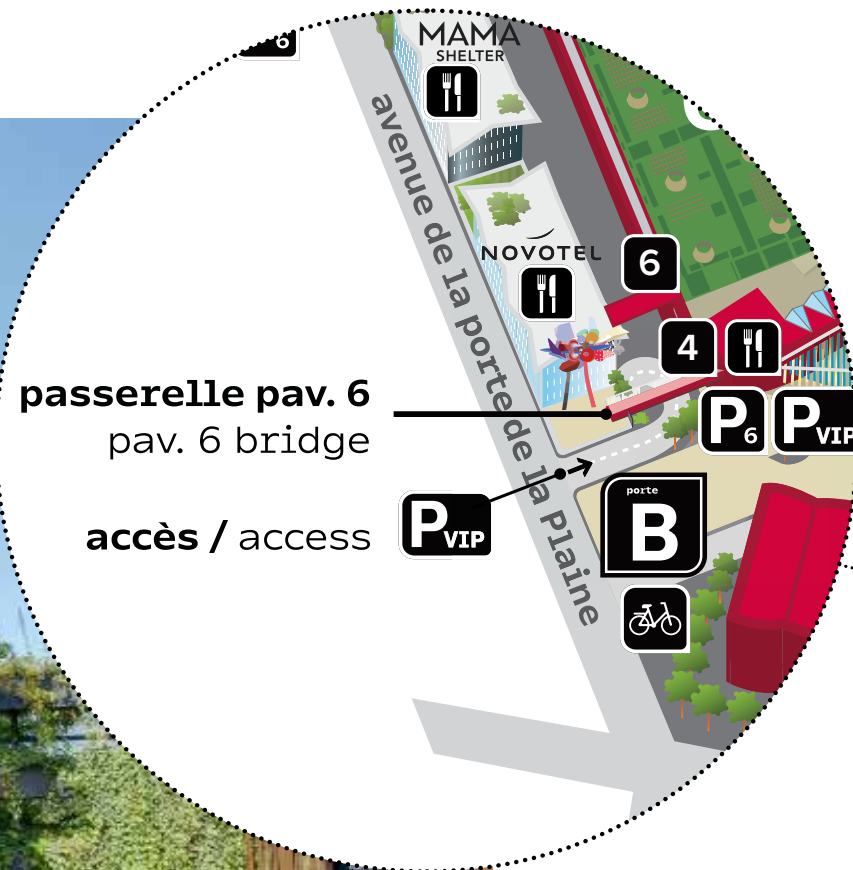
Orlybus to Denfert-Rochereau

RER B (regional train line) direction Saint-Rémy-
les-Chevreuse – stop: Cité Universitaire.
Then from Cité Universitaire, take tramway line T3
(direction Pont du Garigliano). Get off at: Porte de
Versailles – Parc des Expositions

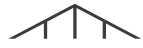




La Serre's location



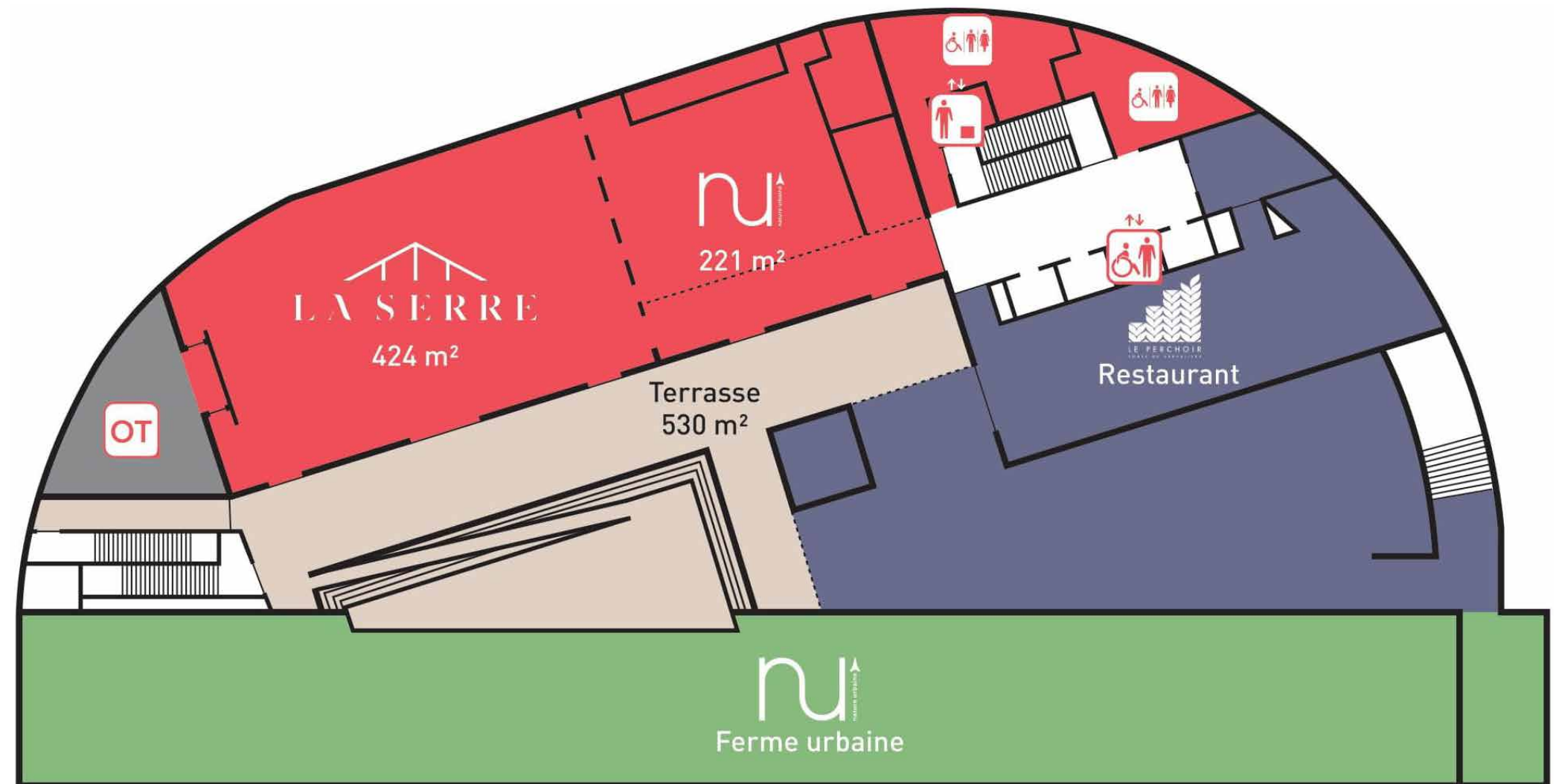
La Serre is reachable from the Gate B walkway located at 2 avenue de la porte de la plaine, 75015 PARIS.



Venue map

The areas on Pavilion 6's roof are shared spaces.

They include La Serre, the Le Perchoir restaurant and Nature Urbaine, which operates La Serre NU and the rooftop garden.



services



ascenseur



escaliers



monte-charges



office traiteur



toilettes

» Logistics

04





Delivery access



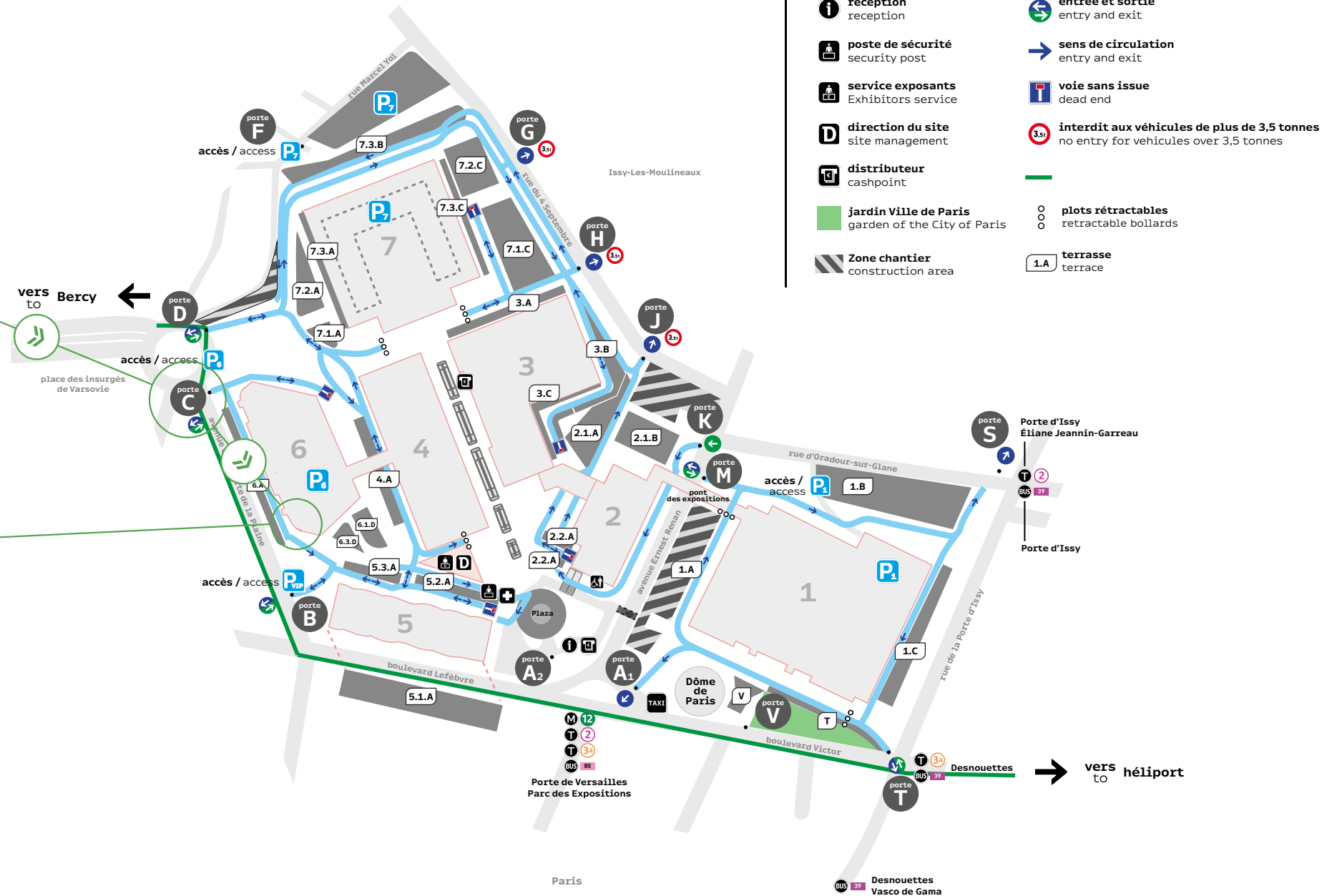
Entrance via Gate C
(Place des Insurgés
de Varsovie,
Paris 75015)



**The door leading to the goods lift
requires a badge.**

If the door is locked, please contact the
event's director.

- Door 1.3 m wide / 2.3 m high
- Interior dimensions: same as door
- Depth of lift: 2.8 m
- Max weight: 1,600 kg / 21 people



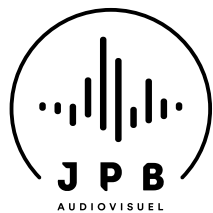
» Our exclusive
partners

05





Our technical partner



JPB IS LA SERRE'S EXCLUSIVE TECHNICAL SERVICE PROVIDER.

The company has fitted out the entire space with cutting-edge equipment. Only JPB is authorised to operate this equipment.

JPB is a leading expert in the field of events management. Thanks to JPB's in-depth knowledge of both the venue and equipment, it can help you design the perfect event.



Equipment installed by JPB is included in the hire price. Any additional technical services will be the subject of a quote issued directly by JPB.



List of available equipment

SOUND

Speakers

- 12 L-Acoustics X8 speakers + amps (incl. 2 monitors and 2 front fills)
- 2 L-Acoustics SB15m subwoofers + amps

Console and microphones

- 1 Yamaha TF1 16-channel digital mixing console with 1 TIO-0808 stage box
- 1 Pioneer DJ system (2 CDJ-2000 Nexus 2 and 1 DJM-9000 Nexus 2)
- 2 Shure wireless microphones + remote antennas
- 1 Plexiglas lectern + Shure gooseneck microphones

Stage

- 6 2x1 m bare risers (height: 40 cm) / 4x3 m stage
- 1 2x1 m bare riser (height: 100 cm) (for DJ)

LIGHTING

Dynamic lighting

- 6 15K Starway Servo Spot LED beam lights with gobos
- 16 4K Starway Servo Color LED wash lights

Traditional lighting

- 4 230w LED fresnels

Floor lighting

- 36 BoxKolor battery-powered LED projectors

Buffet lighting

- 8 InnLED Technopar 2 lighting masts

Console

- 1 MA Lighting Command Wing 2 console
- Greenhouse: 16 RGB LED PAR projectors

VIDEO

LED wall:

- 11.25 m² 2.9 mm pixel pitch LED wall (50x50cm panels / 168 x 168 pixel resolution)
- Size: 4.5 m x 2.5 m (16:9 format)

Video displays on stands

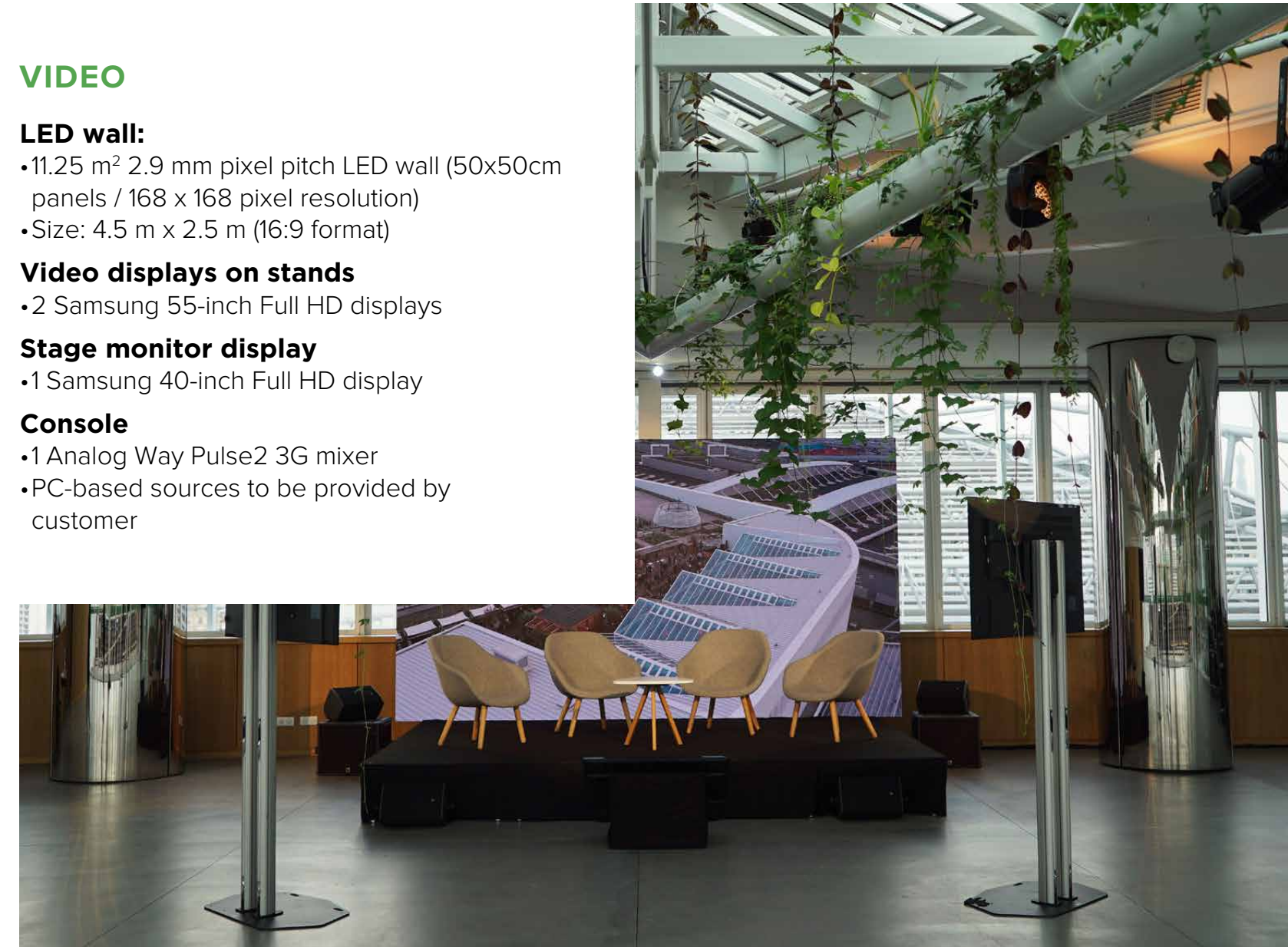
- 2 Samsung 55-inch Full HD displays

Stage monitor display

- 1 Samsung 40-inch Full HD display

Console

- 1 Analog Way Pulse2 3G mixer
- PC-based sources to be provided by customer



YOUR TECHNICAL CONTACT



Charles-Henri LHOYER
ch.lhoyer@jpb-audiovisuel.fr
Tel. 06 38 30 10 12



JPB Audiovisuel
7 avenue Descartes
Le Plessis Robinson
Tel. 01 46 54 24 13



Inclusive services

INCLUDED

THE FOLLOWING SERVICES ARE INCLUDED IN YOUR HIRE AGREEMENT

Technical infrastructure

- General room lighting
- Air conditioning / heating (except during setup / dismantling)
- Technical building staff: lighting / air conditioning / heating / lifts / goods lifts

logistics and safety

- Management of deliveries at loading dock (provided vehicles have been registered using LogiPass system)

Equipement and technical staff

- Sound, lighting and video system, LED wall 4.5 x 2.5 m, 8 speakers and 2 cordless microphones, lighting console and DJ mixing table (does not include staff)
- 1 site manager during the entire time the space is hired

Furniture

- 12 m² stage with basic skirting
- Cloakroom area with racks and coat hangers for 250 people

Safety

- Fire safety control centre, including hotline

Cleaning

- Standard daily cleaning
- Washroom upkeep

Electricity and fluid supply

- Electrical supply via fixed wall sockets (electrical use included)

Wi-Fi

- Free Wi-Fi: 2.4 GHz frequency
- Maximum bandwidth per connection: 4 Mbps

OPTIONAL

EXCLUSIVE AND OPTIONAL SERVICES DESIGNED TO MEET YOUR NEEDS (PROPOSED BY PARIS EXPO SERVICES)

Equipment and technical staff

- Operation of in-house equipment (for hanging, patching, cabling, etc.)
- Operation of audiovisual equipment
- Additional audiovisual equipment

Fittings and furnishings

- Change in furniture configuration during the course of the day

Safety

- Safety staff

Cleaning

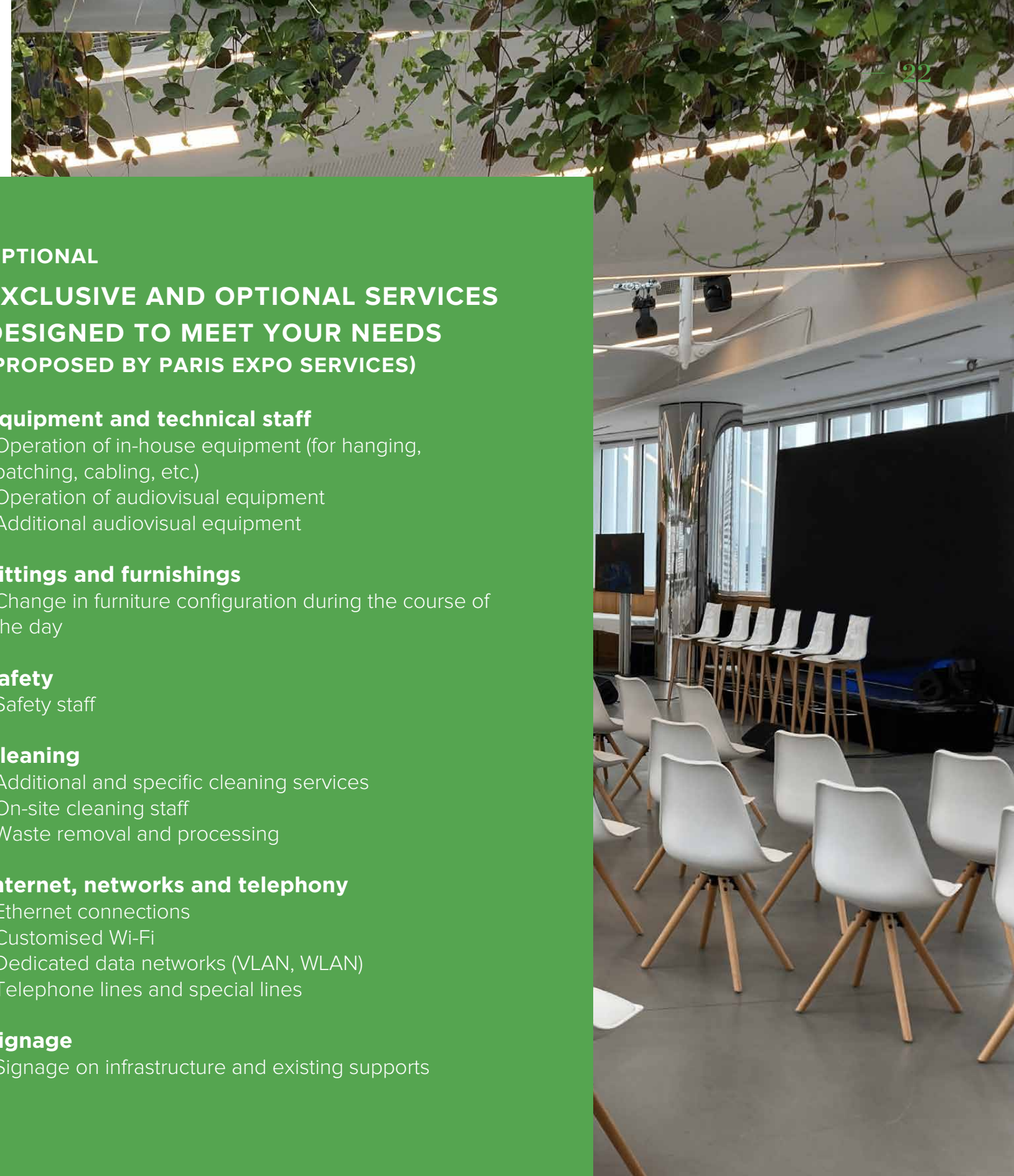
- Additional and specific cleaning services
- On-site cleaning staff
- Waste removal and processing

Internet, networks and telephony

- Ethernet connections
- Customised Wi-Fi
- Dedicated data networks (VLAN, WLAN)
- Telephone lines and special lines

Signage

- Signage on infrastructure and existing supports





Additional exclusive services

EQUIPMENT & TECHNICAL STAFF

- Handling of fixed equipment (for hanging, patching, cabling, lighting, etc.) by Viparis
- 1 site manager (overtime beyond 12-hour shift)
- Handling of Viparis furniture

SAFETY

- Provision of additional fire safety staff and equipment
- Security services in line with the site's Safety Specifications, including type of event and management of pedestrian and vehicle traffic

FOOD SERVICE

- Service provided by the venue's exclusive caterer

INTERNET, NETWORKS AND TELEPHONY

- Ethernet connections
- Customised Wi-Fi
- Dedicated data networks (VLAN, WLAN)
- Telephone lines and special lines

CLEANING

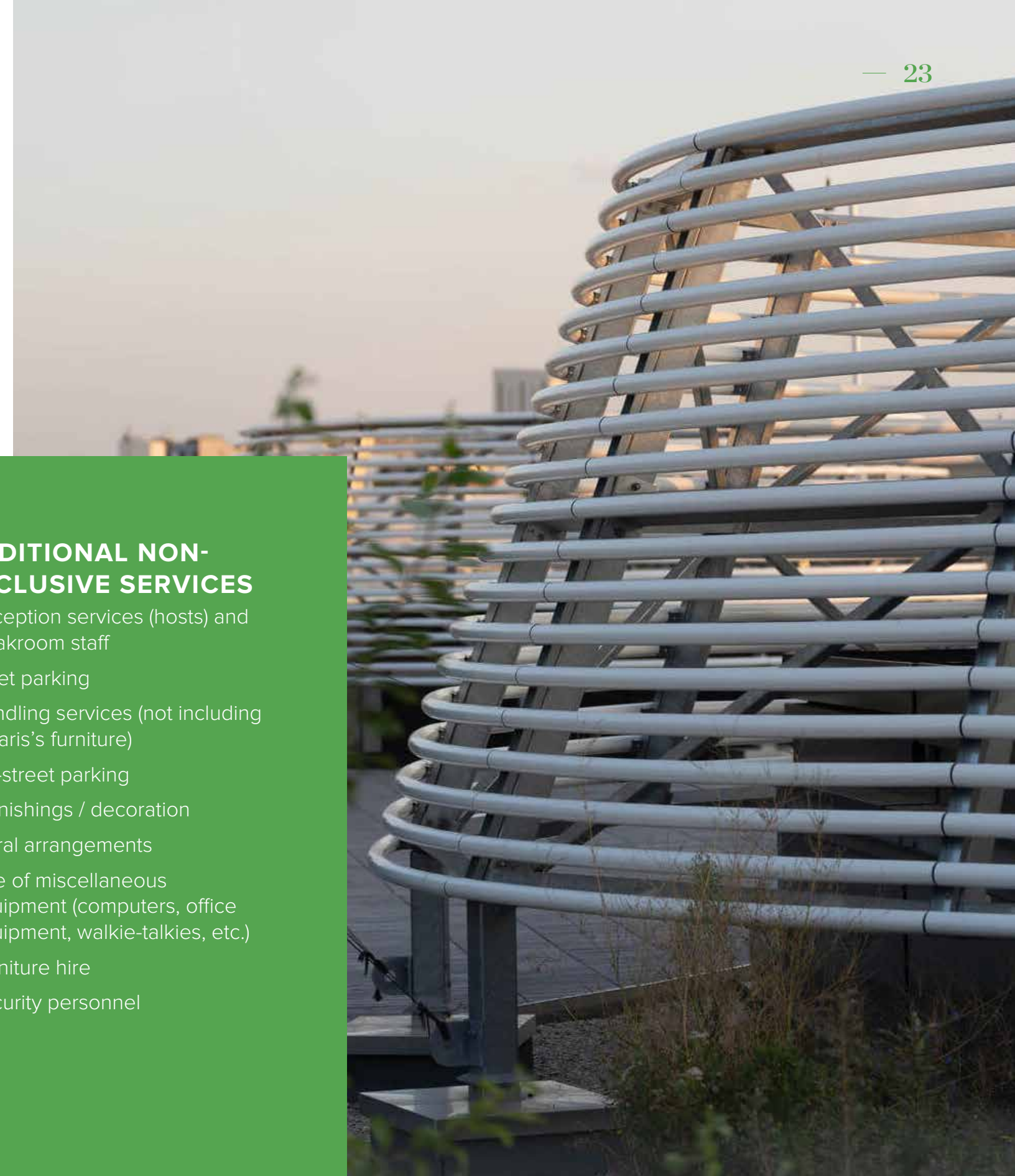
- Additional and specific cleaning services
- Cleaning of spaces during setup and dismantling
- Waste removal

SIGNAGE

- Signage on infrastructure and existing supports

ADDITIONAL NON-EXCLUSIVE SERVICES

- Reception services (hosts) and cloakroom staff
- Valet parking
- Handling services (not including Viparis's furniture)
- On-street parking
- Furnishings / decoration
- Floral arrangements
- Hire of miscellaneous equipment (computers, office equipment, walkie-talkies, etc.)
- Furniture hire
- Security personnel





Signage

- 1 A4-sized poster in the lifts
- 1 venue entrance LED display (1,920 x 540 pixels)
- File format: PNG, JPG, 72 dpi

File format: PNG, JPG, 72 dpi, non-interlaced, unoptimized for faster loading

File names: keep short, without special characters

Image resolution should match the resolution required for each display

No sound





Caterers

GRAND CHEMIN

An organic caterer that showcases local products

With thirty years of savoir faire, Grand Chemin's culinary expertise underpins its unique food pairings and its inspired, perfectly-crafted concepts. Grand Chemin's highly-trained professionals are dedicated to creating taste experiences that are like fleeting gastronomic tales.



These culinary adventures favour exchange, a sense of wonder, and a feeling of sharing and discovery. This Parisian caterer likes to break rules, innovate and – above all – evoke a playful excellence with a touch of extravagance. For Grand Chemin, each event includes elements of showmanship: elaborate floral arrangements adorning buffets, a waffle tree created by the pastry chef and live cooking displays in La Serre's unique setting.

FLEUR DE METS

The *haute couture* of events-related gastronomy

When designing its receptions, Fleur de Mets pays close attention to its customers' needs, down to the smallest detail. The food, presentation and play of colours and shapes between the various dishes, in a range of light and muted hues, are part of an all-encompassing experience. Although Fleur de Mets is a recent arrival on the Parisian catering scene, it coordinates over 1,200 receptions each year. It derives its savoir-faire from carefully observing each company's specific culture, as well as each event's theme and overall spirit.

Under the guidance and creative genius of head chef Philippe Saillard, Fleur de Mets's culinary creations offer a subtle palette of textures, flavours, special touches and spices inspired by Saillard's travels around the world.

Fleur de Mets is committed to sustainable development and was awarded ISO 20121 certification in January 2019.





KARDAMOME

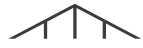
A generous and eco-responsible caterer. Inspired by street food, Kardamome is also a trailblazer when it comes to sustainable development: it was awarded ISO 20121 certification nearly a decade ago. From its headquarters north of Paris, Kardamome offers organic, canteen-style catering – steeped in street and local market traditions – that can offer you a fresh take on your event's catering possibilities. Its urban cuisine, which pairs fine dining with comfort food, uses fresh, in-house ingredients served with love.



LE PERCHOIR

Highlighting local ingredients from our rooftop farm

Le Perchoir Porte de Versailles is the setting for exciting new dining experiences. It features an innovative cocktail menu and original restaurant offerings that draw on locally-sourced produce.



Nearby services and accommodations



La Serre is located in a vibrant Paris neighbourhood with numerous bars and restaurants, a chemist's shop, boutiques, museums and much more. Your exhibitors and visitors can experience the best that Paris has to offer! In addition, the Paris Expo Porte de Versailles complex features Jam Capsule, a one-of-a-kind immersive experience.



MAMA SHELTER
NOVOTEL



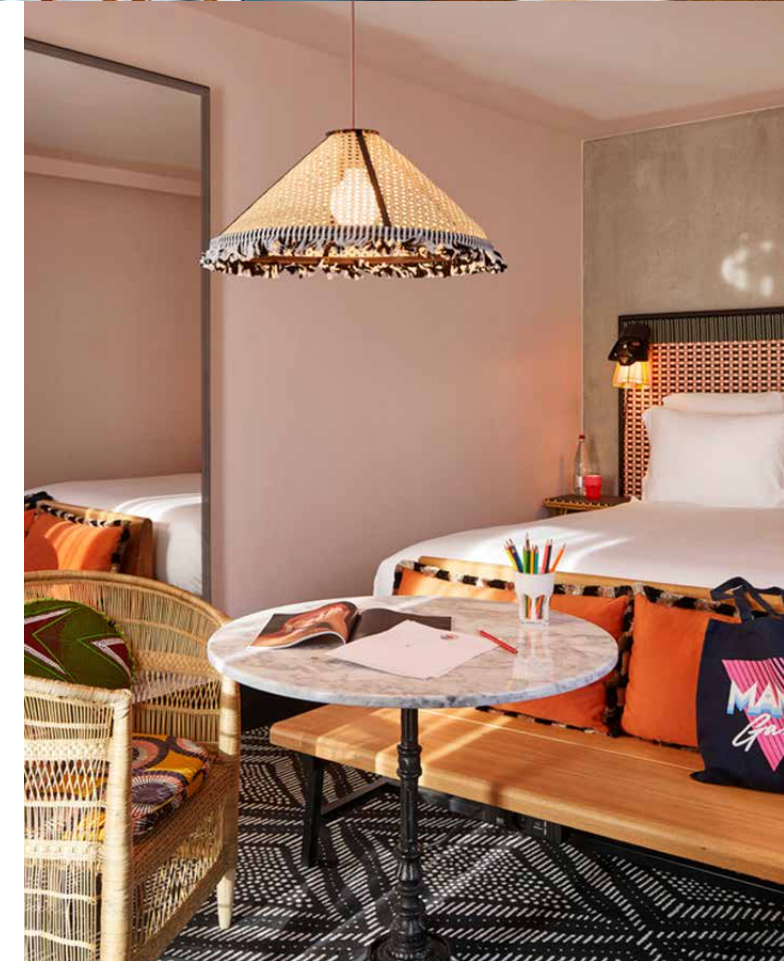
NEARBY HOTELS

Close to the exhibition complex there are over 20 three- and four-star hotels, ensuring that your guests to La Serre will be welcomed under the best possible conditions.

There are also two unique concept hotels directly on site: a 205-room Mama Shelter and a 245-room Novotel.



*A full list of hotels in the vicinity of Paris Expo Porte de Versailles is available at:
www.viparis.com/nos-lieux/la-serre/autour-du-lieu*



» Rules and regulations

06





The interiors



GREEN CANOPIES

The green canopies are maintained by our landscaping team. **They cannot be changed**, nor can hanging elements be suspended from them.



FLOORS

The floors are made of polished concrete. If you wish to cover them, **the adhesive used must be easily removable in order to not damage the floor's appearance.** If it is not, the cost of restoring the floor's original appearance will be invoiced to the customer. Finally, specifically adapted products are used to maintain the floors, and only Viparis and its service providers are authorised to clean them.



BLINDS

The roof and side wall blinds close at the same time. **Only Viparis staff are authorised to operate** the blinds and lights.



SAFETY

The complex has a CCTV system and a safety control centre that is staffed 24/7. **There are no CCTV cameras**, however, inside the various structures. We therefore recommend that you not leave anything of value unattended. When not in use, La Serre is locked.



WASTE

The organiser is responsible for the waste generated by an event. If an excessive volume of waste (cardboard boxes, palettes, carpeting, decorative elements, etc.) is found during the exit inventory, its removal will be invoiced.



Working together



GROWING BENCHES

The growing benches are maintained **by Nature Urbaine's gardeners**. When in use, they may not be removed from La Serre, although they can be **relocated within the space**.

Please do not touch the plants on the benches.



LE PERCHOIR

Le Perchoir is a venue **for music**, and generates its own playlists.



THE ROOFTOP FARM

The rooftop farm is not open to the public. Between April and September, **Nature Urbaine offers a programme of events** for the general public. La Serre's project manager can provide you with more details.

