

THE

MIDWAY



THE MIDWAY

Located in San Francisco's Dogpatch neighborhood, The Midway creative complex is a dynamic and interactive 40,000-square-foot urban canvas of innovation, where everyone is invited to explore, create, engage, feel, and be inspired. Our vibrant performances, workshops, and exhibitions celebrate an immersive and provocative intersection of music, art, emerging tech, and the culinary world. At The Midway, a DJ can lead an interactive cooking class before performing, and a chef can collaborate with an artist for a gallery dinner. Anything is possible when the creative arts collide.



RiDE

Our largest room at The Midway, Ride provides an open-floor layout that'll thrill you with its near limitless versatility.

Capacity:

- Standing: 1,500
- Seated Theatre: 700
- Seated Banquet: 400

Room Size: 12,000

Stage Dimensions: 35'x24'

AV: Funktion-One EVO Soundsystem

WIFI available throughout

GODS & MONSTERS

Levers available to you to influence Ranking

- Powerful Merchandising Tools available to control Ranking (Boost, Bury) to achieve your varied business objectives
- Powerful Analytics through Insights tool that can help you quickly identify areas for improvement

Ranking

- **Soft Boost:** Influence the ranking algorithm by providing an additional weight to products with the specified attribute
 - **Non-numeric:** Non-numeric soft boost can be used to promote products of specific attributes (e.g. brand = prada, new_arrival = yes) to achieve specific business objectives.
 - **Numeric:** Promote products with higher margins, offline revenue etc.
- **Improve semantics:** Clean feed fields that would be useful for search can be ingested directly into the semantic engine for product & query tagging - products that match the query will be boosted in ranking

Need a breakout space for your conference? Gods & Monsters is the perfect room to add on to your conference for smaller keynotes and meetings.

Capacity:

- Standing: 400
- Theatre: 200
- Banquet: 150
- Room Size: 2,850 Square Feet

Stage Dimensions: W30'xD10'xH6"

WIFI throughout

Funktion-One Evo Sound System

LightLink LM Pro4 indoor/outdoor LED wall

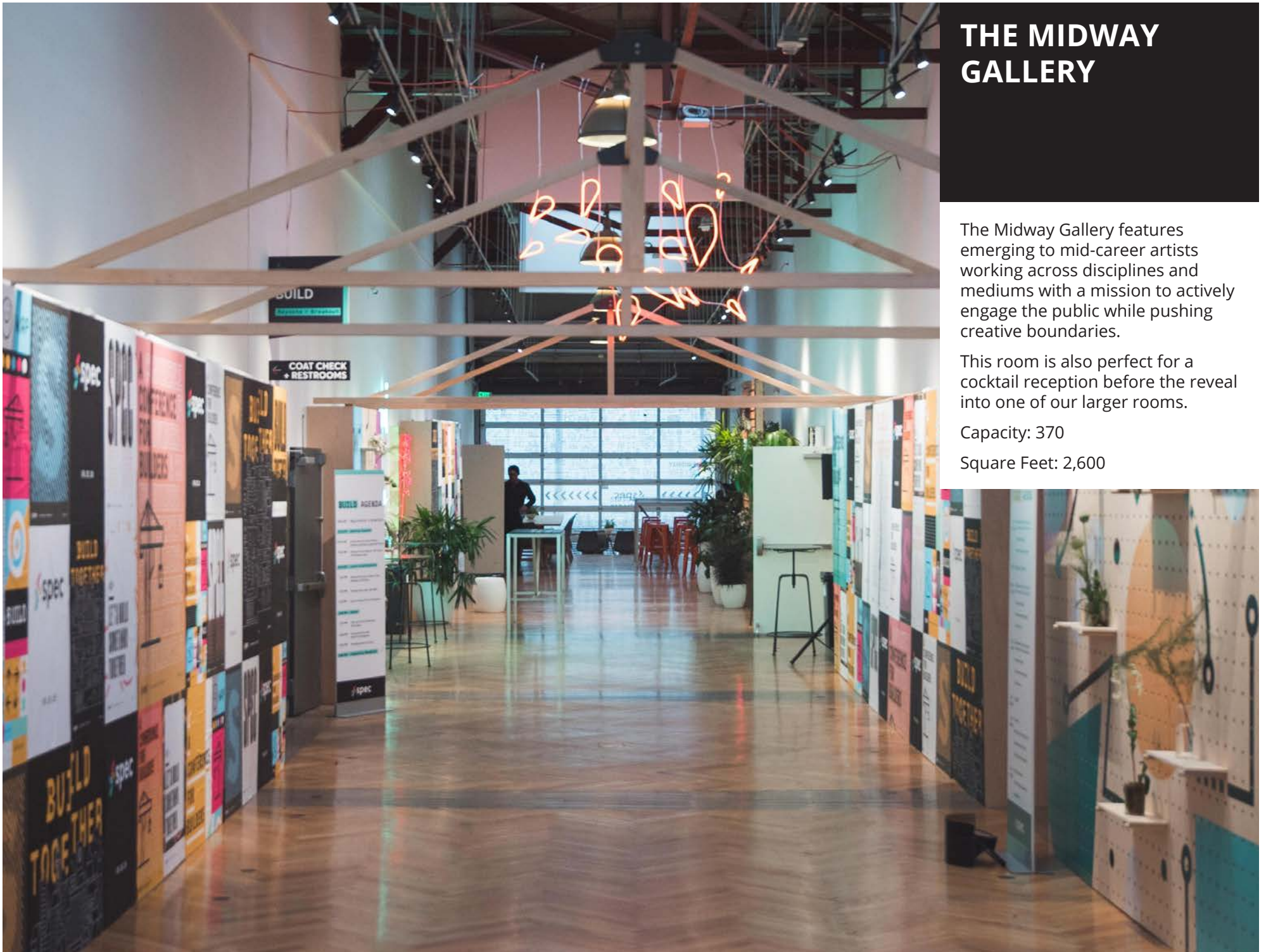
THE MIDWAY GALLERY

The Midway Gallery features emerging to mid-career artists working across disciplines and mediums with a mission to actively engage the public while pushing creative boundaries.

This room is also perfect for a cocktail reception before the reveal into one of our larger rooms.

Capacity: 370

Square Feet: 2,600





ENVELOP

Astound your senses as you immerse yourself in the Envelop lounge. This attraction specializes in 3-D audio and ambisonic sound systems that can pair with virtual reality and augmented reality platforms.

Capacity: 60

Square Feet: 900

Envelop is a 501c3 NPO

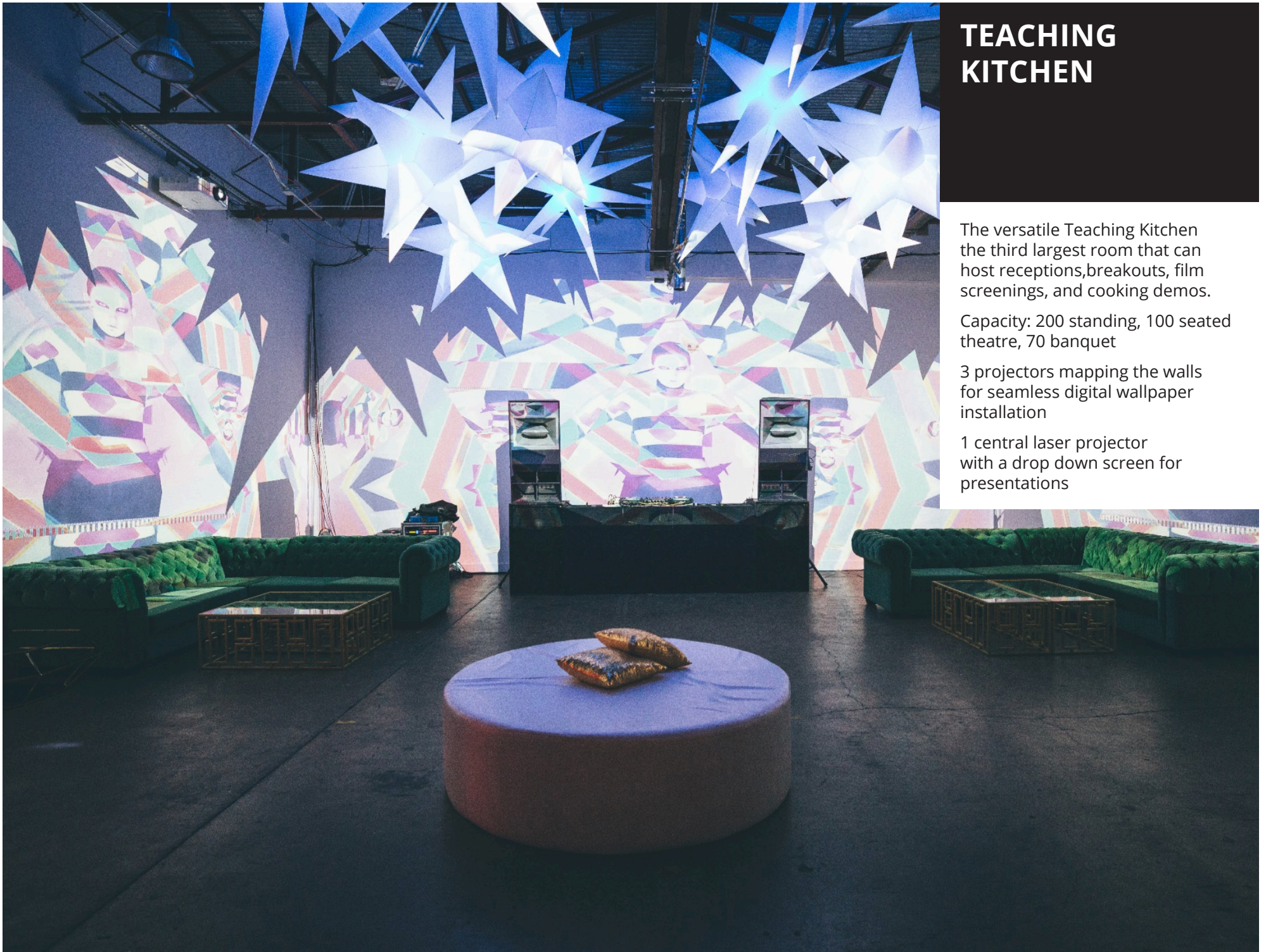
TEACHING KITCHEN

The versatile Teaching Kitchen the third largest room that can host receptions, breakouts, film screenings, and cooking demos.

Capacity: 200 standing, 100 seated theatre, 70 banquet

3 projectors mapping the walls for seamless digital wallpaper installation

1 central laser projector with a drop down screen for presentations



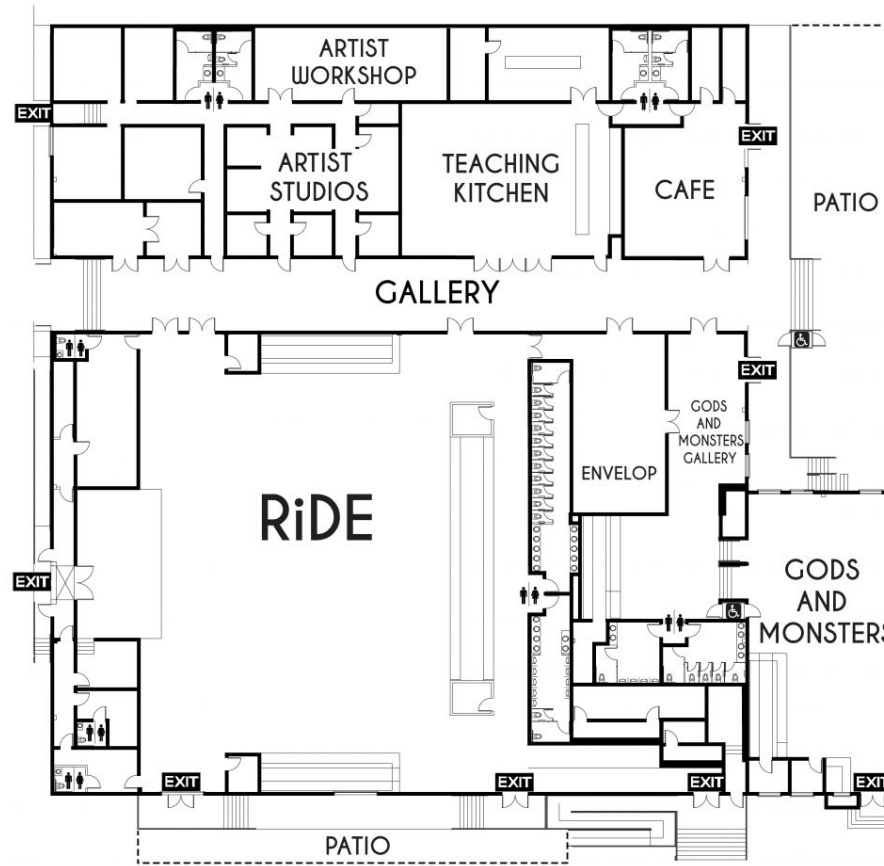


THE MIDWAY CATERING

The Midway Catering is the vibrant and collaborative home for creativity in the Kitchen and the palatable excitement that comes from cooking. Our services include an in house café, catering services, temporary pop-ups and event concessions, and we produce interactive cooking shows, workshops, and classes.

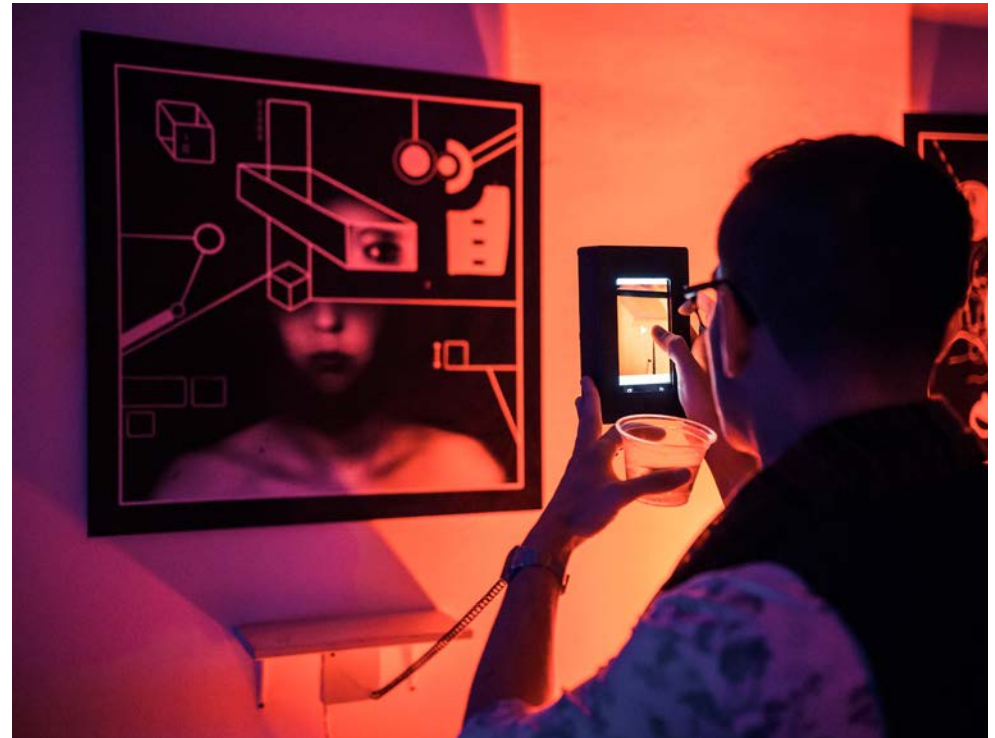
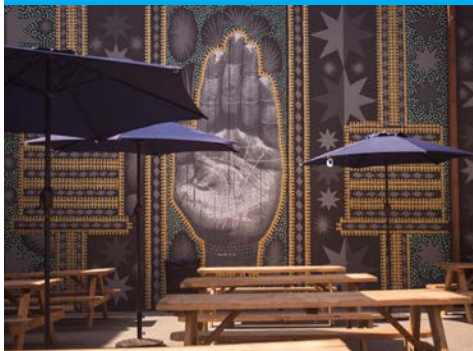
From corporate events to special gatherings at a location of your choice, the Midway catering team can create a unique menu that is a feast for the senses.





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LOCATION	SQ. FOOTAGE	DIMENSIONS (WxL)	STANDING	SEATED
RIDE	12,000	112' x 103'	1,700	800
ENVELOP	900	21' x 43'	130	60
GODS & MONSTERS	2,850	34' x 69'	400	190
GALLERY	2,600	160' x 16'	370	170
UPPER GALLERY	600	12' x 43'	85	40
TEACHING KITCHEN	1,620	45' x 36'	230	100
CAFE	600	17' x 36'	85	40
PATIO	3,560	33' x 108'	500	230



BOOKING

At The Midway, we don't just sign a contract and cut you loose. We're with you every step of the way, pushing the limits of what's possible, and constantly striving to put the plus factor in every detail of your event.

We partner with all our clients to make even their most outrageous requests a reality. Want white elephants and fire-breathing acrobats? Let us leverage our extensive contacts and close city relationships to make it happen for you.

Contact our Venue Specialists to check availability!

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