

WELCOME TO
UTILITA ARENA BIRMINGHAM



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UTILITA ARENA BIRMINGHAM

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INTRODUCING UTILITA ARENA BIRMINGHAM...

Since first opening our doors back in 1991 as the NIA we've built our reputation as a versatile and experienced venue, hosting world-class concerts, sporting events, conferences, family shows and much more.

We've welcomed more than 17 million visitors and held world-class events of all shapes and sizes, made possible by our ability to offer capacities from 2,400 up to 16,118. Our latest redevelopment ensured we can continue to be a world class venue that provides a best-in-class customer experience for clients and customers alike.

The redevelopment introduced a brand new glass façade overlooking the Brindleyplace canal side to create a dynamic sense of arrival for visitors. Nearly 6000m² of new concourse space was also added to house many new food and drink outlets, plus two brand new restaurants, home to our hospitality provider Amplify.

Backstage, our six dressing rooms had a full upgrade, and inside the arena bowl, new black seats were installed.

Utilita Arena Birmingham forms part of the NEC Group which means we can work together with our other venues; Resorts World Arena, The ICC, NEC and the Vox as well as providing expertise from our excellent service brands, The Ticket Factory and Amadeus.

Our dedicated and experienced sales team can talk you through everything we have to offer.

CONTACT THE TEAM:
arena-sales@necgroup.co.uk
0121 767 3981

UTILITA ARENA BIRMINGHAM
ARENAS | Part of the NEC Group



DESTINATION BIRMINGHAM

Utilita Arena Birmingham can be found right in the heart of Birmingham city centre, making us one of the best connected venues in the UK. 43.7% of the UK population is within a two hour drivetime or less of the Arena, that's a massive 28.7million people!

Birmingham New Street is one of the UK's largest interchange rail station and located just minutes from Utilita Arena Birmingham. Birmingham also has one of the most accessible international airports in Europe. So getting here really is simple!

Once you're here, Birmingham is a city of culture and heritage with a dynamic energy that truly offers something for everyone.

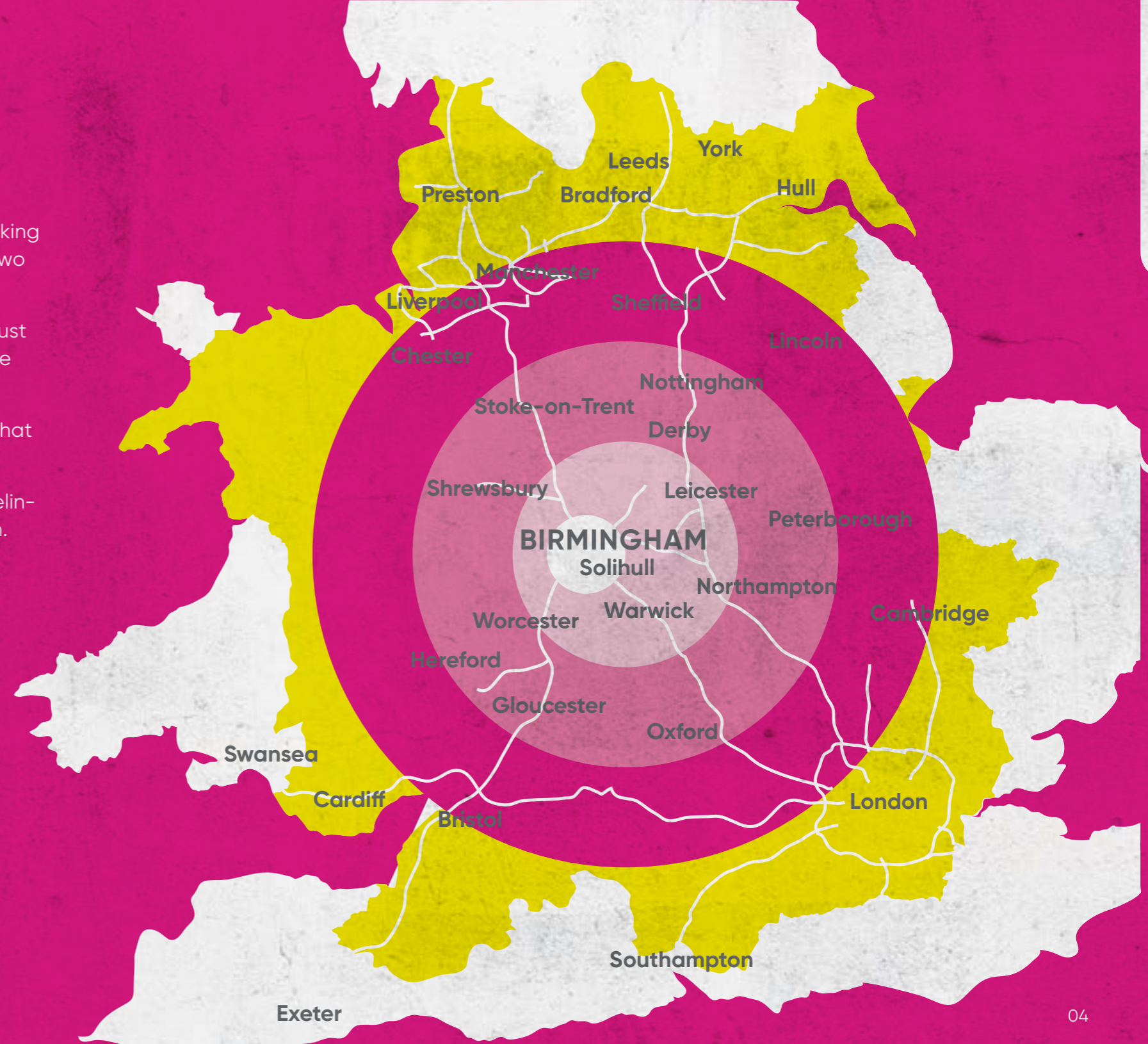
With Birmingham offering 10,000 hotel rooms and world class cuisine, including 4 Michelin-starred restaurants, you, your team and artists will love this great European destination.

43.7%

of the UK population is within a 2 hour drive time from Birmingham

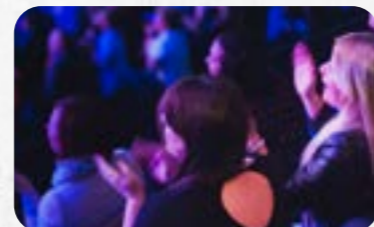
UTILITA ARENA BIRMINGHAM DRIVETIMES

Drivetime Distance	Number of people	% of UK population
30 min drive	3,019,300	4.6%
1 hour drive	7,313,300	11.1%
2 hour drive	28,718,100	43.7%
3 hour drive	52,021,600	79.2%
4 hour drive	55,552,200	84.6%



WHY CHOOSE US?

We've had everything at Utilita Arena Birmingham; ice rinks, horse shows, monster trucks, athletics, exhibitions, conferences and of course some of the biggest concert productions in the world. We pride ourselves on being a flexible venue and our mothergrid system helps us to create bespoke layouts that will work perfectly for your event.



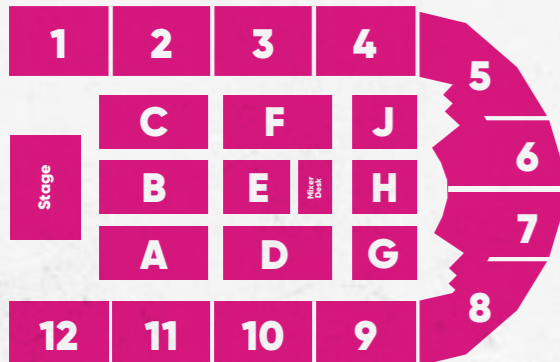
Dimensions	Arena floor with seating tribunes retracted is 100m x 60m
	Arena floor with seating tribunes extended is 92m x 32m
	Clear roof height is 19m (17.5m under the mothergrid)
Backstage	Six world-class dressing rooms
	Two production offices
	Three multi-purpose rooms
	Four team locker rooms
	Crew kitchen and dining area
	Laundry facilities
Rigging	High loading area 0.5kn/m2
	Low loading area 0.25kn/m2
	Loading is subject to consultation with the venue rigging department
Other Features	Three merchandise areas
	Sport standard lighting
Production Parking	15 reserved car parking spaces

FLEXIBILITY AND LAYOUTS

FULL ARENA

Our seating and stage position has meant an increase in overall capacities. Your audience will be able to sit back and enjoy the show with our full arena seated layout which offers a capacity of over 13,000 seats. Our impressive floor can hold up to 8,922 fans giving you over 16,000 tickets to sell on a full arena standing show.

Full Arena seated up to 13,312



Full Arena standing up to 16,118



For a tailored solution contact the team: arena-sales@necgroup.co.uk

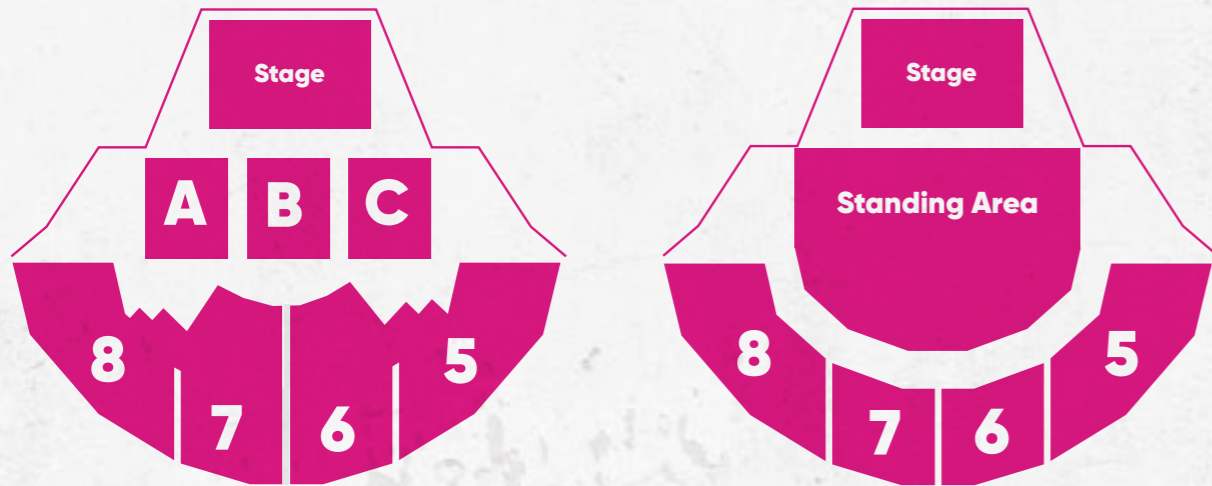


FLEXIBILITY AND LAYOUTS

ACADEMY LAYOUTS

Small venue layouts within Utilita Arena Birmingham makes it easier than ever to give your artist and their fans the experience they deserve, without the need to play multiple nights at a theatre or smaller venue.

Our new and improved intimate layouts offer intimate capacity options ideal for theatre, comedy and bespoke events, as well as providing the ideal platform for bands and artists ready to make the transition from smaller venues. With the ability to flex the capacity to start at 2,500 and the ability to grow in line up to 5,000.



For a tailored solution contact the team: arena-sales@necgroup.co.uk

GIGS

THEATRE

DANCE

COMEDY

FAMILY

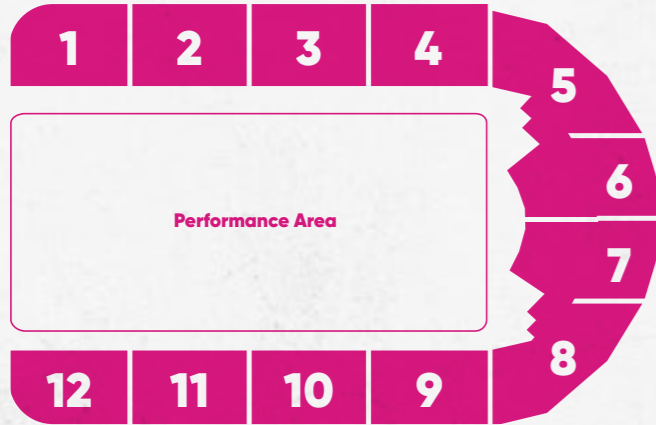
ACTION

FLEXIBILITY AND LAYOUTS

IN THE ROUND / BESPOKE

The arena bowl is such a diverse space that if you need something more unique, we can create a bespoke layout for you. Our large floor space also allows you to fit in whatever production you need whether that's an ice rink, an athletics track, a bike ramp or exhibition space.

Performance Plan



For a tailored solution contact the team: arena-sales@necgroup.co.uk



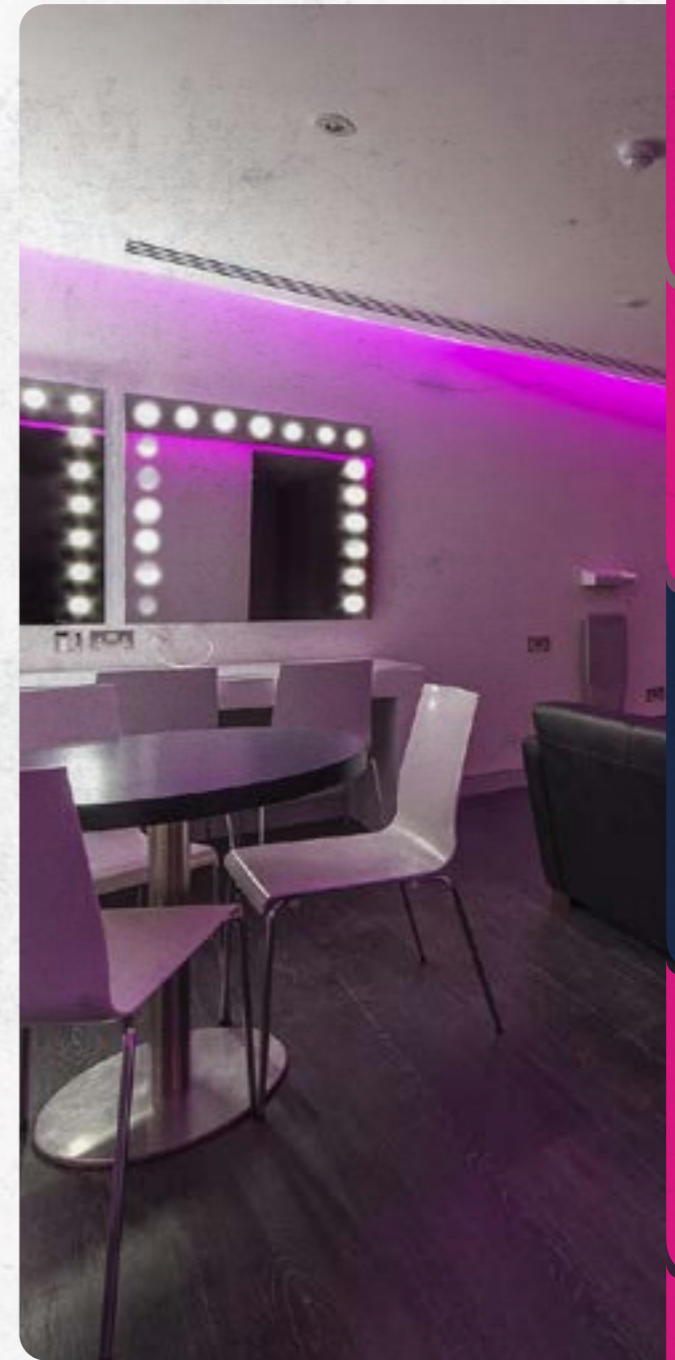


INCLUSIVE PACKAGES

When you hire Utilita Arena Birmingham, you're getting much more than just a venue. Included are a number of services designed to offer you a comprehensive package suited to your event:

- **Venue Access:** 08:00 on the first day.
- **Exit Time:** 03:00 the following morning.
- **Event Timings:** Standard concert rates are based on a 19:30 start. Doors will open 1.5 hours before a Full Arena event and 1 hour before a Academy layout event. The standard curfew for all concerts is 23:00.
- **Power:** A package of stage supplies will be included for most standard events; more bespoke packages are designed for non-standard events. Tour bus power is available outside the venue.
- **Stage:** The House stage is 60' (W) x 40' (D) x 6' (H) for Full Arena and x 4' high for the Academy layout. Our stage can be adapted to suit your requirements subject to additional charges.
- **Rigging Points:** A package of rigging points will be in position ahead of your tenancy.
- **Access platform and Forklift:** Five consecutive hours for load-in and three hours for load-out are included in the package. Further platforms/hours are subject to additional charges. Please note that the forklift is included for Full Arena layouts only.
- **Security:** Ushering and audience stewarding are included. Artist security for standing shows are subject to additional charges.
- **Cleaning:** Standard venue cleaning is included. Some items such as confetti may incur additional charges.
- **Medical:** Cover is supplied for the public during the open period of the event.
- **House seats** – Academy layout: 80 tickets are retained by the venue. Full Arena – 100 tickets are retained by the venue.
- **Facility Fee:** Utilita Arena Birmingham charges a facility fee on top of each ticket sold. This charge is added to the price of each ticket, payable by the customer at the point of purchase.
- **Merchandise:** Our team manage the sale of your merchandise and charges a fee of 25%+ VAT of gross sales.
- **PRS:** Utilita Arena Birmingham is legally obliged to withhold 3% + VAT of the total net ticket sales for PRS (Performing Rights Society) fees.
- **PPE:** Utilita Arena Birmingham operates a hard hat policy during load in/out periods.
- **Marketing:** Support from our in-house team.
- **Ticketing:** Support from The Ticket Factory - our official box office.

Please note: This is the standard Arena concert package and therefore the package offered to you may differ from that above. Please discuss with your account manager who will confirm your package.



MARKETING YOUR EVENT

What's a show without an audience? We know that selling tickets is the most important part of putting on a successful event. That's why we have our in-house marketing & PR team on hand to support your marketing campaign and help drive as many people as possible to your event. A marketing package will be included in the hire of the Arena with support such as:



PRINT DISTRIBUTION IN NEC GROUP VENUES



DISPLAY ON OUR PLASMA SCREENS



SOCIAL MEDIA ACTIVITY



INCLUSIONS ON OUR WHAT'S ON LEAFLET



WEBSITE PRESENCE



EMAIL MARKETING



TICKET BUYER AND PROSPECT PROFILING



PR SUPPORT

There is also the opportunity to buy into our monthly composite marketing package which offers a range of adverts including ladder ad publication features, digital outdoor promotion, composite radio ad and highlighted feature on our What's On leaflet. Our marketing team are experts in their field and are happy to discuss these opportunities with you.



With loads of regional knowledge as well as our own venue marketing channels, the team are here to help maximise your event promotion.

TICKETING SUPPORT

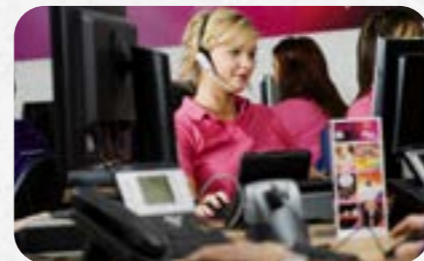


Your tickets are in good hands with our friends over at The Ticket Factory. They're a national ticketing agency with a boutique approach and has been the official box office for the NEC Group for over 40 years.

The Ticket Factory's marketing approach is uniquely positioned to complement yours and the venue's marketing activity. Through key partnerships with brands such as Avanti West Coast, Trinity Mirror, Genting and Team GB, The Ticket Factory is able to create a point of difference for their database, opening new marketing channels for them. Further marketing opportunities can become available for offers or discount strategies via The Ticket Factory's extensive digital marketing channels, such as social, segmented and their website, which receives over nine million visits per year.

An administration fee chargeable to the customer will be added to the ticket price in return for this service.

There is also a standard facility fee of £1.35 per ticket sold, charged to the customer. The fee is applicable to all tickets sold, not just those sold through The Ticket Factory. If you'd like more information, one of our account managers will be more than happy to discuss this.



**With a database of over three million ticket buyers,
The Ticket Factory will maximise your sales with
support of our experienced marketing team**



CUSTOMER EXPERIENCE

The customer is at the heart of everything we do; whether that's working with you to take the hassle out of running your event or making sure every customer through our doors has an amazing time.

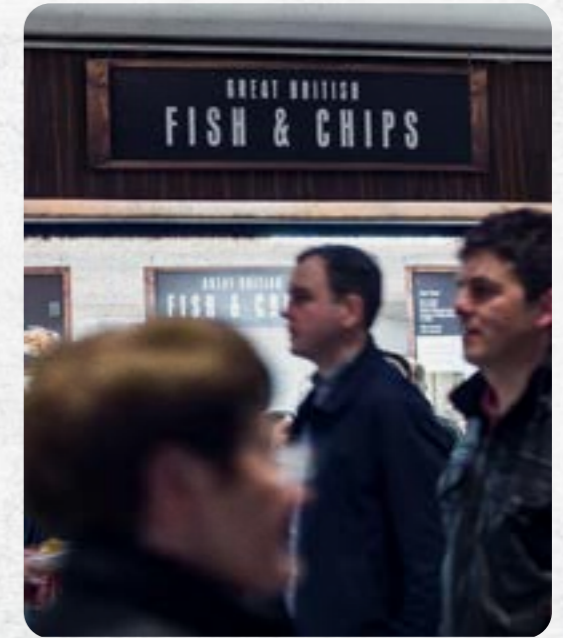
At Utilita Arena Birmingham we make being fashionably early way more fun. Customers can pop for a coffee at Costa Coffee, or a bite to eat at Ed's Diner before we open our doors. Once they're inside they can soak up some of the pre-show atmosphere on our canal side concourse where there are plenty more options for food and drink, plus pre-show entertainment on selected shows.

Fancy the VIP treatment? Our customers can book into our Amplify hospitality areas and get wined and dined in one of our two exclusive restaurants, making their night even more special. Our award winning catering company Amadeus provides all our on-site food and beverage needs, from a cheeky burger to champagne receptions, they do it all in style.

Our team of stewards are always happy to help and really know their stuff, from avoiding the queues to recommending short-cuts back to the train station.

We believe that having courteous and knowledgeable staff on the floor really makes our customers' experience a good one.

Amadeus – providing award-winning catering in arenas since 1980.



PART OF A BIGGER FAMILY

Utilita Arena Birmingham is part of the NEC Group, one of the world's top venue management companies with over 40 years' experience. The group operates Utilita Arena Birmingham, Resorts World Arena, NEC, the ICC and the Vox, as well as managing a range of support services, namely our national ticketing agency, The Ticket Factory; hospitality brand, Amplify; and award-winning caterer, Amadeus.

We also have a sister venue, Resorts World Arena, situated adjacent to Resorts World Birmingham, the UK's largest fully integrated destination leisure and entertainment complex.

Providing a great event experience is of paramount importance to us here at the Utilita Arena Birmingham, and we work together with a number of key partners to help achieve that.

part of the nec group

Our group



Our partners



UTILITA ARENA BIRMINGHAM
ARENAS | Part of the NEC Group



CONTACT US

To find out more about the Utilita Arena Birmingham, our sister venue the Resorts World Arena, or to discuss how we can help you take your event to the next level, please contact the team.

We'd love to hear from you!

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CONTACT.