

WHERE ENTERTAINMENT
BURSTS INTO LIFE

M&S BANK
ARENA LIVERPOOL



THE KILLERS
ONE DIRECTION
CRAIG DAVID
BOXING
ROD STEWART
ELTON JOHN
OASIS
PAUL MCCARTNEY
BRUNO MARS
JUSTIN BIEBER
DOLLY PARTON
IRON MAIDEN
BEYONCE
PHIL COLLINS
LITTLE MIX
KINGS OF LEON
TAKE THAT
PAUL MCCARTNEY
BRUNO MARS
JUSTIN BIEBER
BILLY CONNOLLY
NETBALL
BRITISH GYMNASTICS
MICKY FLANAGAN
OLLY MURS
KATY PERRY

WE ARE M&S BANK ARENA LIVERPOOL

From its globally renowned waterfront location in a UNESCO city of music that is the home of The Beatles and the birthplace of pop music, to its exceptional facilities, flexible configurations and award-winning events team, M&S Bank Arena Liverpool is the ideal venue for your entertainment or sport event.

Purpose built for spectator events, the venue is an inspiring space whether filled with 11,000 screaming fans at a concert; hosting major live broadcast events such as BBC Sports Personality of the Year or the MTV Europe Music Awards; or welcoming major sporting events like Netball World Cup or British Artistic Gymnastic Championships.

WHETHER ITS CONCERTS, COMEDY, SPORT OR
FAMILY FUN, M&S BANK ARENA LIVERPOOL IS
WHERE MAJOR EVENTS ARE SUCCESSFULLY
STAGED EVERY NIGHT OF THE WEEK



LIVERPOOL SELLS

With a dedicated consumer marketing team using multi-channel promotion as well as one of the most advanced digital media set ups in the industry, alongside our own full service ticketing agency, Ticket Quarter, we have made it a habit to sell out shows.

On the airwaves we are supported by our radio partner Radio City, Merseyside's number one commercial radio brand. When it comes to building a campaign to boost the potential of your event you are in safe hands with M&S Bank Arena's consumer marketing team.

WITH AN AUDIENCE OF 15 MILLION
CONSUMERS WITHIN A 2 HOUR DRIVE
OF THE VENUE AND AN EVER GROWING
DATABASE AND SOCIAL MEDIA FOLLOWING
WE ARE ONE OF THE MOST EFFECTIVE
VENUE TEAMS IN THE BUSINESS

VENUE



ON-SITE
HOTEL
ROOMS

658

INTEGRATED 216 ROOMS
IN PULLMAN LIVERPOOL



UP
TO **11,000**
CAPACITY ARENA

IN-HOUSE BOX OFFICE



17

BACKSTAGE
ROOMS



6

DRESSING
ROOMS



3

PRODUCTION
OFFICES

space

THE
AUDITORIUM

UP
TO **1,350**

SEAT AUDITORIUM



STANDING CONCERT
SPACE FOR UP TO

7,000



FULL SERVICE
TICKETING AGENCY

TQ TICKET
QUARTER



IN-HOUSE

CONSUMER MARKETING SUPPORT
AND VENUE PRODUCTION

— DESTINATION —
LIVERPOOL



15

 MILLION

CUSTOMERS WITHIN A 2 HOUR DRIVE

6.2

 MILLION
REGIONAL CUSTOMERS

UK'S GREATEST
SPORTING CITY
ESPN 2017



JUST OVER 2 HOURS
FROM LONDON



6TH BIGGEST
CITY IN THE UK

LIVERPOOL WATERFRONT

VOTED THE GREATEST PLACE IN ENGLAND (2016 RTPi POLL)



LIVERPOOL
VOTED 3RD BEST
DESTINATION TO
VISIT (TRIPADVISOR 2016)

MAJOR MOTORWAY
LINKS CONNECTING
NORTH AND SOUTH



UNESCO
CITY OF
MUSIC

M&S BANK ARENA AT A GLANCE

YOU'LL LOVE WORKING WITH US!

AT M&S BANK ARENA LIVERPOOL WE
AIM TO PROVIDE AN INCLUSIVE EVENT
PACKAGE - AND IF YOU NEED ANYTHING
ELSE THEN WE ARE HERE TO SUPPORT.



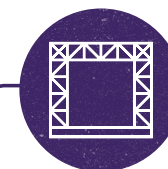
BACKSTAGE DRESSING ROOMS

You'll have access to backstage rooms including dressing rooms, a green room, kitchen and crew catering facilities, production offices and a laundry area.



PRODUCTION AND AV

We have our own experienced in-house production and AV team with an extensive range of services and equipment to add value to your event, from full design and production to helping out with a spare mic.



ARENA INFRASTRUCTURE

M&S Bank Arena's standard event package includes seated or standing floor, stage, PA Wings, front of stage barrier, first aid and inclusive marketing support.

M&S BANK ARENA LIVERPOOL



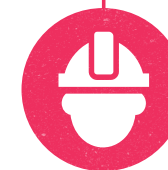
POWER

Power is inclusive within your event package along with an electrician to supervise your connection to the house power and be on call during your event.



STEWARDED

We'll look after your customers from entrance to exit through front of house and ticket checks to ushering, customer service, safety management and incident response. We'll also work closely with third party security companies when necessary to provide a seamless service.



RIGGING

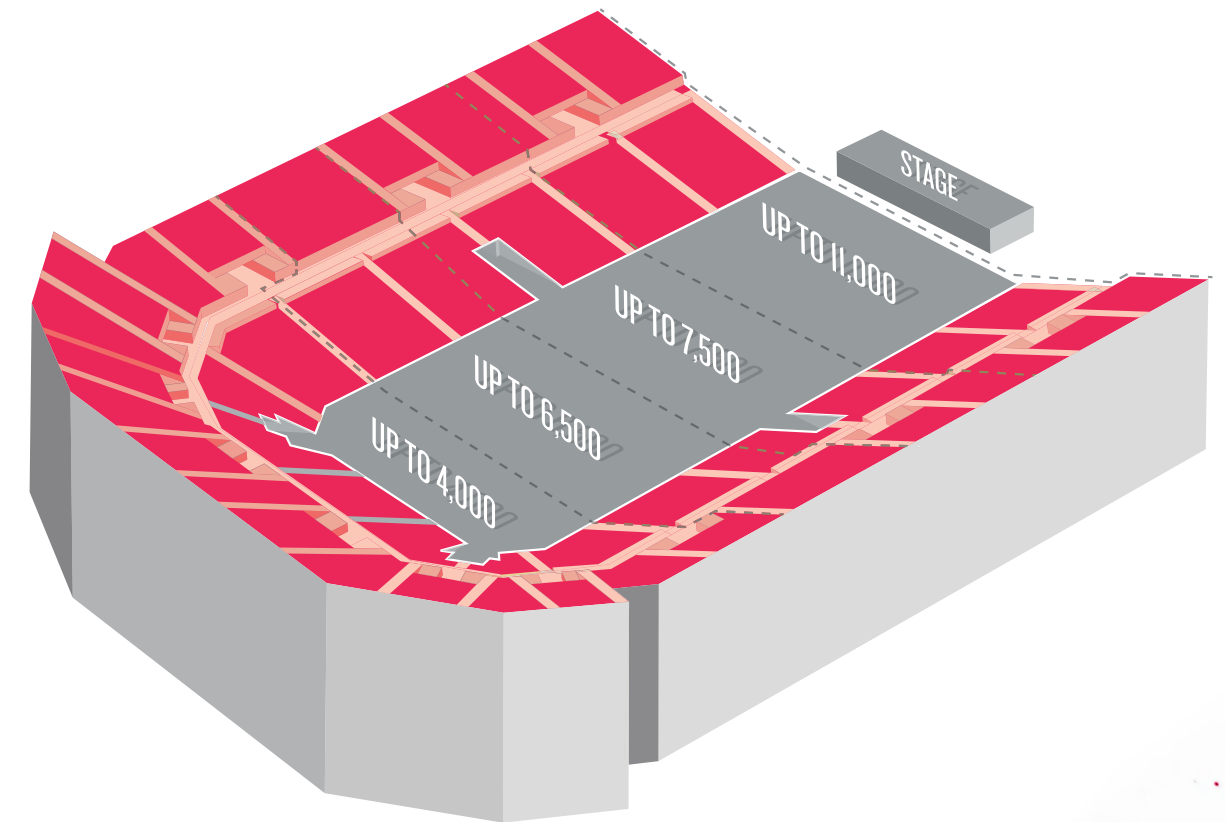
A rigging team will be provided for all events to make the first point of contact to the venue.



M&S BANK
ARENA LIVERPOOL

BUILT FOR FLEXIBILITY

M&S Bank Arena Liverpool is a flexible space offering a variety of standard and bespoke layouts. Standard layouts range from just under 4,000 to over 11,000 but the hall is fully flexible to allow bespoke configurations for musical, entertainment and sporting events.



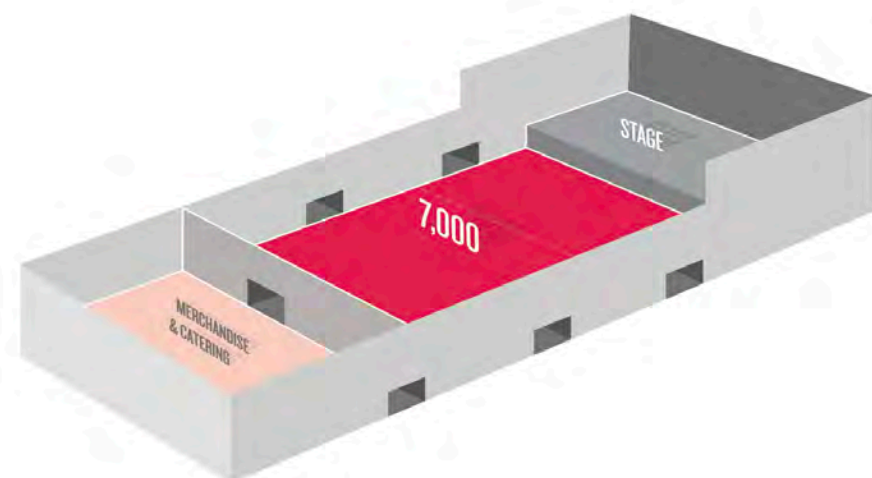
SPACE TO ENTERTAIN...



Space by M&S Bank Arena Liverpool is a new addition to the M&S Bank Arena family utilising the flexibility of sister venue Exhibition Centre Liverpool.

The venue is a flexible entertainment space for up to 7,000 standing capacity.

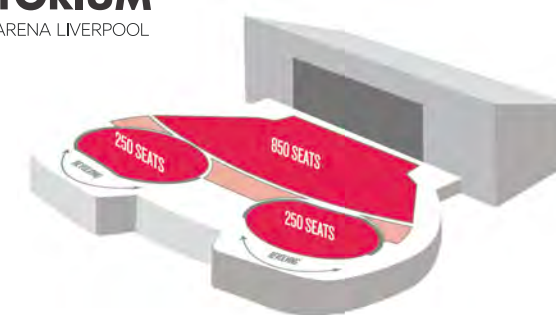
Space by M&S Bank Arena Liverpool is a blank canvas space with endless possibilities for large standing gigs, dance events, experiential and sporting events, TV shows and full arena productions.



THE AUDITORIUM



The Auditorium at M&S Bank Arena Liverpool, is an intimate performance space that is acoustically designed and allows audiences to get even closer to the action. With a capacity ranging from 850 to 1350, the Auditorium is the perfect space for intimate concerts, comedians, family shows, theatre, sporting events, film screenings and spoken word performances.



PART OF A BIGGER FAMILY

M&S Bank Arena is big enough to stand on its own. But we don't have to - with our sister venues ACC Liverpool and Exhibition Centre Liverpool we are part of The ACC Liverpool Group. This is a unique partnership that you might never need to call on, but one that can add value through supporting infrastructure, space and expertise if required.

Our extensive, interconnected event campus is home to ACC Liverpool's conference facilities and which houses The Auditorium Liverpool, 18 breakout rooms and 7,125m² of exhibition space.

Cross the link bridge into Exhibition Centre Liverpool with 8,100m² of space and home to Space by M&S Bank Arena Liverpool, before arriving at Pullman Liverpool hotel - without having to step outside.

In addition, our group ticketing agency Ticket Quarter powers M&S Bank Arena's box office and offers an end-to-end ticketing solution for the entire events industry, allowing you to concentrate on organising a sell-out event whilst we manage all aspects of your ticket fulfilment.

Off campus, M&S Bank Arena is proud to be able to call on city-wide support and promotional opportunities through our partnership with Liverpool City Council and key departments that include Culture Liverpool, Sport and Recreation, Marketing Liverpool and Liverpool Hoteliers Association.

So although on our own we are one of the most exciting venues in the UK, when you add the rest of the event campus and additional services into the mix, you have as much flexibility and support as you need.



M&S BANK
ARENA LIVERPOOL

THE
AUDITORIUM
M&S BANK ARENA LIVERPOOL

space
BY
M&S BANK ARENA LIVERPOOL

exhibition centre
liverpool

exhibition centre
liverpool

LIVERPOOL - THE ORIGINAL SPORTS PERSONALITY

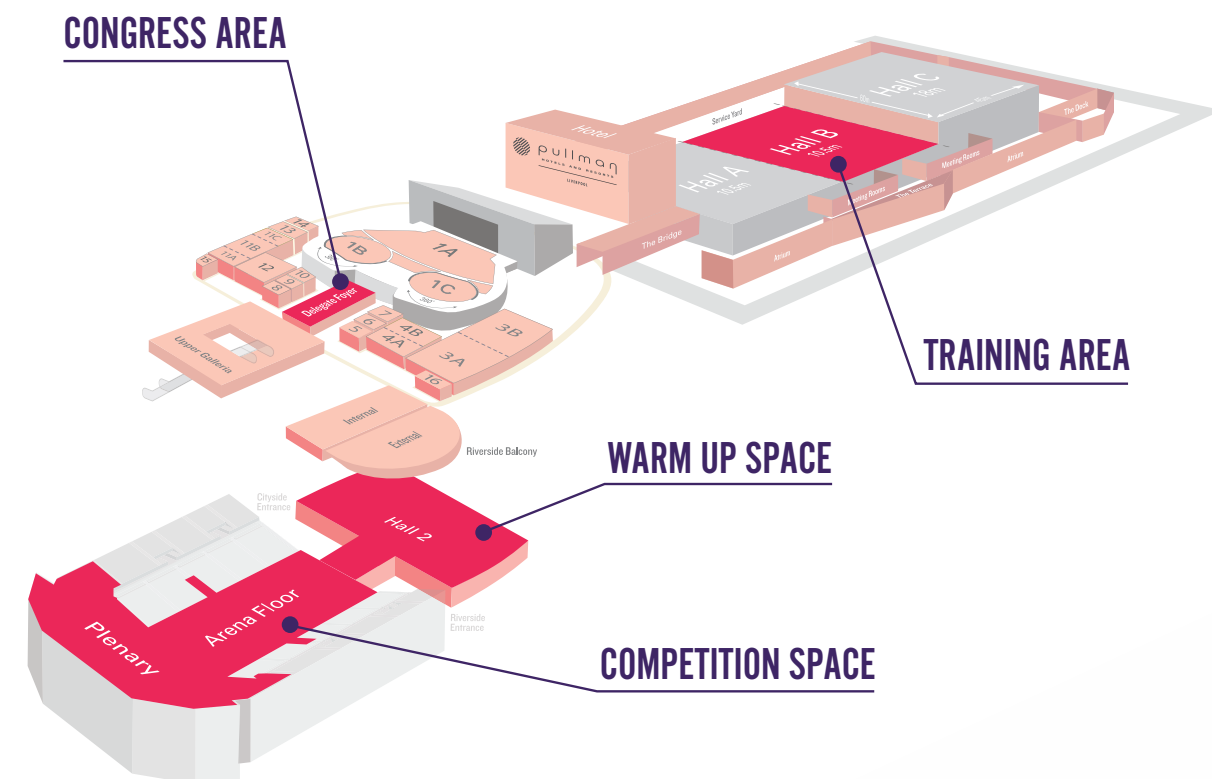
M&S Bank Arena Liverpool forms part of a unique world-class interlinked sporting campus consisting of competition space in M&S Bank Arena Liverpool, congress and banqueting space in ACC Liverpool and training space in Exhibition Centre Liverpool. The complex is the only purpose-built fully inter-connecting event space in Europe, meaning participants can move between the competition, warm up and training, congress and social event areas without stepping foot outside.

Seating up to 11,000, M&S Bank Arena provides different configurations to suit any sporting event. Head backstage and you will discover a green room, dedicated warm up areas and locker rooms for your teams and players. Media and broadcast facilities include a media centre, press conference room and outside broadcast area.

As for promoting your event – our experienced box office and consumer marketing teams will support you throughout the build up to your event to help maximise ticket sales.

Our world-class conference facilities include the 3,725m² multi-purpose hall in ACC Liverpool for warm-up space or to host an exhibition or gala dinner alongside your event. In addition, the 1,350 seat auditorium and 18 break-out rooms provide further flexibility.

AN EXPERIENCED EVENT AND PRODUCTION TEAM AND A TRACK RECORD OF DELIVERY MAKE M&S BANK ARENA A VENUE OF CHOICE FOR GOVERNING BODIES OF SPORT AND EVENT ORGANISERS





Exhibition Centre Liverpool's three sub-divisible halls - totalling 8,100m² - provide ideal training and competitor areas. The exhibition centre is also connected to the 216-room 4* Pullman Liverpool hotel, one of three on-site hotels providing 658 bedrooms with a further 6,000 rooms within walking distance of the campus site.

The destination is easy to reach and once here the compact city centre is appealing to athletes and officials alike with easy navigation to world class sporting venues, on site accommodation and leisure and retail offers all within a one mile radius.

Event organisers are supported by an experienced local team that will deliver seamlessly to the highest possible standard and work with you to leave a long lasting event legacy providing a winning combination for organisers, athletes and spectators alike.

BOASTING AN IMPRESSIVE TRACK RECORD OF HOSTING NATIONAL AND INTERNATIONAL SPORTING EVENTS, WITH A CITY-WIDE SPORTING PARTNERSHIP IN PLACE, M&S BANK ARENA LIVERPOOL OFFERS COMPETITOR-FOCUSED SPORTING SPACE IN AN ICONIC CITY WHICH IS IMMERSSED IN SPORT

TICKET TO SUCCESS



M&S Bank Arena Liverpool has its own full service ticketing agency which provides reliable infrastructure and event promotion helping to deliver better ticket sales.

With a dedicated consumer marketing team and on-site box office, M&S Bank Arena provides event organisers with a team boasting local knowledge, valuable expertise and a passion for selling tickets.

This wealth of expertise has firmly established M&S Bank Arena Liverpool on national and international touring routes with more than 500,000 visitors every year.

