



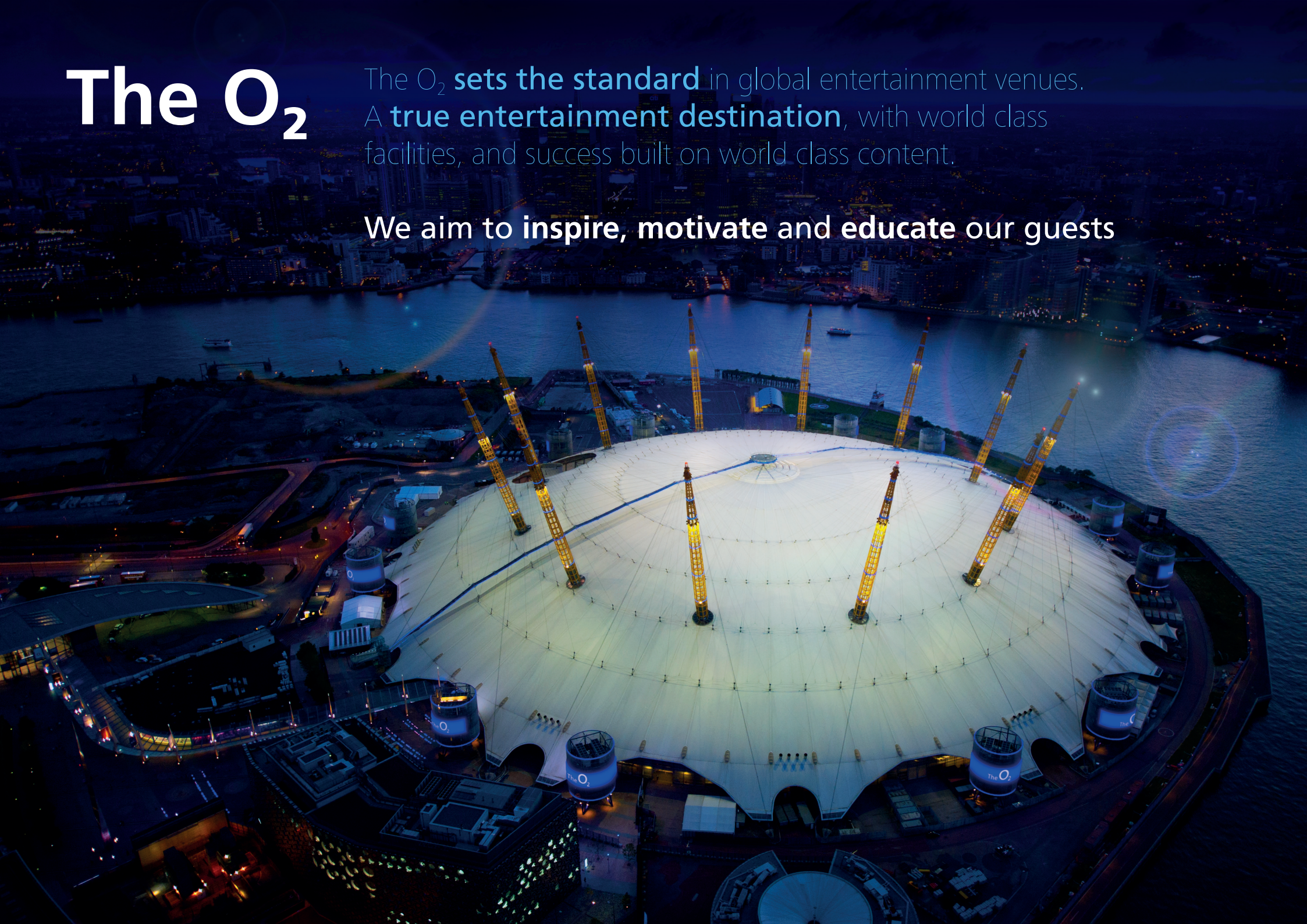
The O₂ Experience



The O₂

The O₂ sets the standard in global entertainment venues. A true entertainment destination, with world class facilities, and success built on world class content.

We aim to inspire, motivate and educate our guests



We exist to **wow,**
thrill and **excite** our
customers and fans



Number one

arena in the world...

200 live arena events per year

Unique and innovative programming,
we lead not follow – **Prince's 21 nights,**
Led Zeppelin

The home of the residency
Monty Python, Take That,
One Direction, U2

High profile anchor events
BRITs, ATP World Tour Finals,
NBA Global Games

Multi faceted and flexible event spaces





The O₂ is the world's most popular music and entertainment venue and has been visited by over **60 MILLION people** since opening in June 2007



PRINCE

holds the record for the longest residency at The O₂ with an impressive **21 nights** in 2007



Since opening in 2007, we've been crowned the **world's number one venue** every consecutive year based on the number of tickets sold



The arena has hosted **over 500** individual performances with **BON JOVI** being the very first on 24.06.07



We went **MEAT**



FREE when Morrissey played the arena in 2014

The building has an overall diameter of **365 metres** representing **365 days** of the year and the **twelve steel masts** represent the **months of the year**



18,000 double-deckers buses could fit into The O₂



Get here via: tube , bus , MBNA Thames Clippers  or the Emirates Air Line . **Over 60%** of our visitors reach the venue using the tube

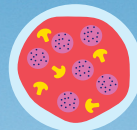


The **BRIT Awards** have been held at The O₂ since 2011



The O₂ was transformed into North Greenwich Arena during the London 2012 Olympic Games

In May 2015 we sold our



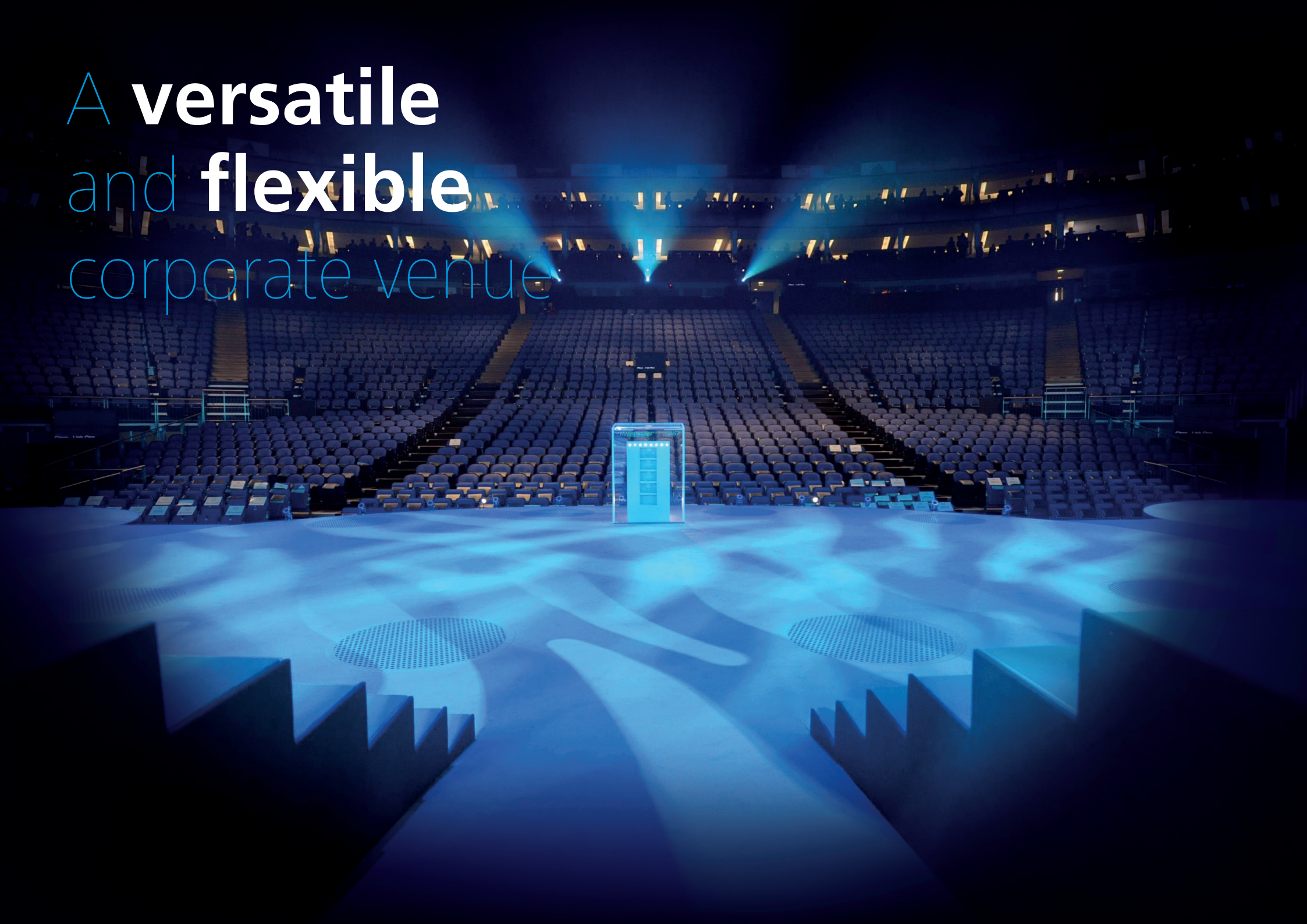
In 2015, 65,922 portions of chips, 10,485 frankfurters, 603,398 pints of beer and 204,007 spirits with mixers were purchased



A world class awards venue



A versatile
and flexible
corporate venue



Home to
**nationally
televised
events**



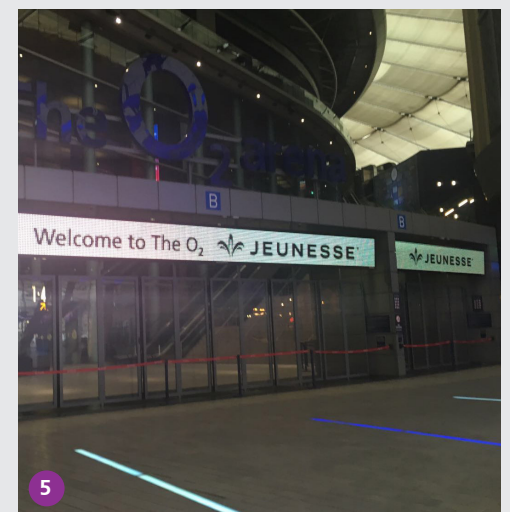
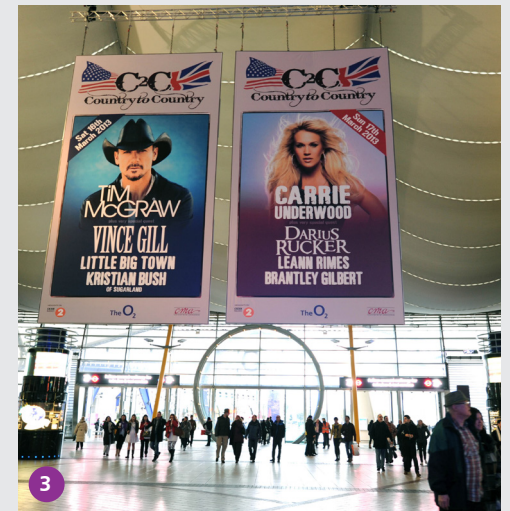
And **world class**
international events



A London icon



Uniquely positioned to brand your event



- 1 Hanging banners – Boundless
- 2 Storywall – Boundless
- 3 Hanging banners – Country to Country
- 4 External cylinders – Country to Country
- 5 Daktron screens – Jeunesse

Digital media opportunities



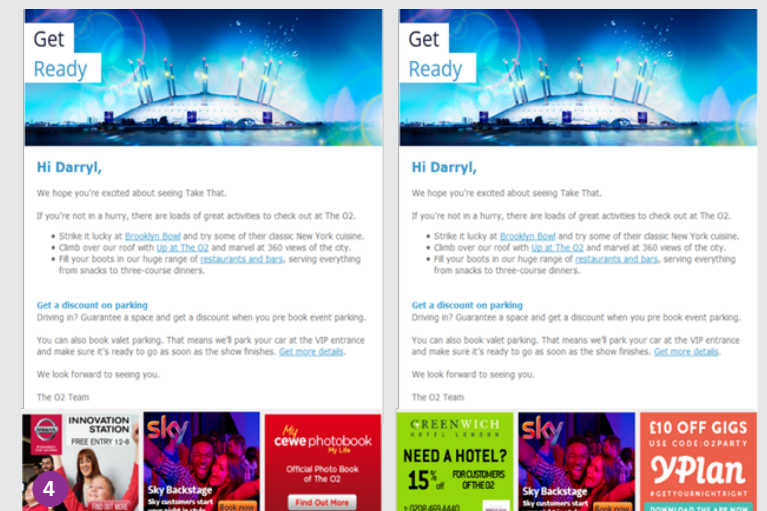
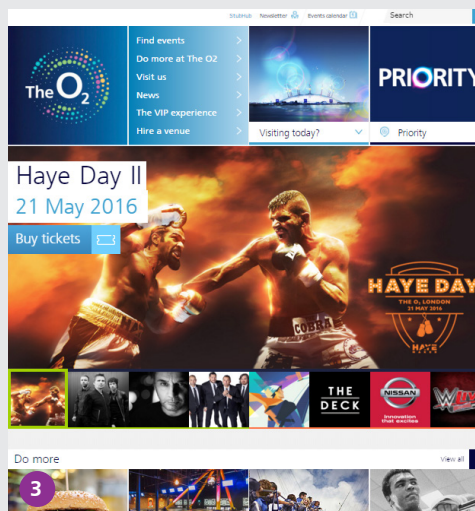
High Density Wi-Fi – arena wide network, integral for digital fan engagement and up to 15,000 concurrent users

Broadcast network – 150 screens on the main concessions levels for complete Jeunesse takeover

Arenamation in The O2 arena auditorium

Digital screen network on The Avenue and covered walkway from public transport interchange

Sophisticated eCRM tools and automated real time sales reporting

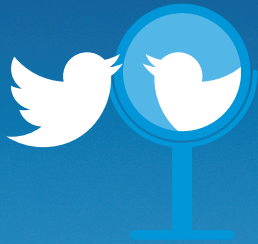


- 1 Digital Screen on The Avenue
- 2 Arenamation
- 3 theo2.co.uk
- 4 eCRM newsletter templates

Social Media Engagement



On-site activations



Portable
twitter
mirror



O₂ Angels
can provide
way finding
for guests



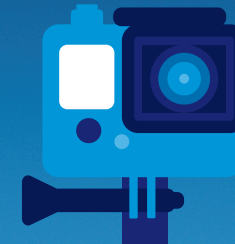
Online



 **10k**
impressions

Promotion
of content
from
The O₂
channels

 **62k**
impressions



GO-PRO
FOR
360
SHOTS

Snapchat
live
story



#Dedicated
hashtag to guide conversation
pre, during and post event

Summary

A **world class** and **world famous** events venue. **Unique** and **powerful** branding opportunities. An **iconic** setting to energise and **excite** your guests.

An experience like no other.



Event spaces at The O₂



The O₂ arena

Be the star of your show

From the BRITs to business meetings, there's nothing we can't handle. We've hosted the world's biggest live events and hundreds of smaller ones too.

**From 2,000 to 20,000 delegates
theatre style**

**96 VIP suites allowing private catering
and viewing for over 2000 guests**

**In-House rolling stage
60ft x 40ft x 6ft**

14 en-suite dressing rooms



indigo at The O₂



Originally designed for music concerts, indigo has now opened its doors to the corporate world. The venue has the flexibility to change from a conference venue to an open plan exhibition space.

1800 capacity standing

Built in stage

Direct vehicle load in

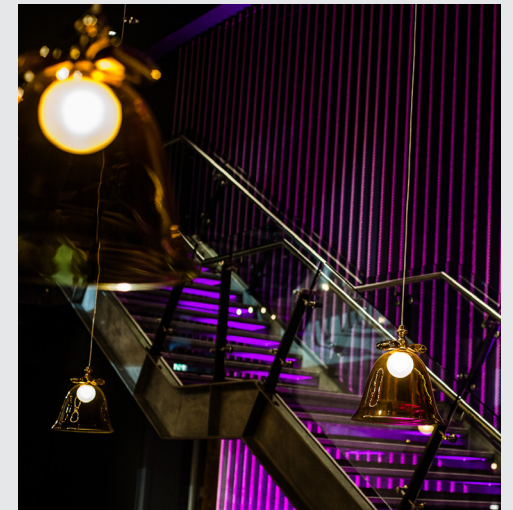
**Private VIP lounge
(350 standing – possible staff room)**

American Express Invites Lounge



Directly connected to the arena, the AMEX lounge is our newest space, the luxurious interior is designed to make guests feel they really are 'backstage'.

Sectioned areas means multiple options for board meetings, receptions or lounge areas



NY-LON Lounge

NY-LON Lounge Bar brings the best of New York and London style, design, glamour and mixology to The O₂, all wrapped up in the undeniable buzz of a first class experience.

From the airport lounge-style reception to the sleek lines and modern design throughout the bar and VIP spaces, NY-LON is the ultimate airline bar, firmly grounded at The O₂.

350 reception capacity

16 boardroom capacity
(secret meeting room)



Chairman's Lounge

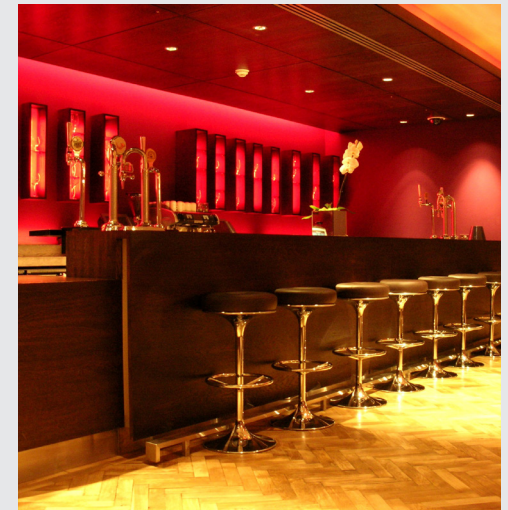


Situated directly next to The Green Room and with direct access to the arena, the Chairman's Lounge is a luxurious private events space.

Private boardroom for 12

Lounge area for 90

Dedicated catering area



Green Room



Jay Z, Elton John and Rihanna. This is where all the stars hang out and your staff can too. With direct access to the arena, it's at the heart of The O₂.

Reception 220

Theatre style 120

Banquet style 170



Sky Backstage

Sky Backstage is an exclusive event space, which overlooks arena events in the round, such as The ATP World Tennis Finals. For private events it can be used as VIP lounge and entertainment area.

Capacity 750 standing



Building Six



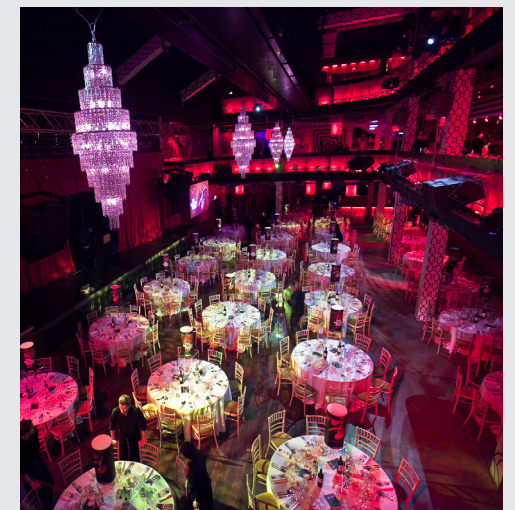
Vast, urban party space

Multi level venue allows for intimate gatherings of large numbers

Up to 3000 reception

300 banquet style

Ibiza style terrace for 750 overlooking Canary Wharf

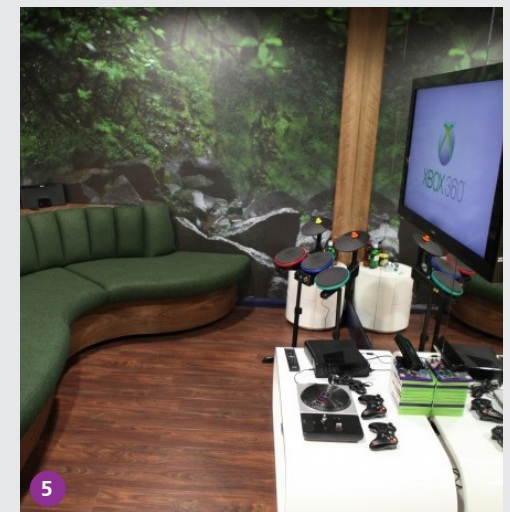
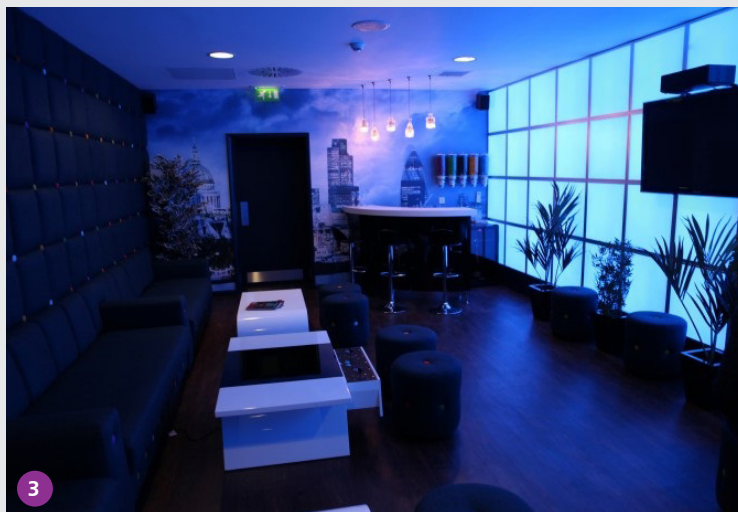


Secret spaces



Think you've seen The O₂...think again. From wardrobes that lead into secret hangouts to hidden doors in walls, these are the spaces only you get to see.

- 1 Secret Meeting Room (NY-LON)
- 2 Dressing Room Bar (AMEX Lounge)
- 3 FAB Room (Backstage)
- 4 Dressing Room Bar (AMEX Lounge)
- 5 FAB Room (Backstage)



Up at The O₂



Up at The O₂ is not just another way to see London. Yes, Up at The O₂ has a great view, but it is so much more than just a view. It is something in London that is different to anything. It's an experience. It's a challenge. It's rewarding. And most of all, it is lots of fun.

Become an explorer

Get tips from your climb guide

Discover a different side of London

Be proud



Thank you

