

# ARENA'S SUPPORT ROLE

## VENUE HIRE PACKAGE

The schedule of services is designed to offer you a comprehensive package most suited to your event and layout, therefore we have several variations of the package. Below is an outline of a standard full arena concert package:

Venue Access	08:00 on the first day
Get out time	02:00 the following morning
Event timings	Standard concert rates are based on 19:30 start time, doors will open 1.5 hours before a Full Arena event and 1 hour before an Academy event Curfew is 23:00.
Power	A package of stage supplies will be included in the contract for most standard events, more bespoke packages are designed for non standard events Bus power available outside.
Stage included for standard end stage events	60' (W) x 40' (D) x 6' (H) for full arena and x 4' high for academy layouts. Comedy Academy layouts are created using a smaller stage.
Rigging Points	Rigging points will be in position ahead of your tenancy providing full rigging plot is submitted by time requested.
Access platform and Forklift	Maximum five consecutive hours for build up and three hours for breakdown. Please note that the Fork lift is included for full arena shows only.
Security	Ushering and audience stewarding (Please note we do not provide security for backstage).
Cleaning	Standard venue cleaning is included.
Venue Marketing & Ticketing	As part of your venue agreement The Ticket Factory, The NEC Group's national box office, is allocated 70% of tickets to sell for you. This service is operated on charging a booking fee to customers. You can then allocate the other 30% to other agents or we can sell 100% of the tickets for you. In support of this service you will receive our standard package of marketing.
House seats	Academy format - 80 tickets are retained by the venue. Full arena - 100 tickets are retained by the venue.
Merchandise	The NEC charge a fee of 25%+ VAT of gross sales.
PRS	The NEC are legally obliged to withhold 3% + VAT of the total net ticket sales for PRS (Performing Rights Society) fees.
Foreign Entertainers Tax	If your event will feature any foreign entertainers, please contact your Account Manager to discuss any fees.
PPE	The NIA and LG Arena operate a hard hat policy during load in/out periods.

## THINGS TO CONSIDER...

- \_ Lighting and sound production are not included in the venue. However, please ask if you need us to send any contacts for lighting, sound or local crew
- \_ Backstage security for your act is not included, so let us know if you need any contacts

Additional fees are charged for filming, audiovisual broadcasting, leafleting and product sampling. Please contact the venue for further details



**the nia**  
birmingham



**CONTACT US: LG Arena** The NEC, Birmingham B40 INT **The NIA** Birmingham B1 2AA **The Ticket Factory** The NEC, Birmingham B40 INT  
T: +44 (0) 121 767 3981 (Arenas)/+44 (0) 121 767 3561 (The Ticket Factory) F: +44 (0) 121 767 3858  
E: lgarena@necgroup.co.uk/nia-sales@necgroup.co.uk/newbusiness@theticketfactory.com W: lgarena.co.uk/thenia.co.uk/theticketfactory.com

This information is correct at time of going to print. It may be altered at any time without liability on the part of the National Exhibition Centre Limited. 9062/09-09

# ARENA'S SUPPORT ROLE



## VISITOR MARKETING & INSIGHT

- \_ Selling your tickets is the most important part of making your event possible, so our marketing services are designed to drive as many people as possible to your event
- \_ Prior to on-sale, our Insight Team can use postcode data to analyse potential audiences using ACORN classifications to understand demographics breakdown and visitor characteristics
- \_ This demographic profiling can inform who and where future marketing campaigns should be targeted to achieve maximum ROI
- \_ Based on our existing database of over 600k, we can create email and direct mail campaigns using predictive modelling to target those customers 'more likely' to purchase and provide measurement on each campaign
- \_ The team offer additional services, working with Visitor Marketing, such as door drops, surveys and post show analysis
- \_ Our standard marketing includes What's On leaflets, emails to over 500,000 subscribers to The NEC Group and The Ticket Factory emails, media releases, venue website listings, venue poster sites
- \_ Bespoke marketing packages can be created to fit your budgets and needs

## THE TICKET FACTORY

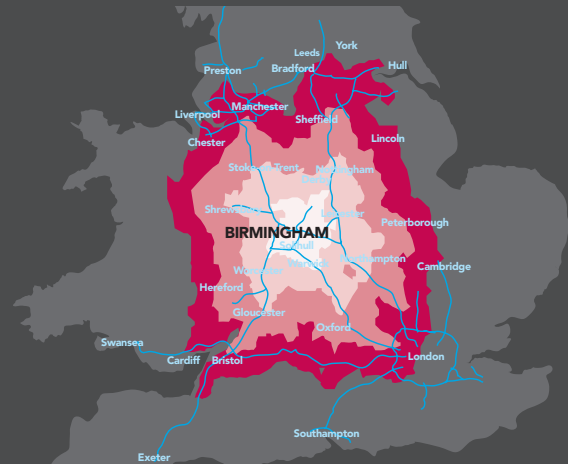
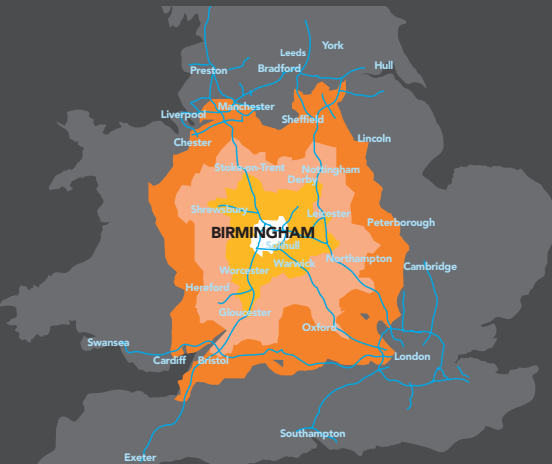
- \_ The Ticket Factory is the UK's fastest growing ticket agency and operates the arenas box offices, as well as being a national ticketing agent
- \_ You will have a dedicated Client Services Executive to set up, support and manage your show
- \_ As part of The NEC Group, the team have in-depth knowledge of the venues and decades of experience in maximising ticket sales
- \_ Access to a growing database and visitor communication tools, the team will work with you to understand your audience and efficiently sell out your event
- \_ Regular sales reports in a bespoke preferred format for your event
- \_ theticketfactory.com, contact centre and our market leading kiosk technology mean that we are available 24/7 for customers to book tickets
- \_ The Ticket Factory is available for your national tour as well as supporting your local sales, therefore if you would like a proposal for how The Ticket Factory can help your tour please ask

### NIA DRIVETIMES

Drivetime Distance	No. of people	% of UK population
30 min drive	1,793,338	2.9
60 min drive	4,889,059	8.0
90 min drive	9,610,332	15.7
120 min drive	17,867,696	29.1

### LG ARENA DRIVETIMES

Drivetime Distance	No. of people	% of UK population
30 min drive	2,462,617	4.0
60 min drive	7,188,894	11.7
90 min drive	12,142,829	19.8
120 min drive	24,729,575	40.3



**CONTACT US: LG Arena** The NEC, Birmingham B40 INT **The NIA** Birmingham B1 2AA **The Ticket Factory** The NEC, Birmingham B40 INT  
 T: +44 (0) 121 767 3981 (Arenas)/+44 (0) 121 767 3561 (The Ticket Factory) F: +44 (0) 121 767 3858  
 E: lgarena@necgroup.co.uk/nia-sales@necgroup.co.uk/newbusiness@theticketfactory.com W: lgarena.co.uk/thenia.co.uk/theticketfactory.com