

# your venue for the future

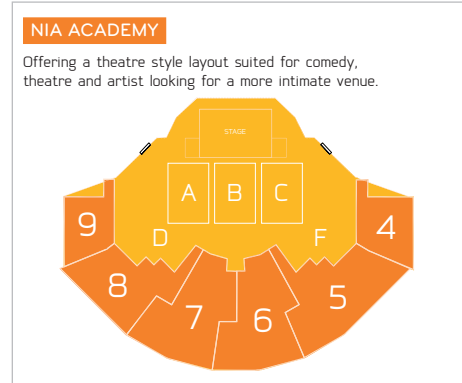
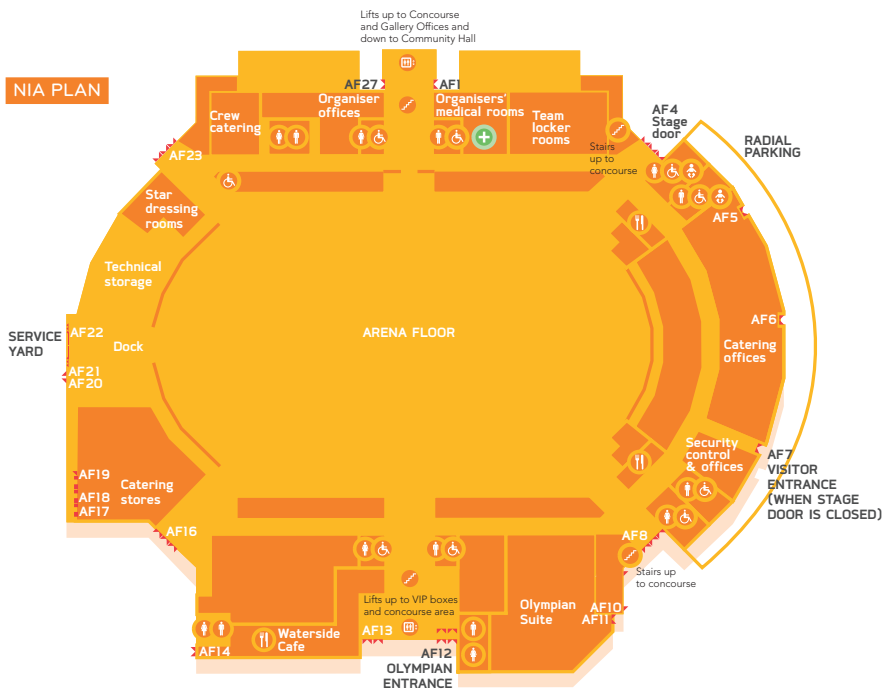
THE NIA

**The NIA is a flexible arena, which** boasts an impressive history of hosting diverse events including World Class Sports, Concerts, Comedy and Family shows. With Birmingham city centre on the door step, our central location and flexible layouts make The NIA the venue for every occasion.

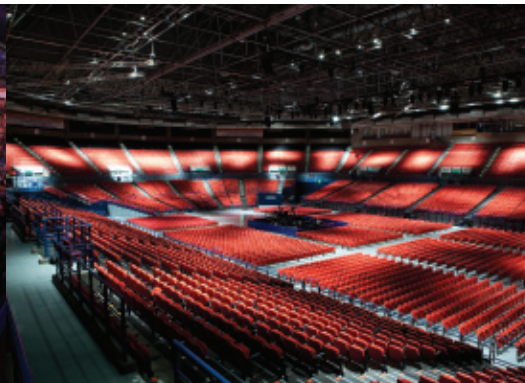
The list of events range from The European Indoor Athletics and All England Badminton Championships to special events like Dancing on Ice and Cirque du Soleil. The retractable seating system enables endless options for standing concerts, exhibition space, sports and even giant dinosaurs in the recent Walking with Dinosaurs, The Arena Spectacular.

the nia  
birmingham





- Medical Unit
- Accessible Toilet
- Men's Toilets
- Women's Toilets
- Food/Drink
- Stairs
- Lift
- Baby change
- Entry Door



**FLEXIBLE CAPACITY**

CAPACITIES/LAYOUT:	
Full Arena	12,802
Standing	14,150
Academy	4,523
Ice show style	8,000

Capacities are before promoter holds and sightlines

**SPORTS AT THE NIA**

The flexibility of the arena has given Birmingham a platform to host a variety of sports events and some of the world's most prestigious competitions. Davis



Cup, European Indoor Athletics, World Gymnastics and Trampoline, World Badminton Championships and World Cup Judo have seen some of the worlds top athletes perform at the NIA. With a sporting calendar that includes football, boxing, basketball, netball, snooker, indoor hockey and darts.

With a flexible draping system that can create an intimate small hall with 3,000 seats for a snooker match through to a full arena with 10,000 seats for Davis Cup and 13,000 for boxing events the venue can be adapted to create layouts and capacities for almost any sporting event.

**INDUSTRY EXPERIENCE**

- \_ Highly trained team focused on delivering everything your event needs and world class customer service
- \_ From Sales Managers and Event Managers to technical and stewarding, our teams have years of experience running events across a number of formats

**MARKETING & TICKETING**

- \_ Ticket sales maximised through 'Insight'- a new intelligent marketing system- and The Ticket Factory
- \_ The Ticket Factory is the UK's fastest growing ticket agency and operates The NIA box office. As part of The NEC Group, the team have in-depth knowledge of the venue and decades of experience in maximising ticket sales

- \_ A dedicated Visitor Marketing team to support and promote your event at every opportunity, with unrivalled understanding of marketing & PR opportunities across the region

**TECHNICAL INFO:**

Dimensions	Arena floor 80m x 60m
Dressing Rooms	4 dressing rooms, 4 locker rooms, 2 offices, 2 multi purpose rooms
Crew Catering	Fully equipped kitchen and seating area for 40 people
Roof Loading	High loading area 0.5kn/m <sup>2</sup> , low loading area 0.25kn/m <sup>2</sup> subject to consultation with the venue rigging department
Power	1,300 amps 3 phase power split in to several smaller supplies
Community Hall	Operates as a pay and play leisure centre and as a warm-up facility during major events Dimensions - 72.5m x 20.4m x 11m
Ceiling Height	19m
TV Lights	Available on request