

NEC VENUE



The NEC Group is one of the world's top venue management companies, operating the NEC, ICC, Genting Arena, Barclaycard Arena and the Vox Conference Centre. It also manages a range of support services, namely, a national ticketing agency, The Ticket Factory; hospitality brand, Amplify; and award-winning caterer, Amadeus. The NEC Group has been bringing Live to Life[®] for almost 40 years.

In addition, the Group has launched businesses that aim to take its expertise further afield: NEC Group International offering venue management consultancy services; MemoryHaus to develop event content; Eight Feet Tall, a specialist sponsorship and media sales consultancy for the live events industry; and NEC Live Productions, responsible for delivering a range of event and consultancy services to organisers and promoters who want to create and bring to market new events, or want to maximise revenues of existing events.

Every year, around four million people come together at more than 750 events at NEC Group venues to learn, conduct business and be entertained.

In the digital age, live content is as powerful as ever. The NEC Group delivers a rich stream of engaging content hosted in world-renowned venues with award-winning services that combine to provide memorable experiences that reunite audiences year after year.

Employing 1500 staff on a permanent basis and 300 casual workers the NEC Group also supports the full-time equivalent of 29,000 jobs.

NEC VENUE

Opened 40 years ago in 1976, the NEC (National Exhibition Centre) is where brands are born, products are launched and networks are made.

The NEC is the UK's largest exhibition venue with 20 interconnecting halls comprising 182,000m² of flexible exhibition space and the venue welcomes around two million visitors and over 34,000 exhibiting companies to more than 125 exhibitions every year, including flagship shows like Spring Fair, Motorhome & Caravan and Crufts. The NEC is 80% larger than the UK's next largest exhibition venue.

Benefiting from unrivalled connectivity by road, rail and air, it is also the most conveniently located venue in the country. 75% of the UK's population live within a three-hour drive of the venue and can access it through the fantastic transport network that surrounds the site. As well as a physical connection to Birmingham Airport and Birmingham International train station, the NEC is in close proximity to the M6 and M42 and has around 16,500 car parking spaces for visitors.

The NEC is a sustainable venue too and is regularly recognised by the events industry for its efforts to minimise the impact that its operations has on the environment.

In 2015, it received its first National award, beating major brands including Marks & Spencer and RBS to pick up the BIFM Impact on Sustainability Award.

The venue leads the way through major investments and initiatives, and by changing behaviours in every area of its operations (and those of its clients), it's committed to helping organisers and exhibitors achieve their own sustainability targets which is why it's becoming the venue of choice for an increasing number of trade shows with a green and sustainability agenda, including Recycling & Waste Management, The Energy Event and the Renewables Event.





ICC



GENTING ARENA



BARCLAYCARD ARENA

ICC

Located in the heart of the UK, the International Convention Centre (ICC) Birmingham is one of Europe's premier conference and meetings venues, offering an extensive range of first-class facilities.

From small meetings for just a few people, to international conferences of several thousand delegates, the ICC Birmingham boasts 10 meeting rooms and 10 conference halls, including its flagship Hall 1 auditorium and the recently refurbished, larger Hall 3, which can accommodate 3,000 delegates or provide more than 3,000m² of exhibition space. The dedicated registration area has one of the UK's largest media walls that can be utilised to add value to any event.

The venue hosted more than 350 events last year, accommodated over 300,000 delegates and has been acclaimed with multiple awards, recognising everything from its position in the international conference market to its impact on British business tourism. It also holds leading standards accreditations for both quality (ISO 9001) and environmental (ISO 14001) management systems.

The ICC Birmingham's experienced team also manage the Vox Conference Centre (situated within Resorts World Birmingham) on the NEC site.

GENTING ARENA

The Genting Arena is one of the world's top entertainment arenas, welcoming around 900,000 people through its doors in 2012. With a flexible capacity up to 15,700, the venue continues to host world class music, sport, comedy and family events including Jay Z, Rihanna, Beyoncé, One Direction, Horse of the Year Show, International Netball and WWE.

As well as delivering great live shows, the Genting Arena is all about giving visitors 'more than just the main event'. Following its £29 million redevelopment in 2009, which saw LG become title sponsor, the venue now boasts an innovative pre and post-show entertainment area. Forum Live has since gone from strength-to-strength and now hosts everything from acoustic acts and comedians, to dancers and magicians before shows. The arena is keen to give back to the industry and is providing local and unsigned talent the chance to perform in Forum Live before headline acts take to the main stage.

In November 2014, it was announced that the NEC Group had secured a long-term sponsorship agreement with Genting to help finance continued improvements at the venue and elevate the consumer experience. The arena was renamed Genting Arena in January 2015, complementing Genting's development of the adjacent Resorts World integrated leisure and entertainment complex.

BARCLAYCARD ARENA

The Barclaycard Arena is one of the busiest, large-scale indoor sporting and entertainment venues in the world and sees everything from music, sport and comedy, to family entertainment and live theatre. Each year, the state-of-the-art venue - which underwent a £26 million redevelopment in 2014 - hosts over 90 events and welcomes half a million people through its doors. It has a flexible capacity of almost 16,000 spectators.

Situated in the heart of the UK, the Barclaycard Arena is a top choice for music stars and has hosted world class acts including Justin Bieber, One Direction and Madonna. In addition, it welcomes a variety of family entertainment events from Disney on Ice and Walking with Dinosaurs, to Strictly Come Dancing and Cirque du Soleil, as well as some of the UK's top comedians, including John Bishop, Michael McIntyre and Lee Evans.

The Barclaycard Arena has a strong sporting heritage. More than 30 different sports have taken place at the arena in its 23-year history and the venue has hosted more World Championship sports events than any other arena in Europe. The venue has been chosen to host the 2018 IAAF World Indoor Championships.

AMADEUS



THE TICKET FACTORY

The Ticket Factory is one of the UK's leading national ticketing agents, selling more than 2.5m tickets per year for a variety of events ranging from comedy, concerts and sporting events, to exhibitions, theatre performances and visitor attractions. It is the official box office for the NEC and the Group's arenas.

With over 30 years' experience in the live events industry, The Ticket Factory provides customer sales via its website and UK-based contact centre, which handles more than 500,000 calls per year.

TTF's client roster includes Live Nation, SJM Concerts, Kilimanjaro, AEG Live, and Marshall Arts; it has also provided ticketing for the Royal Horticultural Society, including RHS Chelsea Flower Show and RHS Hampton Court Palace Flower Show, since 2010. Other key clients include River Street Events (BBC Good Food Shows and BBC Gardeners' World Live), Haymarket (Clothes Show Live and Autosport International), the NCC (The Motorhome and Caravan Show), MCI Exhibitions Ltd (Motorcycle Live), The Kennel Club (Crufts), and LTA (Aegon International) amongst many others.

As ecommerce specialists, it is critical to ensure that speed of sale and ease of purchase is seamless for its customers, and in an industry-leading move, The Ticket Factory has partnered with user-led initiative

the Access Card - the first ticket agent to do so - to offer disabled customers the same ease of online booking as everyone else via theticketfactory.com.

The Ticket Factory also has a number of official big brand partnerships including Barclaycard Entertainment, Sky Tickets, Virgin Trains, NUS Extra and Visit Birmingham.

The Ticket Factory is a member of the Society of Ticket Agents & Retailers (STAR), the leading self-regulatory body for the entertainment ticketing industry in the UK.

THE VOX

The Vox, situated within Resorts World Birmingham, is a brand new conference centre supported by the vast expertise of the ICC Birmingham's event management team.

An accessible venue in an unparalleled location at the heart of the NEC site and adjacent to the Genting Arena, it's the perfect choice for those who want an affordable but prestigious event with premium catering and high specification facilities in contemporary surroundings.

In addition to fully equipped conference rooms with plug and play technology, complimentary Wi-Fi and all inclusive technical packages and flexible catering options are designed to meet individual event requirements. The

Vox also offers a unique delegate experience post-event - and whether it's dining in one of Resorts World's restaurants, a cinema or casino visit, or attending a concert at the Genting Arena, there will be something to suit every taste.

AMADEUS

Amadeus is the NEC Group's retail, conference & banqueting and hospitality caterer. Amadeus has almost 40 years' experience catering for the NEC Group's four million visitors, at more than 750 events a year, across its world class venues (the NEC, ICC, Genting Arena, Barclaycard Arena and the Vox Conference Centre). With more than 600 staff, including 75 chefs, the Amadeus team has won more than 650 awards for quality and innovation in catering.

In addition to its home venues, Amadeus currently operates a range of major 'meet' and 'visit' external events and venues, including The Scottish Open, Tatton Park, Cadbury World, Dudley Zoo, Stoneleigh Abbey, Library of Birmingham and Camden Council. Amadeus utilises its Oak Kitchen restaurant brand and new MADE café concept in many of the venues and also manages more than 60 outlets for retail partners JD Wetherspoons, Starbucks, Subway, Pasty Presto, Jimmy Spices and DP Coffee.

MEMORYHAUS



AMPLIFY

Amplify is the hospitality provider for the NEC Group. Amplify offers three levels of hospitality packages - freestyle, club and air. The packages offer individuals and companies the chance to experience live events in a more exclusive environment. The three hospitality levels range from drinks packages to premium fine dining delivered by the NEC Group's award-winning catering business Amadeus. As well as the Amplify hospitality packages, the Barclaycard Arena also has a number of executive boxes available, known as Showcubes.

NEC GROUP INTERNATIONAL

NEC Group International harnesses the Group's expertise in managing world-class venues, to offer consultancy services and venue management to those organisations who are considering either building a new convention centre or arena or who are revisiting their current facilities.

With over 40 years' experience in the exhibition, meetings and live events industries, NEC Group International

currently holds the management contract for The Convention Centre Dublin, Ireland's first purpose-built convention centre.

NEC Group International has acted as consultant to a range of prestigious projects with clients including the Villeurbanne Arena in Lyon, Asia-World Expo in Hong Kong, the Harpa Concert Hall and Conference Centre in Reykjavik and the Datong Expo in China.

MEMORYHAUS

The MemoryHaus proposition is simple; connecting venues with content and providing high quality touring and marketing solutions, routing shows, filling seats and making memories.

With a focus on high quality and immersive concepts and productions, MemoryHaus boasts a team of experienced and seasoned executives with world-wide and world class expertise and knowledge and specialises in routing, marketing, PR, sponsorship, co-promotion, home venues, access to rehearsal space, operational and venue expertise.

The company offers specialist support that draws upon a strong network and in depth knowledge of the arenas and live events business.

EIGHT FEET TALL

A specialist sponsorship and media sales consultancy, Eight Feet Tall offers a comprehensive approach to creating

powerful and commercial ideas for rights-holders and sponsors alike for destinations, venues and events across culture, sport, music and entertainment.

Working with some of the biggest and most established brands across international, regional and venue initiatives including the NEC, the ICC, the Genting Arena, the Barclaycard Arena, Haymarket exhibitions, National Arena Association, Disney on Ice, Crufts, Music Hall, Raymond Gubbay and leading associations to name but a few, Eight Feet Tall has some of the best minds in the business to build audiences and put bums on seats.

NEC LIVE PRODUCTIONS

NEC Live Productions is responsible for delivering a range of event and consultancy services to organisers and promoters who want to create and bring to market new events, or want to maximise revenues of existing events.

The team provides exhibition and event organisers with support in the areas of event management, production, planning and delivery, as well as launching and producing a number of its own, new shows, such as The Sports Show.





COMMITMENT TO CHARITY

The NEC Group encourages staff to have fun whilst raising money for great causes. Each year, employees vote for their Charity of the Year and spend time fundraising in innovative ways.

The 2016 charity is Macmillan, the leading cancer care charity in the UK, and the Group also gets involved with annual national initiatives like Children In Need and Comic Relief.

BRINGING NEW DEVELOPMENTS TO THE REGION

Despite challenging economic times, the NEC Group is determined to grow its business and benefit the regional and national economy.

Alongside the Barclaycard partnership and Barclaycard Arena redevelopment, the Group has also welcomed a partnership with Genting for the construction of a £150 million integrated leisure and entertainment complex, 'Resorts World Birmingham'.

Based on the NEC site, Resorts World Birmingham is a seven-storey development comprising a casino, four-star boutique hotel and Asian themed spa, a retail element containing 50 units, an 11-screen cinema and a multi-use banqueting and conferencing facility, the Vox (managed by the ICC Birmingham team), making the NEC site an exciting 24-hour destination.

Accessibility is essential. The NEC site benefits from fantastic connectivity by road, rail and air. Some 75% of the UK's population lives within a three hour drive and the site is served by a major mainline railway station directly connected to Birmingham Airport.

The airport's runway extension has opened up new long haul routes to Asia and the US West Coast. Rail travel from the site will be transformed through a planned new high speed station bringing central London, Manchester and Leeds within 40 minutes, as well as opening up rail links to continental Europe.

OWNERSHIP

In May 2015, LDC, the private equity arm of Lloyds Banking Group, acquired the NEC Group from Birmingham City Council for £307 million. The deal brings the NEC Group into private ownership for the first time.



KEY MILESTONES

- 2015** Resorts World Birmingham opens on the NEC Site
- 2015** LDC, the private equity arm of Lloyds Banking Group acquires NEC Group from Birmingham Council.
- 2015** LG Arena officially re-branded as the Genting Arena
- 2014** Barclaycard Arena launches and Genting Arena sponsorship announced
- 2013** Genting starts work on Resorts World Birmingham
- 2012** Five-year deal with Barclaycard announced
- 2011** NEC Group Catering officially renamed Amadeus, in July
- 2009** Redevelopment of LG Arena completed following £29m overhaul
- 2008** NEC Arena renamed LG Arena

- 2007** NEC Group Box Office re-launches as The Ticket Factory
- 1998** First online ticket sales launched by NEC Group Box Office
- 1991** NIA officially opened by athlete Linford Christie, in October
- 1991** ICC officially opened by Her Majesty Queen Elizabeth II, in June
- 1984** Building work begins on the International Convention Centre
- 1980** Completion of the NEC Arena, the first event was a concert by Queen
- 1976** Her Majesty Queen Elizabeth II officially opens the NEC
- 1973** Prime Minister Edward Heath unveils a plaque and cut the tape to start construction work
- 1970** National Exhibition Centre design team formally appointed

