

EXHIBITION CENTRE LIVERPOOL

THE SPACE TO BE...



exhibitioncentreliverpool.com

Part of The **acc** Liverpool Group



@YourECL #itsliverpool



exhibition
centre
liverpool

A wide-angle photograph of a modern, multi-level interior space, likely a lobby or atrium. The architecture features clean lines, white walls, and glass railings. A large staircase with glass balustrades is visible on the left, and a glass-enclosed escalator is on the right. The floor is made of large, dark grey tiles. In the background, there are glass doors leading outside. A small white reception desk with the words "Business Centre" is on the right. A potted plant and a recycling bin are on the left. The image is framed by a large magenta graphic element in the top-left corner and a smaller one in the bottom-right corner.

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WELCOME TO EXHIBITION CENTRE LIVERPOOL



Consumers love Liverpool. Its renowned world-class attractions and vibrant nightlife combine to make Liverpool a city like no other. Exhibition Centre Liverpool stands at the heart of the city on the banks of Liverpool's world famous heritage waterfront.

Exhibition Centre Liverpool features 8,100m² of divisible floor-space - three exhibition halls can be used separately or in combination.

THE SPACE TO BE...

Adjoining the exhibition hall you'll find meeting rooms, crew and exhibitor facilities, food and beverage outlets, an external 800m² for outdoor content and a glazed riverside terrace.

There are 658 on-site hotel rooms and more than 6,000 rooms within easy walking or taxi distance.

In addition, our in-house consumer marketing team are your team on the ground. With excellent customer reach and media relationships, the team will work with you to create a bespoke marketing plan to support your objectives.



PART OF A **BIGGER** FAMILY

An extensive, interconnected
event campus unmatched by
any other facility in Europe

Exhibition Centre Liverpool is a state-of-the-art and self-contained exhibition venue. Yet it is part of an extensive event campus that gives you flexibility unmatched by any other facility in Europe, enabling you to create a truly stand-out event.



In addition, there is room to grow and expand by making use of sister venues ACC Liverpool and M&S Bank Arena, interlinked to the exhibition facility by an enclosed bridge.

ACC Liverpool boasts a 1,350-seat auditorium, 18 break-out rooms and a 3,725m² multi-purpose hall. Looking for more options? Cross the glazed Galleria and enter M&S Bank Arena, where you can seat up to 11,000 people or use a further 3,400m² of clear floor space. In total that's more than 15,000m² of configurable floor space you can take advantage of.

Backed by The ACC Liverpool Group's outstanding support, you'll be free to create something truly memorable for exhibitors and visitors in a landmark riverside setting they will never forget.

MADE FOR EXHIBITIONS

- 8,100m² of flexible and accessible event space
- Sub-divisible into three 2,700m² halls that can be used separately or in combination
- Increased height of Hall C - 18m
- In-house Consumer Marketing team providing you with the best regional promotion and marketing support
- A full service ticketing agency is available via Ticket Quarter, Exhibition Centre Liverpool's in-house box office service
- On-site parking available with a further 3,000 spaces within walking distance
- Integrated with ACC Liverpool's existing facilities - via interconnecting bridge
- Stunning public concourse with floor-to-ceiling glazed atrium overlooking the River Mersey
- Self-contained organiser suites, toilets and catering outlets serving each of the three halls
- Free Wi-Fi for all visitors
- Floor ducting for electrics, data, water and waste
- Level access for easy load in and out for contractors and exhibitors
- Guest Relations concierge service
- Privilege Card offering a range of exclusive incentives and discounts for exhibitors
- 658 on-site hotel rooms including the integrated four-star 216-bedroom Pullman Liverpool
- On-site advertising and sponsorship opportunities

MAKE LIVERPOOL YOUR NEXT BIG MARKETPLACE



PUTTING FEET ON THE FLOOR

Working alongside your team, Exhibition Centre Liverpool's dedicated Consumer Marketing team provide the best regional promotion and marketing support possible. We have the customer reach, local media contacts and knowledge to help raise awareness of your event.

With a regional audience of 6.2 million and an ever growing consumer database and social media following, Exhibition Centre Liverpool is the perfect choice for consumer exhibitions. We have a great relationship with Reach PLC's Liverpool Echo as our proud media partner. On the airwaves, we are supported by Merseyside's number one commercial radio brand, Radio City. Consumer shows benefit greatly from this partnership and with our help build a campaign to boost the potential and profile of your exhibition.

A bespoke marketing plan will be created with you that can include:

- Event profile on both Exhibition Centre Liverpool and Ticket Quarter websites
- Targeted e-campaigns
- Social media support
- Online profile via VisitLiverpool.com
- PR support including event announcement to local press contacts
- Inclusion on all event print and targeted print distribution
- Booking and scheduling of advertising
- Marketing support and guidance throughout your event if you need it



TICKET TO SUCCESS

To generate visitors to your event, a full service ticketing agency is available via Ticket Quarter, Exhibition Centre Liverpool's in-house box office service.

Ticket Quarter is your ticketing partner offering a complete end-to-end service to suit your requirements and budget. Services include:

- Customised ticketing website integrated with your own, allowing for a seamless customer journey
- Group bookings team, with access to an established network of groups, looking after everything from reservations to payments
- Branded ticket hotline open seven days a week
- Contact centre services
- Dedicated Account Manager for ease and convenience for you

The Ticket Quarter team has the expertise to support and sell your event tickets whilst delivering exceptional customer service.



ALL YOU NEED, INCLUDED

You can rest assured that the little extras are taken care of, leaving you free to focus on your exhibitors and visitors

- Our in-house Consumer Marketing team will work with you to put feet on the floor of your event
- Dedicated Event Manager giving you a single point of contact for all aspects of your event delivery
- Technical services including standard audio-visual equipment and full technical support in meeting rooms
- Exclusive organiser privileges including complimentary parking
- Privilege card offering a range of exclusive discounts on city attractions for exhibitors
- Private suites for organisers directly adjoining each exhibition hall
- Public stewarding
- Full IT support and services
- Free Wi-Fi for all visitors
- Directional digital signage
- Purpose-built registration desks





CREATE SOMETHING SPECIAL

Let us provide exciting extras designed to help make your exhibition stand out. Take advantage of our specialist services and unrivalled knowledge to create a memorable and successful consumer event.

Bespoke Production

From audio-visual hire to full management of a slick, professional production, Exhibition Centre Liverpool has the equipment and the expertise to impress organisers, wow customers and make your event a complete success. Your dedicated Production Manager can take you through options, concepts, cost and delivery.

IT

It can be difficult to leave the office behind but at Exhibition Centre Liverpool you don't need to. Free Wi-Fi comes as standard but you can also request our dedicated, premium Internet connectivity service. We'll give you a complete IT solution, including provision of desktop or laptop PCs, networking and data storage as well as print and Internet services.

Branding and Promotion

Let our team of professional designers and marketers give you and your event the polish and visibility you're looking for. Exhibition Centre Liverpool boasts a range of high-impact, cost-effective branding opportunities to promote your business to captive and relevant audiences.

Our complete service spans digital and print formats and includes strategy, design, delivery and all project management.

AT A GLANCE...



DESTINATION LIVERPOOL

15 MILLION CUSTOMERS
WITHIN A 2 HOUR DRIVE

6.2 MILLION
REGIONAL CUSTOMERS

WITH AN
ECONOMY OF **£25**
BILLION

1ST Liverpool Waterfront voted
the greatest place in England
(2015 RTPI POLL)

3RD Liverpool voted 3rd
best destination to visit
(Trip Advisor 2016)

UNESCO Designated UNESCO
World Heritage Site
UNESCO City of Music

5 MINUTE WALK FROM THE ROYAL ALBERT DOCK
home to Tate Liverpool and Beatles Story

10 MINUTE WALK
TO LIVERPOOL ONE
AND THE CITY'S
RETAIL CENTRE

CLOSER THAN YOU THINK...

2 HOURS 13 MINUTES
FROM LONDON

90 MINUTES
FROM BIRMINGHAM

45 MINUTES
FROM MANCHESTER

MAJOR MOTORWAY LINKS
VIA THE M62, M6, M58, M57, M56 AND M53

x2 INTERNATIONAL AIRPORTS

PORT OF LIVERPOOL ROUTES
FROM ISLE OF MAN, DUBLIN
AND BELFAST



x3 2,700M² HALLS

x8 MEETING
ROOMS

x4 ORGANISER
OFFICES

FREE WI-FI

8,100M²
EXHIBITION SPACE

ON-SITE CAR PARKING SPACES

Privilege Card for exhibitors and trade visitors



HOTELS

658
HOTEL ROOMS
ON SITE

6208
CITY CENTRE
HOTEL ROOMS
IN WALKING DISTANCE

8046
CITY REGION
HOTEL ROOMS



216 ROOMS

☆☆☆☆ 4 STAR HOTEL

IT'S LIVERPOOL

Liverpool is one of the UK's great city destinations. From its UNESCO world heritage waterfront, vibrant shopping and nightlife and its world-class attractions, Liverpool casts a welcoming spell over visitors and exhibitors alike.

In the beating heart of Liverpool's impressive city centre, Exhibition Centre Liverpool is flanked by modern hotels, celebrated bars and restaurants and expansive piazzas that invite you to explore historic docks and award-winning museums. Iconic landmarks and famous visitor attractions surround us and include The Royal Albert Dock, home to Tate Liverpool, Beatles Story and Merseyside Maritime Museum.

Exhibitors can make the most of their visit with our Privilege Card, which is packed with exclusive offers and discounts for some of the city's best restaurants, bars, shops, hotels and attractions. Rest assured, Exhibition Centre Liverpool is a space to sell in a city you'll love.

A space to
sell in a city
you'll love



PUT YOUR SHOW ON THE ROAD

The UK motorway network gives you access to regional markets, bringing you to within 20 minutes of Exhibition Centre Liverpool.

Liverpool's Lime Street Station is a short taxi ride away and is the terminus for 45-minute train journeys from Manchester, 90 minutes from Birmingham and just over two hours for fast, direct services from London.

With such an array of transport options it's easy to see why Liverpool sells. Exhibition Centre Liverpool is at the heart of that marketplace – shouldn't your show be here too?

Easy to reach, harder to leave

2 HOURS 13 MINUTES

FROM LONDON



90 MINUTES

FROM BIRMINGHAM

45 MINUTES

FROM MANCHESTER

MAJOR MOTORWAY LINKS CONNECTING NORTH AND SOUTH



15 MINUTES

LIVERPOOL JOHN
LENNON AIRPORT



45 MINUTES

MANCHESTER
AIRPORT



EVERYTHING CATERED FOR...

We know how to stage a successful consumer event. By offering outstanding food and drink in a variety of fun and creative ways, Exhibition Centre Liverpool encourages your visitors to stay longer.

Our hospitality partner Centerplate has created quality food and exciting dining concepts designed to delight your visitors. We prize variety, flexibility and quality across a comprehensive range of public catering outlets on the hall floor, deli and bar in the atrium and via our popular mobile coffee-bikes.

Consumers love pop-up kitchen experiences and these can be added to your event space with skilled mobile caterers serving fresh and tasty street food or even fine dining cuisine.



A PLACE TO RELAX

After a successful, busy day you'll be reassured to know that a comfortable room and evening of relaxation awaits you, your exhibitors and visitors.

Integrated with Exhibition Centre Liverpool is Pullman Liverpool, one of the city's most stylish hotels. Retreat to one of 216 rooms and suites, take dinner in Dukes Restaurant or enjoy a relaxing drink in the bar. In addition, a further 442 rooms are available on-site, with a further 6,208 rooms available within walking or taxi distance from the venue.

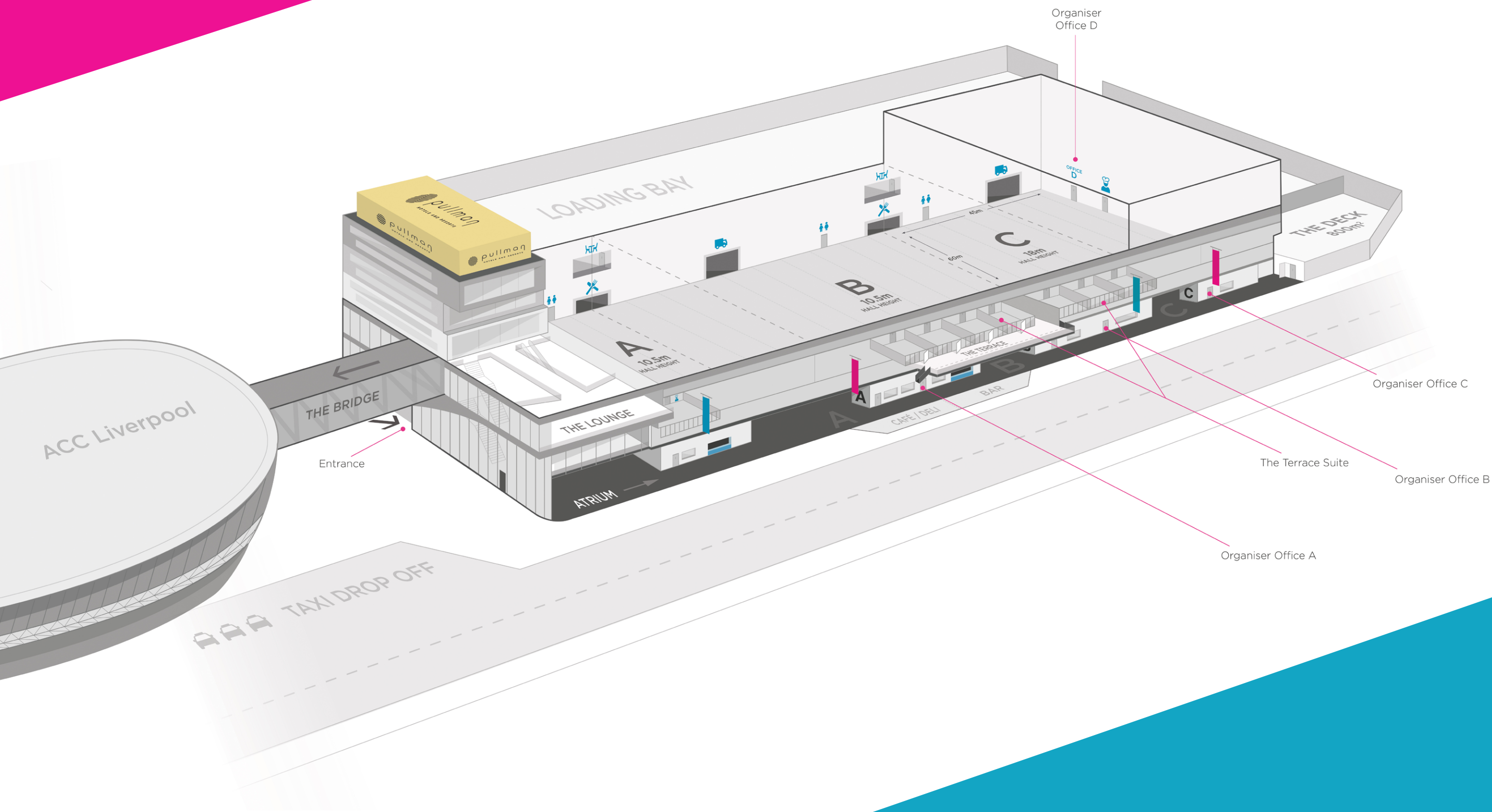
Suitably inspired by the view of the city's iconic skyline from your window, you'll discover that it's an easy walk to the city's world-famous heritage attractions, museums and art galleries, shops and great nightlife.

In Liverpool, you **can** mix business with leisure



FLOOR PLAN

Hall	Dimensions (m)	Size (m²)
Hall A+B+C	60 x 135	8,100
Hall A	60 x 45	2,700
Hall B	60 x 45	2,700
Hall C	60 x 45	2,700



CONTACT US

Bring your consumer event to life - bring it to Exhibition Centre Liverpool.
Talk to us about how we can help make your event a great success.

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