FROM THE IDEA TO THE
PERFECT EVENT
YOUR EVENT AT BMW WELT.

booking@bmw.com  bmw-welt.de/booking  +49 (0)89 – 12 50 16 029  Contact us now
Our exclusive event spaces for your perfect event. Embedded in the iconic architecture of BMW Welt, we realise highly advanced events for you here. With state-of-the-art technology for shows and digital streaming, we offer the ideal framework for implementing creative ideas. We complete the entirely worry-free package for your event with superb catering by Käfer, including service. Take a look at the following pages and discover our offering for all types of events.

**STAGE WORLD-CLASS SHOWS**
With our cutting-edge event and stage technology.

**ROOM FOR MORE**
Locations for events with up to 3,500 people.

**EXPERIENCE ARCHITECTURE**
In a futuristic and unique atmosphere.

**SHARE INSPIRATION WITH MILLIONS**
Hybrid event technology for all locations.

**HIGH-RESOLUTION STREAMING**
Executed by Gahrens + Battermann in film studio quality.

**STRAIGHTFORWARD EXECUTION**
Simple communication with one-stop-shop support and realisation from a single source.

**CREATE MEMORIES**
VIP tours and expert talks for your perfect supporting programme.

**PARK RIGHT AT THE EVENT**
In-house underground parking. Attendees arrive safely and avoid getting caught in the rain.

**MEET SAFELY**
Thanks to excellent air hygiene with cutting-edge filter technology.

**STIMULATE THE SENSES**
With the catering service by Käfer.
THE JOURNEY TO YOUR EVENT.
WITH JUST THREE STEPS.

1. LOCATION
The right one for any occasion.

- Auditorium 4
- Double Cones 6
- Business Centre 8
- Terraces 10
- Business Club 12
- Premium Lounge 14
- Brand Areas 16
- The Campus 18
- Compare locations 30

2. CATERING
Event catering by Käfer – options to satisfy every taste.

3. SPECIALS
Discover our other services, from streaming to the supporting programme.

- Streaming services 23
- Tours and activities 26
A FLEXIBLE AND AMAZING SPACE.

No space offers as many configuration options as the Auditorium. Whether it’s for major shows, hybrid conferences or a gala dinner, its infrastructure with adjustable stage floors and high-class multimedia technology will meet absolutely any need.

You will also have access to the adjacent foyer for atmospheric receptions or as a catering space. Your location for major shows as well as hybrid or completely digital streaming events and conferences.
AUDITORIUM.

The height-adjustable floor that can be moved to a range of levels is unique in Europe, and enables you to design the Auditorium’s room topography entirely based on your preferences. Additionally, the professional audio, lighting and video technology offers professional systems primed for major shows, concerts and projections in 4K quality.

HIGHLIGHTS.

Equipped with the best video and audio technology.

The adjustable stage is ideal for major shows.

Individual staging with our lighting technology.

Equipment details  Contact us now
DOUBLE CONE.

A SPECTACULAR EVENT SETTING.

Here, award-winning architecture meets the latest event technology. The stylish backdrop of the Double Cone venue offers highly advanced and flexible infrastructure for major events, including catering, as well as digital streaming events. Create unforgettable moments in this northern Munich landmark. Your location for spectacular TV productions, exclusive gala receptions with VIP approach to the venue, and previews.
DOUBLE CONE.

HIGHLIGHTS.

Technology that inspires emotions. In the Double Cone, you benefit from cutting-edge media technology directly on site. Custom media content can be played on the LED wall behind the stage, as well as the full-length LED wall on the spindle stairs. You can use the round stage and its associated light, audio and streaming technology to make every bit of your programme an impressive moment. There is also a second level available in the basement, for separate catering for example.

From the iconically designed building out into the world, with live streaming of your event.
With its large size and contemporary atmosphere, the Business Center offers the highest level of functionality and flexibility for business meetings and events. You can choose between two meeting rooms that can be divided into smaller rooms as needed, using flexible walls. Fully equipped with the latest media and conference technology, this is your room for meetings and workshops.
BUSINESS CENTER.

HIGHLIGHTS.

The Business Center offers the highest level of functionality. Mobile stage elements and versatile furniture enable you to take a flexible approach to shaping the day: from presentations and whole-group discussions, to intimate rounds of conversation. If you book meeting room 1, the indoor and outdoor terrace are available to you as a catering area. If you choose meeting room 2, the Business Center foyer is available for your breaks and catering.

Flexible room use: on site or live broadcast online.

Room for conversations and breaks in the separate foyer.

Technical execution with Gahrens + Battermann.

Equipment details

Contact us now
TERRACES.

The terraces are definitely one of our location’s most attractive features, and they dovetail elegantly with the architecture that surrounds them. A view of the automotive collection area can be enjoyed from the light-flooded indoor terrace, while you can catch sight of Munich Olympic Park on the outdoor terrace – the perfect location for celebratory events!

THE MOST BEAUTIFUL VIEWS.

Max. 400 people 200 m² (indoor) Total costs from €8,000

300 m² (outdoor)
TERRACES.

HIGHLIGHTS.

You can enjoy one of the city’s most beautiful views both in the summer and winter months. The indoor terrace in no way falls short in comparison with the outdoor one: light-flooded and heated, it is ideal for events in windy and wet conditions. Both locations can be accessed by the flight of stairs in the exhibition hall and by lift.

Contact us now
BUSINESS CLUB.

BIG BUSINESS IN SMALL GROUPS.

Big decisions are made on neutral ground. With its clear and elegant design, the exclusivity of the Business Club creates a professional atmosphere. Equipped with a highly advanced conference table and the corresponding technology, it paves the way for a successful business meeting. Your space for meetings, contract signings and intimate workshops at the highest level.
BUSINESS CLUB.

High comfort, so you can focus on what really matters.

HIGHLIGHTS.

Functional equipment in a confidential atmosphere: use the LED wall with full HD for your presentations, invite people to video and phone conferences, or withdraw to the seating area integrated in the room for private conversations.

Fully equipped with advanced conference technology.

Equipment details

Contact us now
In the daytime, it’s a location for delighted owners of new BMWs, and in the evenings, it’s an exclusive event space for first-rate dinners and get-togethers in a lounge atmosphere. Stylishly and comfortably equipped, this room accommodates up to 90 people in a sophisticated setting. The glazed walls of the Lounge also provide an impressive view of BMW Welt and its sights.
Would you like your guests to enjoy a menu with a view over Munich? You can give them this experience in the Premium Lounge. Looking out over the BMW Group plant and the four cylindrical towers of BMW Group, this space offers the perfect infrastructure for catering by Käfer. For unforgettable dinner events with special flair.

PREMIUM LOUNGE.

Equipment details

Contact us now
Pure fascination! One motto brings together the four spaces for our Brand Areas: passion for mobility. Experience exclusive celebrations here between Rolls-Royce, MINI or BMW M exhibition vehicles or in our BMW i space. This extraordinary atmosphere will wow your guests and is your location for cocktail receptions, get-togethers or previews.

BRAND AREAS.

100 – 300 people
125 – 410 m²
Total costs from €2,500

AT THE HEART OF OUR BRANDS.
HIGHLIGHTS.

Leverage the impact of our versatile Brand Areas and combine them with your event theme. Are you looking for a luxurious, unique environment? Then rent the Rolls-Royce areas. Is your focus on innovation and sustainability? Then the BMW i area is your ideal location. We also offer exciting add-on presentations with insights into the vehicle and brand world of BMW Group by a BMW Genius.

Contact us now
The inspiring setting provided by the Campus creates the optimum conditions for creative discussion of pioneering ideas. Both the East and West Campus offer space for 40 people in rowed seating. Your location for workshops, presentations and meetings is found among analogue and digital pieces in our "Cities and Mobility of the Future" exhibition.

ROOM FOR CREATIVITY.

Max. 40 people

<table>
<thead>
<tr>
<th>Max. people</th>
<th>East</th>
<th>West</th>
<th>Total costs from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max. 40</td>
<td>60 m²</td>
<td>77 m²</td>
<td>€3,000</td>
</tr>
</tbody>
</table>
THE CAMPUS.

This is where the ideas for the world of tomorrow are created.

The location for joint work on projects.

HIGHLIGHTS.

One great feature of the Campus is a workshop space with height-adjustable workplaces, where you can collaborate with your guests to hone your ideas and develop new ones. You also have the option of creating spectacular projections on glass walls in the entrance area to welcome attendees. There are 75" displays available in the rooms for personalised use.
A passion for cuisine presented with gourmet treats; Käfer will delight your guests with a wide range of culinary delicacies. Choose between cocktails, wine and soft drinks to complement the food, or have an entirely custom suggestion created for your menu. Naturally, Käfer will ensure that your event runs smoothly throughout: from tableware to furniture and perfect service.

DELICACIES TO SUIT EVERY TASTE.
CATERING SERVICES.

BUFFET | LIVE COOKING STATION.
Freshly and spectacularly prepared before your guests’ eyes.

A CUSTOM MENU.
An entire menu, served entirely based on your preferences.

Vegetarian and Vegan
Fish
Meat
FLYING COCKTAILS.
A complete menu in snack format, for eating at a bar table.

FINGER FOOD.
Small-format, delicious snacks.

COFFEE BREAK SNACKS.
Nibbles for breaks at your event.

Vegetarian and Vegan
Fish
Meat

Vegetarian and Vegan
Fish
Meat

Savoury
Sweet

If you have any questions about the catering options, please feel free to contact us by phone for individual advice:
089 – 3589918-19
089 – 3589918-20

Contact us now
Whether world premieres in hybrid format, fully digital product launches or productions in TV quality, we convert each of your event areas into a fully equipped streaming studio in no time. With our technical experts from Gahrens + Battermann, we will professionally meet all the relevant requirements for your digital or hybrid event. The best locations for this are the Auditorium, the Double Cones and the Business Centre.
OUR SERVICES.

INDIVIDUAL
Integration onto your own website and your Instagram account or creating an individual landing page in your corporate design are all possible for an additional charge.

CROSS-LOCATION
Would you like to give guest speakers at different locations chance to speak? This is also possible, using video conferencing.

INTERACTIVE
To enable your guests to actively participate in the event, we offer the option of a custom app solution with live chat and live surveys, making your event an interactive experience.

BESPOKE
Whatever events you’re planning, whether straightforward online training or a spectacular product presentation in multiple languages, we ensure that you find exactly the solution that is the perfect fit for your goals and target groups. Just get in touch!
STREAMING PACKAGES.

WHERE WOULD YOU LIKE TO STREAM TO?

YOUR SOCIAL MEDIA CHANNELS
- Streaming via Facebook, YouTube and LinkedIn is included with all studios. An Instagram stream is also possible on consultation.

YOUR EXISTING WEBSITE
- A closed stream as well as interaction with your audience via live chat and live surveys are possible following agreement with your IT department.

A CUSTOM LANDING PAGE
- We will create a landing page for you in your custom design. Registration, interaction options via live chat, live voting and the connection of additional participants are available.

A CUSTOM APP
- We will create an app for you in a custom design that offers you a great deal of flexibility. A closed stream, registration with copyright protection and interaction options such as live chat, live voting and the connection of additional participants are available.

Can be booked for you without additional costs*

* Additional costs are incurred for Instagram.

Additional costs depending on complexity. We will be happy to prepare a personal quote for you.

If you have any questions on our streaming packages, please feel free to contact us by phone for individual advice. Free of charge on: +49 (0)89-12 50 16 029

View the details  Go to platform demo  Contact us now
TOURS AND ACTIVITIES.

SPECIALS FOR YOUR EVENT.

Our specials include tours, specialist presentations and a ride in an Isetta – the perfect final flourish for your event. We will make your event unforgettable with our interactive specials, whether you need a little relaxation or would like to give your guests exciting insights.
TOURS AND ACTIVITIES.

BMW WELT TOUR
Individual tours through the heart of BMW.

60 mins  Up to 20 people  € 185 net

Contact us now

BMW / MINI GENIUS
Specialists give exclusive insights into the BMW Group world.

60 mins  Up to 20 people  € 185 net

Contact us now
TOURS AND ACTIVITIES.

EXPERIENCE THE ICON.
Take a ride in the BMW Isetta, the smallest BMW icon in history.

60 mins  Up to 30 people  €185 net

BE AMAZED AT THE HISTORY.
Come with us on a journey through over 100 years of automotive history in the BMW Museum.

60 mins  Up to 20 people  €185 net

Contact us now
TOURS AND ACTIVITIES.

DISCOVER RARITIES.
You’ll seldom get as close to our classics and rarities as in the BMW Group Classic.

60 mins  Up to 20 people  €211 net

FIND OUT ABOUT THE CREATION PROCESS.
Be there when the latest models are created in our BMW plant.

120 mins  Up to 24 people  €219 net
# COMPARE LOCATIONS.

## OVERVIEW.

<table>
<thead>
<tr>
<th></th>
<th>AUDITORIUM.</th>
<th>DOUBLE CONES.</th>
<th>BUSINESS CENTRE.</th>
<th>TERRACES.</th>
<th>BUSINESS CLUB.</th>
<th>PREMIUM LOUNGE.</th>
<th>THE CAMPUS.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hall</td>
<td>Foyer</td>
<td>Ground floor</td>
<td>Room 1</td>
<td>Room 2</td>
<td>Foyer</td>
<td>East</td>
</tr>
<tr>
<td>Length / width</td>
<td>19 x 42 m</td>
<td>12 x 37 m</td>
<td>ø = 24 m</td>
<td>13 x 12 m</td>
<td>10 x 12.5 m</td>
<td>29 x 6.5 m</td>
<td>14.5 x 7.5 m</td>
</tr>
<tr>
<td>Room size</td>
<td>945 m²</td>
<td>450 m²</td>
<td>430 m²</td>
<td>160 m²</td>
<td>120 m²</td>
<td>195 m²</td>
<td>100 m²</td>
</tr>
<tr>
<td>Rowed seating</td>
<td>712</td>
<td>–</td>
<td>278</td>
<td>170</td>
<td>120</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Parliament</td>
<td>362</td>
<td>–</td>
<td>120</td>
<td>78</td>
<td>60</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Gala seating</td>
<td>380</td>
<td>–</td>
<td>140</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>U-shaped</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>36</td>
<td>30</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Standing spaces</td>
<td>800</td>
<td>600</td>
<td>450</td>
<td>250</td>
<td>–</td>
<td>70</td>
<td>200</td>
</tr>
<tr>
<td>Room height</td>
<td>10.20 m</td>
<td>–</td>
<td>–</td>
<td>4.75 m</td>
<td>4.75 m</td>
<td>–</td>
<td>8 m</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.60 m</td>
</tr>
</tbody>
</table>

The figures given in the table are maximum options and provide an initial point of reference. We will be happy to create a room and catering concept based on your requirements, tailored to your planned event. Seating arrangements not stated are generally not possible or only possible following individual planning and agreement.
### Delivery
- Via the ground floor loading gate on the east forecourt.
- There is the option of supplying the rear stage directly from outdoors.
- The loading gate opening width is 3.6 m.

### Lighting
- Light console: 2 x grandMA2 light including WDMX for wireless control
- 104 halogen theatre spotlights (Fresnel, PC, Profiler, PAR), 750 to 5,000 W
- 82 LED moving lights (wash, spot, beam)
- Various mobile moving lights (wash, spot, beam)
- Various battery-supported LED spotlights (Astera AX5-10 / Astera Titan Tube)
- 2 automatic tracker systems (zactrack) and remote-controlled RoboSpotFollow spot system with 2 controllers
- Haze and fog machine

### Floor covering
- Wood, smoked oak

### Load-bearing capacity of floor
- 7.5 KN / m²

### Interpreter technology
- 4 interpreter cabins with 2 workspaces in each
- Visual contact via monitors
- Infrared system

### Electrical connections
- Power supply: There are junction boxes distributed across the entire Auditorium, with network, DMX, Schuko and multicore, partly in the floor, partly in the walls, and on lighting bridges. Versatile, individually fused fixed current within the Auditorium:
  - 10 x 32 A CEE (all including ground leakage)
  - 6 x 63 A CEE (partly without ground leakage)
  - 2 x Powerlock 250 A on the side stages

### Wardrobe areas
- In the foyer on the basement level
  - 1 x collective artists’ wardrobe areas 34 m², divisible
  - 2 x artists’ wardrobe areas, each of 17 m²

### Rigging points
- 10 KN

### Sanitary facilities
- In the foyer on the basement level

### Podium
- 23 movable stage podiums for suitable topography

### Lifting gate
- 17x6 m to the foyer, can be used for staging
AUDITORIUM. HALL.

EQUIPMENT DETAILS.

Rigging
- 6 top-light hoists, three-point, 7.5 KN maximum load capacity
- 4 machine hoists (set area) 5.0 KN maximum load capacity
- 3 machine hoists (east side stage) 5.0 KN maximum load capacity
- 3 machine hoists (west side stage) 5.0 KN maximum load capacity
- 6 machine hoists (rear stage) 5.0 KN maximum load capacity
- 16 chain hoists, can be freely positioned, 10.0 KN maximum load capacity
- 8 belt hoists with 2.5 KN maximum load capacity
- 8 belt hoists with 3.0 KN maximum load capacity
- Available via the bridge system
- Mobile rigging with 200 running metres of Euro Truss, three-point 35 mm

Sanitary facilities
In the foyer on the basement level

Partition walls
Possible on a mobile basis, room separation with curtains
Slatted sliding walls for separating the side stage

Blackout
Hall is windowless

Special considerations
Sound-absorbing wall and ceiling structure with fixed echo time, broadcasting van parking space on the east forecourt.

Other
Various curtains, black, cotton velours and Trevira CS

Stage setup
Speak to our project managers and our technical manager about your stage setup. There are many arrangements available, as well as custom structural elements for your design.
- 1 x collective artists’ wardrobe areas 34 m², divisible
- 2 x artists’ wardrobe areas, each of 17 m²

General information
Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.
### Sound Engineering

<table>
<thead>
<tr>
<th>Component</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Signal processing, control** | - Yamaha Rivage PM10 foh Sound consoles and PM10S backup/monitor  
- Various digital Yamaha RIO and RPIO Stageboxes |
| **Public address system** | - L-Acoustics KARA 1 line array winged with SB18 basses  
- L-Acoustics 5XT nearfills permanently installed in the podium edges  
- Various mobile speakers for monitoring or expansions (L-Acoustics, Meyer-sound, Lambda Labs) |
| **Microphone system** | - 16 Shure Axient receivers for wireless, secure transfer  
- 8 Shure Axient digital manual transmitters with KSM9 capsule  
- 12 Shure Axient digital bodpacks with headset  
- Various speaker’s console microphone systems (Schoepps, Sennheiser, beyerdynamic)  
- Various microphone systems for instruments, including wireless options |
| **Network intercom** | - Redundant TwinLAN and DANTE sound network  
- Riedel intercom (Artist 64 mainframe) at each control area, speaking stations that are freely positionable, and 10 mobile stations (Boiera) – can be expanded  
- iPad  
- Active software monitoring of all components (Shure Workbench, Showlink, Artist Director)  
- Feed computer (playlists, including online; individual files) and recording computers for stereo or multitrack recordings |

### Video Engineering

<table>
<thead>
<tr>
<th>Component</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Front projection</strong></td>
<td>Christie Boxer 4k / 30,000 ANSI</td>
</tr>
<tr>
<td><strong>Rear projection</strong></td>
<td>Panasonic PT DZ 21000 ANSI</td>
</tr>
</tbody>
</table>
| **Side projection** | - Centrally in the hall for logo or similar on the wall  
- 2 x Panasonic PT DZ 13000 ANSI |
| **Canvas (climber screen)** | - Front projection: 16 m x 10 m  
- Rear projection: 16 m x 10 m |
| **Projection size** | - 14.5 m x 10 m  
- Both screens can be freely positioned in the room and can be moved/rolled in for staging during events  
- The image size depends on the position in the room |
| **LED wall** | - inspireLEDDB 2.6pro (2.6 mm pixel pitch)  
- Up to 30 m wide, up to 6 metres tall |
| **Monitors** | 2 x Voschauer NEC 46” as well as further mobile monitors up to 86” possible |
| **Feed system** | Playback Pro and/or Watchout as well as various feed computers |
| **Production** | Analog Way Aquilon graphics mixer  
As well as 4K image production |
| **Cameras** | 3 permanently installed dome cams (can be used e.g. for simultaneous viewing) |
AUDITORIUM. HALL.
LAYOUT AND SEATING OPTIONS.

ROWED SEATING
712 people

PARLIAMENT SEATING
362 people

GALA SEATING
400 people
## AUDITORIUM. FOYER.

### EQUIPMENT DETAILS.

<table>
<thead>
<tr>
<th>Delivery</th>
<th>Via the ground floor loading gate on the east forecourt. There is the option of supplying the rear stage directly from outdoors. The loading gate opening width is approximately 3.6 m.</th>
</tr>
</thead>
</table>
| Lighting | • Brightening by means of ceiling lighting  
• Spotlights on ERCO tracks  
• Atmospheric light possible |
| Public address system | 4 MeyerSound speakers are permanently installed with UPA-1P (including inlet gong) |
| Microphone system | For DJ and voice, we offer a mobile public address system |
| Floor covering | DS hard-material screed |
| Load-bearing capacity of floor | 12.5 KN / m² |
| Interpreter technology | Mobile interpreter cabins are possible |
| Electrical connections | • Multiple 32 ACEE  
• Multiple 16 A Schuko  
• For exhibition elements |
| Wardrobe areas | In the foyer on the basement level |
| Rigging points | 4 x approx. 2.5 KN |
| Screen | Mobile construction possible |
| Podium | Mobile construction possible |
| Projection | • Mobile construction possible  
• Monitors of various sizes up to 86" |
| Projection size | We recommend an LED wall for major presentations. Generally: incoming daylight prevents good projection, and so we recommend a display/LED. |
| Rigging | Possible on the rigging points, otherwise on stands |
| Sanitary facilities | On the basement level |
| Partition walls | Possible on a mobile basis |
| Blackout | Without |
| Other | Mobile counters facilitate an inlet setup |
| Special considerations | The area is particularly well-suited to exhibition elements but also for a catering-based reception. |
| General information | Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming. |

Max. 700 people  
450 m²  
Total costs from €30,000
DOUBLE CONE. GROUND FLOOR.

EQUIPMENT DETAILS.

Delivery
Via the ground floor at the south entrance

Lighting
- Over 50 permanently installed moving lights (Robe Spider Wash, Robe Esprit Spot, JB A8) as well as conventional lighting for the stage and room
- Light console: grandMA2 light including WDMX for wireless control
- Mobile decentral light; battery-powered LED also possible

Public address system
- L-Acoustics KIVA line array with SB 18 basses as well as Meyersound nearfills
- Yamaha QL5 sound console including digital Stagebox RIO 3224D

Microphone system
- 8 permanently installed Shure ULXD2 transmission paths, with option of manual transmitter or bodypack/headset
- Speaker console microphone system
- Expansion of the transmission paths as well as conventional microphone systems are possible
- Intercom: fixed speaking station and wireless possible

Floor covering
- Raised floor
- DS hard-material screed

Load-bearing capacity of floor
12.5 KN / m²

Interpreter technology
Mobile interpreter cabins are possible

Electrical connections
- 2 x 63 A CEE
- Various Schuko connections in floor tanks

Rigging points
None

Screen
- LED video wall, 1.6 mm
- Resolution 3,840 x 2,160 pixels (UHD)
- Ratio/format 1:1.78 / 16:9

LED technology
- All-round LED staging with 2.5 mm LED screen
- 5 x content available
- Content can also be custom-created

Wardrobe areas
Mobile clothes stands

Podium
Rotating stage, 7 m in diameter, in front of the LED wall

Video production
Image processing: 2 x Barco E2 Gen 2 as well as at least 2 playback computers

Monitors
Available in various sizes up to 86"

Projection size
Screen area: 639.8 width x 359.9 cm height

Rigging
On stands

Sanitary facilities
On the basement level

Partition walls
Possible on a mobile basis

Blackout
Without

Other
In the outdoor area, free areas can be used for your event (bar tables). Broadcasting van parking space nearby.

Special considerations
Extraordinary architecture. Permanently installed and illuminated bars give a special atmosphere.

General information
Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.

Max. 700 people
430 m²
Total costs from €30,000
DOUBLE CONE. GROUND FLOOR.  
LAYOUT AND SEATING OPTIONS.

ROWED SEATING
278 people

GALA SEATING
140 people

PARLIAMENT SEATING
120 people
DOUBLE CONE. UNDERGROUND LEVEL.

EQUIPMENT DETAILS.

Delivery  Via the ground floor at the south entrance

Lighting  
- 12 moving lights
- Atmospheric light possible by means of mobile battery-powered LED spotlights

Public address system  Installed wall speaker, mobile systems possible

Microphone system  Mobile systems possible

Floor covering  DS hard-material screed

Load-bearing capacity of floor  10.0 KN / m²

Interpreter technology  Mobile interpreter cabins are possible

Electrical connections  Various connections in floor tanks

Wardrobe areas  Mobile clothes stands

Rigging points  None

### Permanently installed screens

#### Video wall 1:
- 4 seamless displays (each 1,920 x 1,080 px)
- Screen area 484 x 68.4 cm
- Resolution 7,680 x 1,080 pixels
- Ratio 1:7.1

#### Video wall 2:
- 10 seamless displays (each 1,920 x 1,080 px)
- Screen area: 1,210 wide x 68.4 cm high

Podium  Mobile construction possible

Projection  Custom content possible

Rigging  On stands

Sanitary facilities  Present

Partition walls  Possible on a mobile basis

Blackout  Without

Other  Briefing room (artists' wardrobe)

Special considerations  Extraordinary architecture. Permanently installed and illuminated bars give a special atmosphere.

General information  Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.

| Max. 700 people | 370 m² | Total costs from €30,000 |
### BUSINESS CENTER. ROOM 1.

#### EQUIPMENT DETAILS.

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery</strong></td>
<td>Via ground floor at east forecourt access</td>
</tr>
<tr>
<td><strong>Lighting</strong></td>
<td>• Multiple dimmable light moods on the wall tableau</td>
</tr>
<tr>
<td></td>
<td>• Stage or atmospheric light possible on a mobile basis</td>
</tr>
<tr>
<td><strong>Public address system</strong></td>
<td>Location-related public address system with ceiling-mounted speaker and subwoofers built into the walls</td>
</tr>
<tr>
<td><strong>Microphone system</strong></td>
<td>Additional microphones possible</td>
</tr>
<tr>
<td><strong>Floor covering</strong></td>
<td>Raised floor, carpet, anthracite</td>
</tr>
<tr>
<td><strong>Load-bearing capacity of floor</strong></td>
<td>5 KN / m²</td>
</tr>
<tr>
<td><strong>Interpreter technology</strong></td>
<td>Mobile interpreter cabins are possible</td>
</tr>
<tr>
<td><strong>Electrical connections</strong></td>
<td>2 x 32 ACEE, multiple 16 A Schuko</td>
</tr>
<tr>
<td><strong>Wardrobe areas</strong></td>
<td>Mobile clothes stands</td>
</tr>
<tr>
<td><strong>Rigging points</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>Screen</strong></td>
<td>Climber screen</td>
</tr>
<tr>
<td><strong>Podium</strong></td>
<td>Mobile construction possible</td>
</tr>
<tr>
<td><strong>Rigging</strong></td>
<td>On stands</td>
</tr>
<tr>
<td><strong>Sanitary facilities</strong></td>
<td>Present</td>
</tr>
<tr>
<td><strong>Partition walls</strong></td>
<td>The room can be divided into two sub-rooms</td>
</tr>
</tbody>
</table>

**Blackout** Present

**Projection** HD projector, Panasonic PZ 21K

**Projection size** All figures for 16:9.

**Room 1 total:**
- Size of screen 184 inch ~ 266 inch
- Width 4.06 m ~ 5.89 m
- Height 2.29 m ~ 3.31 m

**Room 1, sub-rooms A + B:**
- Size of screen 120 inch ~ 232 inch
- Width 2.66 m ~ 5.14 m
- Height 1.5 m ~ 2.89 m

**Other**
- The room can be divided into two rooms in which there is also a public address system and projection screen.
- Central control unit for all technical systems integrated into the room for controlling media, sound and light technology, as well as glare shield/shadowing
- Our conference service will support you on site
- Digital signage at the entrance is possible

**General information** Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.
| **Delivery** | Via ground floor at east forecourt access |
| **Lighting** | • Multiple dimmable light moods on the wall tableau  
  • Stage or atmospheric light possible on a mobile basis |
| **Public address system** | Location-related public address system with ceiling-mounted speaker and subwoofers built into the walls |
| **Microphone system** | • 2 x radio handheld microphone  
  • Additional microphones possible |
| **Floor covering** | Raised floor, carpet, anthracite |
| **Load-bearing capacity of floor** | 5 KN / m² |
| **Interpreter technology** | Mobile interpreter cabins are possible |
| **Electrical connections** | 2 x 32 ACEE, multiple 16 A Schuko |
| **Wardrobe areas** | Mobile clothes stands |
| **Rigging points** | None |
| **Screen** | Climber screen |
| **Podium** | Mobile construction possible |
| **Rigging** | On stands |
| **Sanitary facilities** | Present |

### Partition walls
The room can be divided into two sub-rooms.

### Blackout
Present

### Projection
HD projector, Panasonic PZ 21K

#### Projection size

| **Room 2A:** | Size of screen 146 inch ~ 188 inch |
|             | Width 3.23 m ~ 4.16 m |
|             | Height 1.82 m ~ 2.34 m |

| **Room 2B:** | Size of screen 145 inch ~ 186 inch |
|             | Width 3.11 m ~ 4.01 m |
|             | Height 1.95 m ~ 2.5 m |

### Other

- The room can be divided into two rooms in which there is also a public address system and projection screen.
- Central control unit for all technical systems integrated into the room for controlling media, sound and light technology, as well as glare shield/shadowing
- Our conference service will support you on site
- Digital signage at the entrance is possible

### General information
Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.

---

**BUSINESS CENTER. ROOM 2.**

**EQUIPMENT DETAILS.**

Max. 120 people  
120 m²  
Total costs from €3,200
### BUSINESS CENTER. FOYER.

#### EQUIPMENT DETAILS.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery</strong></td>
<td>Via ground floor at east forecourt access</td>
</tr>
<tr>
<td><strong>Lighting</strong></td>
<td>Atmospheric light</td>
</tr>
<tr>
<td><strong>Public address system</strong></td>
<td>Mobile public address system possible</td>
</tr>
<tr>
<td><strong>Floor covering</strong></td>
<td>Oiled dark oak</td>
</tr>
<tr>
<td><strong>Load-bearing capacity of floor</strong></td>
<td>5 KN / m²</td>
</tr>
<tr>
<td><strong>Interpreter technology</strong></td>
<td>Mobile interpreter cabins are possible</td>
</tr>
<tr>
<td><strong>Electrical connections</strong></td>
<td>Multiple 16 A Schuko</td>
</tr>
<tr>
<td><strong>Wardrobe areas</strong></td>
<td>Wardrobe area in cabinet</td>
</tr>
<tr>
<td><strong>Rigging points</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>Screen</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>Podium</strong></td>
<td>Mobile construction possible</td>
</tr>
<tr>
<td><strong>Projection</strong></td>
<td>Here, we recommend additional monitors of up to 85&quot; if needed</td>
</tr>
<tr>
<td><strong>Projection size</strong></td>
<td>Here, we recommend additional monitors of up to 85&quot; if needed</td>
</tr>
<tr>
<td><strong>Rigging</strong></td>
<td>On stands</td>
</tr>
<tr>
<td><strong>Sanitary facilities</strong></td>
<td>Present</td>
</tr>
<tr>
<td><strong>Partition walls</strong></td>
<td>Possible on a mobile basis</td>
</tr>
<tr>
<td><strong>Blackout</strong></td>
<td>Without</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>Central control unit for all technical systems integrated into the room for controlling media, sound and light technology, as well as glare shield/shadowing</td>
</tr>
<tr>
<td><strong>Special considerations</strong></td>
<td>• Light-flooded foyer</td>
</tr>
<tr>
<td></td>
<td>• Lounge atmosphere</td>
</tr>
<tr>
<td></td>
<td>• Our conference service will support you on site</td>
</tr>
<tr>
<td><strong>General information</strong></td>
<td>Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.</td>
</tr>
</tbody>
</table>

<p>| Max. 70 people | 195 m² | Total costs from €3,200 |</p>
<table>
<thead>
<tr>
<th><strong>OUTDOOR TERRACE.</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EQUIPMENT DETAILS.</strong></td>
<td></td>
</tr>
</tbody>
</table>

| **Delivery** | Via ground floor at east forecourt access |
| **Lighting** | Conventional room lighting |
| **Public address system** | For DJ and voice, we offer a mobile public address system |
| **Floor covering** | IPE wood type, rosewood colour |
| **Load-bearing capacity of floor** | 2.5 KN / m² |
| **Interpreter technology** | Mobile interpreter cabins are possible |
| **Electrical connections** | Multiple 16 A Schuko |
| **Wardrobe areas** | Mobile clothes stands |
| **Rigging points** | None |
| **Screens** | Here, we recommend mobile monitors of up to 86” if needed |

| **Podium** | Mobile construction possible |
| **Rigging** | Without |
| **Sanitary facilities** | In the Business Centre or basement level in the Foyer |
| **Partition walls** | Possible on a mobile basis |
| **Blackout** | Without |
| **Other** | Indoor and outdoor terraces can be connected with one another by opening the glass doors. A wide flight of stairs goes from the BMW Motorrad exhibition gallery and the Business Centre. |
| **Special considerations** | A special positioning in the building; an indoor terrace with a view of the Motorrad Gallery and premieres. |
| **General information** | Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming. |

| Max. 200 people | 300 m² | Total costs from €8,000 |
## INDOOR TERRACE.

### EQUIPMENT DETAILS.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery</strong></td>
<td>Via ground floor at east forecourt access</td>
</tr>
</tbody>
</table>
| **Lighting**                  | • Conventional room lighting  
                                 | • RGB atmospheric floodlight  
                                 | • Moving lights decorative light (JB A8)  
                                 | • Battery-supported mobile light also possible                                |
| **Public address system**     | For DJ and voice, we offer a mobile public address system                    |
| **Floor covering**            | DS hard-material screed                                                       |
| **Load-bearing capacity of floor** | 2.5 KN / m²                                                                  |
| **Interpreter technology**    | Without                                                                       |
| **Electrical connections**    | Multiple 16 A Schuko                                                          |
| **Wardrobe areas**            | Mobile clothes stands                                                        |
| **Rigging points**            | None                                                                          |
| **Screens**                   | Here, we recommend mobile monitors of up to 86" if needed                    |
| **Podium**                    | Mobile construction possible                                                  |
| **Rigging**                   | Without                                                                       |
| **Sanitary facilities**       | In the Business Centre or basement level in the Foyer                        |
| **Partition walls**           | Without                                                                       |
| **Blackout**                  | Without                                                                       |
| **Other**                     | Indoor and outdoor terraces can be connected with one another by opening the glass doors. |
| **Special considerations**    | A view of the Olympic Park                                                    |
| **General information**       | Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming. |

Max. 200 people  
200 m²  
Total costs from €8,000
## BUSINESS CLUB.

### EQUIPMENT DETAILS.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery</strong></td>
<td>Glass lift within the building</td>
</tr>
<tr>
<td><strong>Lighting</strong></td>
<td>Multiple dimmable light moods on the wall tableau</td>
</tr>
<tr>
<td><strong>Public address system</strong></td>
<td>Integrated sound technology for the public address system</td>
</tr>
<tr>
<td><strong>Microphone system</strong></td>
<td>Mobile public address system possible</td>
</tr>
<tr>
<td><strong>Floor covering</strong></td>
<td>Oiled dark oak</td>
</tr>
<tr>
<td><strong>Load-bearing capacity of floor</strong></td>
<td>Without</td>
</tr>
<tr>
<td><strong>Interpreter technology</strong></td>
<td>Mobile interpreter cabins are possible</td>
</tr>
<tr>
<td><strong>Electrical connections</strong></td>
<td>Multiple 16 A Schuko</td>
</tr>
<tr>
<td><strong>Wardrobe areas</strong></td>
<td>Wardrobe area in cabinet</td>
</tr>
<tr>
<td><strong>Rigging points</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>Screen</strong></td>
<td>LED wall, 1.6 mm</td>
</tr>
<tr>
<td><strong>Conference system</strong></td>
<td>Permanently installed multifunctional conference system for meetings including camera, tabletop microphone and speakers with space for up to 22 people (leather seats).</td>
</tr>
<tr>
<td><strong>Podium</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>Projection size</strong></td>
<td>• 1.6 mm&lt;br&gt;• 3.2 m x 1.8 m (5.76 m²)</td>
</tr>
<tr>
<td><strong>Rigging</strong></td>
<td>Without</td>
</tr>
<tr>
<td><strong>Sanitary facilities</strong></td>
<td>Present</td>
</tr>
<tr>
<td><strong>Partition walls</strong></td>
<td>Without</td>
</tr>
<tr>
<td><strong>Blackout</strong></td>
<td>Present</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>Lounge corner for up to around 6 people also integrated into the room</td>
</tr>
<tr>
<td><strong>Special considerations</strong></td>
<td>• Hide-away room character&lt;br&gt;• A view of the inside of BMW Welt and premiers&lt;br&gt;• Cutting-edge conference technology</td>
</tr>
<tr>
<td><strong>General information</strong></td>
<td>Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.</td>
</tr>
</tbody>
</table>

### Specifications

- **Max. 25 people**
- **100 m²**
- **Total costs from €2,500**
**Delivery**  
Via the ground floor

**Lighting**  
Atmospheric light in the gastronomic areas  
We also offer mobile, battery-supported light packages  
Colour lighting that emphasises the architecture

**Public address system**  
For DJ and voice, we offer a mobile public address system

**Floor covering**  
Oiled dark oak

**Load-bearing capacity of floor**  
2.5 KN / m²

**Interpreter technology**  
Mobile interpreter cabins are possible

**Electrical connections**  
Multiple 16 A Schuko

**Wardrobe areas**  
Mobile clothes stands

**Rigging points**  
None

<table>
<thead>
<tr>
<th><strong>Screens</strong></th>
<th>Here, we recommend additional monitors of up to 86&quot; if needed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Podium</strong></td>
<td>Mobile construction possible</td>
</tr>
<tr>
<td><strong>Projection size</strong></td>
<td>65&quot; screen, permanently installed, x1</td>
</tr>
<tr>
<td><strong>Rigging</strong></td>
<td>Without</td>
</tr>
<tr>
<td><strong>Sanitary facilities</strong></td>
<td>Present</td>
</tr>
<tr>
<td><strong>Partition walls</strong></td>
<td>Possible on a mobile basis</td>
</tr>
<tr>
<td><strong>Blackout</strong></td>
<td>Without</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>Children's playroom</td>
</tr>
<tr>
<td><strong>Special considerations</strong></td>
<td>Direct catering provision</td>
</tr>
<tr>
<td><strong>General information</strong></td>
<td>Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.</td>
</tr>
</tbody>
</table>
## Equipment Details

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td>Via the ground floor at south entrance</td>
</tr>
<tr>
<td>Lighting</td>
<td>Dimmable by area</td>
</tr>
<tr>
<td>Public address system</td>
<td>Some of the displays have speakers or ceiling-mounted speakers or headphones</td>
</tr>
<tr>
<td>Microphone system</td>
<td>Mobile sound system possible</td>
</tr>
<tr>
<td>Floor covering</td>
<td>Linoleum, not suitable for heavy loads/pallet trucks</td>
</tr>
<tr>
<td>Load-bearing capacity of floor</td>
<td>400 kg / m²</td>
</tr>
<tr>
<td>Interpreter technology</td>
<td>Mobile interpreter cabins are possible</td>
</tr>
<tr>
<td>Electrical connections</td>
<td>Multiple 16 A Schuko, no heavy current</td>
</tr>
<tr>
<td>Wardrobe areas</td>
<td>Mobile clothes stands</td>
</tr>
<tr>
<td>Rigging points</td>
<td>None</td>
</tr>
<tr>
<td>Displays</td>
<td>One 75” display in workshop 1, and another in workshop 2</td>
</tr>
<tr>
<td>Podium</td>
<td>Mobile construction possible</td>
</tr>
<tr>
<td>Projection</td>
<td>In the entrance area on special glass walls, special format</td>
</tr>
<tr>
<td>Projection size</td>
<td>Image specially mapped and trimmed</td>
</tr>
<tr>
<td>Rigging</td>
<td>On stands</td>
</tr>
<tr>
<td>Sanitary facilities</td>
<td>Present</td>
</tr>
<tr>
<td>Partition walls</td>
<td>None</td>
</tr>
<tr>
<td>Blackout</td>
<td>None</td>
</tr>
<tr>
<td>Other</td>
<td>There are various (touch) displays on which content can be shown individually</td>
</tr>
<tr>
<td>General information</td>
<td>Wi-Fi and wired Internet connections are available in all rooms. All BMW Welt rooms can be connected using fibre optic or copper cable. The technology can be expanded for video productions including event streaming.</td>
</tr>
</tbody>
</table>