

FROM THE IDEA TO THE PERFECT EVENT

YOUR EVENT AT BMW WELT.



bmw-welt.de/booking

booking@bmw.com.de/booking

+49 (0)89 – 12 50 16 029

[Contact us now](#)

ONLY THE BEST FOR YOU.

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

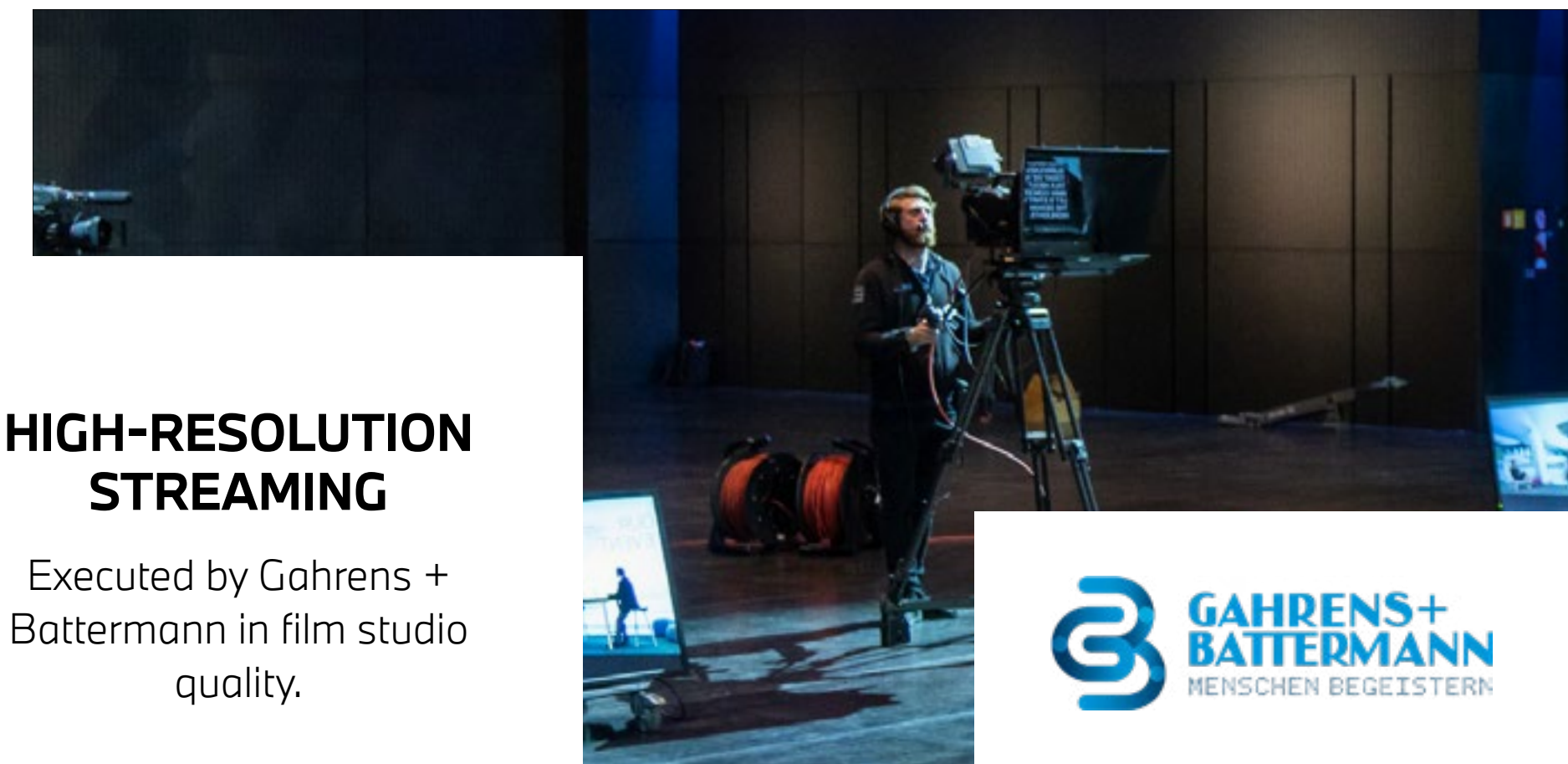
In-house underground parking. Attendees arrive safely and avoid getting caught in the rain.

MEET SAFELY

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

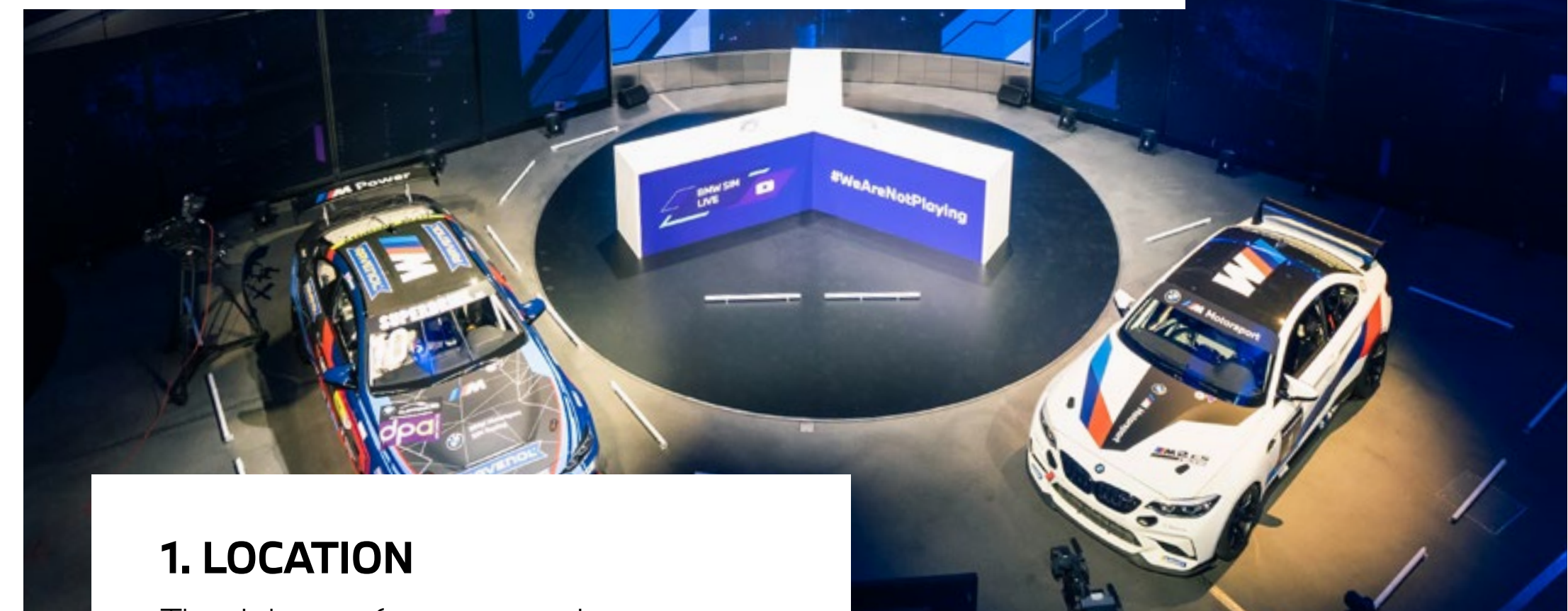
STIMULATE THE SENSES

With the catering service by Käfer.



THE JOURNEY TO YOUR EVENT.

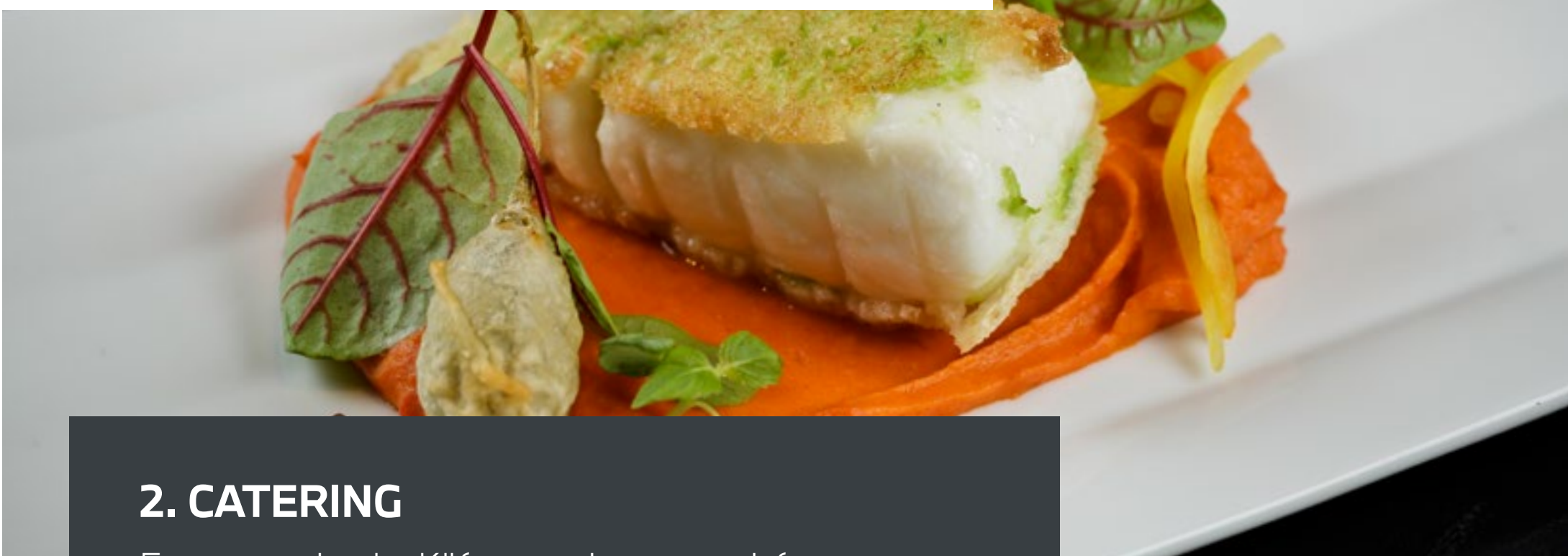
WITH JUST THREE STEPS.



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.

20

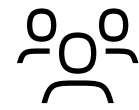


3. SPECIALS

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

| | |
|----------------------|----|
| Streaming services | 23 |
| Tours and activities | 26 |

AUDITORIUM.



Max. 800
people



945 m²
(hall)



Total costs from
€40,000

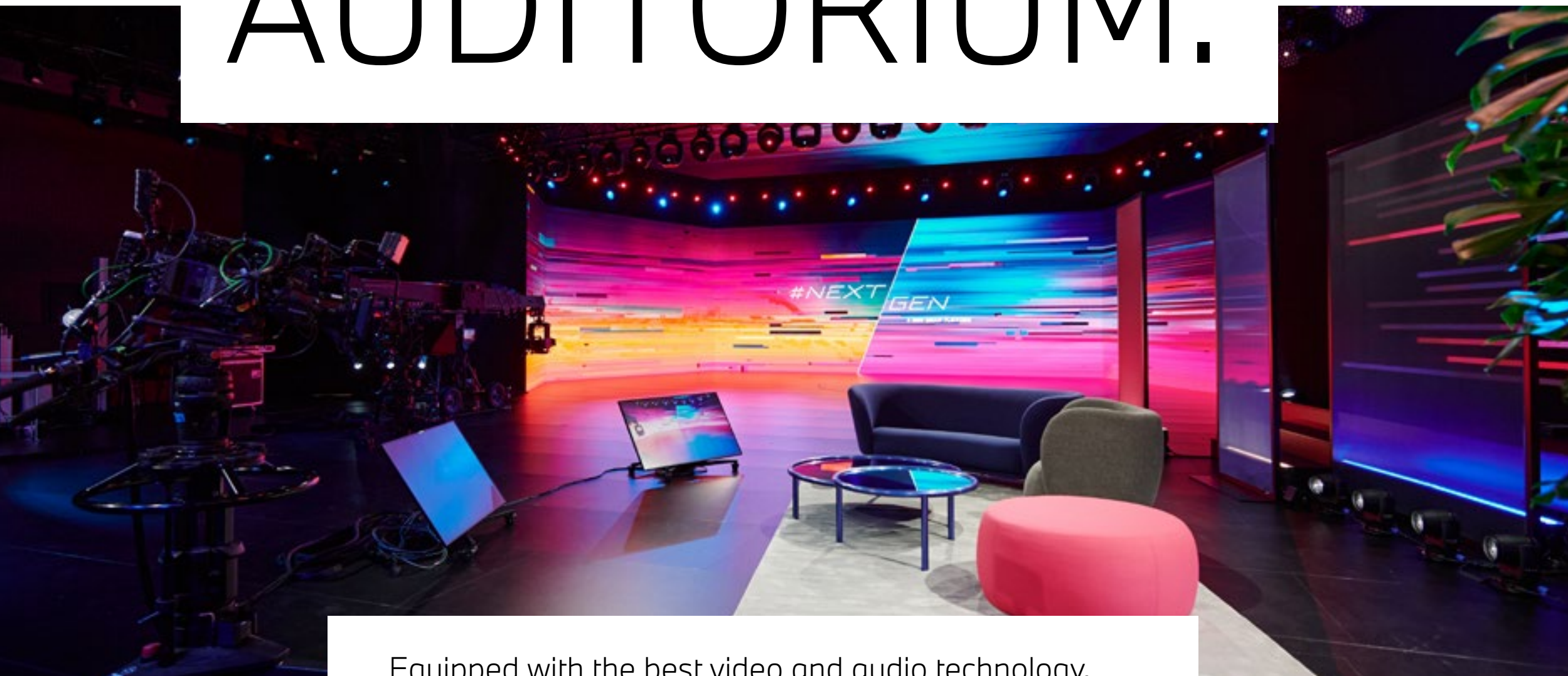
A FLEXIBLE AND AMAZING SPACE.

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.

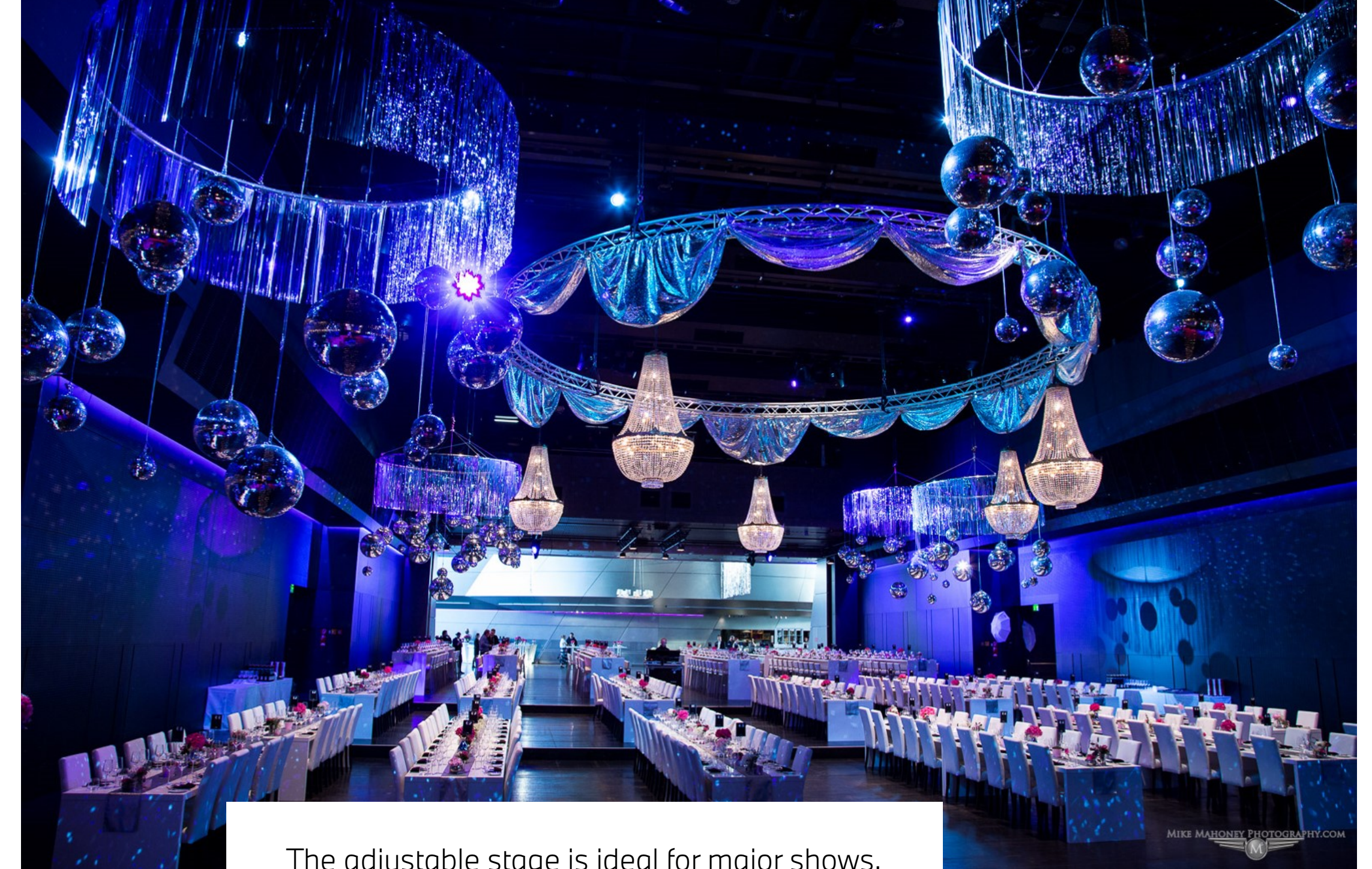
You will also have access to the adjacent foyer for atmospheric receptions or as a catering space. Your location for major shows as well as hybrid or completely digital streaming events and conferences.



AUDITORIUM.



Equipped with the best video and audio technology.



The adjustable stage is ideal for major shows.

HIGHLIGHTS.

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.

[Equipment details](#)

[Contact us now](#)



Individual staging with our lighting technology.

DOUBLE CONE.



Max. 700
people



430 m² (groundfloor)
370 m² (underground level)



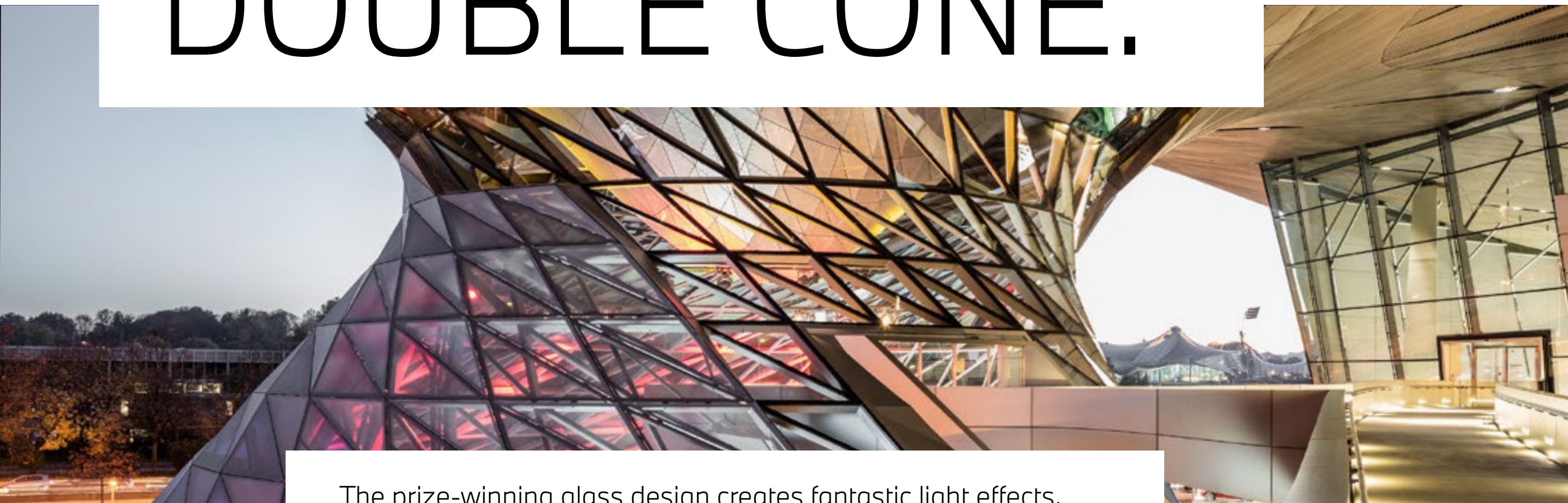
Total costs from
€30,000

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.



The prize-winning glass design creates fantastic light effects,



and the LED area along the spindle is an extraordinary sight.

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.

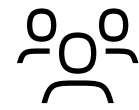
Equipment details

Contact us now



From the iconically designed building out into the world, with live streaming of your event.

BUSINESS CENTER.



**Max. 170
people**



**160 m² (room 1)
120 m² (room 2)**



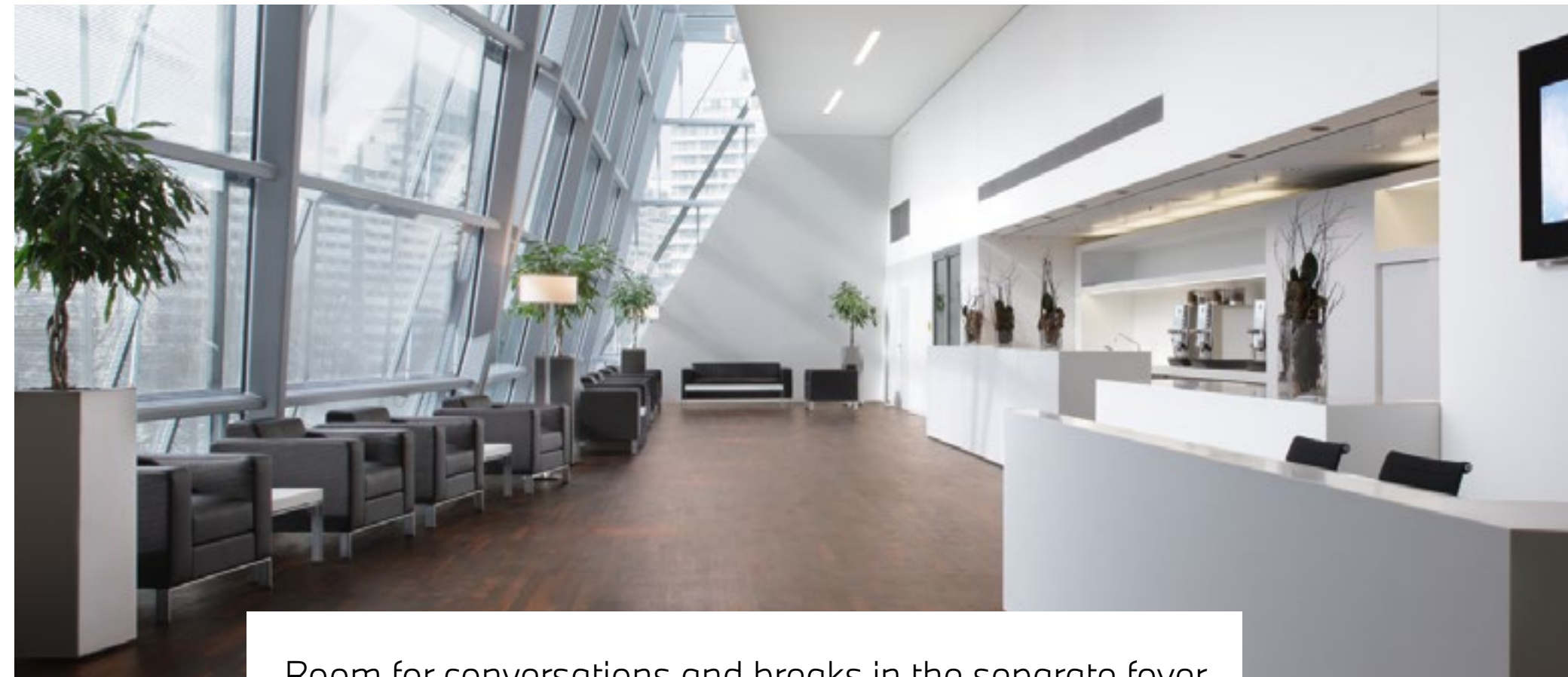
**Total costs from
€3,200**

TECHNOLOGY MEETS BUSINESS.

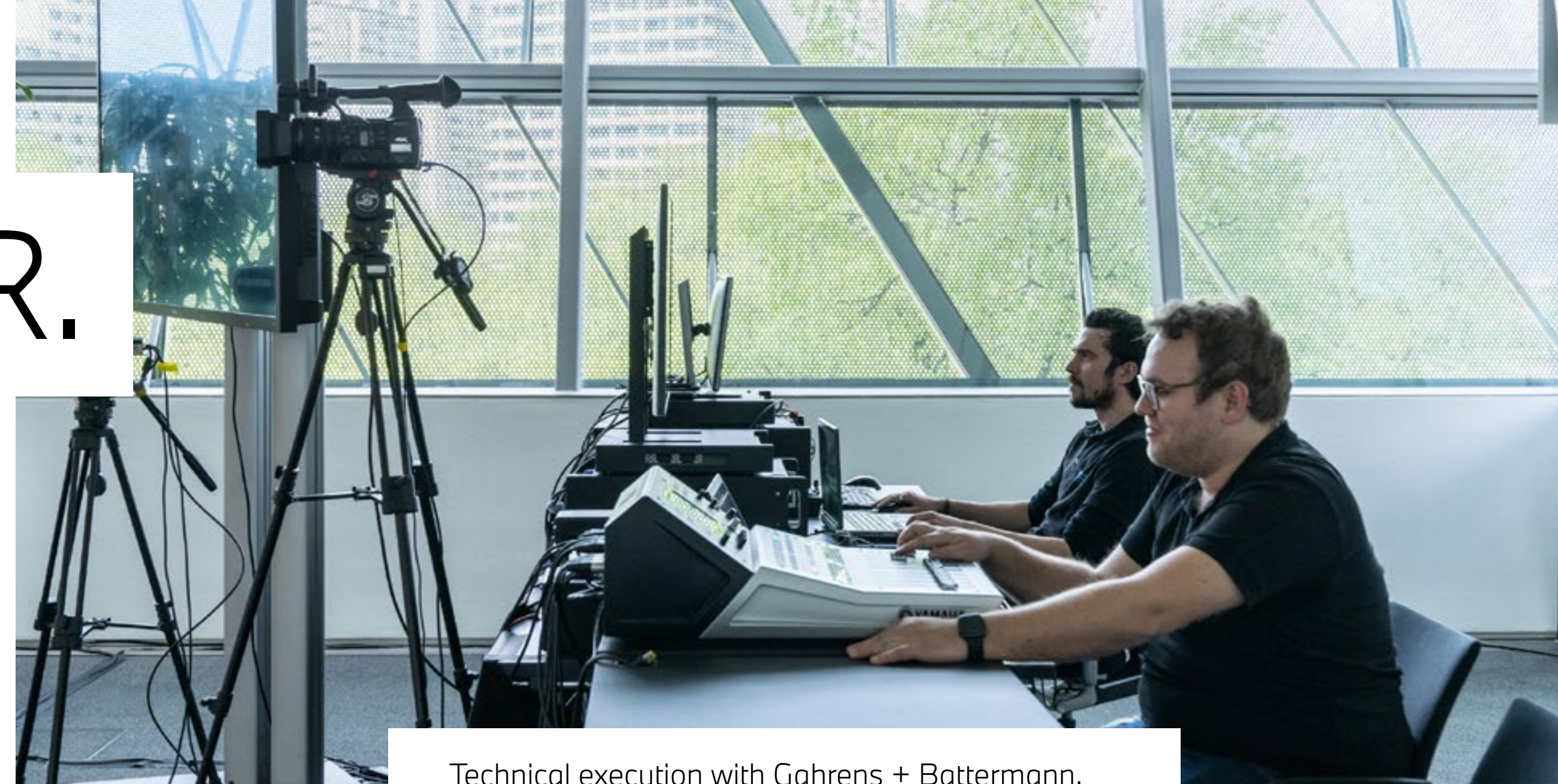
With its large size and contemporary atmosphere, the Business Center offers the highest level of functionality and flexibility for business meetings and events. You can choose between two meeting rooms that can be divided into smaller rooms as needed, using flexible walls. Fully equipped with the latest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



BUSINESS CENTER.



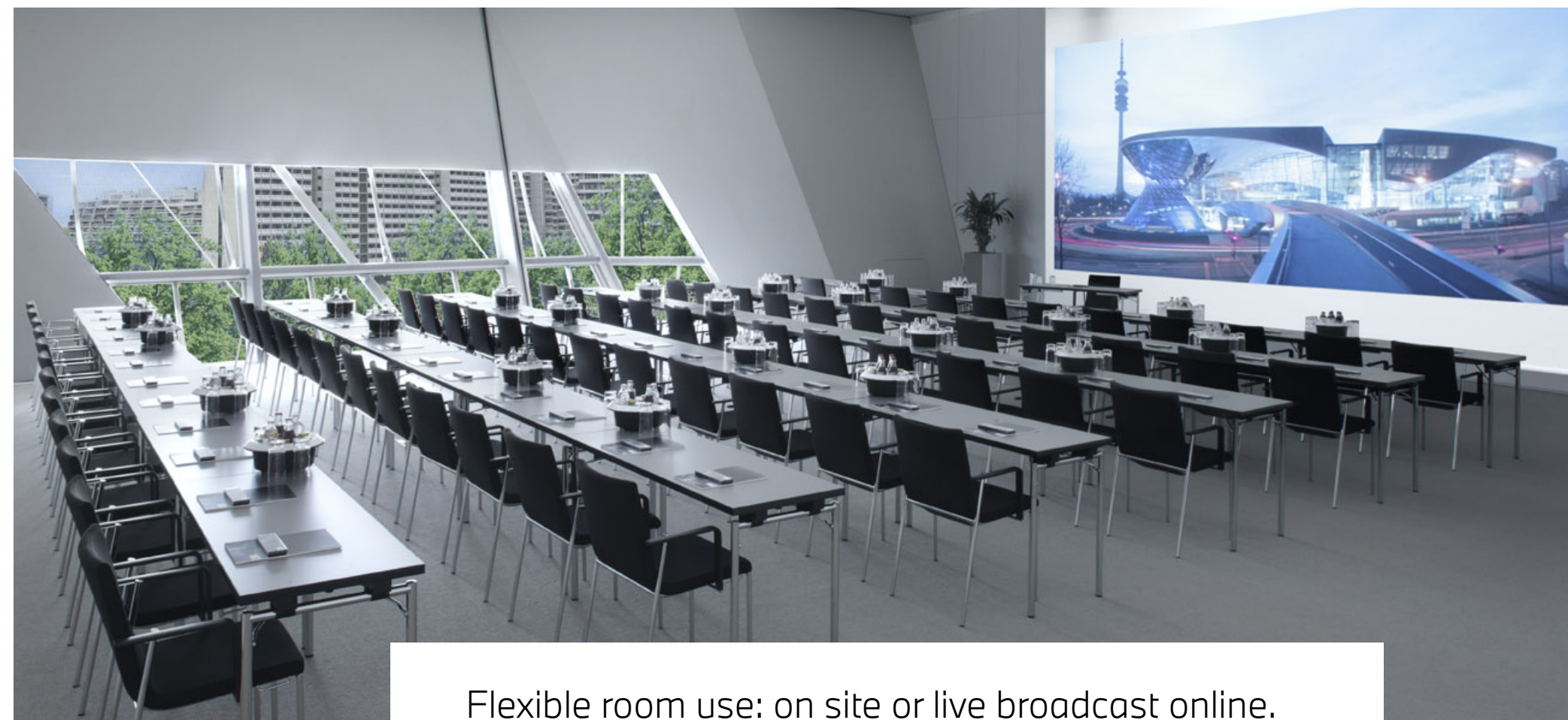
Room for conversations and breaks in the separate foyer.



Technical execution with Gahrens + Battermann.

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.

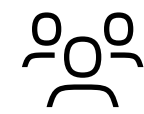


Flexible room use: on site or live broadcast online.

Equipment details

Contact us now

TERRACES.



**Max. 400
people**



**200 m² (indoor)
300 m² (outdoor)**



**Total costs from
€8,000**

THE MOST BEAUTIFUL VIEWS.

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!



TERRACES.



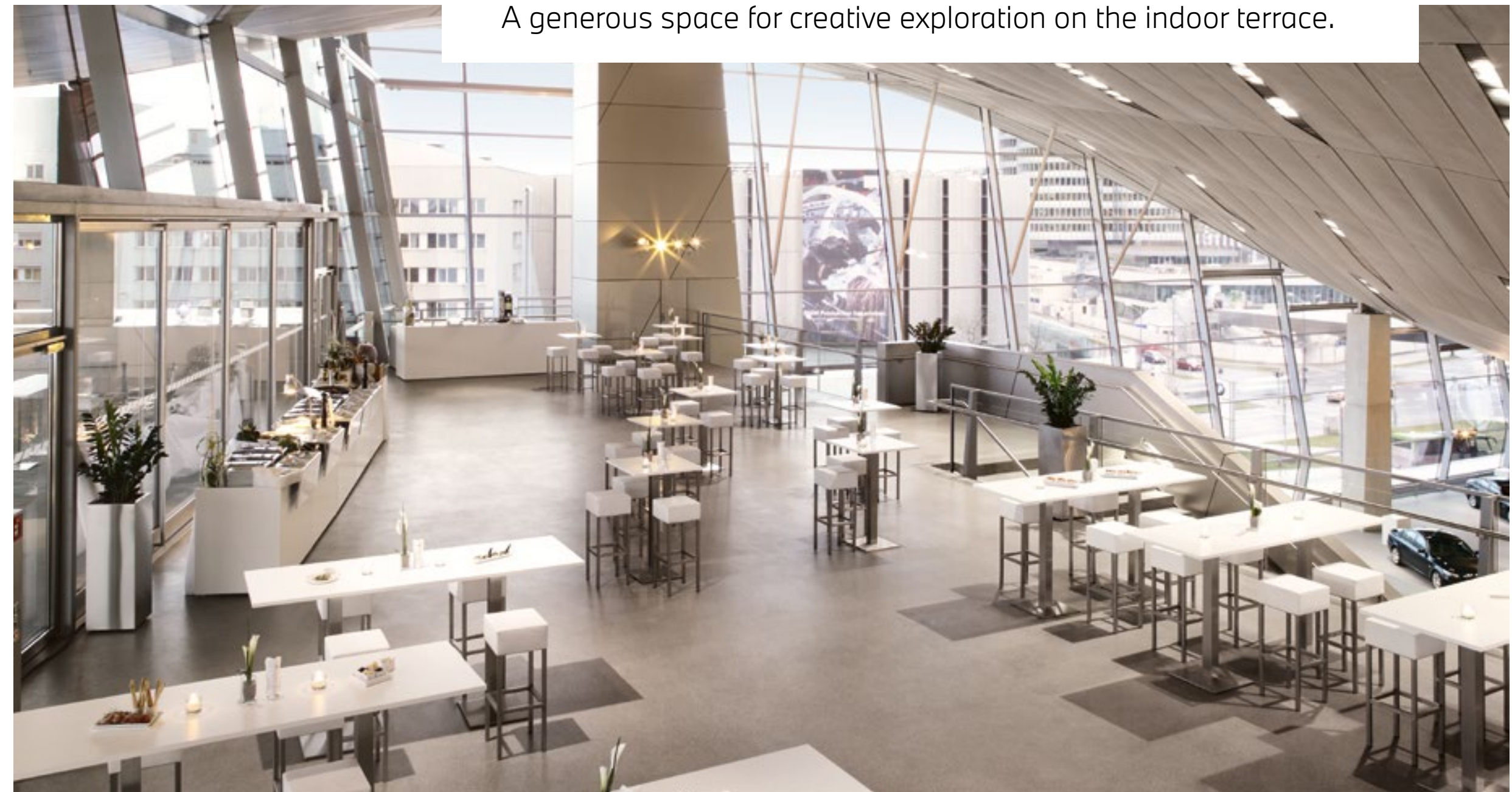
Atmospheric lighting for the outdoor terrace after sundown.

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.

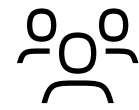
Equipment details

Contact us now



A generous space for creative exploration on the indoor terrace.

BUSINESS CLUB.



Max. 25
people



100 m²



Total costs from
€2,500

BIG BUSINESS IN SMALL GROUPS.

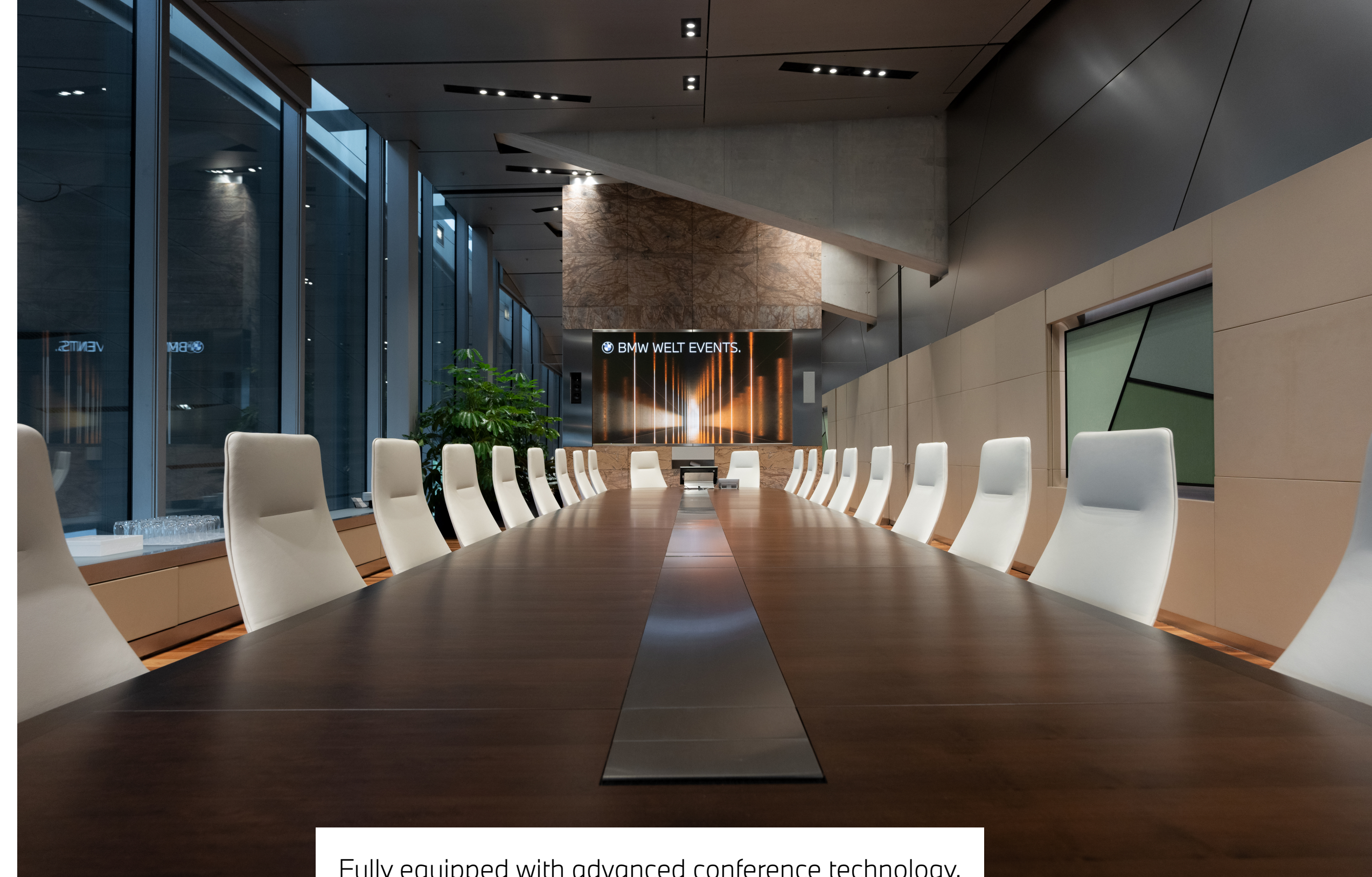
Big decisions are made on neutral ground. With its clear and elegant design, the exclusivity of the Business Club creates a professional atmosphere. Equipped with a highly advanced conference table and the corresponding technology, it paves the way for a successful business meeting. Your space for meetings,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



BUSINESS CLUB.



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



Fully equipped with advanced conference technology.

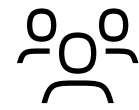
HIGHLIGHTS.

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.

Equipment details

Contact us now

PREMIUM LOUNGE.



Max. 90
people



536 m²



Total costs from
€8,000

FOR SPECIAL OCCASIONS.

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.



PREMIUM LOUNGE.



Laid for menus by Käfer.



Spacious but cosy.

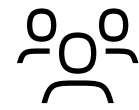
HIGHLIGHTS.

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.

Equipment details

Contact us now

BRAND AREAS.



100 – 300
people



125 – 410 m²



Total costs from
€2,500

AT THE HEART OF OUR BRANDS.

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.

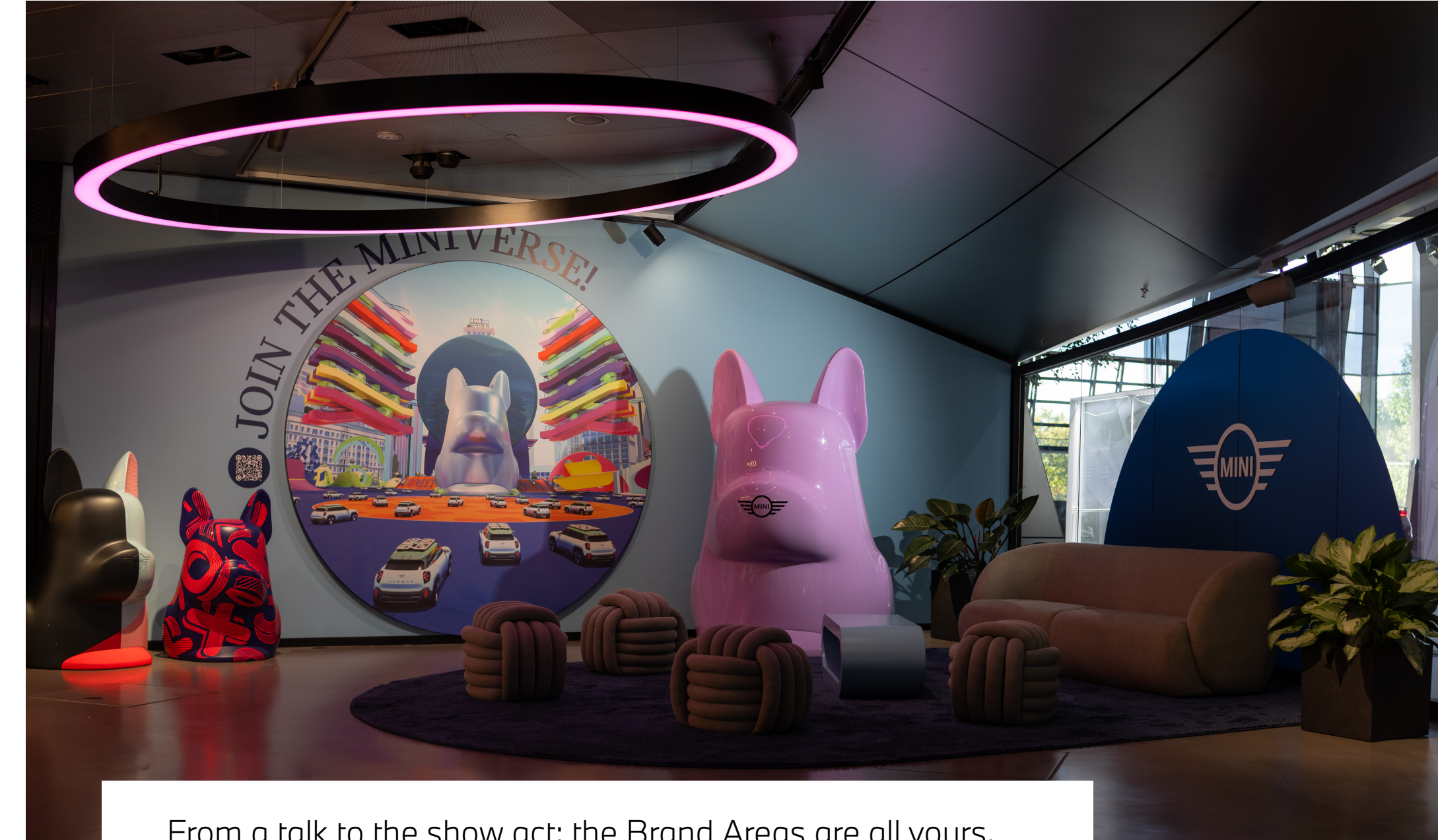


Exclusive insights into the Rolls-Royce brand.

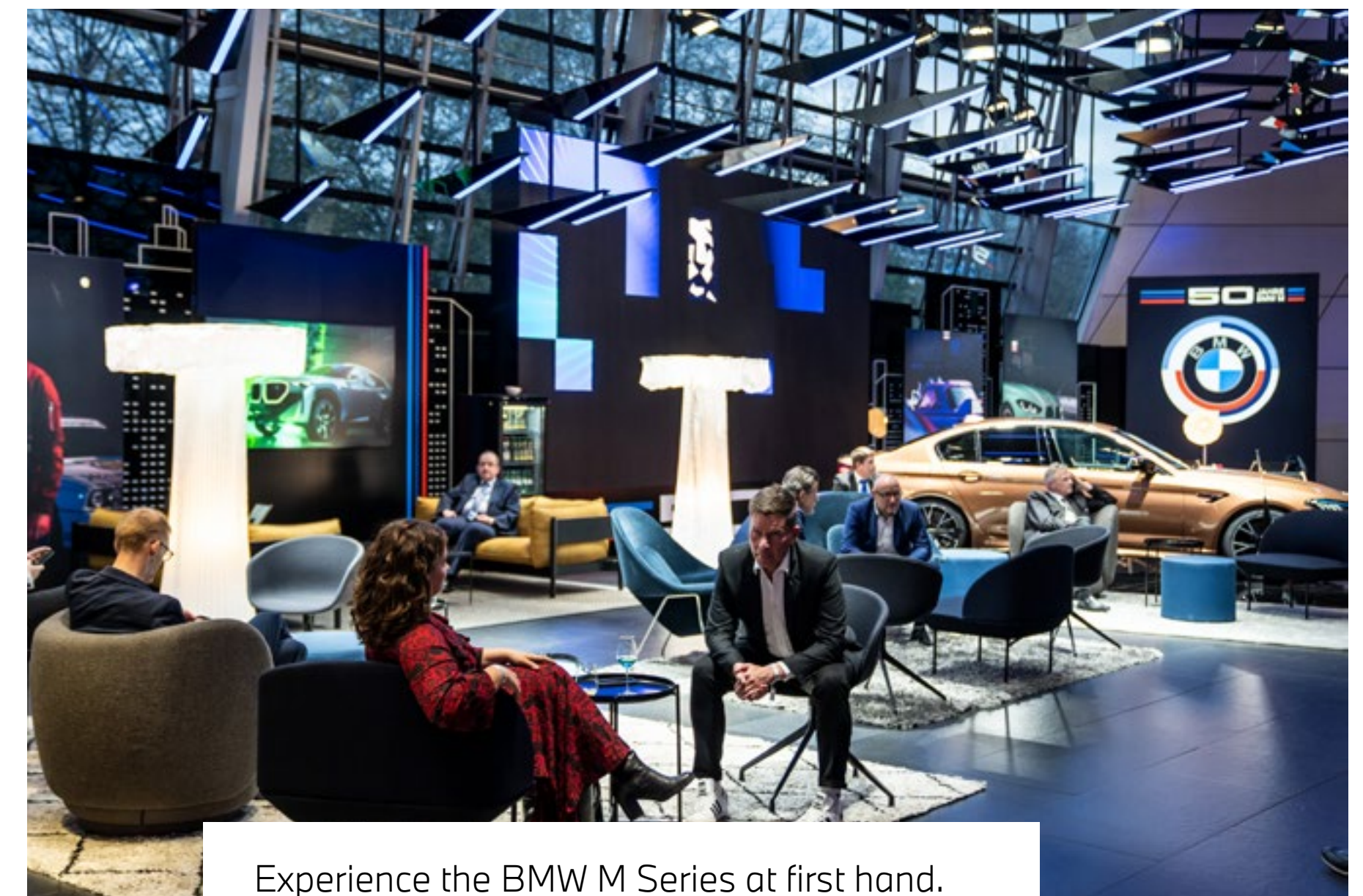
HIGHLIGHTS.

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](#)

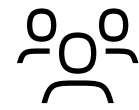


From a talk to the show act: the Brand Areas are all yours.



Experience the BMW M Series at first hand.

THE CAMPUS.



Max. 40
people



60 m² (East)
77 m² (West)



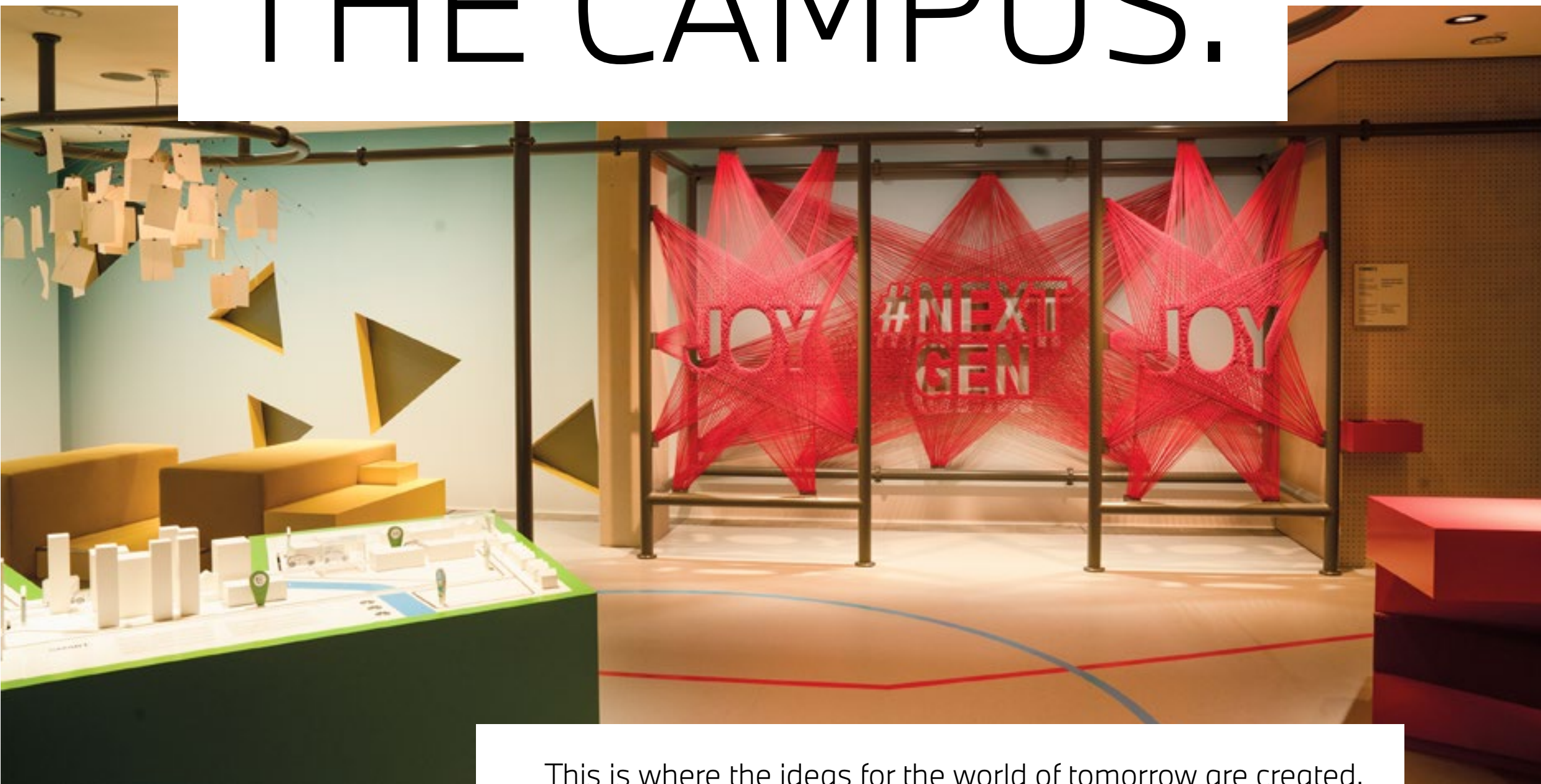
Total costs from
€3,000

ROOM FOR CREATIVITY.

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.



THE CAMPUS.



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



Space for creative workshops in small groups.

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.



The location for joint work on projects.

Equipment details

Contact us now

WORKSHOPS FOR ADULTS.



GROWING TOGETHER SUSTAINABLY.

This workshop is aimed at companies, authorities, offices, adult education centres, coaching seminars.

- Recommended age: 16+ years
- Minimum number of participants: 6 people
- Maximum number of participants: 20 people
- Duration: approx. 2 hours
- Groups only/no mixed slots
- Language: German/English
- Price: 95 EUR/person

Playful team building – with a challenge on the topic of 'circular economy'.

CATERING SERVICES.

Our partner for fine food and
gastronomy:

Käfer



Menu



Buffet | Live
cooking
station



Flying
cocktails



Finger
food

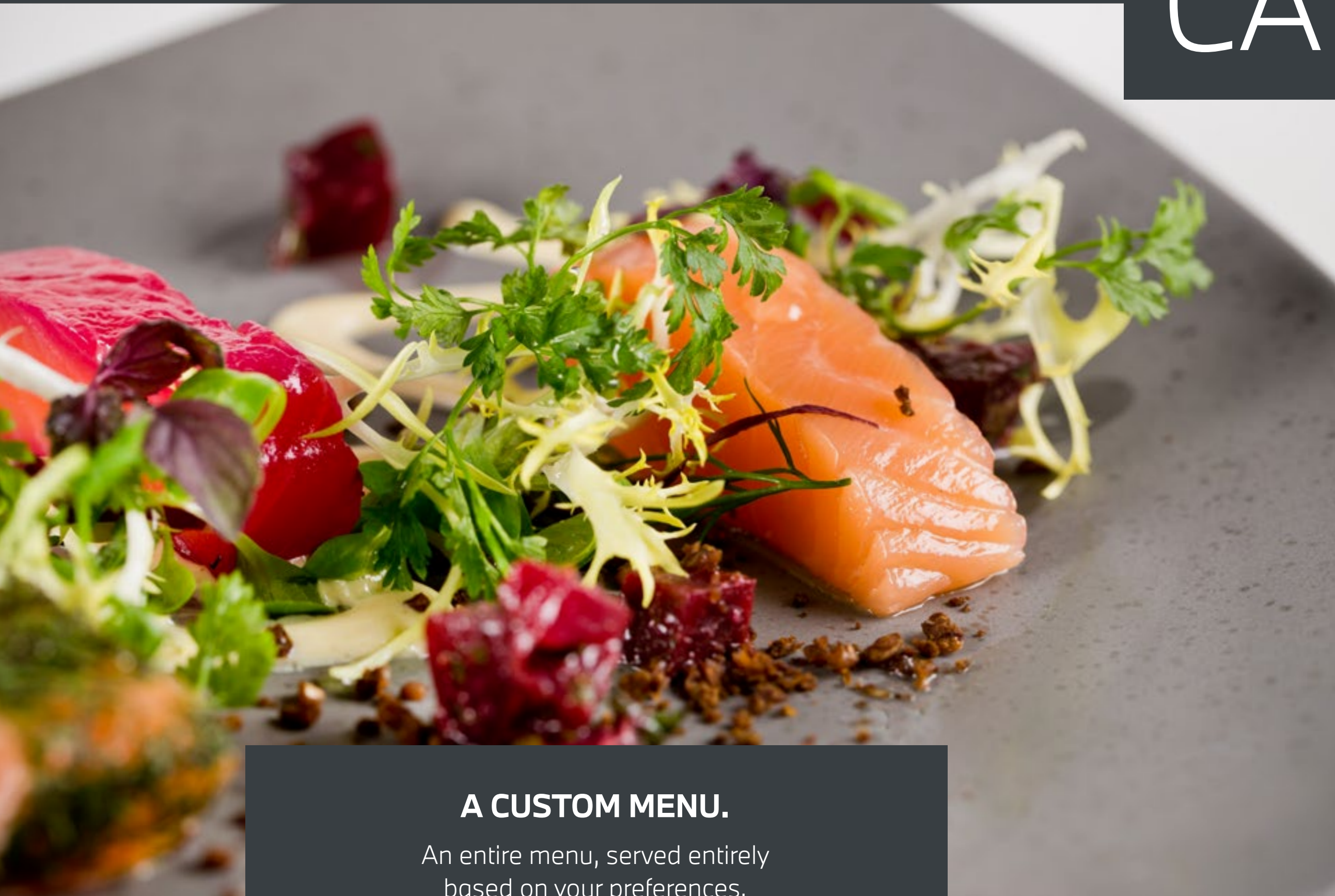


Coffee
break
snacks

DELICACIES TO SUIT EVERY TASTE.

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.

CATERING SERVICES.



A CUSTOM MENU.

An entire menu, served entirely based on your preferences.



Vegetarian and
Vegan



Fish



Meat



BUFFET | LIVE COOKING STATION.

Freshly and spectacularly prepared before your guests' eyes.



Vegetarian and
Vegan



Fish



Meat

CATERING SERVICES.

FLYING COCKTAILS.

A complete menu in snack format, for eating at a bar table.



**Vegetarian and
Vegan**



Fish



Meat

FINGER FOOD.

Small-format, delicious snacks.



**Vegetarian and
Vegan**



Fish



Meat

COFFEE BREAK SNACKS.

Nibbles for breaks at your event.



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

STREAMING SERVICES.

Our partner for
streaming technology.



Live
streaming



Interactive
tools



TV
quality



App /
platform

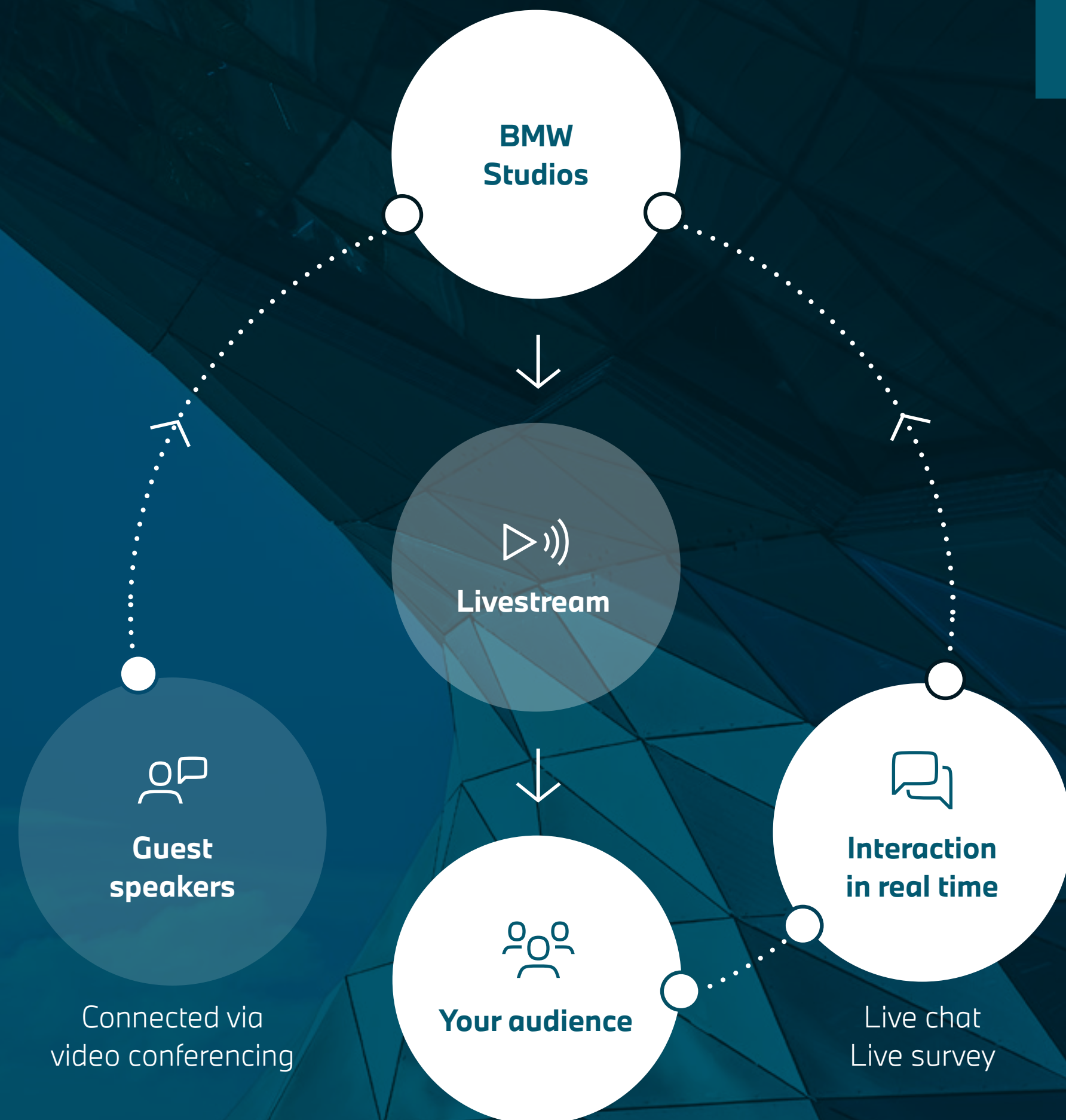


LED
wall

YOUR DIGITAL EVENT PLATFORM.

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!

Live streaming in TV quality





STREAMING PACKAGES.

Customisable LED wall.

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.

Can be booked for you without additional costs*



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.

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

* Additional costs are incurred for Instagram.

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.



Individual
tours



Exclusive
insights



Ride in an
Isetta



Inspiring talks

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.



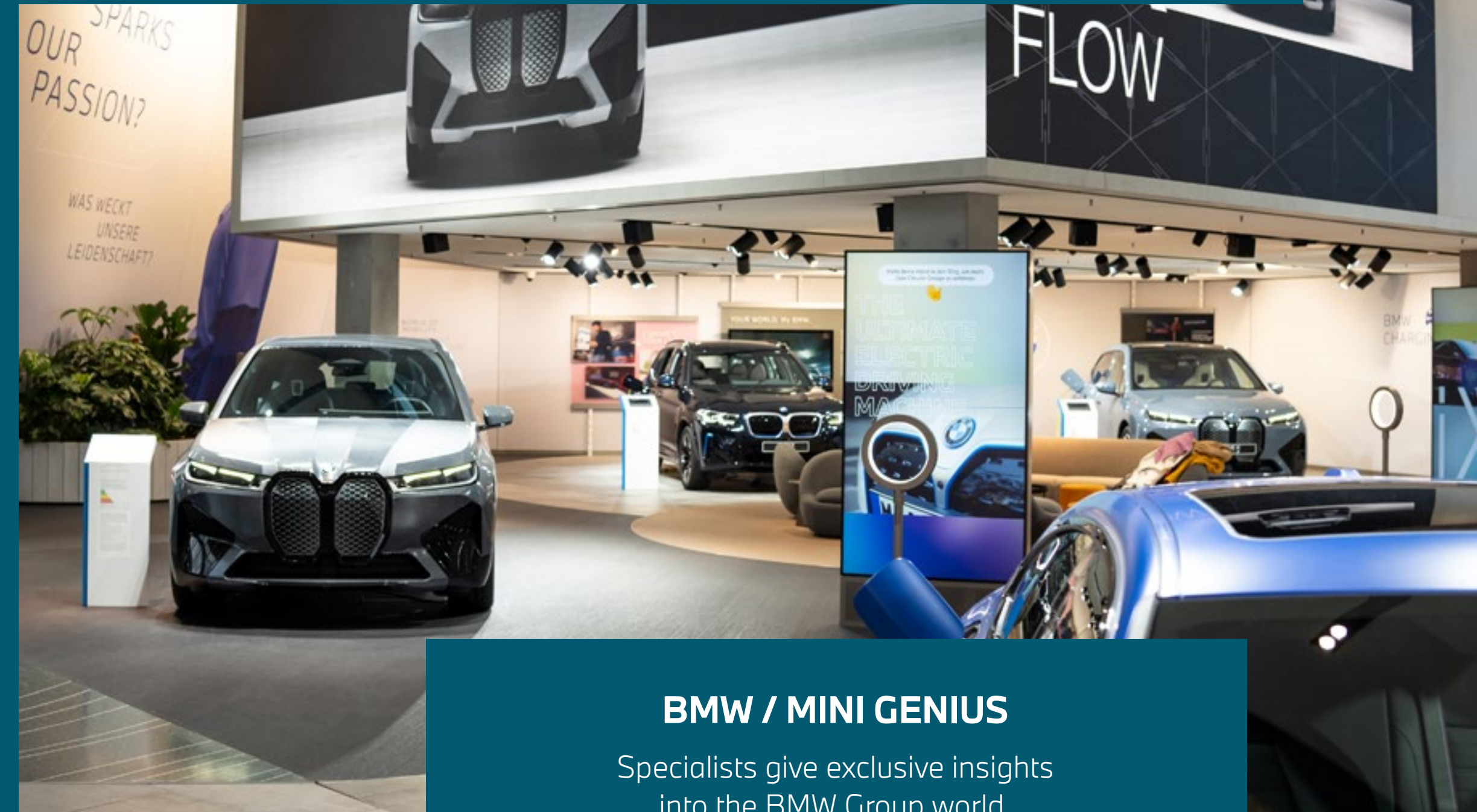
60 mins



Up to 20 people



€ 185 net



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

[Contact us now](#)



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

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

EQUIPMENT DETAILS.

COMPARE LOCATIONS.

OVERVIEW.

| |  | |  | |  | | |  | |  |  |  | |
|--------------------|---|-----------|---|-------------------|---|-------------|------------|---|------------|---|---|---|-------------|
| | AUDITORIUM. | | DOUBLE CONE. | | BUSINESS CENTER. | | | TERRACES. | | BUSINESS CLUB. | PREMIUM LOUNGE. | THE CAMPUS. | |
| | Hall | Foyer | Ground floor | Underground level | Room 1 | Room 2 | Foyer | Outside | Inside | | | East | West |
| Length / width | 19 x 42 m | 12 x 37 m | ø = 24 m | – | 13 x 12 m | 10 x 12,5 m | 29 x 6,5 m | 27 x 11 m | 31 x 6,5 m | 14,5 x 7,5 m | – | 5,4 x 10,8 m | 7,8 x 9,5 m |
| Room size | 945 m² | 450 m² | 430 m² | 370 m² | 160 m² | 120 m² | 195 m² | 300 m² | 200 m² | 100 m² | 536 m² | 60 m² | 77 m² |
| Rowed seating | 712 | – | 278 | – | 170 | 120 | – | – | – | – | – | 40 | 40 |
| Parliament seating | 362 | – | 120 | – | 78 | 60 | – | – | – | 25 | – | 20 | 20 |
| Gala seating | 380 | – | 140 | – | – | – | – | – | – | – | 90 | – | – |
| U-shaped seating | – | – | – | – | 36 | 30 | – | – | – | – | – | – | – |
| Standing places | 800 | 600 | 450 | 250 | – | – | 70 | 200 | 200 | – | – | – | – |
| Room height | 10,20 m | – | – | – | 4,75 m | 4,75 m | – | – | 8 m | 5,60 m | – | – | – |

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.

AUDITORIUM. HALL.

EQUIPMENT DETAILS.



Max. 800
people



945 m²



Total costs from
€40,000

| | |
|--------------------------------|--|
| 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 | <ul style="list-style-type: none">• 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 (Asterax AX5-10 / Asterax 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 | <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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.



Max. 800
people



945 m²



Total costs from
€40,000

| | |
|------------------------|--|
| Rigging | <ul style="list-style-type: none">• 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. <ul style="list-style-type: none">• 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. |

AUDITORIUM. HALL.

EQUIPMENT DETAILS.



Max. 800
people



945 m²



Total costs from
€40,000

SOUND ENGINEERING.

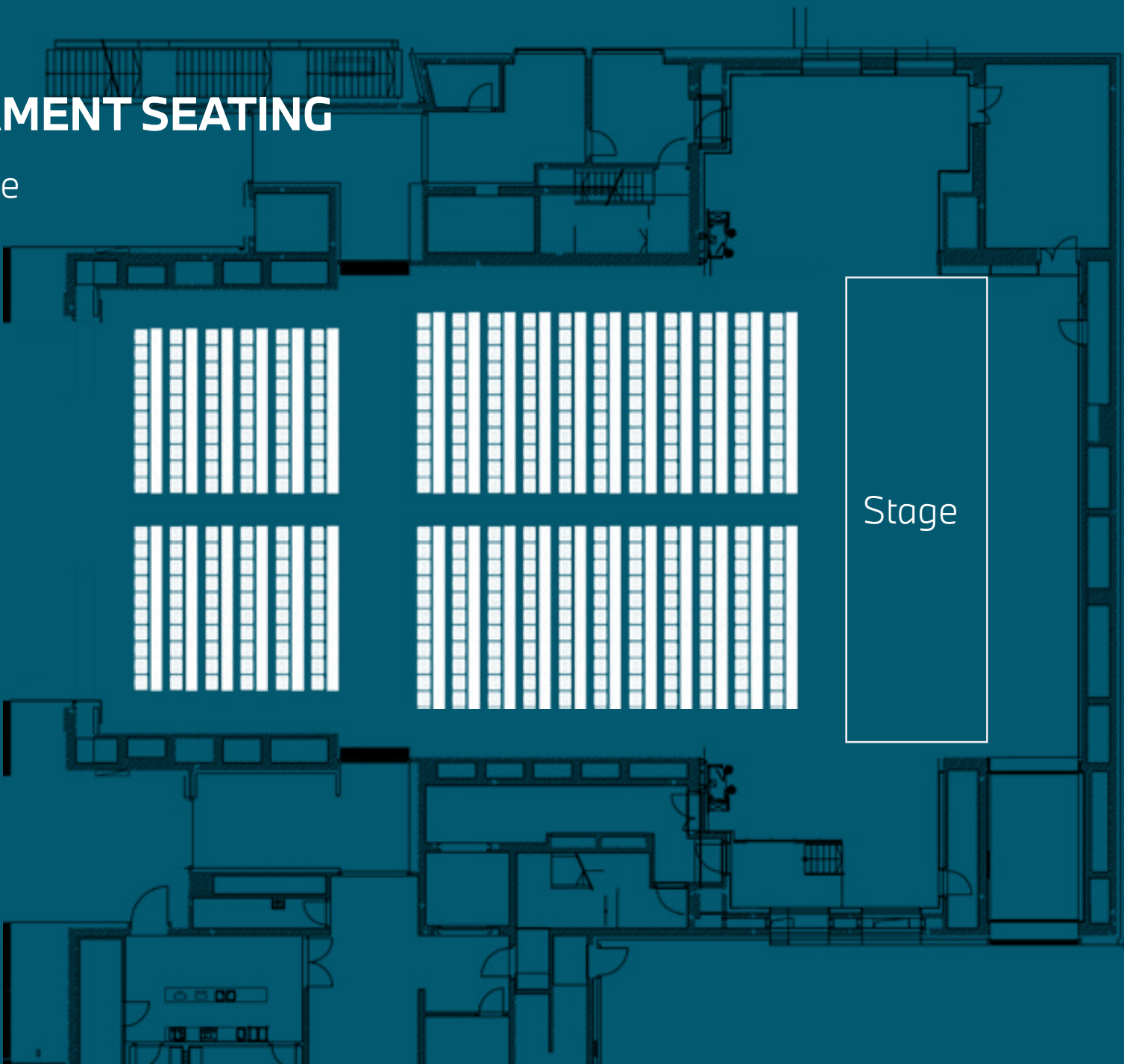
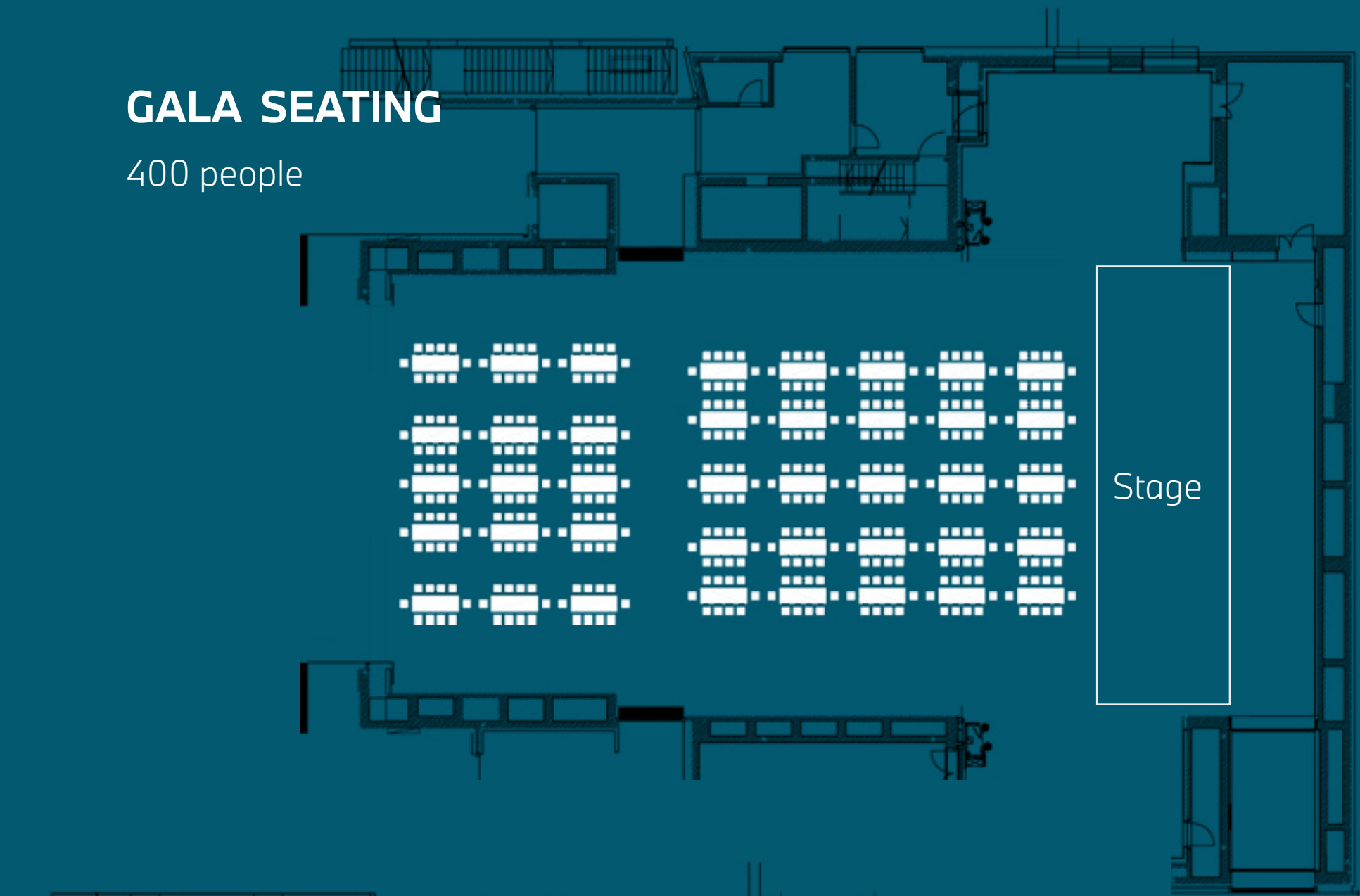
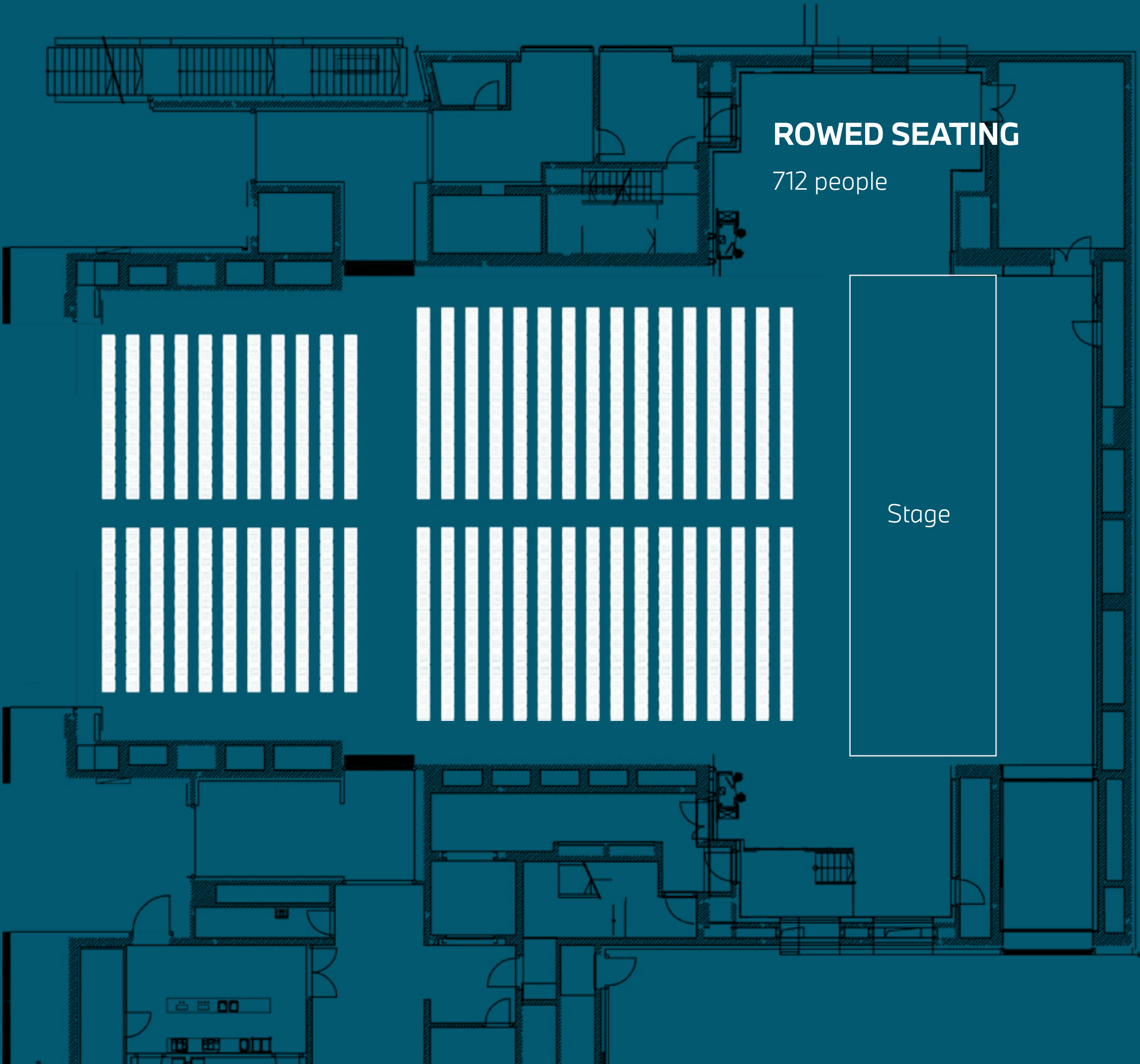
| | |
|----------------------------|--|
| Signal processing, control | <ul style="list-style-type: none">Yamaha Rivage PM10 foh Sound consoles and PM10S backup/monitorVarious digital Yamaha RIO and RPIO Stageboxes |
| Public address system | <ul style="list-style-type: none">L-Acoustics KARA 1 line array winged with SB18 bassesL-Acoustics 5XT nearfills permanently installed in the podium edgesVarious mobile speakers for monitoring or expansions (L-Acoustics, Meyer-sound, Lambda Labs) |
| Microphone system | <ul style="list-style-type: none">16 Shure Axient receivers for wireless, secure transfer8 Shure Axient digital manual transmitters with KSM9 capsule12 Shure Axient digital bodypacks with headsetVarious speaker's console microphone systems (Schoepps, Sennheiser, beyerdynamic)Various microphone systems for instruments, including wireless options |
| Network intercom | <ul style="list-style-type: none">Redundant TwinLAN and DANTE sound networkRiedel intercom (Artist 64 mainframe) at each control area, speaking stations that are freely positionable, and 10 mobile stations (Bolero) – can be expandediPadActive 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.

| | |
|-------------------------|---|
| Front projection | Christie Boxer 4k / 30,000 ANSI |
| Rear projection | Panasonic PT DZ 21000 ANSI |
| Side projection | <ul style="list-style-type: none">Centrally in the hall for logo or similar on the wall2 x Panasonic PT DZ 13000 ANSI |
| Canvas (climber screen) | <ul style="list-style-type: none">Front projection: 16 m x 10 mRear projection: 16 m x 10 m |
| Projection size | <ul style="list-style-type: none">14.5 m x 10 mBoth screens can be freely positioned in the room and can be moved/rolled in for staging during eventsThe image size depends on the position in the room |
| LED wall | <ul style="list-style-type: none">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.



AUDITORIUM. FOYER.

EQUIPMENT DETAILS.



Max. 700
people



450 m²



Total costs from
€30,000

| | |
|--------------------------------|---|
| 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 approximately 3.6 m. |
| Lighting | <ul style="list-style-type: none">Brightening by means of ceiling lightingSpotlights on ERCO tracksAtmospheric 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 | <ul style="list-style-type: none">Multiple 32 ACEEMultiple 16 A SchukoFor 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 | <ul style="list-style-type: none">Mobile construction possibleMonitors 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. |

DOUBLE CONE. GROUND FLOOR.

EQUIPMENT DETAILS.



Max. 700
people



430 m²



Total costs from
€30,000

| | |
|--------------------------------|--|
| Delivery | Via the ground floor at the south entrance |
| Lighting | <ul style="list-style-type: none">Over 50 permanently installed moving lights (Robe Spiider Wash, Robe Esprit Spot, JB A8) as well as conventional lighting for the stage and roomLight console: grandMA2 light including WDMX for wireless controlMobile decentral light; battery-powered LED also possible |
| Public address system | <ul style="list-style-type: none">L-Acoustics KIVA line array with SB 18 basses as well as Meyersound near-fillsYamaha QL5 sound console including digital Stagebox RIO 3224D |
| Microphone system | <ul style="list-style-type: none">8 permanently installed Shure ULXD2 transmission paths, with option of manual transmitter or bodypack/headsetSpeaker console microphone systemExpansion of the transmission paths as well as conventional microphone systems are possibleIntercom: fixed speaking station and wireless possible |
| Floor covering | <ul style="list-style-type: none">Raised floorDS hard-material screed |
| Load-bearing capacity of floor | 12.5 KN / m² |
| Interpreter technology | Mobile interpreter cabins are possible |
| Electrical connections | <ul style="list-style-type: none">2 x 63 A CEEVarious Schuko connections in floor tanks |
| Rigging points | None |

| | |
|------------------------|---|
| Screen | <ul style="list-style-type: none">LED video wall, 1.6 mmResolution 3,840 x 2,160 pixels (UHD)Ratio/format 1:1.78 / 16:9 |
| LED technology | <ul style="list-style-type: none">All-round LED staging with 2.5 mm LED screen5 x content availableContent 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. |

DOUBLE CONE. GROUND FLOOR. LAYOUT AND SEATING OPTIONS.

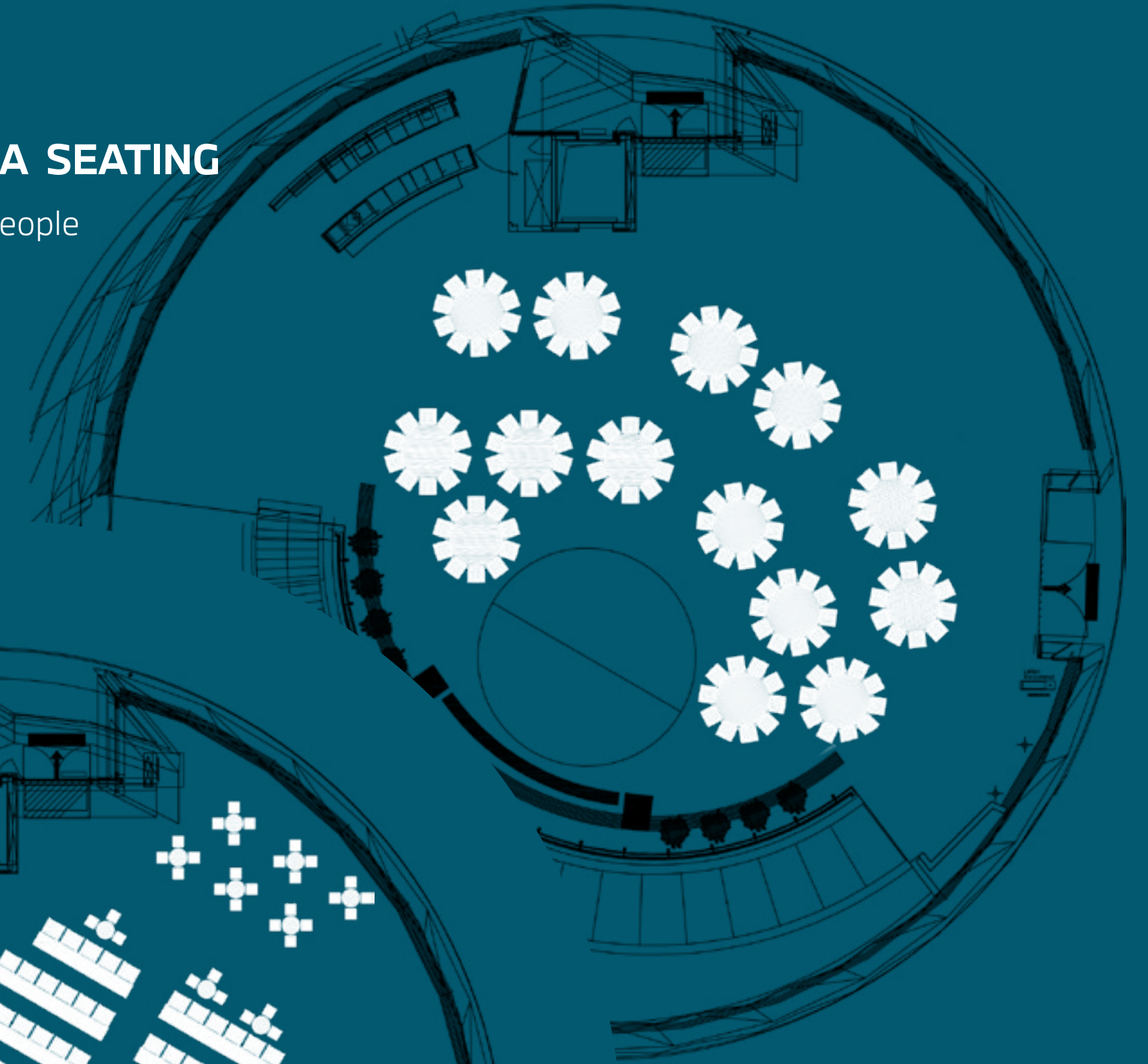
ROWED SEATING

278 people



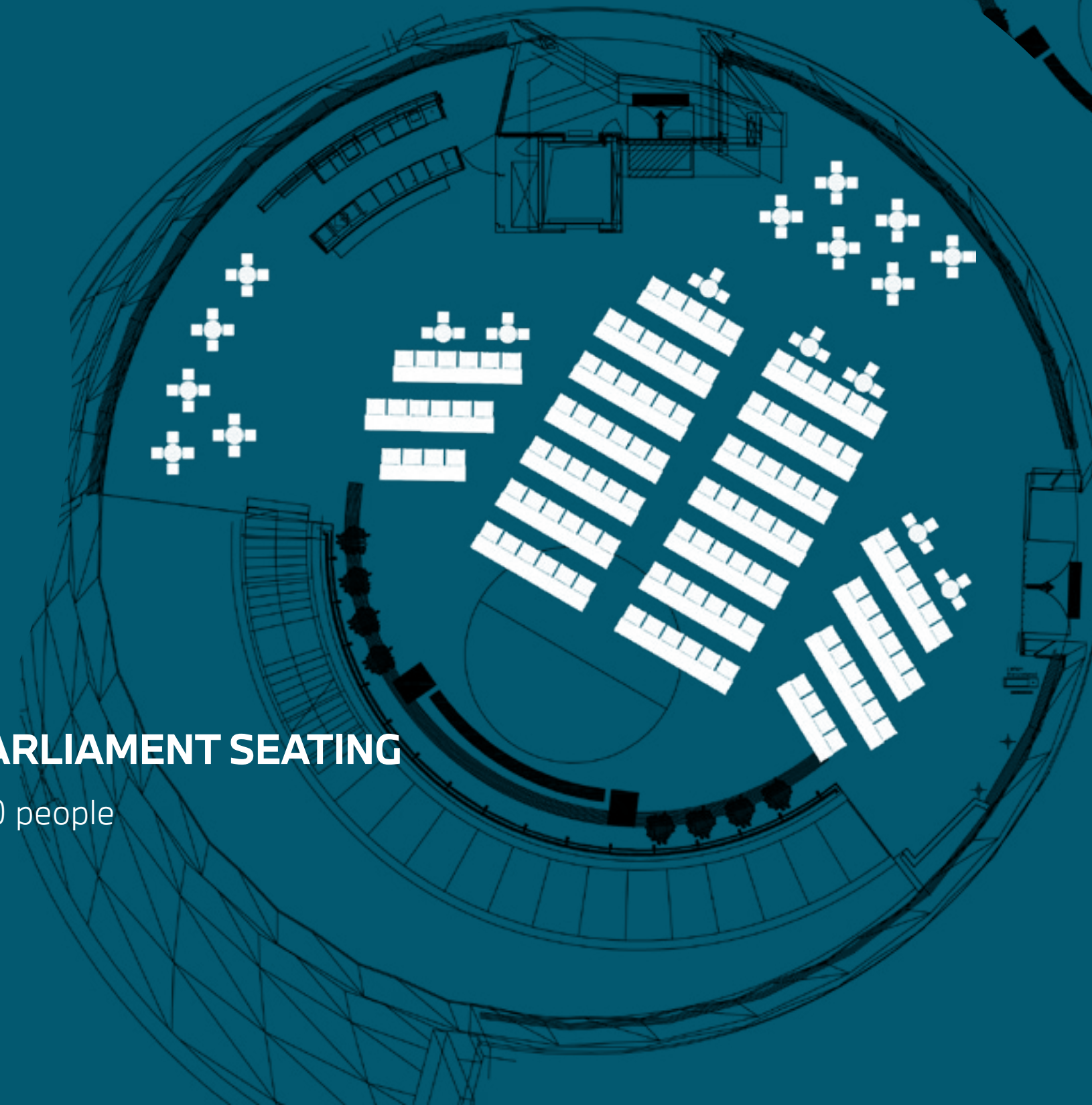
GALA SEATING

140 people



PARLIAMENT SEATING

120 people



DOUBLE CONE. UNDERGROUND LEVEL.

EQUIPMENT DETAILS.



Max. 700
people



370 m²



Total costs from
€30,000

| | |
|--------------------------------|--|
| Delivery | Via the ground floor at the south entrance |
| Lighting | <ul style="list-style-type: none">• 12 moving lights• Atmospheric light possible by means of mobile battery-powered LED spot-lights |
| 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 | <p>Video wall 1:</p> <ul style="list-style-type: none">• 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 <p>Video wall 2:</p> <ul style="list-style-type: none">• 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. |

BUSINESS CENTER. ROOM 1.

EQUIPMENT DETAILS.



Max. 170
people



160 m²



Total costs from
€3,200

| | |
|--------------------------------|---|
| Delivery | Via ground floor at east forecourt access |
| Lighting | <ul style="list-style-type: none">Multiple dimmable light moods on the wall tableauStage 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 | Additional microphones possible |
| Floor covering | Raised floor, carpet, anthracite |
| Load-bearing capacity of floor | 5 KN / m ² |
| 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 | <p>All figures for 16:9.</p> <p>Room 1 total:</p> <ul style="list-style-type: none">Size of screen 184 inch ~ 266 inchWidth 4.06 m ~ 5.89 mHeight 2.29 m ~ 3.31 m <p>Room 1, sub-rooms A + B:</p> <ul style="list-style-type: none">Size of screen 120 inch ~ 232 inchWidth 2.66 m ~ 5.14 mHeight 1.5 m ~ 2.89 m |
| Other | <ul style="list-style-type: none">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/shadowingOur conference service will support you on siteDigital 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

| | |
|--------------------------------|---|
| Delivery | Via ground floor at east forecourt access |
| Lighting | <ul style="list-style-type: none">Multiple dimmable light moods on the wall tableauStage 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 | <ul style="list-style-type: none">2 x radio handheld microphoneAdditional 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 | <p>Room 2A:</p> <ul style="list-style-type: none">Size of screen 146 inch ~ 188 inchWidth 3.23 m ~ 4.16 mHeight 1.82 m ~ 2.34 m <p>Room 2B:</p> <ul style="list-style-type: none">Size of screen 145 inch ~ 186 inchWidth 3.11 m ~ 4.01 mHeight 1.95 m ~ 2.5 m |
| Other | <ul style="list-style-type: none">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/shadowingOur conference service will support you on siteDigital 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. FOYER.

EQUIPMENT DETAILS.



Max. 70
people



195 m²



Total costs from
€3,200

| | |
|--------------------------------|---|
| Delivery | Via ground floor at east forecourt access |
| Lighting | Atmospheric light |
| Public address system | Mobile public address system possible |
| Floor covering | Oiled dark oak |
| Load-bearing capacity of floor | 5 KN / m² |
| Interpreter technology | Mobile interpreter cabins are possible |
| Electrical connections | Multiple 16 A Schuko |
| Wardrobe areas | Wardrobe area in cabinet |
| Rigging points | None |

| | |
|------------------------|---|
| Screen | None |
| Podium | Mobile construction possible |
| Projection | Here, we recommend additional monitors of up to 85" if needed |
| Projection size | Here, we recommend additional monitors of up to 85" if needed |
| Rigging | On stands |
| Sanitary facilities | Present |
| Partition walls | Possible on a mobile basis |
| Blackout | Without |
| Other | Central control unit for all technical systems integrated into the room for controlling media, sound and light technology, as well as glare shield/shadowing |
| Special considerations | <ul style="list-style-type: none">• Light-flooded foyer• Lounge atmosphere• Our conference service will support you on site |
| 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. |

OUTDOOR TERRACE.

EQUIPMENT DETAILS.



Max. 200
people



300 m²



Total costs from
€8,000

| | |
|--------------------------------|---|
| 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. |

INDOOR TERRACE.

EQUIPMENT DETAILS.



Max. 200
people



200 m²



Total costs from
€8,000

| | |
|--------------------------------|---|
| Delivery | Via ground floor at east forecourt access |
| Lighting | <ul style="list-style-type: none">• 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. |

BUSINESS CLUB.

EQUIPMENT DETAILS.



Max. 25
people



100 m²



Total costs from
€2,500

| | |
|--------------------------------|---|
| Delivery | Glass lift within the building |
| Lighting | Multiple dimmable light moods on the wall tableau |
| Public address system | Integrated sound technology for the public address system |
| Microphone system | Mobile public address system possible |
| Floor covering | Oiled dark oak |
| Load-bearing capacity of floor | Without |
| Interpreter technology | Mobile interpreter cabins are possible |
| Electrical connections | Multiple 16 A Schuko |
| Wardrobe areas | Wardrobe area in cabinet |
| Rigging points | None |
| Screen | LED wall, 1.6 mm |
| Conference system | Permanently installed multifunctional conference system for meetings including camera, tabletop microphone and speakers with space for up to 22 people (leather seats). |

| | |
|------------------------|---|
| Podium | None |
| Projection size | <ul style="list-style-type: none">1.6 mm3.2 m x 1.8 m (5.76 m²) |
| Rigging | Without |
| Sanitary facilities | Present |
| Partition walls | Without |
| Blackout | Present |
| Other | Lounge corner for up to around 6 people also integrated into the room |
| Special considerations | <ul style="list-style-type: none">Hide-away room characterA view of the inside of BMW Welt and premieresCutting-edge conference technology |
| 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. |

PREMIUM LOUNGE.

EQUIPMENT DETAILS.



Max. 90
people



536 m²



Total costs from
€8,000

| | |
|--------------------------------|--|
| 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 |

| | |
|------------------------|---|
| Screens | Here, we recommend additional monitors of up to 86" if needed |
| Podium | Mobile construction possible |
| Projection size | 65" screen, permanently installed, x1 |
| Rigging | Without |
| Sanitary facilities | Present |
| Partition walls | Possible on a mobile basis |
| Blackout | Without |
| Other | Children's playroom |
| Special considerations | Direct catering provision |
| 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. |

THE CAMPUS.

EQUIPMENT DETAILS.



Max. 40
people



60 m² (East)
77 m² (West)



Total costs from
€3,000

| | |
|--------------------------------|--|
| Delivery | Via the ground floor at south entrance |
| Lighting | Dimmable by area |
| Public address system | Some of the displays have speakers or ceiling-mounted speakers or headphones |
| Microphone system | Mobile sound system possible |
| Floor covering | Linoleum, not suitable for heavy loads/pallet trucks |
| Load-bearing capacity of floor | 400 kg / m ² |
| Interpreter technology | Mobile interpreter cabins are possible |
| Electrical connections | Multiple 16 A Schuko, no heavy current |
| Wardrobe areas | Mobile clothes stands |
| Rigging points | None |
| Displays | One 75" display in workshop 1, and another in workshop 2 |
| Podium | Mobile construction possible |

| | |
|---------------------|---|
| Projection | In the entrance area on special glass walls, special format |
| Projection size | Image specially mapped and trimmed |
| Rigging | On stands |
| Sanitary facilities | Present |
| Partition walls | None |
| Blackout | None |
| Other | There are various (touch) displays on which content can be shown individually |
| 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. |

YOUR EVENT LOCATIONS AT BMW WELT.



WE LOOK FORWARD TO HEARING FROM YOU.

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