

EXCEL LONDON

An ADNEC Group Company

ExCeL London has staged more than 2,800 events since 2000. More than five million people from 200 countries worldwide have visited, experiencing everything from sporting events, gala dinners and religious festivals to award ceremonies, conferences and exhibitions. ExCeL London is home to some of the UK's leading exhibitions, including World Travel Market, Grand Designs Live and, as well as events for blue-chip corporate clients, government organisations and associations.

Market

ExCeL London is one of the UK's premier venues for exhibitions, events and conferences, a market currently worth £20 billion.

The venue operates across the sector, and markets itself as able to handle almost any event imaginable. Its two large halls, totalling 65,000 sq m, can be divided up or used in their entirety. ExCeL London also offers an additional 25,000 sq m of meeting space and is set in a 100-acre waterside campus, including more than 30 bars and restaurants, five onsite hotels and a host of additional services.

ExCeL London has built a client list which includes BP, Tesco, Barclays, Toyota, Microsoft®, NHS, AstraZeneca, BMW Mini and Coca-Cola. It has also announced some major wins including the European League against Rheumatism Annual Congress (12,000 delegates), the European Society of Cataract & Refractive Surgeons (6,000 delegates) and the European Federation of Orthopaedics & Traumatology (8,000 delegates).

Product

ExCeL London is a £300 million international venue located on a 100-acre, waterside campus in Royal Victoria Dock. It is the largest and most versatile venue in London, boasting 90,000 sq m of available multipurpose space, compared to the 65,000 sq m offered by its nearest competitor.

The Platinum Conference Suite can stage conferences and dinners for between 400-1,100 delegates, whilst an additional 45 meeting rooms – many with dockside



views – can cater for between 20-200 delegates. There are five onsite hotels, providing 1,400 bedrooms, ranging from budget to four star, 4,000 car parking spaces and three on-site DLR stations – linking to the Jubilee line. London City Airport, which is five minutes away from ExCeL London, offers over 350 flights a day, from more than 29 European destinations and a business flight to New York.

Achievements

ExCeL London has received many industry accolades over the years, and in 2009 was awarded Best Venue Support and the Green Award at the Exhibition News Awards, as well as Best Venue at the aeo awards. It was also awarded Business Tourism Venue of the Year and Best Corporate Event for the G20 Summit at the Visit London Awards in 2009.

The venue has the additional accolade of being at the forefront of London's Thames Gateway

regeneration, and will play host to seven events and five Paralympic events during the 2012 Olympic Games.

On 2nd April 2009 The London Summit was hosted at ExCeL London, with the aim of restoring stability and stimulating economic growth across the globe by world leaders including the G20. This historic event, which saw unprecedented publicity on a global scale, required a world class venue that could meet its stringent demands on high security, flexibility and adaptability of event space, together with a quality assured service at all levels.

ExCeL's green credentials have come to the forefront in the last few years. Developments include a Materials Recycling Facility (MRF) onsite and colour coded bins for all events. The MRF is able to recycle paper, cardboard, plastic, wood and glass. The venue also has the UK's largest and only commercial wormery,

Food waste is collected from the kitchens and preparation areas and delivered to the wormery, where all types of food waste is naturally recycled into productive, nutrient rich soil. In the last year ExCeL has reduced its gas consumption by 64 per cent and electricity by 17 per cent. This has led to a 33 per cent reduction in CO2 emissions. The wormery and other initiatives have led to ExCeL recycling 80 per cent of its waste on and offsite. ExCeL was ranked 44th in The Sunday Times Top 60 Green Companies in 2009. Furthermore, the Government body which gives venues energy performance operating ratings, awarded ExCeL with a 'C' category, showing that it was rated as 34 per cent more energy efficient than any other venue of a similar type.

Recent Developments

In October 2009, ExCeL launched ICC London ExCeL, the official identity of the venue's £165 million Phase 2 investment by owners ADNEC



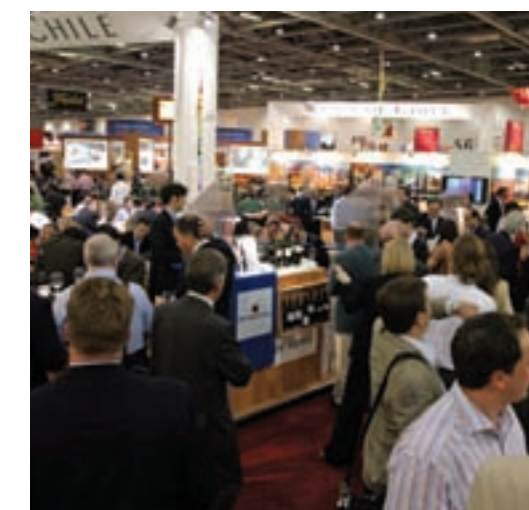
(Abu Dhabi National Exhibitions Company), with endorsement from Visit London, the GLA and Mayor of London, Boris Johnson. The launch coincided with a new commitment from the city to attract more large scale conferences and events with ICC London ExCeL representing the first purpose built large scale convention venue in London. ICC London ExCeL is set to open in May 2010, on time and on budget.

This represents a new era for business tourism in London with the establishment of a Business Tourism Working Group in the capital also with the full support and backing of the Mayor of London.

The ICC London will provide a greater sense of arrival at the east end of the venue, an increase in total event space from 65,000 sq m to just under 100,000 sq m. This will include a 5,000-seat semi-permanent auditorium, extra conference and meeting rooms, mezzanine



casual dining, production kitchens and additional underground parking. There are also plans for a 252 bedroom four star hotel to be built and completed by January 2012, as well as possible plans for a leisure and entertainment district. This would make full



use of the waterside location and could include a further hotel as well as bars, restaurants and a music club.

Promotion

The marketing team targets two distinct audiences – the exhibitions industry and the conference and events market.

UK exhibition organisers are targeted via a variety of communication channels, including e-bulletins, sales literature, PR and the ExCeL London website. The venue also undertakes as much face-to-face marketing as possible, through organiser forums, corporate hospitality and strategy days with key organisers.

Unique to the exhibitions campaign is an award-winning marketing and PR support package, tailored for trade and consumer show organisers. Benefits comprise inclusion in 'what's on' materials, local PR, support

with exhibitor days and familiarisation trips as well as contra-deals with local organisations, London and UK wide partners and media partners.

The conference and events marketing campaign targets both UK and international event planners and is very much focused on promoting the venue in the context of London, a key city in Europe. To this end, much of the international activity is executed in conjunction with Visit London where the destination and the venue are jointly promoted.

ExCeL London also exhibits at international shows and is involved with key industry bodies, hospitality events, speaking at industry seminar programmes and organising UK, European and US road shows, as well as press and client familiarisation trips.

Brand Values

ExCeL London is more than an events venue. It's an organisation that promises its clients and staff 'space to perform'. This promise is underpinned by a commitment amongst staff to deliver the ultimate environment in which events can flourish; a blank canvas providing creative inspiration and flexibility; a meticulous approach to every aspect of a project; a caring attitude to the environment and to its neighbourhood.

excel-london.co.uk

Things you didn't know about ExCeL London

ExCeL London is a 2012 Olympic Games venue and will be hosting: boxing, wrestling, judo, tae-kwon-do, weight lifting, fencing and table tennis, as well as five Paralympic sports.

ExCeL London hosted The London Summit 2009; Stability, Growth and Jobs, with 20 Heads of State including Barack Obama.

ExCeL London's economic impact on London in 2008 was more than £750 million and this is expected to rise to £1.6 billion in 2011 once Phase 2 is completed.

1855	1950s	Mid 1960s	1981	1988	1990
The Royal Victoria Dock site, on which ExCeL London now sits, is opened by Prince Albert as a working dock.	Traffic through the Royal Dock reaches its peak.	Containerisation and other technological changes, together with a switch in Britain's trade following EEC membership, leads to the Royal Dock's rapid decline.	The dock finally closes.	Architect Ray Moxley is approached by the Association of Exhibition Organisers (aeo) to locate and design a new exhibition and conference centre within the M25.	A turning point is reached when the 100-acre Royal Victoria Dock site is found.

1994	2000	2008	2009
The London Docklands Development Corporation launches an international competition to appoint a preferred developer, which is won by the ExCeL London team.	ExCeL London opens in November, as one of Europe's largest regeneration projects.	ExCeL London announces it will build Phase 2 to expand its event space by 50 per cent and include a Convention Centre for London with a 5,000 seater auditorium.	The Mayor of London, Boris Johnson and Visit London endorse and launch ExCeL's Phase 2 expansion as London's first International Convention Centre (ICC).