



arena

COCA-COLA ARENA

VENUE AND PROMOTER

INFORMATION PACK 2024



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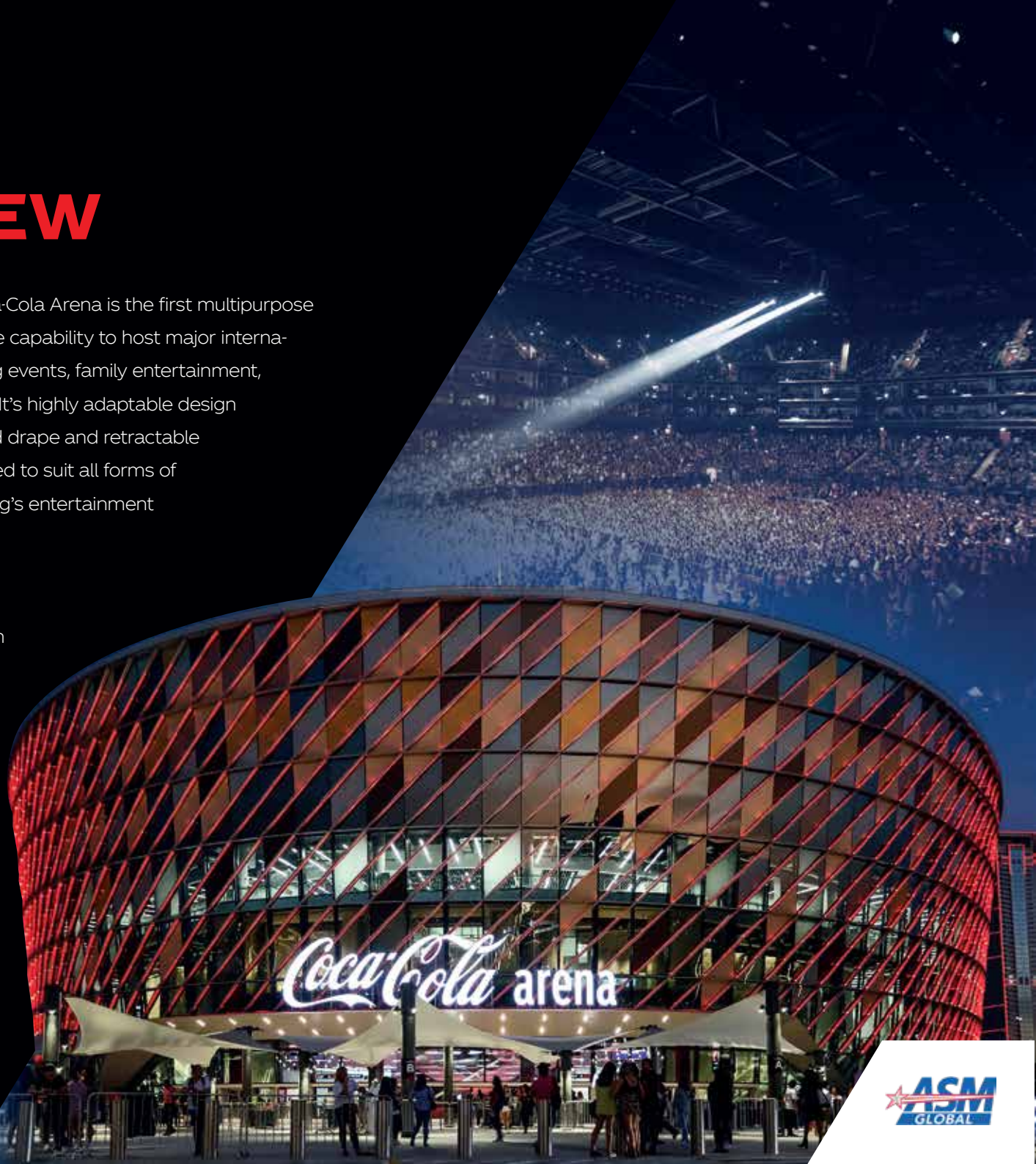
OVERVIEW

With a capacity of 17,000, Dubai's Coca-Cola Arena is the first multipurpose indoor arena in the Middle East. It has the capability to host major international touring artists, a full range of sporting events, family entertainment, comedy shows, exhibitions and gala dinners. It's highly adaptable design includes a rolling modular stage and automated drape and retractable seating systems that enable the venue to be scaled to suit all forms of events. Coca-Cola Arena is an asset of Dubai Holding's entertainment portfolio and is proudly operated by ASM Global

Coca-Cola Arena is a VenueShield protected venue.

VenueShield is a new environmental hygiene protocol which implements a comprehensive, best-in-class program deployed across ASM Global's network of arenas, stadia, theatres and convention centres and provides the very highest levels of cleanliness and safety using advanced hygienic safeguards.

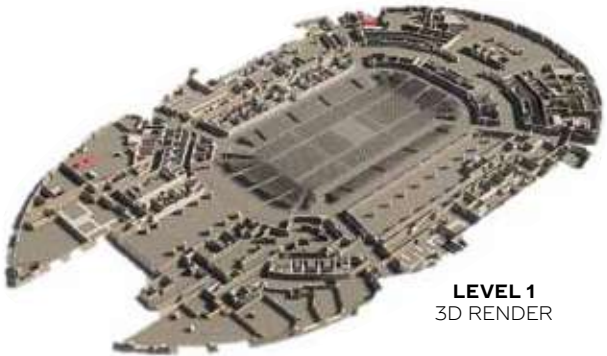
More information about VenueShield at Coca-Cola Arena can be provided at the time of booking.



OVERVIEW

GROUND LEVEL

Access to F&B. arena bowl floor and all public access doors.



LEVEL 1
3D RENDER

LEVEL 1

Access to F&B area as well as level 1 seating.



LEVEL 1
MAP



LEVEL 1
3D RENDER

OVERVIEW

LEVEL 2
Access to suites, VIP Lounge and Dine and View.



LEVEL 2
MAP



LEVEL 2
3D RENDER

LEVEL 3
Access to suites, VIP Lounge and Dine and View.



LEVEL 3
MAP

OVERVIEW

LEVEL 4

Access to F&B area as well as level 4 seating.

Level 4 has a festoon system that can be used to hide this level (when not in use) from the rest of the arena bowl.



LEVEL 4
MAP



LEVEL 4
3D RENDER

LEVEL 5

Access to rigging grid and assets BOH.



LEVEL 5
3D RENDER

KEY CONTACT INFORMATION

| POSITION | NAME | EXTENSION | MOBILE | EMAIL |
|---------------------------------|--------------------|-----------|--------------------|---------------------------------|
| General Manager | Mark Jan Kar | | | jkasimoglu@coca-cola-arena.com |
| Director of Services | Ian Hardcastle | Ext 5013 | +971 50 830 7434 | ihardcastle@coca-cola-arena.com |
| Technical & Production Director | Malcolm Giles | Ext 5011 | +971 50 253 2143 | mgiles@coca-cola-arena.com |
| Head of Business Development | Rhyn McCutcheon | Ext 3024 | +971 50 231 9556 | rmccutcheon@coca-cola-arena.com |
| Content/Programming | Lawrence Harradine | | +971 55 821 7373 | lharradine@coca-cola-arena.com |
| Media | | | | mediahub@coca-cola-arena.com |
| 24/7 Security | | | +971 (0) 4 2153320 | security@coca-cola-arena.com |

Coca-Cola Arena

City Walk, Dubai
 Al Albaany Street
 PO Box: 334473
 +971 (0) 4 215 3000
 Info@coca-cola-arena.com

VENUE POLICY

AGE RESTRICTION

Children under 14 are not permitted in the standing floor area for standing shows, a seated ticket must be purchased and they must be accompanied by an adult aged 21 or over; all parties must have a valid ticket (regardless of age). Specific event age restrictions may apply.

BAG POLICY

Coca-Cola Arena has a strict policy regarding the size and type of bags that can be brought into the venue. Further information on this policy can be found on the official website. All bags will be searched on entry.

RE-ENTRY

The re-entry policy is on an event by event basis and can be tailored based on the promoters requirements, subject to approval from Coca-Cola Arena.

CAMERAS AND RECORDING DEVICES

Coca-Cola Arena will support any policy deemed by the promoter, regarding personal cameras and recording (compliant with applicable law). Professional cameras, video or audio recording devices and selfie sticks are strictly prohibited. The venue will not take responsibility for any personal devices that are not allowed into the arena.

TICKETING & BOX OFFICE

Coca-Cola Arena offers full box office services through an in house ticketing platform which must be used for all publicly ticketed events. This ticketing system supports direct purchase as well as sale via several ticketing partners, including:

Book My Show
Platinum List

Re-sale of tickets for any Coca-Cola Arena event is strictly prohibited and illegal.

SMOKING

Coca-Cola Arena is a smoke-free venue. Designated outdoor smoking areas can be created on an event by event basis.

ACCESSIBLE SEATING

Coca-Cola Arena has designated seats held within the Arena for wheelchair users and their companions. Accessible bay bookings can be made available via the Coca-Cola Arena box office or via the accessible hotline - 800 22 33 88. Disabled badge holders can park in car park P4, free of charge upon presentation of a valid disabled badge.

FOOD & BEVERAGE

Coca-Cola Arena food and beverage concessions are operated and controlled by the in-house F&B partner with the ability to cater for any event size or type. Arrangements for serving F&B must be agreed directly with the venue F&B Manager.

ALCOHOL

Coca-Cola Arena is a licensed venue and our in-house team can arrange for alcohol to be sold or provided as part of any event. You must be over 21 to consume alcohol in the UAE.

MERCHANDISE

Concession points can be made available on each of the arena level concourses. Merchandise revenue share can be discussed with the events team. Sale is prohibited without prior approval.

INSURANCE

The following insurance policies are required from the promoter:

- A Public Liability Policy covering all the promoters activities, patrons, any photographers/camera operators hired for the Event at the Arena, for no less The policy shall provide cover as per the venue hire agreement(VHA), in the aggregate for products liability and unlimited in the aggregate for public liability.
- All relevant workers' compensation insurance for its own staff.
- Motor vehicle third party insurance covering legal liability for motor vehicles used in connection with the Event as per the VHA and any other compulsory insurance as required by applicable law within the United Arab Emirates.

Also, event cancellation policy insurance is advisable though not required.

VENUE POLICY

COMMERCIAL

The venue has a number of exclusive category lock outs which means unless pre-approved by the venue, you cannot have competing brands sponsor your event.

Brands and categories exclusive to the venue include;

- Coca-Cola: Soft Beverages Category (inclusive of carbonated, energy drinks, water, tea & coffee).
- Dubai Holdings / Dubai Properties: Real Estate and Business Services Category.
- RAKBANK: UAE Retail Bank Category.
- Marriott: Lodging & Lodging Rewards Programmes Category.
- Visa: Payment Category.
- Book My Show: Ticketing Category.
- Rivoli: Timekeeper Category.

Sponsorship from any of the above brands for your event is highly unlikely. Should you wish to submit a formal sponsorship proposal, this can be done by via the arena commercial team only and not direct to the brand, unless stated otherwise.

Below are a few examples of categories we suggest you seek commercial support from;

- Airlines, Telecommunication, Electronics, Automotive, E-Commerce, Apparel / Fashion.

Please note – The venue has a vast network of relationships with brands and would be happy to assist with event sponsorship but no introductions will take place until such time as a VHA is signed.

In Association with Coca-Cola Opportunity

As the naming rights partner of the venue, the Coca-Cola Company across its brand of beverages has the opportunity to explore an in association with status / title with your event.

As part of this ‘in association with Coca-Cola’ the brand will support and elevate your event through their own marketing and promotional campaigns, including having the event artwork produced on cans, packaging and or in-store activations at no cost to the promoter. Should your event be selected, further details and deliverables will be discussed well in advance of signing the VHA.

Please note – this will be exclusively managed by the arena management team on behalf of both parties.

Event-Day Opportunities

On your event day, you will be granted up to a maximum of 4 activations spaces. Sizes, locations (indoor & outdoor) will be mutually agreed in advance. You will also have access to a maximum of 20% share of voice (720 seconds per hour) of the LED screens and TVs within the venue. Arenamation ribbons within the bowl are exclusive for the promoter 30mins before the support act begins up until 5mins after the last song. Specifications, timings and content restrictions will be shared upon signing of the VHA.

MARKETING

The Coca-Cola Arena core marketing responsibility is to promote the venue inclusive of all content. We are not in a position to run your event specific marketing campaigns, however we will provide support across our digital channels.

In addition, thanks to our partnership with ARN (Arabian Radio Network), you may be entitled to complimentary air-time, competitions and RJ mentions in exchange for additional tickets or prizes for your event. Certain terms and conditions apply, and a separate marketing meeting is suggested before a venue hire agreement is finalized to help you best understand and prepare.

In order to fully support your event across our digital and social channels, we will require the layered artwork for your event at least 48 hours before the event is announced. This will allow us to create an event specific page on our website and give the event visibility on our homepage and across our social media channels.

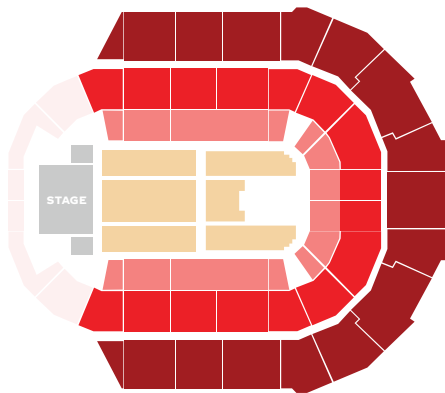
Pre-Event

Each event will be promoted through a calendar of events across arena channels such as social, website, EDMs and LED screens within the arena. This will be exclusively managed by the arena and promoters will supply artwork as per specifications in advance. This will be exclusively managed by the arena and promoters will supply the artwork in advance, as per the arena specifications.

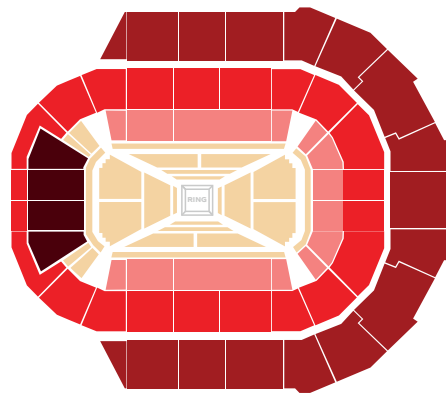
VENUE LAYOUT

COCA-COLA ARENA SEATING MODE DETAILS

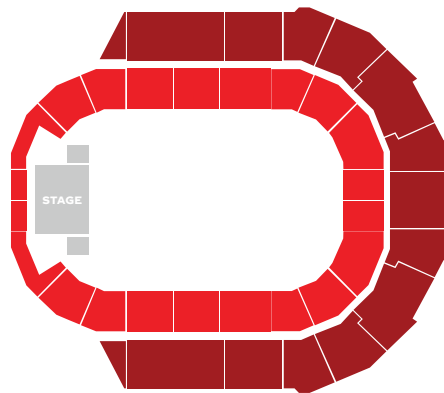
| SEATED MODES | FLOOR | RETRACTS | LEVEL 01 | LEVEL 4 | REAR GRANDSTAND | TOTAL CAPACITY | FLOOR SQM |
|------------------------------------|-------|----------|----------|---------|-----------------|----------------|-----------|
| FULL SEATED END STAGE | 2,202 | 2,215 | 3,528 | 5,104 | - | 13,049 | 1,800 |
| FULL SEATED SPORTS MODE BOXING | 2,102 | 2,349 | 4,370 | 5,104 | 926 | 14,851 | 1,650 |
| END STAGE NO RETRACT & FLOOR SEATS | - | - | 3,528 | 5,104 | - | 8,632 | 3,870 |
| HALF MODE SEATED | 1,034 | 1,211 | 2,146 | 3,536 | - | 7,927 | 1,000 |



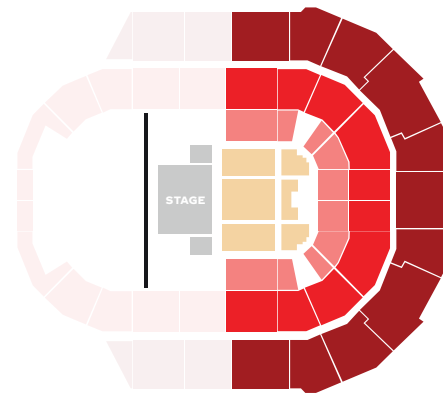
FULL SEATED END STAGE



**FULL SEATED
SPORTS MODE BOXING**



**END STAGE
NO RETRACT & FLOOR SEATS**

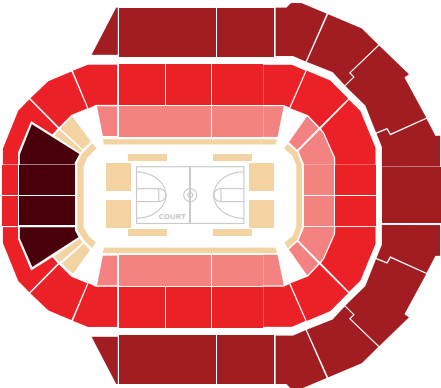


HALF MODE SEATED

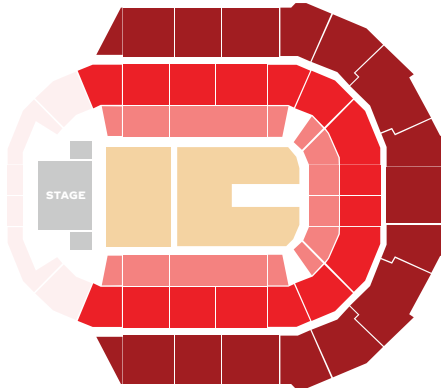
VENUE LAYOUT

COCA-COLA ARENA SEATING MODE DETAILS

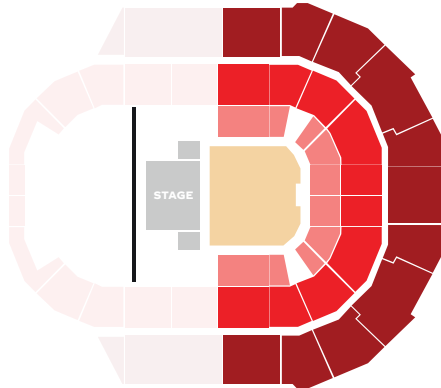
| SEATED MODES | FLOOR | RETRACTS | LEVEL 01 | LEVEL 4 | REAR GRANDSTAND | TOTAL CAPACITY | FLOOR SQM |
|------------------------------------|-------|----------|----------|---------|-----------------|----------------|-----------|
| FULL SEATED SPORTS MODE BASKETBALL | 816 | 2,349 | 4,370 | 5,104 | 926 | 13,565 | 1,650 |
| END STAGE STANDING GYMNASTIC MODE | 5,000 | 1,271 | 3,528 | 5,104 | - | 14,903 | 2,000 |
| HALF MODE STANDING | 2,500 | 659 | 2,146 | 3,536 | - | 8,841 | 1,000 |
| INTIMATE MODE SEATED | 316 | 589 | 1,240 | - | - | 2,145 | 500 |



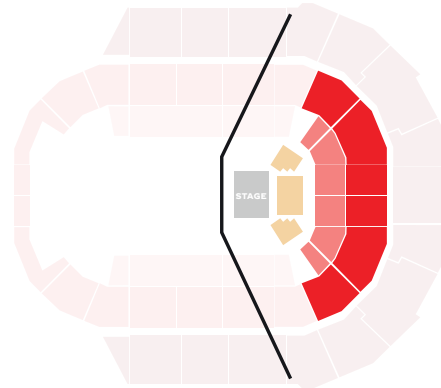
FULL SEATED
SPORTS MODE BASKETBALL



END STAGE STANDING
GYMNASTIC MODE



HALF MODE STANDING



INTIMATE MODE SEATED

FACILITIES

ARENA FLOOR DIMENSIONS & MEASUREMENTS

| EMPTY BOWL FLOOR WITH RETRACTABLE SEATING SYSTEM PACKED/STOWED | |
|--|----------------|
| Length | 83m (272.3') |
| Width | 48m (157.5') |
| Height to catwalk | 24m (78.74') |
| Height to rigging beam | 26m (85.30') |
| Gross usable floor space | 3,695.615 sq m |
| Floor loading | 20kn per m2 |

| EMPTY BOWL WITH RETRACTABLE SEATING OUT | |
|---|--------------|
| Length | 76m (249.3') |
| Width | 32m x (105') |
| Height to catwalk | 24m (78.74') |

| LOADING DOCK AREA | |
|-------------------|--------------|
| Unloading Area | 76m (249.3') |
| Service Yard Area | 3,322m2 |

LOADING DOCK ACCESS

- Loading dock access is located off Al Albaany street with access for vehicles with a trailer length of up to 40mtrs.
- Production load-in is at ground floor, space is available for up to 3 x 40ft trailers to park side by side with additional space to the sides of the service yard for up to another 6 trucks.
- Due to local regulations trucks may not stay in the loading dock during events without approval from Dubai Civil Defense.
- Loading dock has 2 hydraulic truck ramps for F&B deliveries which can be used by production and are located to the right of the loading dock doors. All other loading at floor level. Venue has 3 Truck ramps for unloading.
- All vehicle registrations must be provided to venue security no later than 24hrs prior to load in.
- Offsite truck parking may be organised (subject to other activities in the precinct).

Direct truck access onto arena floor is possible only with written approval and the supervision of Coca-Cola Arena’s Technical Team. Height clearance of 5.5m is available. Access into the bowl for trucks is via the main loading door behind the stage. Kindly note if a stage is already in place ‘stage end’ then access is blocked to the arena floor.



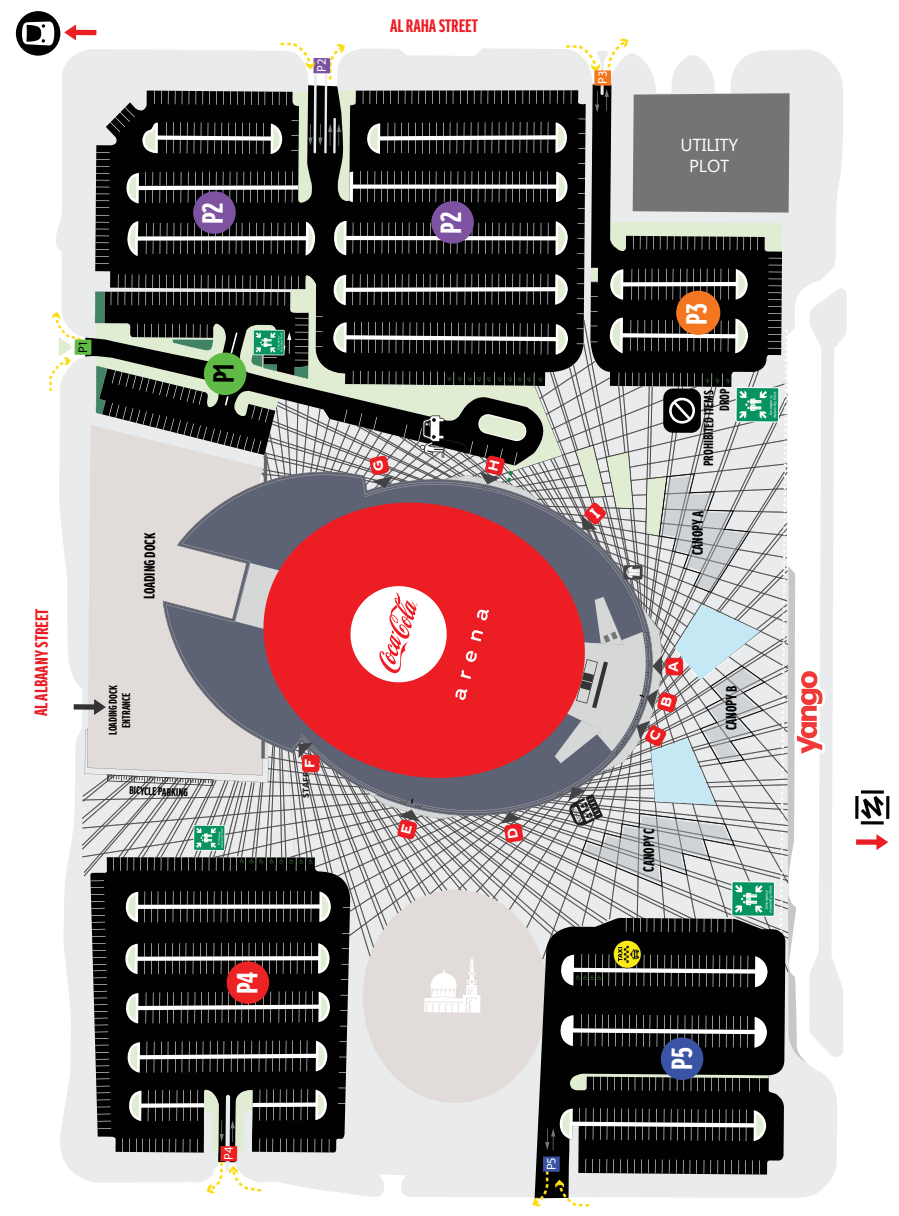
FACILITIES

OUTSIDE BROADCAST

- OB trucks can be accommodated at the NE side of the venue in the service yard adjacent to power and patch facilities. 36 Broadcast Patch Points are located around the inside of the building and link back to the main broadcast patch panel. 4 x 125amp 3 Phase Ce-form outlets and 2 63amp 3phase cee-form outlets available in Broadcast Patch Room for OB Van power. Space is also available to accommodate Broadcast Truck Generators.

CARS AND PARKING

- A maximum of 15 car park spaces are allocated to the promoter/client in the car park. Parking vouchers will be issued to promoter/client rep ahead of tenancy.
- Limited parking is available in the backstage service yard depending on production requirements. Vehicle registrations must be submitted 24hrs prior to entry.
- Only artist vehicles will be allowed to park backstage near the loading dock. Vehicles must have identifiable venue Accreditation (VAP), issued by Venue or promoter.
- If additional parking spaces are required, this can be organized with the event operations team and additional costs may be charged, and subject to availability. Advance notice is required.
- All staff/supplier parking on event days is located in car park P5 and is on a first come first serve basis. This must be confirmed with Event Operations Team prior to event.



FACILITIES

DRESSING ROOMS

- 8 dressing rooms with en-suite (2 small, 4 medium and 2 large)
- 4 players changing rooms with wc & showers approx. 60m2.

ORGANISERS OFFICES

- 1 promoter approx. 21m2.
- Small production office (suitable for up to 8 people) approx. 33m2.
- Large production office approx. 187m2.
- Green room approx. 84m2.

BROADBAND & PHONES

Dedicated backstage internet service, 10Mbps upload, plus 100Mbps download. Additional requirements are charged at AED50.00 per MB. Hardwire connection and phone lines are only available in production offices (numbers will be issued to promoter closer to the time, calls will be charged at local and international rates). Dedicated wireless is available throughout the arena and backstage.

GYM

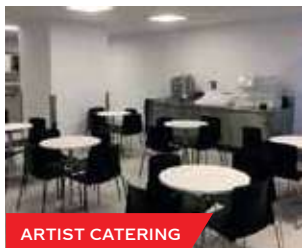
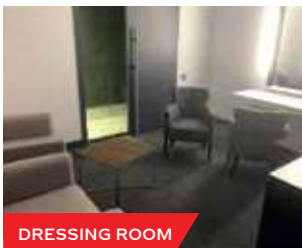
- 1 Precor Treadmill, 1 Body Bike Smart Plus, 1 Precor EFX536i Elliptical, 1 Concept II Rower, 1 AB Torso/Lower Back, 1 Precor Chest Press, 1 Precor 3-Tlier Dumbbell Rack + Dumbbells, 1 TKO Barbell Rack + Barbells, 2 Benches Flat & Incline, 1 Multigym equipment

CREW CATERING

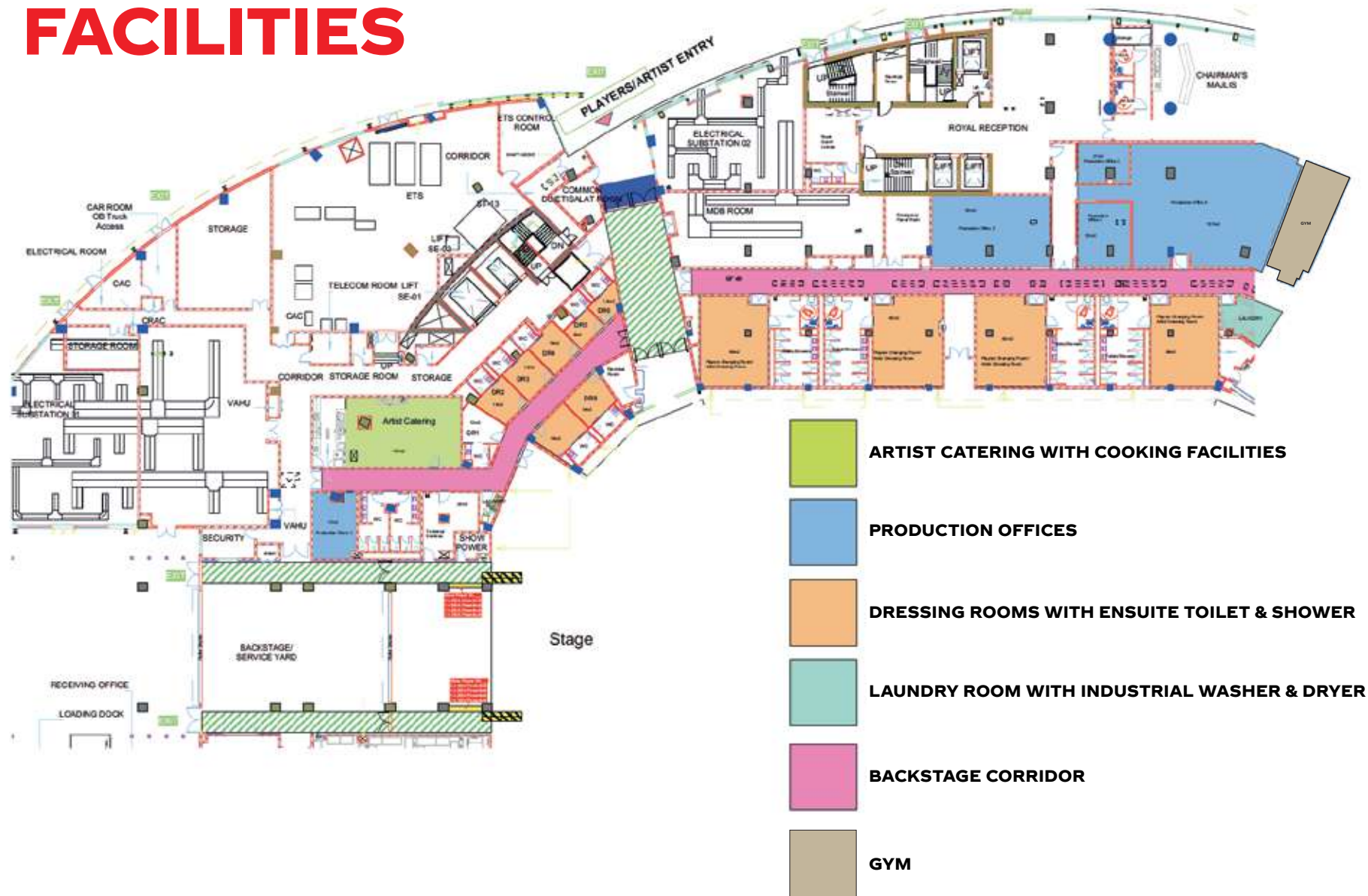
- Backstage catering is available with the in house catering partner or promoter may use his own caterer for backstage only pending venue approvals. All alcohol must be supplied by venue.
- Green room/catering room for seating up to 40 people with food service area.
- Live cooking is only done in the main venue kitchens.

FURNITURE

- Limited number of trestle tables available.
- 8 coffee tables.
- 4 x sofa's.
- Number of folding chairs.
- 4 x single sofa chairs.
- Additional furniture can be arranged by the venue, price upon enquiry.



FACILITIES



FACILITIES

PROMOTERS SUITE

- 20/21 seat suite for promoter/client is offered along with venue rental.
- Dedicated F&B menu available .
- Access via VIP Entrance.
- VIP parking for guests.



VIP LOUNGE

- Located on 2nd floor overlooking the plaza and fountains.
- Own dedicated bar facilities.
- Can be used for after show functions or stand alone events.
- Different configurations available for lounge, meeting or dining.



FACILITIES

MEDICAL

- Main medical station located on Ground Floor by Door D.
- Satellite medical stations located on levels 1, 2 & 4.
- Dedicated area for ambulance and fire department.
- Medical cover is provided by Coca-Cola Arena contracted medical provider, no other medical cover may operate in the building without the consent of the Event Operations Team.
- First Aid points are located at main security desk and the arena administration offices.

NEAREST MEDICAL CLINIC IS VALIANT CLINIC WHICH HAS THE FOLLOWING AVAILABLE

- + Cardiology, ENT, Dentistry, Orthopaedics, Physiotherapy, General Practice, Sports Medicine, Sports Therapy & Radiology. <https://www.valiantclinic.com>

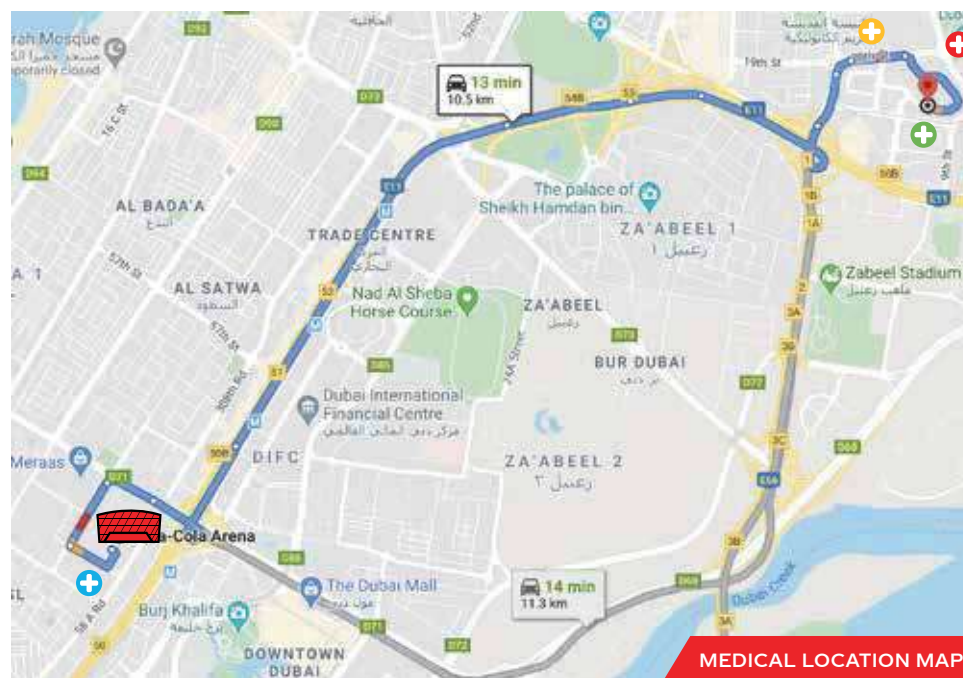
NEAREST HOSPITAL WITH A&E

Government Hospital

- + Rashid Hospital: located in Healthcare City approx. 14min from venue

Private Hospital

- + Medic-clinic City Hospital, located in Healthcare City approx. 12min from venue
- + American Hospital, Located in Healthcare City approx 12min from venue



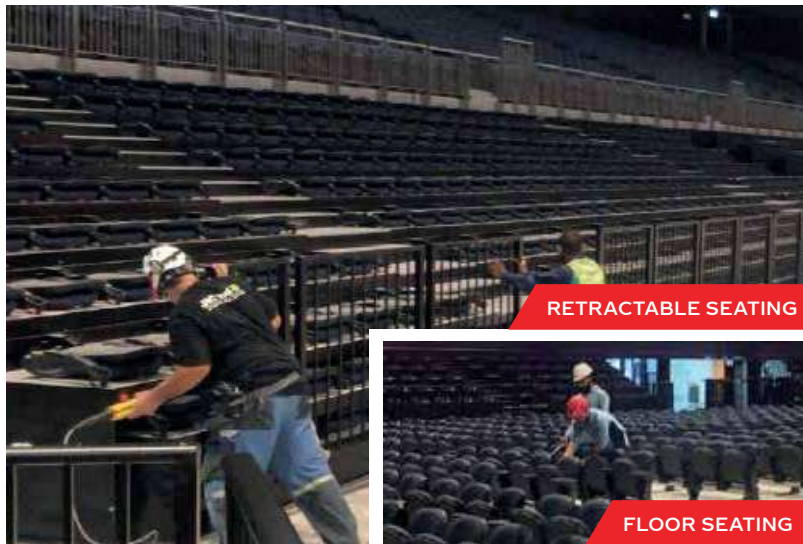
VENUE TECHNICAL

AV

- Coca-Cola Arena has strong relationships with the regions top AV suppliers with access to all the state-of-the-art global AV equipment. Please contact the arena’s technical director for further information or support.

SEATING SYSTEM

- Coca-Cola Arena has a flexible retractable seating system which allows for a quick turnaround of the various seating layouts.
- A rear grandstand is available to complete 360 set ups, this takes approximately 24 to 36 hrs to install and is priced upon enquiry.
- Floor seating are padded fabric flip seats and come in blocks of 2 & 3 to make up the various floor layouts.



STAGING

- The stage is a SICO Roll n Set modular system, manufactured in the USA to imperial measurements. Each module is 8ft x 4ft (2.44m x 1.22m).
- Stage height can be set from a minimum of 4ft (1.20m) to a maximum of 6ft (1.80m), in increments of 6 inches (150mm).
- The default stage is 64ft (19.5m) wide x 48ft (14.6m) deep x 5ft.9inch (1.8m) high.
- Alternative stage configurations are subject to approval by the technical director and may incur additional costs.
- Ramp access using 1m wide aluminum truck ramps with landing platform in the middle.
- Handrails and steps as required. Stages above 600mm must have handrails on side and rear of stage.

FOH Mix/Camera/Other Platforms

- SICO Techlite stage modules are available for further platform requirements.
- Modules come in 4x8ft sections and can be configured to a range of widths and working heights between 1 and 4mtrs.
- Handrails and steps as required. Stages above 600mm must have handrails on side and rear of stage.



VENUE TECHNICAL

BARRIERS

- Coca-Cola Arena has a flexible barriers system using industry standard mojo barrier.
- 100 running metres are available along with angles and gates.
- Aluminum police barrier is available and used on seated shows around FOH and in external queue systems.



BARRIERS

HOUSE POWER

Only electrical equipment safety tested and tagged according to the European low voltage directive 35/2014/EU is permitted to be used within the venue. Any equipment found connected to the building supply that is not tagged in accordance regulations must be removed from service immediately.

| STAGE LEFT | STAGE RIGHT |
|----------------------------|----------------------------|
| 2 x 500a 3 phase Powerlock | 2 x 500a 3 phase Powerlock |
| 1 x 300a 3 phase Powerlock | 1 x 300a 3 phase Powerlock |
| 1 x 200a 3 phase Powerlock | 1 x 200a 3 phase Powerlock |
| 1 x 125a 3 phase Powerlock | 1 x 125a 3 phase Powerlock |
| BROADCAST | CATWALK |
| 4 x 125a 3 phase cee-form | 8 x 63a 3 phase cee-form |
| 2 x 63a 3 phase cee-form | |
| 4 x 32a 3 phase cee-form | |

- Venue also has sub distro's available to break power down to 3 Phase and single Phase Cee-form.
- Power distribution post the Main Powerlock feeds is priced on enquiry.



POWER UNIT

VENUE TECHNICAL

ARENA BOWL LED SCREENS

- 140m2 Pixcom 4.8mm LED screen available for hire and can be configured as IMAG screens or upstage show screen. Above led screen can be configured into score board mode for sports events whe required.
- Access to control modules for screens is via control room for score board and side of stage for live shows.



SCOREBOARD LED SCREEN

4 x 7m x 4m (resolution 1456 x 832)
4 x 2m x 4m (resolution 416 x 832)



LED IMAGE SCREENS

ARENAMATION RIBBONS LED SCREENS

Level 2 : 208.32 x 0.72m - Total 217 panels
Level 3 : 212.16 x 0.72m - Total 221 panels

2 QTY
Pixel 1.9mm
Pixel per Screen 3840 x 72
(Duplicate into 6 rows to make it 3840 x 432)



RIBBONS IMAGE SCREENS

ARENA COMMERCIAL LED SCREENS

INDOOR (WIDTH X HEIGHT)



COLUMN LED
12 QTY
Pixel 1.875mm
Screen Size 0.72 x 3.60m
Pixel per Screen 384 x 1920



LED WALL VIP 2
2 QTY
Pixel 1.875mm
Screen Size 4.80 x 2.88m
Pixel per Screen 2560 x 1536



LED WALL ESCALATOR LANDING
2 QTY
Pixel 1.875mm
Screen Size 3.84 x 1.92m
Pixel per Screen 2048 x 1024



ENTRANCE LINK BRIDGE
2 QTY
Pixel 3.08mm
Screen Size 3.20 x 3.20m
Pixel per Screen 1040 x 1040



LED WALL LEVEL 1
2 QTY
Pixel 3.9mm
Screen Size 4.32 x 3.84m
Pixel per Screen 2304 x 2048



LED WALL LEVEL 4
2 QTY
Pixel 3.9mm
Screen Size 1.92 x 1.92m
Pixel per Screen 1024 x 1024



LED WALL MAIN VIP 1
1 QTY
Pixel 1.875mm
Screen Size 7.20 x 2.88m
Pixel per Screen 3840 x 1536



55 INCH TV
68 QTY
Pixel Screen 1280 x 720 (16:9)
Concourse level 1



32 INCH TV
40 QTY
Pixel Screen 1366 x 768 (16:9)
Concourse level 2



80 INCH TV
7 QTY
Pixel Screen 1920 x 1080 (16:9)
Entrance E & Majllis

OUTDOOR (WIDTH X HEIGHT)



PLAZA TOTEM
9 QTY (DOUBLE SIDED)
Pixel 3.9mm
Screen Size 1.00 x 2.00m
Pixel per Screen 720 x 1440



P5 OUTDOOR SCREEN
1 QTY
Pixel Screen 1800 x 240

VENUE TECHNICAL

ARENA BOWL AUDIO

- House speaker system is Harman JBL A12 line array system.
- Typical end stage configuration for full arena.
 - 2 x main hangs of 18 JBL A12 cabinets.
 - 2 x main flown sub hangs 9 JBL S28 subs.
 - 2 x side hangs of 12 JBL A12 cabinets.
 - 27 x JBL B118 subs on the ground.
 - 12 x JBL V20 cabinets for front and out fills.
 - 4 x hangs of 4 JBL V20 cabinets for delays.
 - Above speakers run of crown IT4x3500 amplifiers.
 - House drive rack with Meyer galaxy 816 and Smaart 8 and JBL performance manager software.
- <https://www.jblpro.com/www/products/tour-sound/vtx-a-series>

The arena speaker system is quoted upon request and is priced based on event requirement and size.



AUDIO SYSTEM SETUP



ARENA BOWL LIGHTING



- Sports Lighting.
 - Eaton's Ephesus LED Sports lighting, 74 LED Fixtures covering the arena floor for international sport sports, such as basketball, ice hockey, and tennis. Overall Lux Level of +2000 for broadcast events.



- 6 x Lycian m2 long throw 2.5k follow spots available with operators priced on application.



- House light system consists of fixed RGB led fixtures covering the arena bowl floor as well as the seated area on Level 1 and Level 4 and controlled via house console which can be located at stage or FOH. House Lights can be controlled from Control Room, Back Stage or at FOH.

VENUE TECHNICAL

RIGGING

Only Coca-Cola Arena’s rigging team and sole rigging supplier (Unusual Rigging LLC) are permitted to attach to the fabric of the Coca-Cola Arena. They will be the party to provide riggers up and down in liaison with the venue hirer and Coca-Cola Arena’s Technical Department.

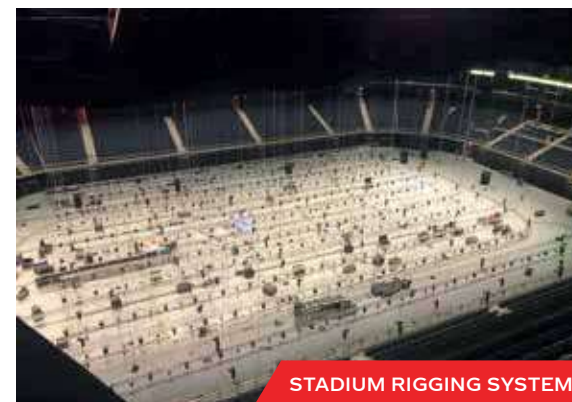
- Roof specifications.
- The arena bowl roof is divided into 3 zones with a combined total weight load of 190 tonnes.

| | |
|----------------------|------------------|
| End stage | 90 tonnes |
| Centre stage | 60 tonnes |
| Intimate area | 40 tonnes |

(1ton = 10kn)
- Height to upper rigging steel is 26mtrs, and to bottom of catwalk is 23.8mtrs. Rigging beams run the length of the arena bowl area and are 4.8mtrs apart. Rigging points are created by dead hangs or bridle method using SWR, apex of bridle will vary from 18mtrs to 22mtrs.
- The rigging grid is broken into bays and each bay has two rigging beams servicing that area from the catwalks running upstage down stage. Each bay is defined by where the roof trusses intercept the rigging beam. Each ringing beam in the bay can take a maximum load of 6 tonnes.
- For the end stage rigging it is assumed that the 90 tonnes are spread over a minimum of 15 riggings beams in the zone.
- For the centre stage rigging it is assumed 60 tonnes are spread over a minimum of 10 rigging beams.

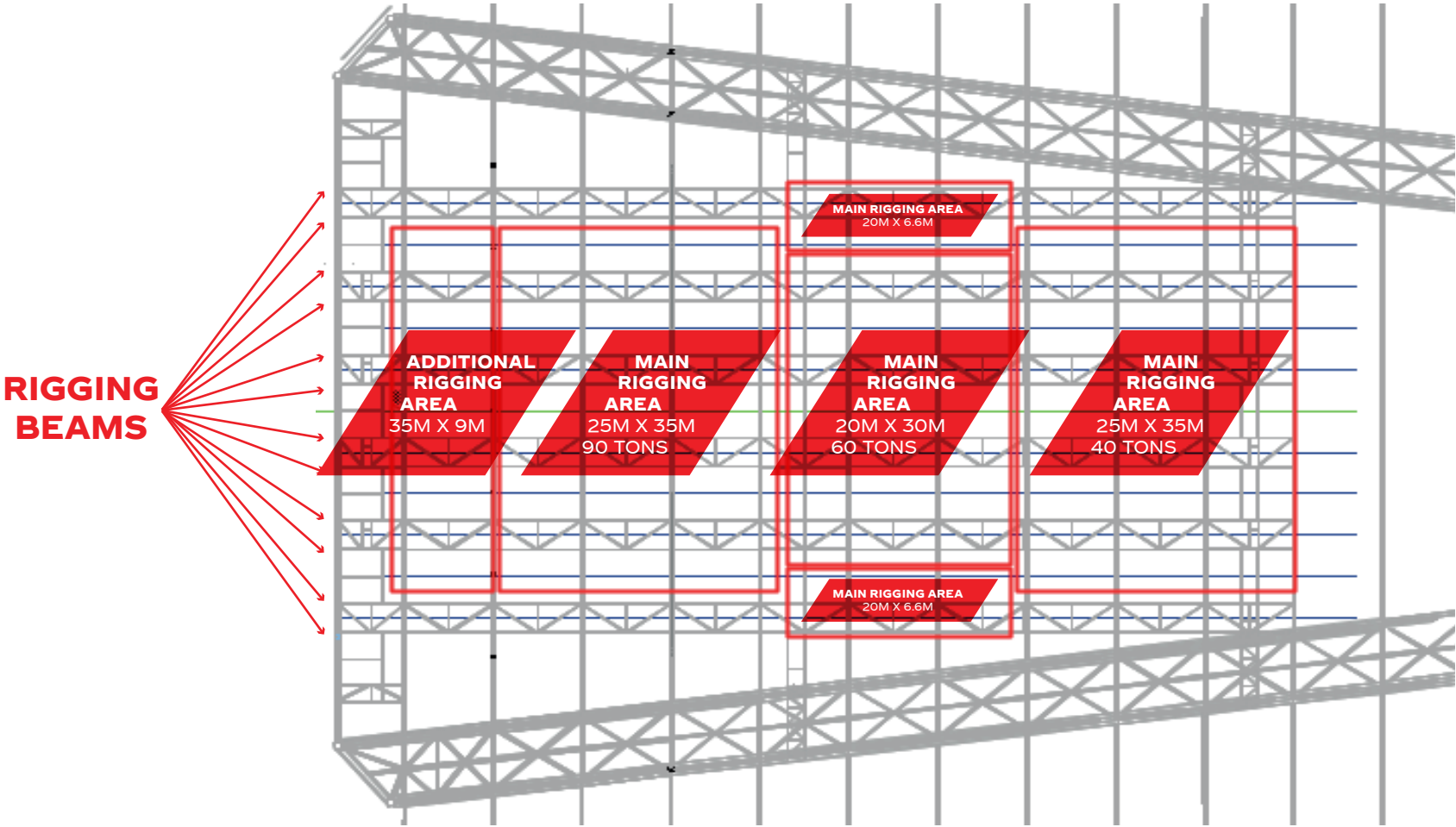
- Stingers may be required due to height of clients chains.
- Any item suspended with motors that are not double braked or loads exceed 50% may require safeties, this will be confirmed by technical director or venues head rigger.
- All rigging plots must be submitted to the technical director for approval at least 14 days in advance. A structural engineer may be consulted at a cost to the hirer.
- Further information is available in the arena rigging code of practice and conduct upon request:
 - All secondary or primary rigging equipment must have the following and made available to the technical department upon request;
 - Annual 3rd party motor inspection certificates for all motors used;
 - All lifting equipment must have 3rd party inspection certificate valid within 6 months as per Dubai Municipality laws;
 - Any cable camera system or aerial acts equipment must follow the same laws and regulations as lifting equipment and must have 3rd party inspection certificate valid within 6 months as per Dubai Municipality laws;
- Rigging in zones outside of the rigging grid is only allowed with venue approval and will require rope access rigging teams;
- Rigging is billed based on number of points and the number of riggers required to install in the time frame allowed in the promoters contract.

- Rates per rigger are fixed and based on a 10hr shift.
- All rigging must be signed off by the senior rigger on duty before doors are allowed to open:
 - All rigging plots must be submitted 14 days prior to load in or additional charges will be incurred All rigging plots must be submitted with the following information.
- Rigging plot must be submitted in dwg (autocad) or vwx (vector works) with a pdf version.
- Venue rigging excel spreadsheets with X&Y from show datum, point load weights, chain length and type of motor.
- Failure to provide the above will result in rigging plans being rejected and may delay the event set up.

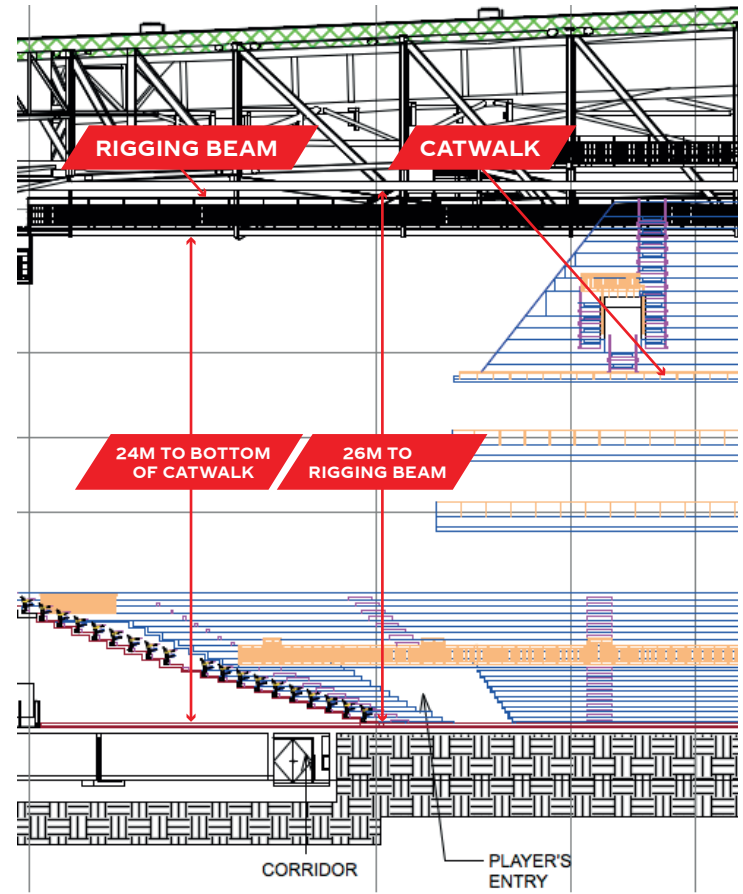
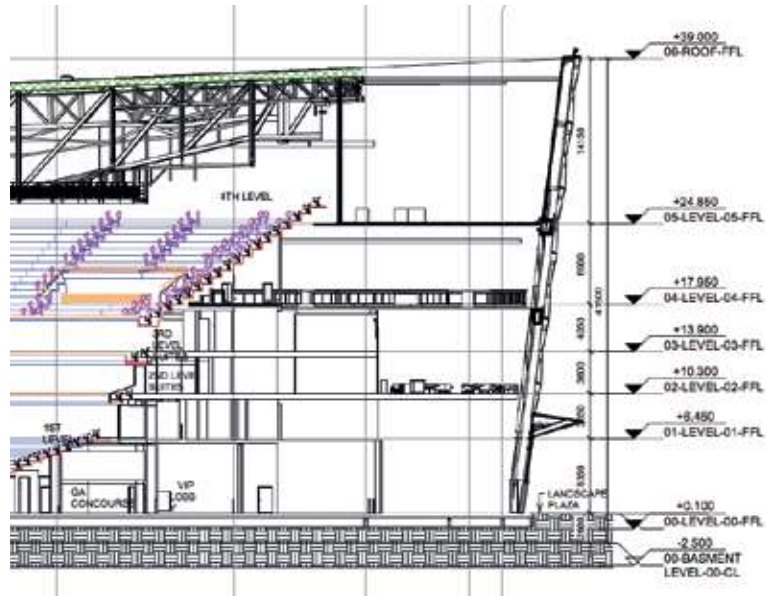
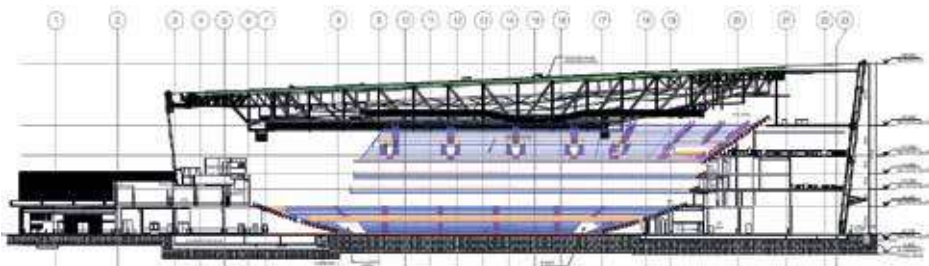


STADIUM RIGGING SYSTEM

VENUE TECHNICAL



VENUE TECHNICAL



Long bridals for points under the catwalks give estimated 18m hook Height

VENUE TECHNICAL

EQUIPMENT

- **Forklifts**
 - 2 are available on site 2.5 tons (hire charge applicable).
- **Genie boom**
 - 1 x 12m Electric available on site (hire charge applicable) further details available upon request.
- Additional equipment and operator hire is available on request and priced on application.
- All plant equipment must be operated by suitably trained and licensed operators.
- Valid licenses must be carried at all times and be provided upon request by arena staff.

Please note, when stage is in place at end stage, location access for boom lifts is limited. Rigging is done from Catwalks and access to Production Trussing should take into consideration use of truss ladders with Fall Arrests & safety lines.

SPECIAL EFFECTS

Any person proposing to conduct a pyrotechnic display within the CCA site must give a minimum of 14 days' notice prior to the firing Event date to the Event Manager, Event Operations Director or Technical and Production Director. Late proposals will be considered on a case-by-case basis.

All necessary documentation MUST be provided before any display is allowed to proceed:

- Supplier/Operators Trade License.
- Supplier/Operators insurance documents as mentioned below.
- Full Plan showing Layout of SFX, Types of SFX and material support documents.
- Signed approved permit/NOC from Dubai Civil Defense.
- Signed NOC from Coca-Cola Arena.
- Event day sign off from Safety Officer and Arena Technical Director or Event Operations Director.

All indoor or outdoor fireworks displays involving restricted fireworks must:

- Be organised and directed by a licensed Fireworks Contractor with a safety management system for organising fireworks displays.
- Utilise a licensed Fireworks Operator to assemble the fireworks and equipment, discharge the fireworks during the display, and disassemble the equipment after the display.
- While the authority having jurisdiction has the authority to stop the firing of pyrotechnic devices, the ultimate responsibility for firing shall be that of the pyrotechnic operator.
- Separation distances from the audience (Source NFPA 1126):
 - 15 feet/4.5m or twice the fallout radius of the device, whichever is greater.
 - Concussion mortars and concussion effects shall be 25 feet/7.62m.
 - No glowing or flaming particles within 10 feet/3m.
- Public Liability to the value stated in the VHa required for all events, in addition to a pyrotechnics/special effect public liability policy for USD 5 million minimum to include the following as interested parties:
 - Dubai Arena Operations LLC
 - Coca-Cola Arena
 - ASM Global Middle East FZ-LLC"

LAZERS

- The use of Lasers may only be permitted subject to approval. Any proposal for display must include a copy of the following:
- The Operators Public Liability insurance to a minimum of \$20m, with Dubai Arena Operations LLC named as an interested party.
- Safe work method statement/risk analysis for the display.
- This documentation must be submitted to the Technical Director for approval at least 10 (ten) business days prior to the performance.

HEALTH & SAFETY

HEALTH & SAFETY POLICIES

The Coca-Cola Arena operates stringent health and safety rules, health and safety policies are available for guidance from the event operations department at Coca-Cola Arena.

Coca-Cola Arena is committed to the safety and welfare of every person who attends the venue. A site information and safety induction sheet is provided to promoter and supplier prior to entering the arena. All persons involved in the setup and presentation of an event at Coca-Cola Arena are required to read and sign this induction sheet as part of the venue access accreditation and lodge it with the stage door security office before commencing any work or activities at the venue. All questions should be addressed to the Event Operations Team.

RISK ASSESSMENT

- It is a requirement that all event organisers carry out a detailed written event specific assessment of the risks involved in the event. This assessment should encompass the whole contract period and should pay particular attention to the build and de-rig period.
- The assessment should be forwarded to the arena Operations Department 28 days prior to the first load in day.

HARD HAT & PPE POLICY

- Coca-Cola Arena operates a non negotiable hard hat policy that states:
 - Hard hats must be worn whenever working on the roof, or where there are overhead obstructions.
 - Hard hats must be worn during the load in and load out when operating below the rigging grid and in the close proximity of the stage until all work over head has been completed as instructed by the arena staff.
- Hard hat message will be displayed on the arenamation screens (ribbon screens) when message is on hard hat rule is enforce and must be obeyed. Anyone found not wearing a hard hat will be removed from the venue.

- Coca-Cola Arena requires all staff/crew to wear appropriate PPE during build and breakdown of events, this includes organizing staff who enter the arena bowl area.
- Working at height.
 - No work may take place outside of the rigging grid area with out approval from technical director.
 - When working above 2m handrails must be installed on platforms, safety harness and fall arrests must be used on ladders, access towers, access machines or when climbing on production equipment. Home made access equipment is not acceptable.
- High Viz waist coats should be worn in high traffic area's this applies to vehicle movement as well as equipment movement.

TEMPORARY STRUCTURES

- Scaffold towers, Staging (other than house staging).
 - The arena will require the design details, structural calculations prior to the event and an erection certificate upon completion of the build from a 3rd party engineer.
- Temporary seating structures (ordered by event organizers).
 - All design details, calculations and 3rd party engineering sign off must be submitted prior to the build for approval.

ELECTRICAL APPLIANCES

- To comply with the Dubai Municipality Electricity Regulations, all portable electrical appliances and equipment must have been tested within the last year by a competent person.
- Where large amounts of appliances are integrated, e.g. Lighting, sound and video systems, these systems must be installed and tested by a competent person.
- Please note that the Coca-Cola Arena or the local authority may ask for documented evidence test certificates for electrical appliances, special effects and applicable evidence to support the suitability of any competent person designated by the Promoter.

HEALTH & SAFETY

COMPRESSED AIR

- There are no existing compressed air supplies in the building.

PRESSURISED GAS EQUIPMENT

- The Coca-Cola Arena Operations Department must be notified in writing at least 14 working days prior to the first build day of any intended use of gas equipment, together with all the drawings and technical information regarding location, equipment details, gas type and intended use.
- The promoter/client will need to seek approval from the local authority for the proposed use of gas equipment in the arena. Any recommendations the local authority make must be complied with.
- Installations must be carried out by a competent person who is certified as per local Dubai Municipality and Dubai Civil Defense regulations. A certificate will be required stating that the equipment complies with the gas safety installation and use regulations.
- All hoses connecting gas bottles to equipment must be metal armored.
- Only gas required for immediate use may be kept in the building.
- Walls and floors of stands, or any part of the Coca-Cola Arena must be protected from any source of heat arising from the use of gas equipment.
- Gas equipment and gas cylinders must be out of reach of the public and any hot surfaces must be clearly labelled.
- The Coca-Cola Arena’s appointed Safety Officer will carry out an inspection every day prior to occupancy and any recommendations made during the course of the inspection must be carried out prior to occupancy.
- Promoter/client/supplier must provide a suitable fire extinguisher.
- All works and materials required to comply with local authority and Coca-Cola Arena’s regulations must be carried out by the organizer at its own cost.

STORAGE

- The arena has limited storage, an area is assigned in the service yard for flight cases and limited amount of event materials.
- All waste from suppliers must be removed from the venue by the suppliers/ promoter during build and breakdown.
- No flammable materials are allowed to be stored onsite with out venue approval.
- No materials may be stored in corridors or fire lanes or under any shutter doors.
- Arena bowl loading dock is for unloading and loading, nothing is to be stored in this area with out permission from the arena technical team or event safety officer.

EXHIBITIONS

Floor Plan approval

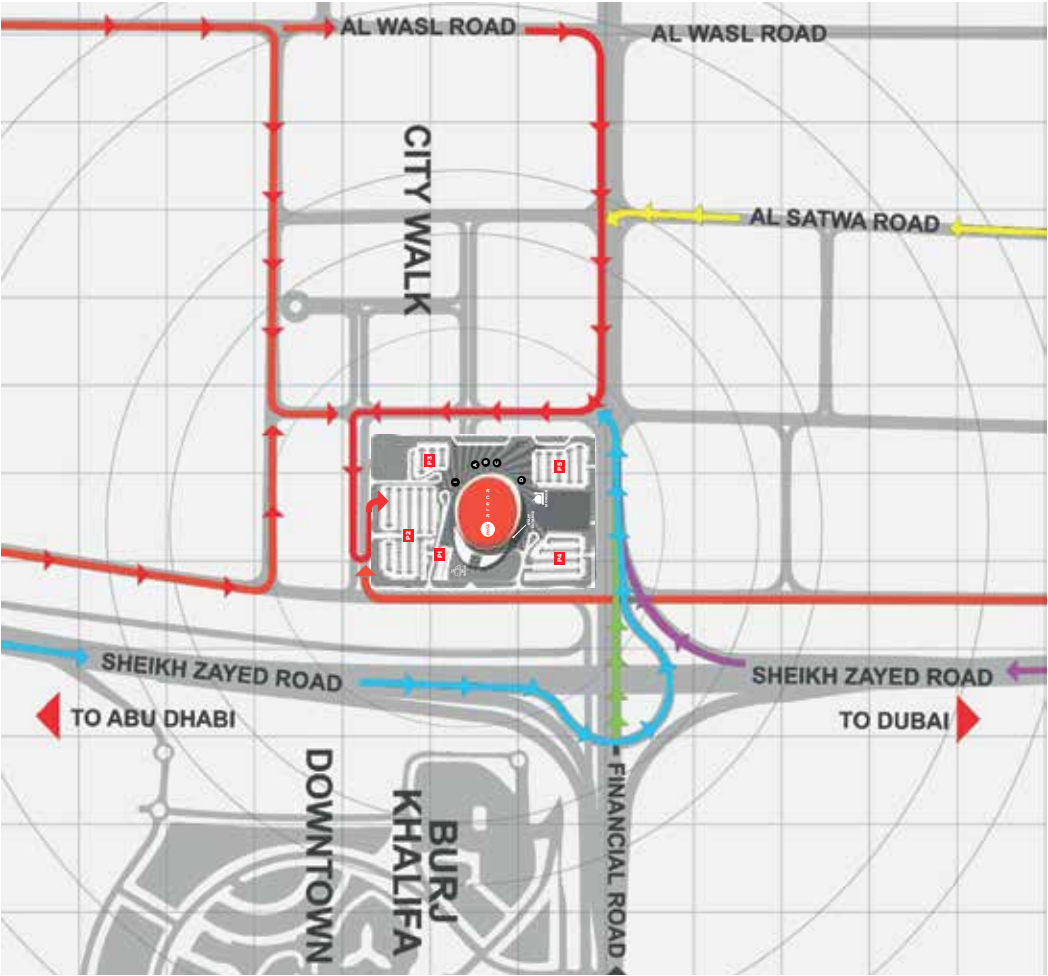
- Three copies of the final floor plan must be submitted to Coca-Cola Arena’s Operations Department for approval at least 28 days prior to the first day of build-up.

Stand approval

- Full plans and calculations should be submitted for approval in the following circumstances;
 - Double decker stands.
 - Stands over 4m in height.
 - Stands incorporating platforms over 600mm in height.



GENERAL INFORMATION



HOW TO GET TO THE VENUE

- On site parking on show days is limited to Suite Holders and a minimal number of sold spaces
- On build days all suppliers use car park P4 to park, unless advised otherwise. On event days, all suppliers are required to use parking available in the City Walk precinct

GENERAL INFORMATION



BY METRO

- Nearest station is Burj Khalifa/Dubai Mall

TIMETABLE

The Dubai Metro runs every day of the week. Operating times are:

Red Line:

- 5 am until midnight Saturday to Wednesday.
- 5 am until 1 am on Thursday.
- 10 am until 1 am on Friday.

Green Line:

- 5:30 am until midnight Saturday to Wednesday.
- 5:30 am until 1 am on Thursday.
- 10 am until 1 am on Friday.

Train timings are frequent so no timetable is necessary. Trains arrived every 4 minutes on average during peak hours and every 7 minutes off-peak hours.

GENERAL INFORMATION

BY TAXI

- RTA taxis will be available pre and post show within the vicinity. Follow directional signages.
- Yango designated pick up point is at P5, heading straight from the Arena.

GENERAL PARKING

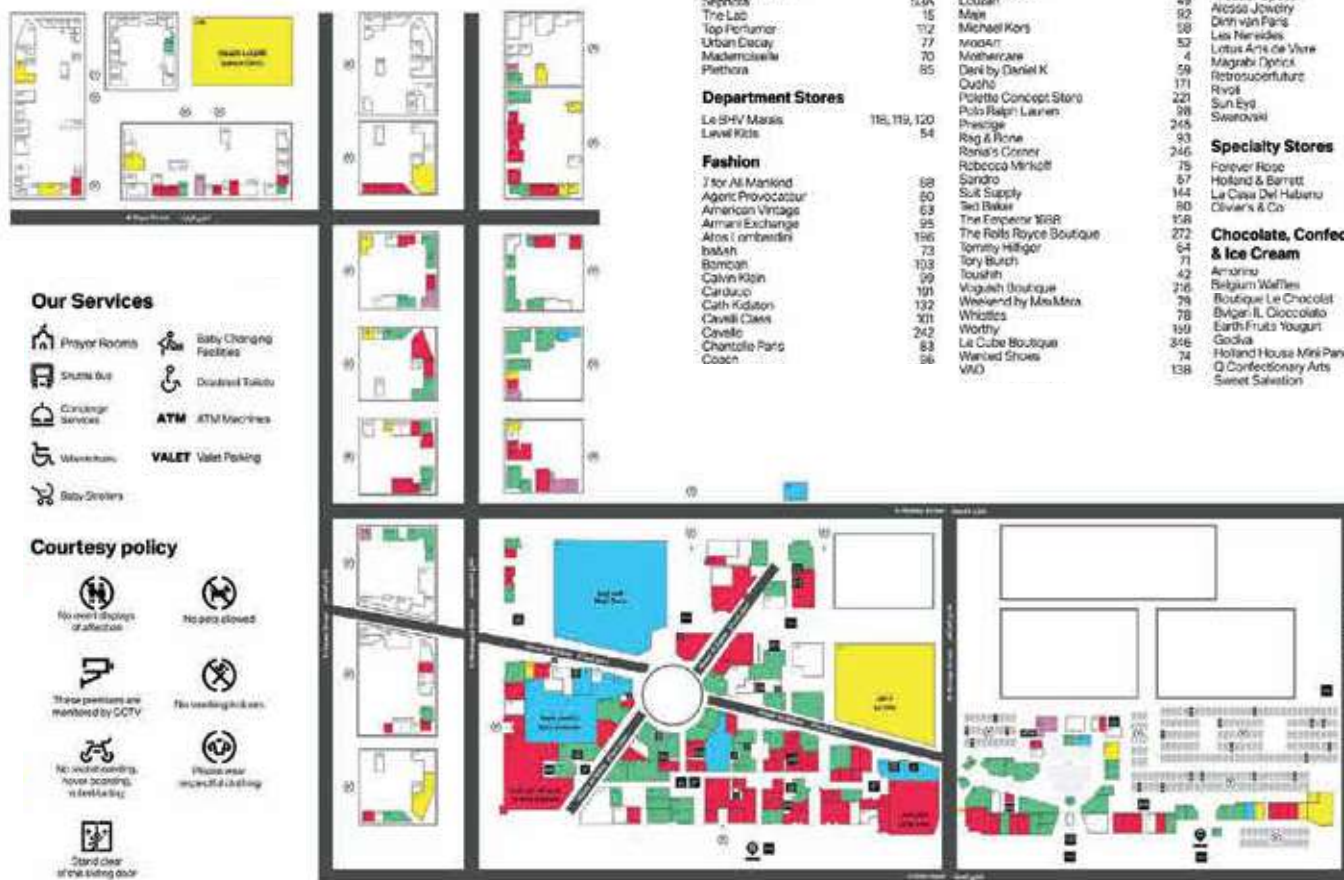
- Parking for the general public is available around the City Walk precinct. This parking consists of pay and display as well as paid car parks.



COCA-COLA ARENA ADVISE PATRONS TO USE PUBLIC TRANSPORT TO GET TO AND FROM THE VENUE.

GENERAL INFORMATION

MAP OF CITY WALK



Shop

| Shop Name | Address |
|------------------------------|---------------|
| Beauty & Perfumes | |
| Alexander J | 115 |
| Bobbi Brown | 94 |
| Renewable Perfumes | 77 |
| Dei Al Teo Perfumes | 148 |
| Dior Parfums | 100 |
| Galeno Hindawi | 153 |
| Chawall | 55 |
| Hind Al Oud | 240 |
| Ibrahim Al Ghanem Perfumes | 17 |
| Jovoy Rare Perfumes | 251 |
| Lush | 50 |
| M Micallef Parfums | 82 |
| Roger & Garet | 86A |
| Sassy Perfumes | 225 |
| Sephora | 53A |
| The Lab | 15 |
| Top Perfumier | 112 |
| Urban Decay | 77 |
| MadameTisse | 70 |
| Plethora | 85 |
| Department Stores | |
| Le SHV Marais | 115, 119, 120 |
| Level Kids | 54 |
| Fashion | |
| 7 for All Mankind | 58 |
| Agenc Provocateur | 50 |
| American Vintage | 63 |
| Armani Exchange | 95 |
| Alexi Lombardini | 196 |
| balish | 73 |
| Boncam | 103 |
| Calvin Klein | 99 |
| Caribao | 191 |
| Calix-Kadoun | 152 |
| Cavalli Cases | 101 |
| Cavale | 242 |
| Chantelle Paris | 83 |
| Coach | 96 |
| Coach | 96 |
| Conspira NYC | 134 |
| Comtesse | 352 |
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| DVF | 108 |
| DVF | 147 |
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| Hurton & Bongs | 84 |
| Josy Fashion | 97 |
| Karl Lagerfeld | 347 |
| Karl Lagerfeld Men | 194 |
| Kiwi Saint Tropez | 157 |
| Kruzin | 129 |
| Le Caprice | 345 |
| Le Cube Boutique | 195 |
| Lily Boutique | 49 |
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| Maje | 58 |
| Michael Kors | 57 |
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| Mothercare | 70 |
| Dark by Daniel K | 59 |
| Oudis | 171 |
| Polette Concept Store | 221 |
| Polo Ralph Lauren | 98 |
| Prestage | 245 |
| Rag & Bone | 93 |
| Rena's Corner | 246 |
| Robocop Minkoff | 75 |
| Sandro | 57 |
| Suit Supply | 144 |
| Ted Baker | 80 |
| The Empress WBR | 158 |
| The Robt Royce Boutique | 272 |
| Tommy Hilgert | 64 |
| Topy Bunch | 71 |
| Toushir | 42 |
| Vagueli Boutique | 216 |
| Weaverd by MelMeza | 79 |
| Whistles | 78 |
| Worthy | 199 |
| Le Cube Boutique | 346 |
| Wanted Shoes | 74 |
| WVO | 138 |

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| Bea e Martina | 188 |
| Bits & Pieces | 218 |
| Lotus Arts de Vivre | 233 |
| Lunas | 123 |
| Q'cocon | 157 |
| Phanos | 255 |
| Polette Concept Store | 221 |
| Royal Owl Furniture | 231 |
| Samover Carpets | 338, 340, 341 |
| Sleep Matters | 359 |
| The Den | 197 |
| The Mattress Store | 331 |
| Vodu | 121 |
| Vikroy & Boch | 183 |
| Jewellery, Watches & Eyewear | |
| Al Jabr Optical | 6 |
| Accso Jewelry | 224 |
| Dirh van Paris | 52 |
| Les Nereides | 217 |
| Lotus Arts de Vivre | 233 |
| Magrabi Optical | 150 |
| Retrospectifuture | 137 |
| Rivoli | 19 |
| Sun Eye | 269 |
| Swarovski | 26 |
| Specialty Stores | |
| Forever Rose | 247 |
| Holland & Barrett | 5 |
| La Casa Del Habano | 103 |
| Oliver's & Co | 278 |
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| Amorino | 152 |
| Belgium Waffles | 107 |
| Boutique Le Chocolat | 106 |
| Buget IL Cioccolato | 44 |
| Earth Fruits Yougurt | 20 |
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| Cafe Bene | 230 |
| Cafe Concerto | 222 |
| Chival La Ville Hotel & Restaurant | 277 |
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| Demoadie by Calvin | 110 |
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| Em Sherif Cold | 176 |
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| Falla | 51 |
| Fant Cafe | 81 |
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| Galerie L'abeyette La Gourmeret Le Grill | 136 |
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| GRAND CAFE | 165 |
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| Grate La Ville Hotel & Suites | 277 |
| Durham Self | 143 |
| Harper's Bazaar Cafe | 69 |
| Il Caffe Di Roma | 48 |
| IZU Bakery | 119 |
| IZU Braxerie | 119 |
| Jolie Cafe | 264 |
| Level Kids | 54 |
| Il Caffe Di Roma | 48 |
| IZU Bakery | 119 |
| Jolie Cafe | 264 |
| Level Kids | 54 |
| Il Caffe Di Roma | 48 |
| IZU Bakery | 119 |
| Jolie Cafe | 264 |
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Services - General

| | |
|--|----------|
| ADCB | 278 |
| All Day Adventure | 185, 186 |
| Al Ansan Exchange | 538 |
| Champion Cleaners | 227 |
| Commercial bank of Dubai | 335 |
| Smart Police Centre | 169 |
| Enkairat | 7 |
| Grand Express | 317 |
| M&A | 201 |
| Primavera Dry Cleaners | 200 |
| Sceney's | 1 |
| WH Smith | 126 |
| Services - Lifestyle | |
| La Ville Hotel & Suites - Autograph Collection Hotel | 277 |
| The Robt Royce Boutique | 272 |
| W Motors | 275 |
| Services - Health & Wellness | |
| Iskots Pharmacy | 3 |
| Cyclic Bar | 29 |
| Moring Pharmacy | 279 |
| Physique 57 | 2 |
| Self Pharmacy | 172 |
| Valent Clinic | 278 |

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|--|-----|
| Kids, Entertainment & Attractions | |
| Safe Entrance by Level Kids | 54 |
| Cloud 7 by Level Kids | 54 |
| Geek Nation | 128 |
| Honey Bee Nursery | 176 |
| Hub Zero | 137 |
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| Mattel Play Town | 99 |
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| Spas and Salons | |
| 1947 | 22 |
| Buckshing | 344 |
| Casamini Gents Salon | 249 |
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| N Bar | 33 |
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arena

THANK YOU

