

BayArena⁺

MUCH MORE THAN A STADIUM
Events | Meetings | Conferences



BAYARENA-PLUS

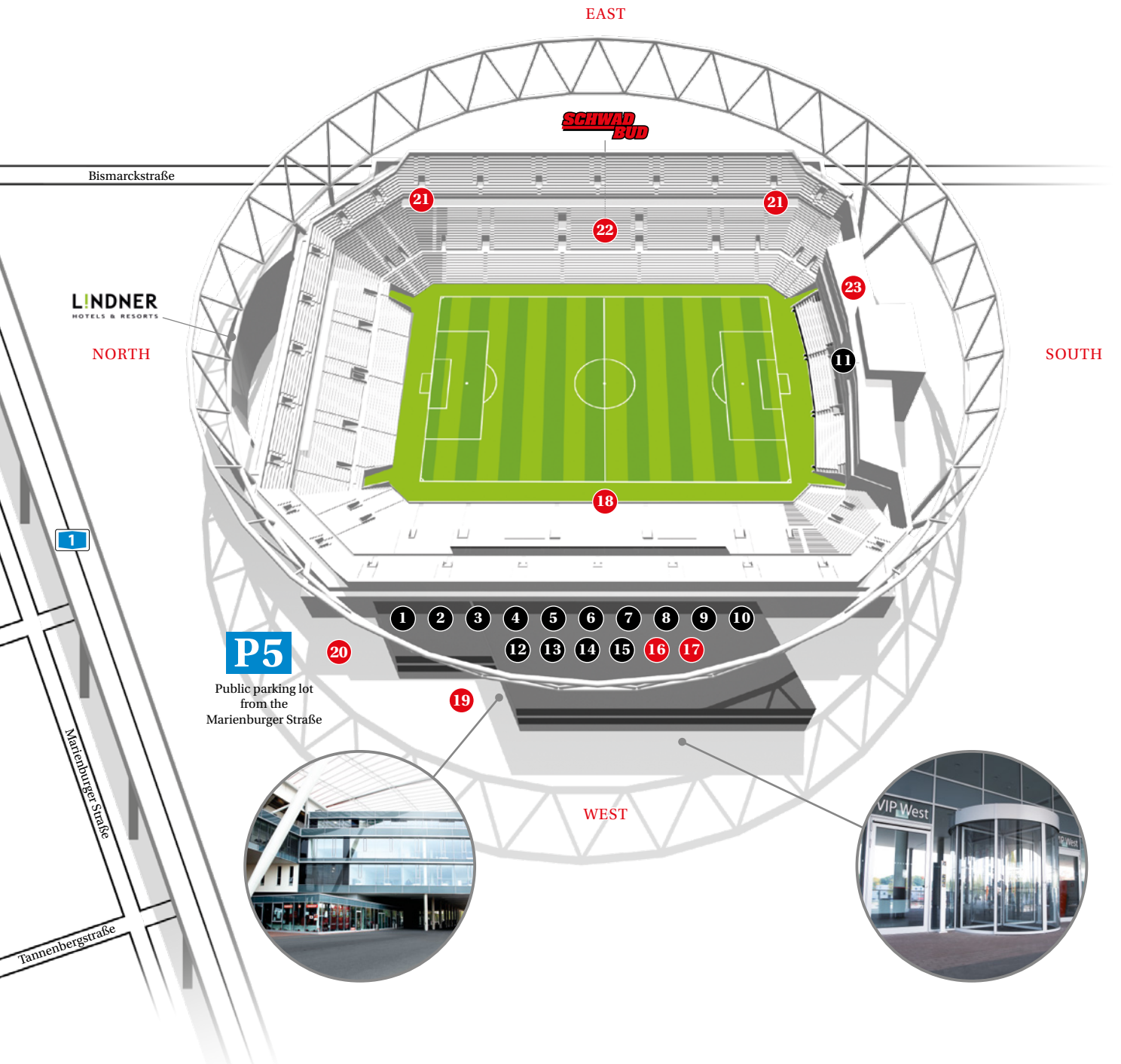
Always on the ball

Versatile and with an array of extraordinary possibilities, the BayArena is the perfect setting for professional business events and impressive large-scale functions.

It is the allrounder of modern football stadiums and provides sophisticated technology and an abundance of space all the way to the catacombs. You benefit from an ideal playing field for functions, workshops and meetings when there is a break from the usual football action. We have the perfect set-up for your team's match. You determine the line-up, we recommend the right tactic and ensure the very best conditions. At the venue of the beautiful game your business takes centre stage - including extra time. The stadium meets the highest requirements for debriefing and regeneration.

The BayArena - the perfect venue for your business event.

Görresstraße



AREAS | MEETINGS & CONFERENCES

- ❶ Fankurve
- ❷ Talentschuppen
- ❸ Elfmeter
- ❹ Heimspiel
- ❺-❾ Conference rooms I-V
- ❿ Auswärtsspiel
- ⓫ Logen Süd
- ⓬ Gastbereich Nord
- ⓭ Gastbereich Süd
- ⓮ 19nullvier-Lounge
- ⓯ Press conference room

AREAS | EVENTS

- ⓶ Press Bistro
- ⓷ Premium-Lounge Das Auge
- ⓸ Rasenkante
- ⓹ Piazza
- ⓺ Beer garden
- ⓻ Eventloge I+II
- ⓼ Schwabud
- ⓽ Barmenia-Lounge

ANYTHING BUT BUSINESS AS USUAL

*Our exclusive rooms
and your opportunities*





Our lounge areas are a perfect place for a breather during the match



Large assembly for up to 270 persons



Well-equipped: from writing pads to high-end presentation technology



Video walls with customised content



A PERFECT OVERVIEW



THE RIGHT LINE-UP FOR EVERY OCCASION PERFECT SERVICE AND TOP-NOTCH EQUIPMENT.

The sky is the limit for your creativity in terms of the design and planning of your event. For one, the infrastructure and location of the BayArena provide unlimited possibilities. Furthermore, as part of our winning squad we have a selection of exclusive event building blocks such as the BayArena tour.

We would be pleased to support you with the conception and organisation of your event in any way possible and also provide an appropriate full-service solution.

SEATING ARRANGEMENTS



U-shape
For up to 40 persons



Circle of chairs
For up to 40 persons



Seating rows
For up to 270 persons



Conference style
For up to 40 persons



Classroom
For up to 100 person

MULTIMEDIA



Room layout
Visualising your seating preferences



Perfect view - top location
An exclusive view of the pitch - no matter the location



Presentation tools
High-end, modern presentation technology



Video conference system
Expand the number of participants with the click of a button



Video wall
Large-scale presentation possibilities for your visual content

SERVICE



Meeting packages
Comprehensive no-hassle packages including full service with full cost control



Event building blocks
The right service for every event - be it a table football tournament, a live band or a DJ



Catering service
You are primed for success with our chefs - be it a standing lunch or a banquet



Travel service
We are there for you - from a shuttle service to accommodation



The BayArena tour
Our guides will give you and your guests with an exclusive look behind the scenes



OUR MEETING PACKAGES

AS A LOCATION, THE BAYARENA CAN TURN EVERY MEETING INTO AN EXCITING TRAINING CAMP.

Our conference rooms boast top-notch equipment to make your time feel right at home.

A selection of appropriate conference packages ensure that your guests are well looked after.

CONFERENCE PACKAGE 'FREISTOSS'*

HALF-DAY (4h)

- incl. conference beverages and snacks

€ 45,-
(€ 37.82 plus VAT)

CONFERENCE PACKAGE 'HALBZEIT'*

HALF-DAY (4h)

- incl. conference beverages and snacks
- Lunch or dinner as selected by our chef

€ 65,-
(€ 54.62 plus VAT)

CONFERENCE PACKAGE 'HEIMVORTEIL'*

FULL-DAY (8h)

- incl. conference beverages and snacks
- Lunch or dinner as selected by our chef

€ 85,-
(€ 71.43 plus VAT)

EVERY CONFERENCE PACKAGE INCLUDES OUR TECHNICAL STARTING LINE-UP:

- Projector + screen
- Flipchart
- Presentation board
- Presentation kit
- Writing pads + pens
- Wi-Fi for all participants
- Digital signposting
- Nearby parking

It is possible to extend the respective packages FREISTOSS⁺, HALBZEIT⁺ and HEIMVORTEIL⁺ by two hours for an additional €10 (€ 8.40 plus VAT) per person.

** The minimum number of participants: 12 persons (There is a room charge for fewer than 12 persons.) The prices given are per person.*

OUR BAYARENA PLUS BUILDING BLOCKS (EXCERPT)

- Display on advertising spaces in the stadium
- Customised event merchandising
- Videowall for customised content
- Illumination of the BayArena roof in your corporate colours
- Professional event technology
- Event decor and exhibition set-up
- Hostesses/security personnel
- ... and many more



THE RIGHT FORMAT

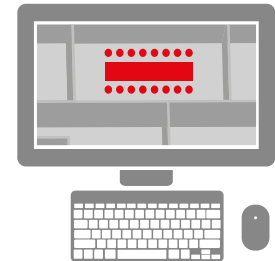
YOU NEVER HAVE TO WORRY ABOUT US DROPPING THE BALL.

Are you planning a function or a conference and already know how many participants there will be? Great - that is definitely to your advantage.

The following overview illustrates the sizes of the respective rooms and their special features as well as the intended capacity.


ROOM LAYOUT TOOL


We would be glad to support you with the planning of the room layout with the aid of our room layout tool.





AREAS | MEETINGS & CONFERENCES


	Size in m ²	Room name	Features	Seating arrangements - max. capacity					Page
1	25	Fankurve	Mounted media wall	-	-	-	8	-	6
2	32	Talentschuppen	-	-	10	-	10	-	6
3	32	Elfmeter	-	-	10	-	14	-	6
11	70	Logen Süd	86" Clevertouch display	-	-	-	16	-	7
4	70	Heimspiel	Multimedia	-	-	-	20	-	6
10	84	Auswärtsspiel	Mounted media wall	-	-	-	24	-	6
5-9	91-182	Conference rooms I-V	Room extension possible	30	30	120	60	65	7
15	140	Press conference room	-	-	-	-	-	80	9
13	430	Gastbereich Süd	-	40	40	200	230	60	8
14	460	19nullvier-Lounge	-	40	40	200	270	80	9
12	480	Gastbereich Nord	-	40	40	270	230	80	8-9


U-shape


Circle


Rows


Conference


Classroom

AREAS | EVENTS

	Size in m ²	Room name	Features	Max. capacity	Page
21	110	Eventloge I+II	Exclusiveness, standard technical facilities*, stadium view	40	14
16	170	Press Bistro	View of the training area	100	12
17	210	Premium-Lounge Das Auge	Modern club atmosphere	150	12
18	250	Rasenkante	Stadium atmosphere	500	13
20	250	Beer garden	Beer garden feeling, standard technical facilities*	200	14
23	300	Barmenia-Lounge	Restaurant and club area with integrated dancefloor, standard technical facilities*	170	15
22	400	Schwadbud	Industrial charm & B04 history, standard technical facilities*	200	15
19	5.000	Piazza	Open air, partially roofed	1.500	13

* Background music with mood lighting

PERFECT ORIENTATION



VIDEOWALLS

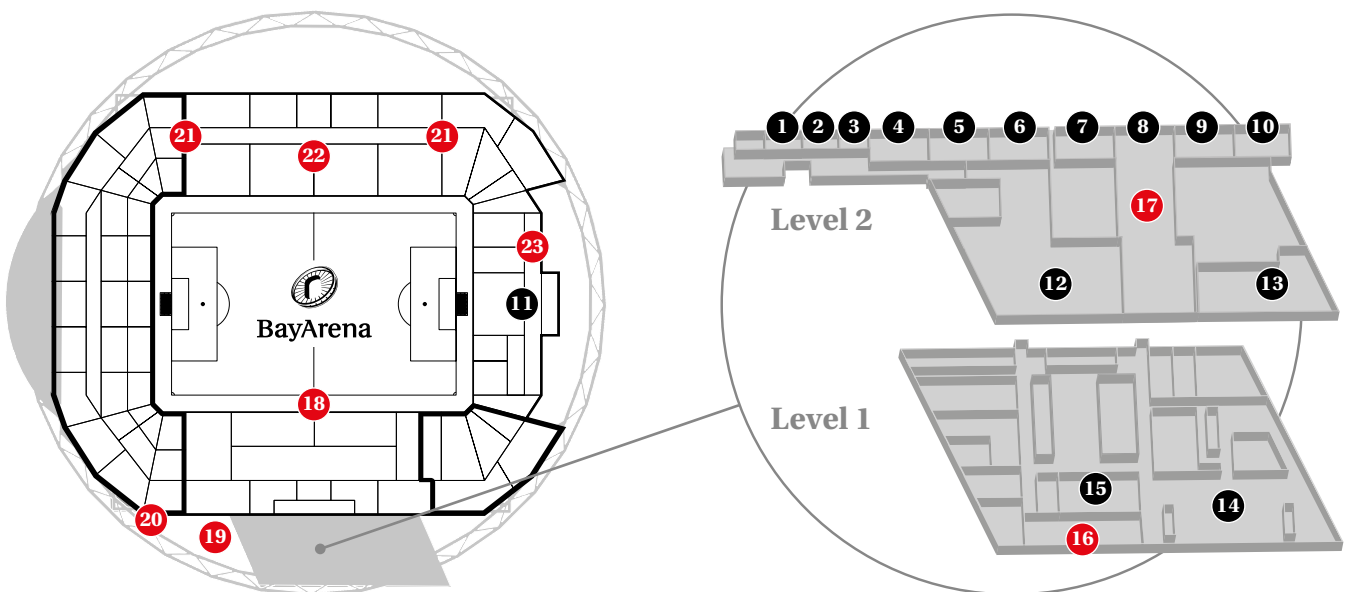
Our new video walls afford you very unique possibilities to make a lasting impression on your guests.

Sixteen 55" monitors with a total size of 4.8 m x 2.72 m are at your disposal in the foyer. On the first and second floor you will find nine 55" monitors respectively with a total size of 3.12 m x 1.75 m. They can be used to convey your individual content.

Be it a welcome greeting, an image film or a corporate presentation – there is virtually no end to the possibilities.

Furthermore, there are an additional 550 monitors at your disposal throughout the BayArena which provide you with a host of infotainment possibilities.

OVERVIEW | STADIUM & WESTSIDE AREA



CONTACT



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(left to right) Katharina Bell, Elisabeth Garcia, Ursula Inden, Dennis Hohmann, Stephanie Quandt



**1 FANKURVE 2 TALENTSCHUPPEN
3 ELFMETER**

Our most compact rooms particularly suitable for more intimate meetings and workshops.

Level 2 < 14

10 AUSWÄRTSSPIEL

We cater to the needs of squads of up to 24 team players here. The room is particularly suitable for board meetings, kick-off presentations and much more.

Level 2 < 24



4 HEIMSPIEL

Our multimedia centre-piece is set up for up to 20 people and particularly suitable for product presentations, lectures and get-togethers.

With the aid of our multi-media experts you have the possibility to co-ordinate visual presentations to perfection. Why not use up to five different sources on the seven separate presentation walls as you wish.

- 84" display (1,920 x 1,080 pixel)
- LED Split-Screen wall (5,760 x 3,240 pixel)
- 5 x 55"-Displays (1,920 x 1,080 pixel)
- Selection of various modus: reception, presentation/meeting, match day
- Special atmosphere using background sound and lighting

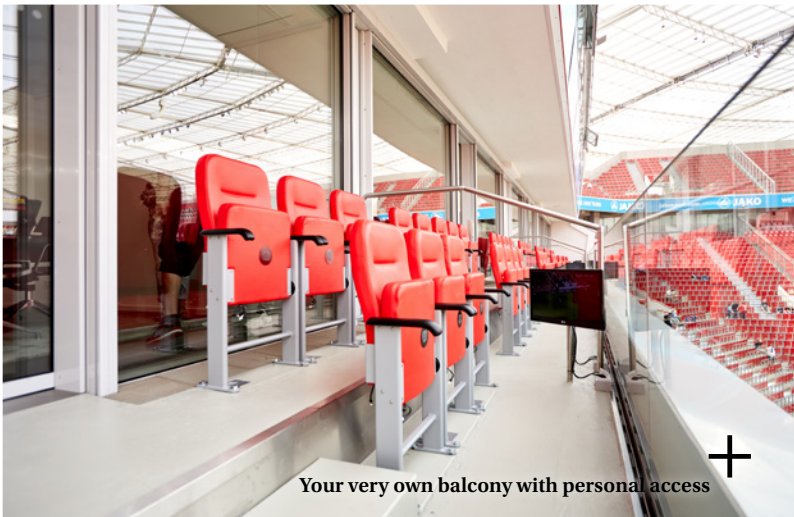
Level 2 < 20

It is possible to create perfectly coordinated themes

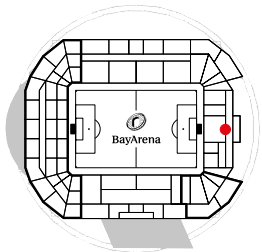
11 LOGEN SÜD

In top form - In our Logen Süd you will be at the top of your game thanks to the new design and modern conference facilities.

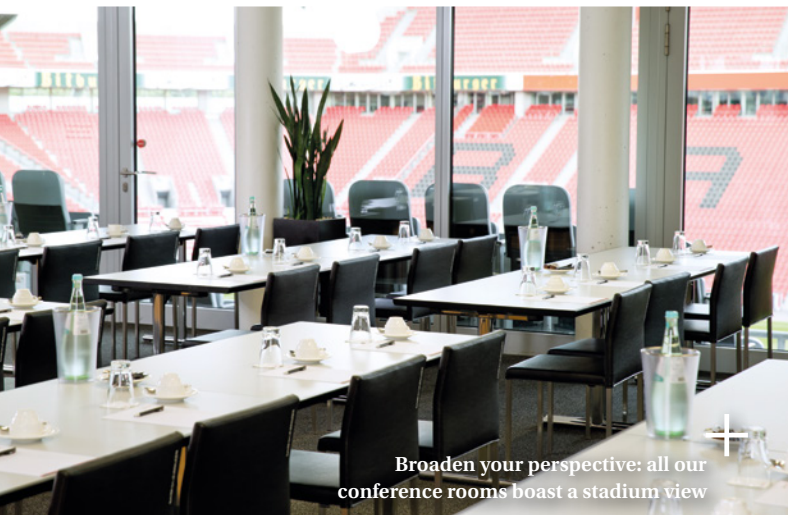
- Sufficient space for up to 16 persons
- 86" Clevertouch display
- High-quality conference furnishings
- 5 underground parking spots



Your very own balcony with personal access



 < 16

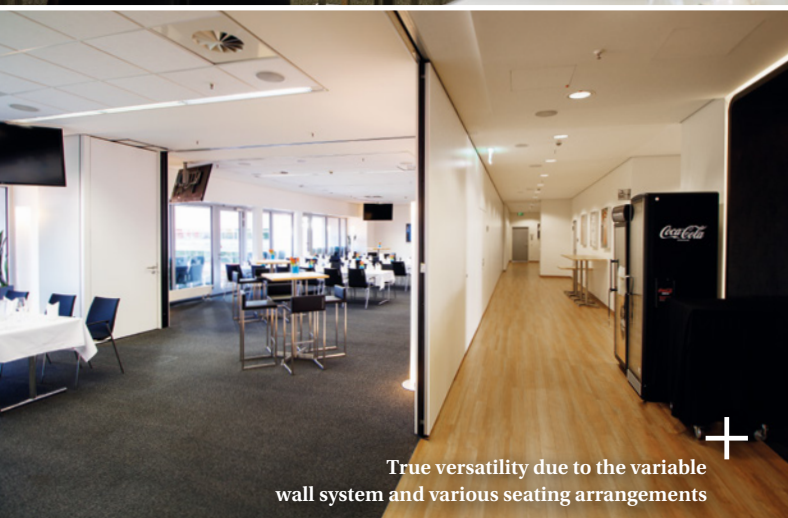


Broaden your perspective: all our conference rooms boast a stadium view

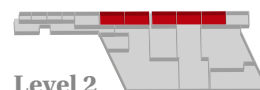
5 - 9 CONFERENCE ROOMS I-V

No matter your plan of attack, our rooms have it all. Be it classic seating arrangements like the U-form, circle of chairs, traditional, group tables or, in fact, any set-up you would like.

The stream-lined interior is primed to be tailored to your function. The panorama window with a view of the stadium gives these rooms a sense of open space. Our flexible wall system means we can meet any requirements for your event you may have.

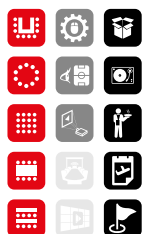


True versatility due to the variable wall system and various seating arrangements



Level 2

 < 120





Gastbereich Nord seats up to 270 persons



13 GASTBEREICH SÜD

Through its modern atmosphere, the Gastbereich SÜD provides an ideal platform for a dinner with class. Despite the open planning the Gastbereich SÜD retains a private atmosphere because of the adjacent bar area. It has a capacity of 230.



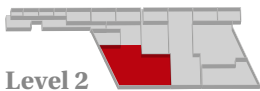
Level 2

< 230

12 GASTBEREICH NORD

Our Gastbereich Nord provides the ideal platform for your business function – for conferences, meetings, awards ceremonies, as an exhibition area for your in-house fair and much more. With a capacity of up to 270 persons in the large conference hall, this is our largest conference area.

Why not give your event a unique touch! Customisable backdrops allow your creativity to take flight. You can use your own Corporate Design or avail of the design we have on offer.



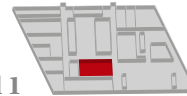
Level 2

< 270



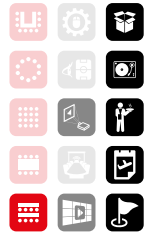
15 PRESS CONFERENCE ROOM

140 m² of pure concentration. The ideal platform for matches made in heaven. The odds of winnings are as good as they can be with space for 80 persons as well as a hands-free conference module.



Level 1

< 80



14 19NULLVIER-LOUNGE

Our 19nullvier-Lounge is a real all-rounder whether you would like a restaurant feel with decked tables or a conference arrangement. Make the most of our diverse inventory and come up with the perfect mix for your strategy.



Level 1

< 270



Versatile: the 19nullvier-Lounge always rises to the occasion



ALWAYS THE RIGHT SET-UP
Events & Functions





16 PRESS BISTRO

Take a breather at the bar or regain your strength at the buffet – up to 100 persons can mingle, talk shop and discuss match results in a laid-back atmosphere.



Level 1

< 100



Adaptable: das Auge and the adjacent bar area provide the perfect platform for dinner, a get-together, a party or a coffee break during your conference



17 PREMIUM-LOUNGE DAS AUGE

The highlight in the Premium-Lounge. Up to 150 person can enjoy a view into the stadium as well as a good glass of wine.

Your corporate colours can substitute the club's red and black lighting providing a very personal touch.



Level 2

< 150

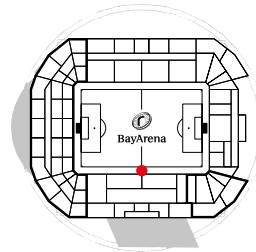




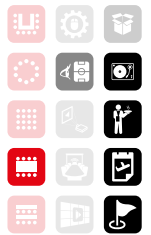
The roof of the BayArena in your corporate colours

18 RASENKANTE

As close as it gets! Be it a dinner, a get-together, a welcome coffee or a sparkling wine reception, why not take it to the very edge of the pitch. The place where our coaches and players are normally in the thick of it.



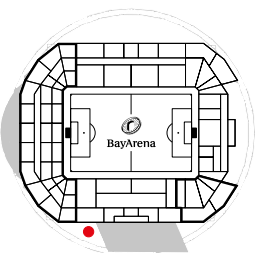
👤 < 500



Piazza - set-up area for roadshows and fun and games

19 PIAZZA

As an outdoor area which is partially roofed, our piazza provides the perfect reason for summer parties and the like. Up to 1,500 persons can avail of the fun and games modules and catering stations.



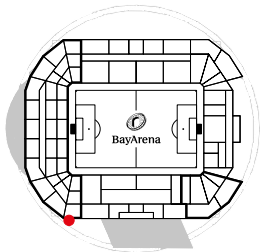
👤 < 1.500



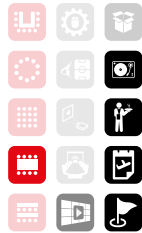
20 BEER GARDEN


If you are in the mood for something casual and cosy, the beer garden located by the West Stand is the place for you. The unbeatable location boasts a fresh air guarantee as well as 365 day availability. Traditional beer garden grub are part of this recipe for success.

- Available for group events of 30 persons or more
- DJ booth with its own sound
- Four large umbrellas with integrated radiators (suitable for the winter)
- Catering suitable for the beer garden feeling



 < 200



Always the place to be thanks to radiators and umbrellas 



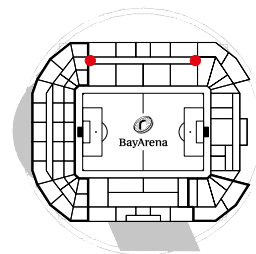




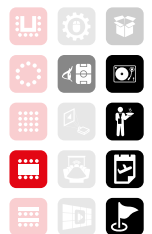
Interior illumination 

21 EVENTLOGE I+II

We provide 110 m² of modern decor for your get-together, exclusive presentations and parties. If need be, we can even provide a second identical room.



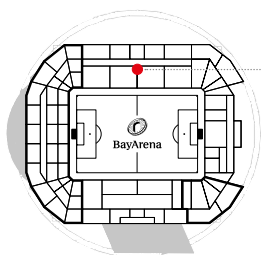
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22 SCHWADBUD

Our Schwadbud is ready for your event right now. Industrial charm teams up with historical treasures from Bayer 04 history to make this location the ideal venue for a cosy evening among friends. Whether it is a product presentation or a get-together, a corporate jubilee, a birthday party or a wedding, our Schwadbud will throw its doors open to you.

- Available for groups of 30 or more
- Room charges only applicable on exclusive use
- Large selection of themed buffets
- Fireplace
- Soccer-table
- Background music
- Presentation with 84" display (HDMI connection)



Your tour starts here!

< 200



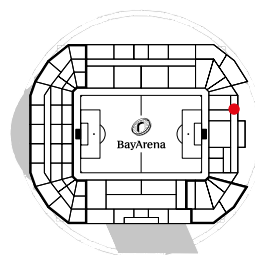
**SCHWAD
BUD**



23 BARMENIA-LOUNGE

The BARMENIA-Lounge is a fusion of a cosy restaurant and a chilled-out club. It is ideal for event concepts which include a dinner and a party.

- Available for groups of 30 or more
- Room charges only applicable on exclusive use
- Integrated background sound system
- Integrated dance-floor



< 170





BayArena⁺
meetings and events

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