



Welcome to London's most unique conference venue



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www.businessdesigncentre.co.uk





Welcome

From our Chief Executive

About the BDC...



52 Upper Street, London, N1 0QH
Tel. +44 (0)20 7359 3535
www.businessdesigncentre.co.uk

The Business Design Centre is London's most stylish venue. The venue offers organisers one of the most spectacular venues in the UK, combining the architectural beauty of the former Royal Agricultural Hall with contemporary design. Today we attract over half a million visitors every year.

Every event held at the Business Design Centre is completely unique – but every event organiser can rely on one thing: a level of personal service second to none.

The venue boasts 6000m² of unimpeded event space, flexible conference facilities and excellent transport links. There is also a car park and Hilton hotel onsite. The BDC is the ideal London venue for any event.

I was proud to announce recently that the BDC had become the UK's first CarbonNeutral® venue. For several years we have strived to reduce our

environmental impact through a series of internal initiatives. Due to the inherent operation of our business we realised that it was not possible to decrease our carbon footprint to zero through reduction and conservation alone and with this in mind we decided to support our reduction limitations with an offset programme in partnership with The Carbon Neutral Company.

I hope you enjoy your time at the BDC. Please contact me if you have any feedback.

dominicj@businessdesigncentre.co.uk



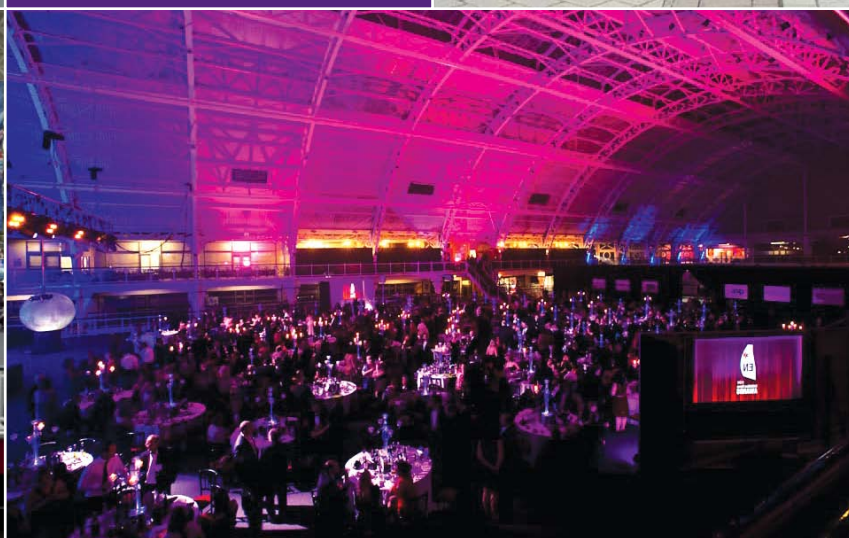
Dominic Jones, Chief Executive, BDC

www.businessdesigncentre.co.uk



"No other venue in the country can create the same excitement, buzz and atmosphere as the Business Design Centre. The management team have a real passion for the building and the events they host. The Business Design Centre is unique."

Tim Etchells, Managing Director,
Single Market Events



History



Our History, Our Vision... Your Future

In 1861 the first foundation stones of The Agricultural Hall were laid. At a cost of £50,000 the architect Frederick Peck created an imposingly large enclosed space, the clear span of which was greater than both its contemporaries at the time, Crystal Palace and Alexandra Palace. In 1885 following years of Royal patronage, the name was changed to The Royal Agricultural Hall, though to locals it has long been known as 'the Aggie'.

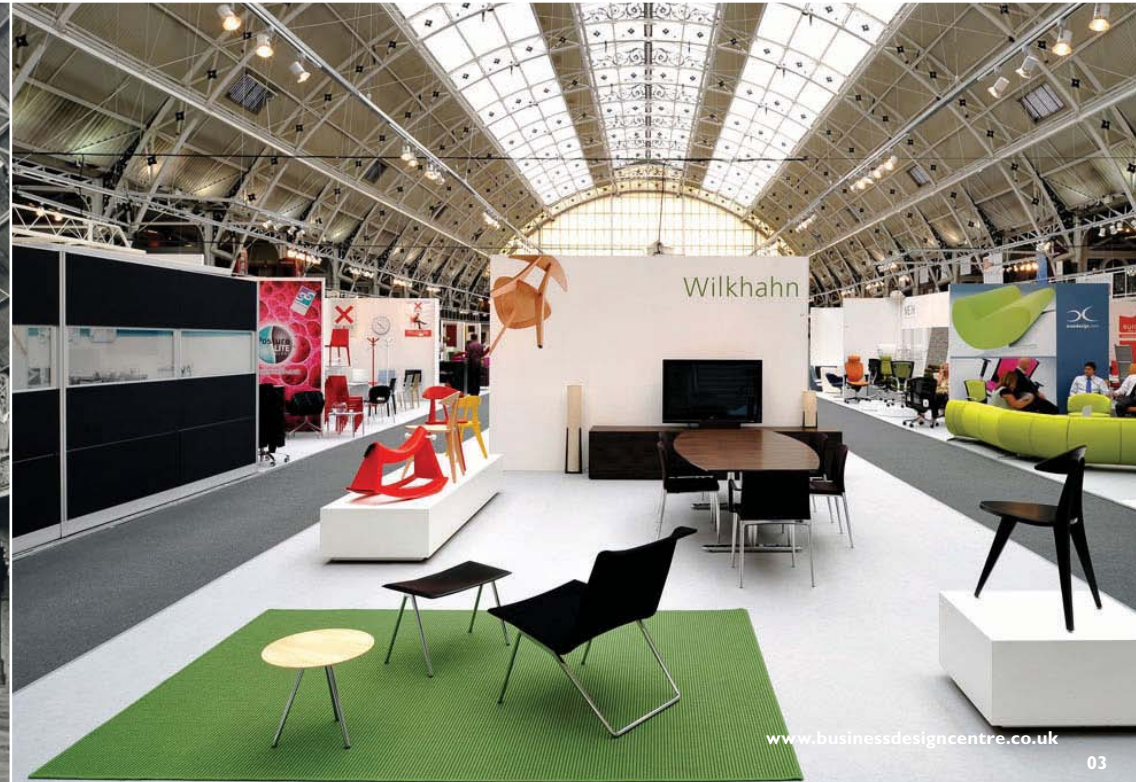
Once the Hall had opened there began a programme of events which, until the outbreak

of World War II, included almost every conceivable type of exhibition: bakery & confectionary, drapery, brewing, laundry, shoe & leather, cycle, motor, furniture, dairy, grocery, Crufts and the horse shows, as well as revivalist meetings, circuses and the World's Fair.

The years went on and The Aggie's visitors began to read like a Who's Who of celebrated London, including Winston Churchill, William Gladstone and Edward VIII to name a few. With the outbreak of World War II the Government requisitioned

the building, and in 1943 The Inland and Foreign Parcels Office was moved to the Hall, this remained until 1971 after which the building remained derelict for many years.

In 1981 Sam Morris, Chairman of CIL fell in love with the Aggie, complete with its disrepair and forest of undergrowth, and formulated a tender for the site based on the American trade mart concept which he won. In 1986 after a £12m investment the building was restored and opened as Business Design Centre you see today



Where we are

Situated in one of London's most vibrant areas, Islington, the BDC is close to both the City and the West End. It is ideally situated for both transport and local entertainment and is conveniently outside the congestion charging zone.

Getting here:

By bus/train/tube:

- 300m from Angel tube (northern line)
- 1 stop from Kings Cross Underground
- 1.5 miles from Kings Cross International/St Pancras
- 2 stops Euston (northern, Victoria and overground lines)
- 900m from Highbury & Islington Station

For planning your journey around London please visit:
www.journeyplanner.tfl.gov.uk

By car or bike:

The BDC has an onsite car park with 236 spaces, including numerous disabled parking bays. There is also ample cycle parking and electric car charging points. There is additional parking in the nearby N1 centre.

By plane:

Heathrow is 17 miles from the BDC

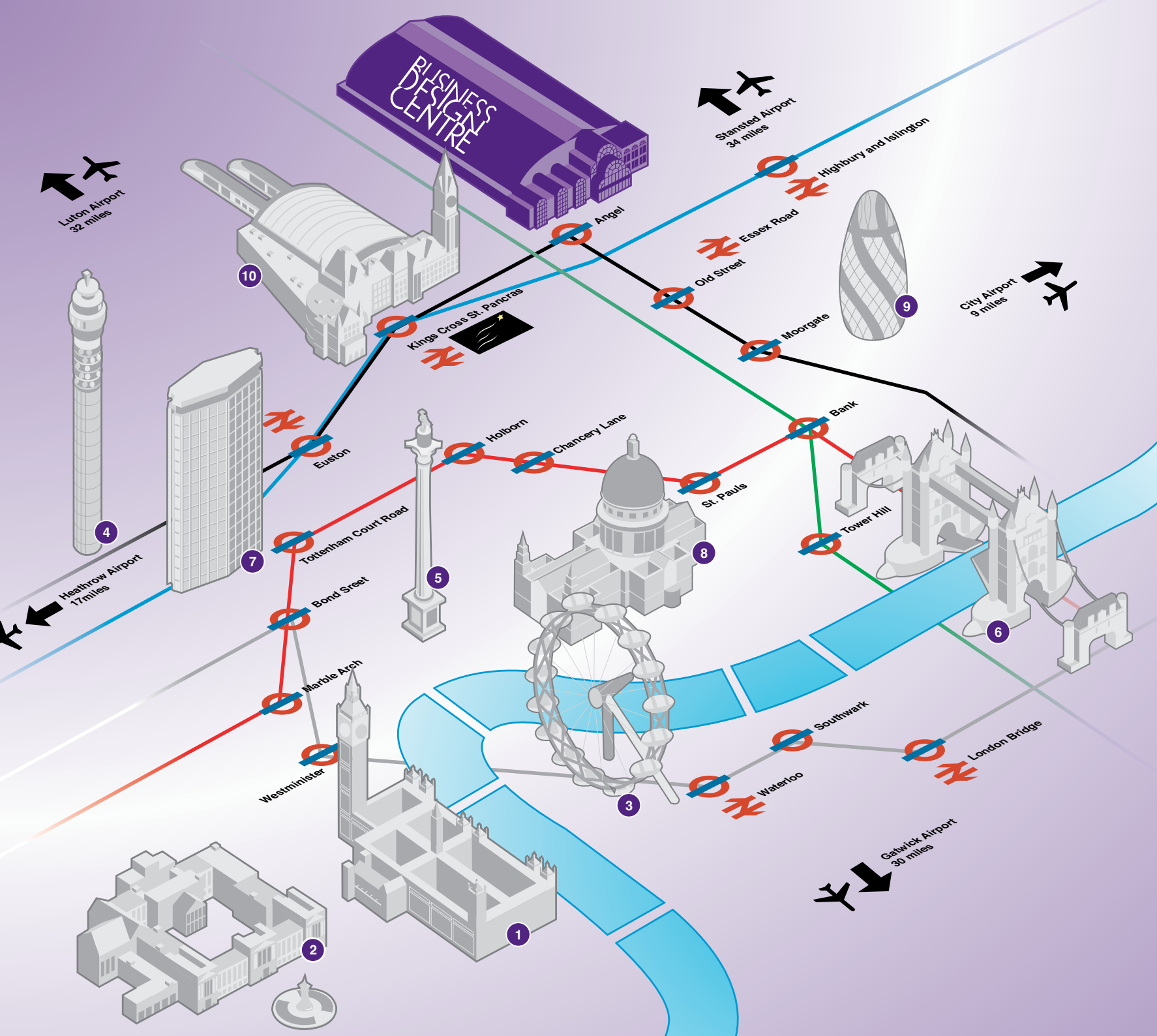
For a local location map please visit:
www.businessdesigncentre.co.uk/localmap



“The proximity of the conference to the expo works very well and the location in Islington with all its restaurants is ideal for a networking event like this.”

Malcolm Taylor – Bapco





- Jubilee Line
- Victoria Line
- District Line
- Central Line
- Northern Line
- Eurostar
- London Underground
- National Rail
- 1 Houses of Parliament
- 2 Buckingham Palace
- 3 London Eye
- 4 BT Tower
- 5 Nelson's Column / Trafalgar Square
- 6 Tower Bridge
- 7 Centre Point
- 8 St. Pauls Cathedral
- 9 Gherkin
- 10 Kings Cross St. Pancras

Environmental Policies

The Business Design Centre is the UK's first CarbonNeutral® venue

The Business Design Centre, has recently become the UK's first CarbonNeutral® exhibition and conference centre. We have always been aware of its environmental responsibility and we are extremely proud of the award-winning 'green' initiatives we have implemented over the past years. Due to the inherent operation of our business we realise that it is not possible to decrease our carbon footprint to zero through reduction and conservation alone and with this in mind we have decided to support our reduction limitations with an offset programme.

Our focus for the future will continue to be on energy efficiency and internal emission reductions. By achieving the first CarbonNeutral® venue accreditation in the UK we are ideally positioned to meet organisers' requirements for a green and sustainable event space in the UK.

For further information on the BDC's 'green' credentials please visit www.businessdesigncentre.co.uk/carbonneutral

Initiatives we have invested in:

- Invested in a scheme whereby we purchase all our energy from renewable resources
- Installed a £10,000 recycling centre in the loading bay.
- Recycle 60% of all skip waste – approximately 170 tons this year
- Installed electric car charging points in the car part
- Have installed motion sensors on lights in all toilets & communal areas
- Refurbished the Auditorium with a new energy efficient air conditioning system
- Invested in low-wattage bulbs for all exhibition stands
- Recycling bins for visitors
- Fitted energy efficient light bulbs in our Conference Centre

CERTIFIED
CARBON
NEUTRAL®

venue

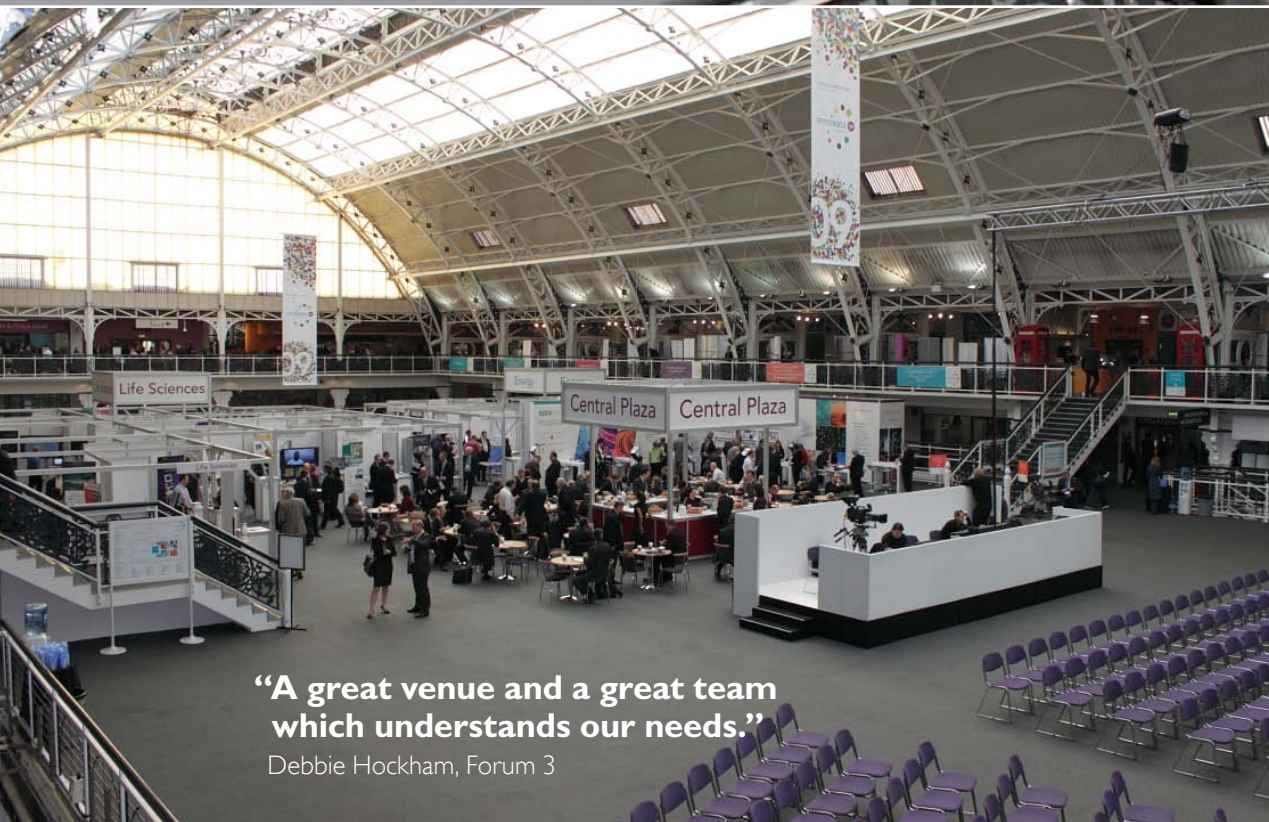
John Marks

CarbonNeutral.com



“We were very impressed with the BDC’s clear focus on environmental responsibility and the extra steps that they have made to become the UK’s first Carbon Neutral Venue. This is something that has impressed us immensely and a factor that we take extremely seriously when selecting a venue. It is clear that they have become a market leader in their sustainability approach and are now striving forward and leading the way in the industry.”

Mark Roddy
Head of Event Management,
GovNet Events



This 2000 square metre space benefits from natural light, a 16.5 metre high barrel-vaulted roof and is column free making it ideal for large conferences for up to 1500 delegates. Organisers take advantage of its central positioning allowing for easy access to the venue's conference centre that can be used for breakout sessions.

Room Specifications

	Mezzanine
Theatre	2500
Cabaret	1100
Length (m)	70.37
Width (m)	30.7
Height (m)	16.5
Gross space (m2)	2088
Net space (m2)	1388

Our Conference Centre

The Business Design Centre is London's most unique and flexible venue.

The Business Design Centre is London's most exciting conference venues. In addition to our main Mezzanine, Gallery Hall and impressive main Auditorium, we also have a further 7 adjacent rooms enabling us to accommodate from 5 to 2,500 delegates. The overwhelming feeling one gets from the venue is of flexibility.

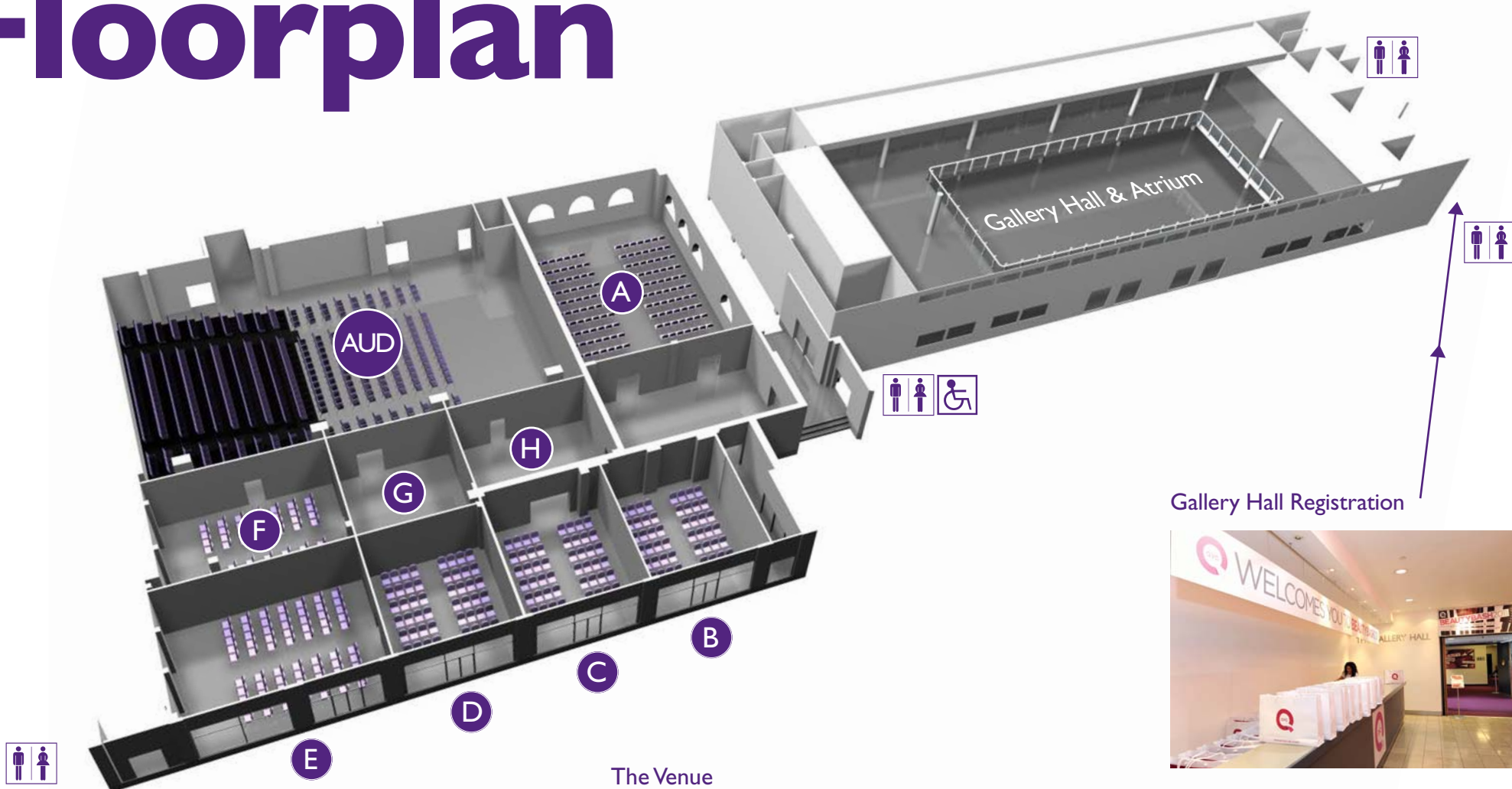
An experienced in house Project Manager is appointed to oversee each and every event, whether it's a conference, fashion show, product launch, banquet or meeting. Coupled with in-house caterers, The Good Eating Company and audio-visual and production company AVC Productions, each event can expect a level of service second to none. With a programme of continuous improvement to the facility, this ensures our facilities and fabric of the building remains of the highest standard.

"The atmosphere and feel from the minute that you walk in. It has that "wow" factor. Given that the event is all about innovation we really wanted to have that buzz and you could feel it the minute you walked in"

Nicola Roberts – Innovate



Floorplan



Exhibition Space	Gross Space (m ²)	Gross Space (ft ²)	Net Space (m ²)	Net Space (ft ²) *
Mezzanine	2088	22476	1338	14402.1
Gallery Bays	1468	15802	1010	10871.5
Ground Level	471.5	5075	352.5	3794.3
Conference Centre	1140	9010	840	9041.7
Gallery Hall	837	6006	507	5457.3
Gallery Atrium	558	12271	363	3907.3
Total	6562.5	70640	4430.5	47689.5

(* Subject to floorplan)

Venue Areas	Theatre Capacity	Boardroom Capacity	Length (m)	Length (ft)	Width (m)	Width (ft)	Height(m)	Height(ft)
Mezzanine	2000	-	70.37	230' 10"	30.70	100' 9"	16.5	54'2"
Gallery Hall	650	-	42.69	140'	19.70	64' 8"	6.85	19'2"
Gallery Atrium	-	-	42.69	140'	19.78	64' 11"	2.75	9'
Auditorium	500	-	23.36	76' 8"	16.66	54' 8"	3.0	9'8"
Room A	250	50	23.26	76' 4"	11.52	37' 10"	2.8	9'2"
Room B	60	30	8.60	28' 3"	7.30	28' 11"	3.1	10'2"
Room C	60	30	8.60	28' 3"	7.25	23' 9"	3.1	10'2"
Room D	60	30	7.99	26' 3"	7.11	23' 4"	3.1	10'2"
Room E	90	40	9.96	32' 8"	7.96	26' 3"	3.1	10'2"
Room F	70	30	9.29	30' 6"	7.21	23' 8"	3.1	10'2"
Rooms E & F	160	45	15.33	50' 4"	9.29	30' 6"	3.1	10'2"
Room G	60	20	7.21	23' 8"	6.99	22' 11"	3.1	10'2"
Room H	60	20	8.99	28' 6"	6.31	20' 8"	3.1	10'2"



Gallery Hall

expo/catering

With superb natural daylight the Gallery Hall offers 890 square metres of expo or catering space. The Hall is directly linked to the Conference Centre and has self-contained registration and cloakroom facilities. The space is overlooked by the Gallery Atrium, which provides an additional 558 square metres of space if required.



Room Specifications

	Gallery Hall
Length (m)	42.69
Width (m)	19.7
Height (m)	6.85
Gross space (m2)	837
Net space (m2)	507

Gallery Hall

Conferences up to 650 pax



Contemporary in style, with natural daylight and blackout facilities, the hall can seat 600 delegates theatre style or offer 890 square metres of expo or catering space. The hall is interlinked to the Conference Centre and has self-contained registration and cloakroom facilities. The space is overlooked by the Gallery Atrium, which provides an ideal location for catering during a conference or additional breakout space if required. The room offers the perfect environment for large conferences, fashion shows, AGM's and product launches. Access to the Hall is enhanced by direct loading facilities, with space for a vehicle, enabling it to be used for car launches or auctions.

Seating Specifications

	Gallery Hall
Theatre	650
Cabaret	420
Banquet	420
Classroom	400

	Gallery Atrium
Length (m)	42.69
Width (m)	19.78
Height (m)	2.75
Gross space (m2)	558
Net space (m2)	363



With its fully retractable tiered seating, the Auditorium offers capacity for up to 500 delegates theatre style. A firm favourite with organisers, the Auditorium offers the flexibility to host theatre or classroom style events with adjoining areas available for catering or syndicate sessions.

Room Specifications

	Auditorium
Theatre	500
Classroom	220
Cabaret	220
Length (m)	23.36
Width (m)	16.66
Height (m)	3

“The team was friendly, knowledgeable and helpful. It is a lovely space. I like the building very much.”

Meredith Stamp – Crossrail

Auditorium

Conferences up to 500 pax

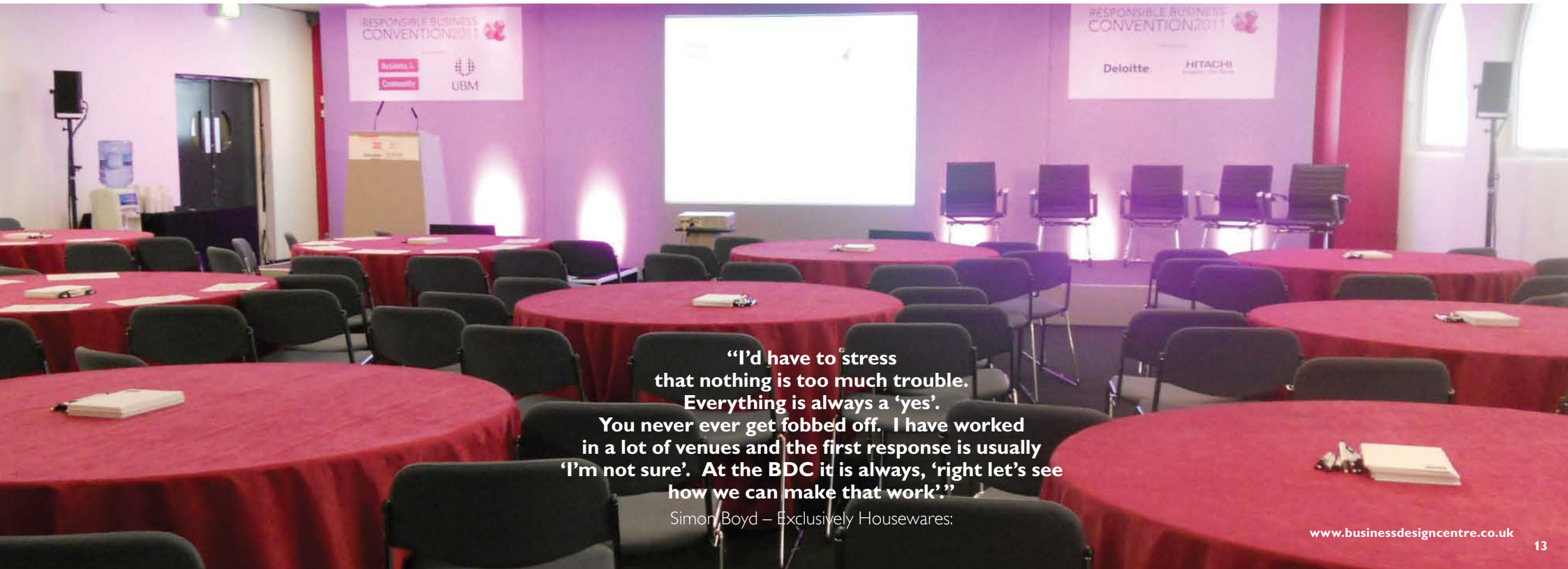
Room A

Conferences up to 250 pax

With capacity for up to 250 guests, Room A boasts natural daylight and motorised blackout facilities whilst movable acoustic walls allow the room to be sub-divided for smaller events. Room A allows for small to medium size conferencing with catering areas available on the impressive gallery level overlooking the main exhibition hall or in the adjacent Room B..

Room Specifications

	Room A
Theatre	250
Boardroom	50
Cabaret	100
Length (m)	23.26
Width (m)	16.66
Height (m)	3



**“I’d have to stress
that nothing is too much trouble.
Everything is always a ‘yes’.
You never ever get fobbed off. I have worked
in a lot of venues and the first response is usually
‘I’m not sure’. At the BDC it is always, ‘right let’s see
how we can make that work’.”**

Simon Boyd – Exclusively Housewares:



The Business Design Centre is now open for banquets. Your guests couldn't fail to be impressed by our spectacular mezzanine with its 16ft barrel-vaulted roof. The 19th century original iron work forms an amazing backdrop to any event with space to host dinners for 1200 guests and a drinks reception on arrival on the ground floor.

For mid-size banquets the Gallery Hall is also available. With its own registration and cloakroom facilities and self-contained atrium level for a drinks reception this is the perfect space for a banquet seating a maximum of 424 guests. The hall has facilities for full blackout, the space can be dressed to suit any specific requirements or requests. For banquets our operating hours are until 1am

Room Specifications

	Mezzanine
Theatre	2500
Cabaret	1100
Length (m)	70.37
Width (m)	30.7
Height (m)	16.5
Gross space (m2)	2088
Net space (m2)	1388



Banqueting



Broadband



"After all of the emails, meetings and hard work leading up to the event, your team was truly amazing in their execution!"

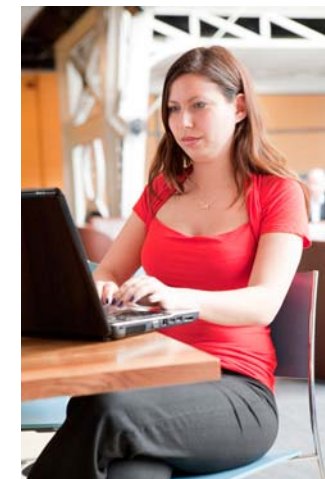
Finovate 2011

We have recently completed a major investment and upgrade to our internet and wireless system which we believe makes us one of the leading UK venues in terms of infrastructure and the capacity on offer to our organisers. Our access is fed by a massive 1Gb fibre optic pipe provided by Virgin Media and is distributed through our purpose built Cisco network based on the 802.11 standard with a wireless transmission of up to 300Mbps.

This network is made up of over 50 Access Points which can now accommodate an impressive 500 simultaneous devices to log on in both the Gallery Hall & Auditorium using a secure password which can be set as anything you wish (so perhaps an event sponsor or partner!?)

In addition to our Wi-Fi access, we can also offer wired internet connections over our Category 5e Network cabling infrastructure for up to 20MB ideal for conference streaming or hi demand exhibitors.

Complimentary Wi-Fi Access:
We now offer completely free Wi-Fi available to all visitors at the Business Design Centre. This is open to all so restricted connectivity is available free



of charge for every delegate. Of course, we can still arrange unrestricted, secure access for people wanting a higher bandwidth.

Actions on the complimentary service will be restricted to general activities such as checking emails. For streaming videos and delegates/exhibitors requiring a higher rate connection we advise opting for the password protected Wi-Fi coverage as detailed above. This will allow a higher speed uncontested connection and you can be safe in the knowledge that your delegates/visitors will be receiving a dedicated service.

Uncontested Hi Speed Password Protected Wi-Fi Coverage:

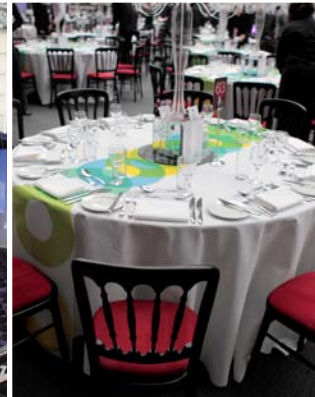
Mezzanine and Ground	£1500 +VAT
Gallery Hall and Atrium	£1200 +VAT
Auditorium and Rooms D-H	£1200 +VAT
Auditorium and Rooms A-H	£1500 +VAT

Wired Ethernet Connections (IAWC):

Broadband (512Kbps) IAWC	£229 +VAT
Broadband (1MB) IAWC	£329 +VAT
Broadband (2MB) IAWC	£379 +VAT
Broadband (3MB) IAWC	£529 +VAT

Our partners

Our strategy is to always enhance and add to our existing offer by providing our customers with what they consistently demand “a one stop shop”. The ability to offer a comprehensive solution for their events large or small is essential and with AVC Productions, The Good Eating Company & Hilton we are excited that we have found the market leaders in their fields who brings with them a unique, dynamic and fresh approach.



Eat well



“There is nowhere else in the country that does such a good job.”

Simon Boyd – Progressive Greetings Live



The Good Eating Company:

The Good Eating Company has a simple philosophy, to make each event the best it can possibly be.

The most important thing in the consistent delivery of good food is to work with the best ingredients, to buy fresh & seasonal produce and to keep dishes simple. We never compromise on quality of food or quality of service.

Taste is the primary consideration because when the right ingredients are assembled on the plate, that dish will look as good as it tastes.

The need for environmental protection forms an integral part of The Good Eating Company's business philosophy. The Good Eating Company endeavours to operate in harmony with

the environment, with particular emphasis on; sourcing local produce, production, waste & recycling, energy and transport & distribution.

The Good Eating Company
Business Design Centre
52 Upper Street
London N1 0QH

Tel 020 7288 6351
Email: jean@goodeatingcompany.com
Web: www.goodeatingcompany.com



Sound and Vision

AVC PRODUCTIONS



AVC Productions:

are the approved Audio Visual and Event Production partners to the Business Design Centre.

With their In-house Events team plus on-site technical experts they will ensure your day delivers the quality you expect. Across all industries and on any scale they offer a total package that covers everything from advance planning and design to live production, on-site management and post production services.

With over 26 years of industry experience AVC Productions offers a total event solution providing the creative and technical expertise of a high-end production company, with the cost saving advantage and quality assurance of owning their own kit.

Adding more than a touch of inspiration to any occasion; a conference, a product launch, a party or a fashion show AVC Productions use their expert knowledge of the venue along with your key event objectives to deliver a truly unforgettable event.

AVC Productions
Business Design Centre
52 Upper Street
London
N1 0QH

Tel: 020 7288 6561
Email: info@avcproductions.com
Web: www.avcproductions.com

“AVC Productions knew what we wanted. We put them under a lot of pressure because of the time scales but they just rose to the challenge and delivered brilliantly. They did a huge amount for us too so it was important they get it right.”

Nicola Roberts, Associate PR
Director Quadrant Media &
Communications Ltd

Hilton London Islington:

Adjacent to the Business Design Centre the Hilton cannot be beaten for proximity and convenience for both organisers and attendees alike.

The Hilton London Islington offers 184 rooms including suites, family rooms and accessible rooms. All rooms are fully refurbished and are designed for optimum comfort and convenience. Each guest room incorporates air conditioning, high speed internet access, and the best location in Islington

The hotel also has the bright, warm and welcoming, Mosaic Restaurant & Bar; the ideal venue for meeting, relaxing & unwinding whether for breakfast, lunch or dinner.



Hilton London Islington
53 Upper Street
London
NI 0UY

Tel: 020 7354 7700
Web: www.hilton.co.uk/islington



Sleep well



Contacts:

Max Bull Venue Sales Manager

Tel: 020 7 288 6225

Email: maxb@businessdesigncentre.co.uk

Kate Simpson Conference Manager

Tel: 020 7288 6002

Email: kates@businessdesigncentre.co.uk

Emma Clarke Conference Executive

Tel: 020 7288 6465

Email: emmac@businessdesigncentre.co.uk

Address:

Business Design Centre

52 Upper Street

London N1 0QH

Fax: 020 7288 6444

Web: www.businessdesigncentre.co.uk

www.businessdesigncentre.co.uk/conferencetoolkit

follow us on
twitter
@thebdc



Other BDC partners

Thorns Group – Event Furniture Hire:

Thorns Group has a huge stock of the very latest equipment, they have the experience and the products to make any event a stunning success.

Contact: Adam Aston

Tel: 020 8801 4444

Email: adam@thorns.co.uk

Onward Display:

Forum A & B (229) Business Design Centre

52 Upper Street, Islington

London, N1 0QH

Tel: 020 7734 2740

Web: www.onwarddisplay.com

Angel Flowers

Angel Flowers enjoys a well deserved reputation as one of London's finest quality florists - receiving an accolade from Tatler Magazine as among London's top five.

Contact: Sandra

Tel: 020 7704 6312

Email: enquiries@angel-flowers.co.uk



And a bit more...

Loading Bay

We have a large loading bay, the entrance can be found on Liverpool Road at the back of the building. Within the bay there are 2 large goods lifts with access to all floors.

Operating hours

08.00hrs - 22.00hrs (Monday - Friday)

08.00hrs - 20.00hrs (Saturday)

09.00hrs - 18.00hrs (Sunday)

Disabled access:

The BDC has full access for those with disabilities. The front of the building is ramped easy access with a lift to all floors. There are disabled toilets on all levels.

Concierge service:

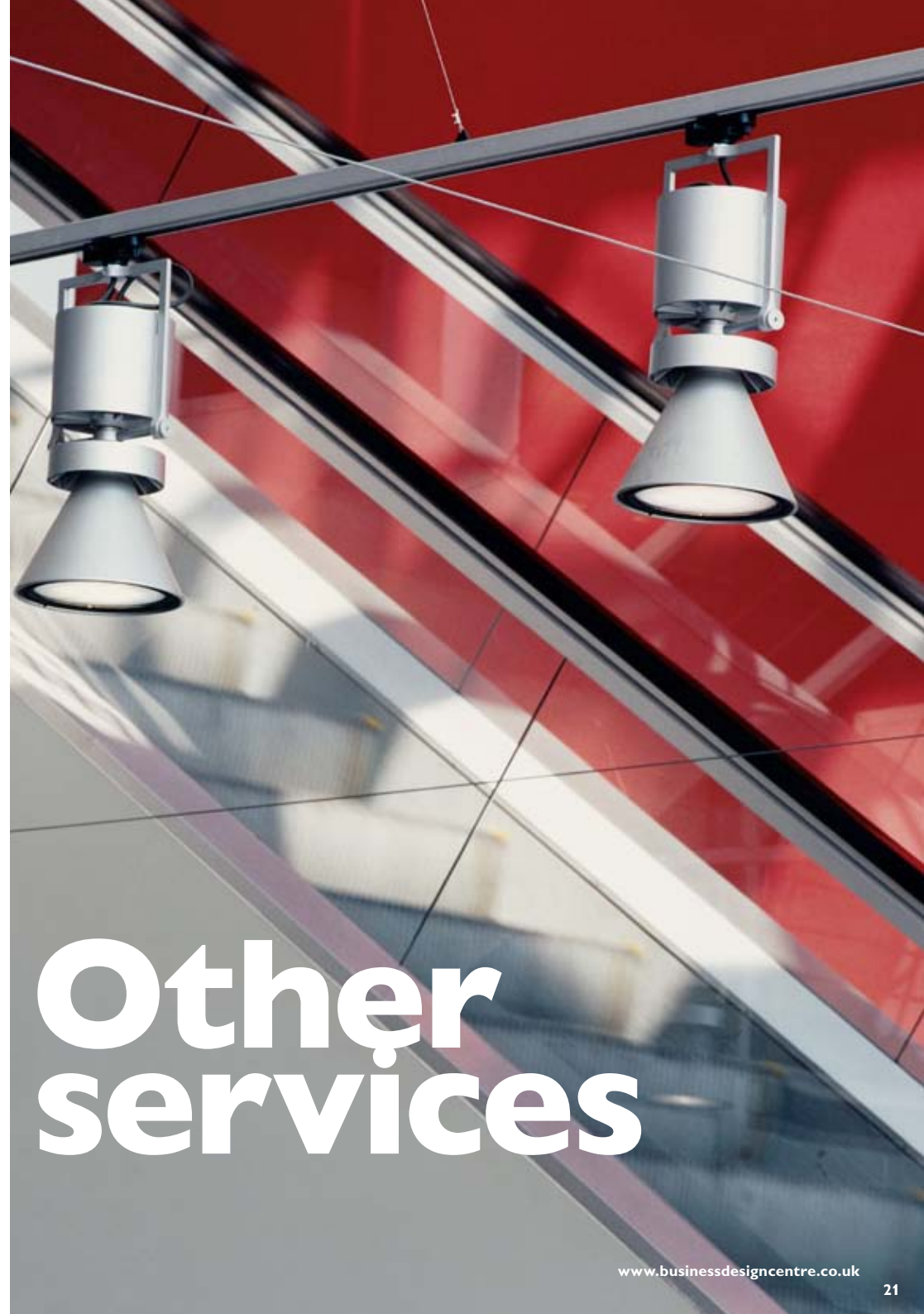
The Centre offers a full range of services via our in-house Concierge. Based on the hotel concept, the concierge role covers a wide range of activities from booking taxis, restaurants and theatre to rail, airport and hotel enquiries etc. For further information contact:

Ray Alcock

Tel: 020 7288 6272

Mobile: 07968 801319

Email: raya@businessdesigncentre.co.uk



Other services

Floorplan

BUSINESS
DESIGN
CENTRE

