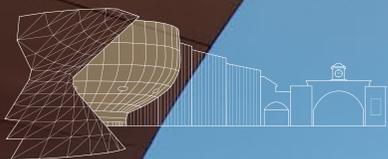


BMW GROUP EVENT FORUM.

BMW WELT. BMW MUSEUM. BMW GROUP CLASSIC.
THE EVENT SPACES AT THE BMW MUSEUM.



BMW Welt, BMW Museum,
BMW Group Classic
#everysecondjoy

bmw-welt.com/eventforum

**BMW
GROUP**



Rolls-Royce
Motor Cars Limited

CONTENTS.

BMW MUSEUM.

Introduction.	04
Space Capacities.	05
Overview of Locations.	06

EVENT LOCATIONS. 07

BMW Plaza.	08
Foyer.	10
Museum Bowl.	12
Catering.	14
Highlights at a Glance.	16

Contact.	17
----------	----





THE BMW MUSEUM.
THE PERFECT SPACE FOR YOUR EVENT.

INTRODUCTION.

5.000m², 125 exhibits, 100 years of history: The BMW Museum is one of the most visited corporate museums in Germany and one of Munich's biggest attractions. Since it opened in 1973, it has presented visitors from around the globe fascinating exhibitions on corporate, brand and product history.

Design to the power of three.

The BMW Museum offers a unique opportunity to stage exclusive events amongst historic exhibits, surrounded by innovative interior and media architecture. Three impressive spaces allow customers to stage custom-designed events against multimedia

interior backdrops. The BMW Plaza impresses by its sheer height and innovative LED displays. The BMW Museum Foyer captivates with its views onto the museum architecture and exhibits. Meanwhile, the current rotating exhibit in the BMW Museum "Bowl" provides a striking setting for your event.

Exclusive Services.

The BMW Museum offers numerous services to support you in every aspect of putting on your event. From individual services such as expert Guided Tours to full service: you decide, we provide.



SPACE CAPACITIES.

ROOM FOR OUT-OF-THE-ORDINARY EVENTS.

With its striking architecture and historic vehicles, the BMW Museum provides an atmospheric setting for events of all kinds. Expert Guided Tours surrounded by authentic exhibits transform such occasions into a true cultural event. The history of the company, its brands and products is intriguingly presented. Innovative media technologies allow for novel forms of multimedia interior staging on 700 m² of LED surfaces. Individual event experiences for up to 600 people make the BMW Museum much more than a venue for exclusive gatherings, but a genuine occasion in its own right.



OVERVIEW OF LOCATIONS.

ROOM	BMW PLAZA	FOYER	MUSEUM BOWL
Room in m ²	400	200	650
Exhibition area in m ²	400	200	650
Theatre-style seating	Max. 350	100	100
Classroom-style seating	150	N. A.	N. A.
Banquet-style seating	220	N. A.	N. A.
Standing room	660	180	190
Room height in m	3.80 – 12.60	3.60	Platform 4: 6.05 Platform 5: 4.75

The figures in the table are maximum values intended to provide an initial guide. We are happy to create a bespoke room and catering concept based on your requirements, tailored to your planned event.

“N. A.”: Seating arrangement generally not possible or only after individual planning and agreement.



EVENT LOCATIONS.

15

DEUTSCHE
MEISTERSCHU
FÜR MODE

BMW PLAZA. EYE-CATCHER AND VISITOR MAGNET.

Room area.
400 m²

Room rental fee.
€ 5,250 / day*

*Net package deals for the use of the area, excl.
setup, technical equipment, staff and catering.



The BMW Plaza is the heart of the BMW Museum. The soaring space sends a clear message: An innovative, LEDbased “mediatechture”, allows for new forms of multi-media spatial design and event choreography. The Plaza

is recommended for product presentations, award ceremonies, gala dinners, talks, panel discussions, parties and art performances, as well as fashion shows and VJ nights.

INFORMATION.

Audio technology / Video technology / Stage technology:
Technical equipment and setup can be booked individually based on customer requirements.



FOYER.

YOUR CENTRAL MEETING PLACE.

Room area.
200 m²

Room rental fee.
€ 2,500 / day*

*Net package deals for the use of the area, excl. setup, technical equipment, staff and catering.



All visitor routes and essential services converge in the Museum Foyer. The view from above into the 13-metre-high Plaza already conveys a powerful impression of the

innovative character of the new Museum architecture. Ideally suited for lectures, receptions and other festive occasions.

INFORMATION.

Audio technology / Video technology / Stage technology:
Technical equipment and setup can be booked individually based on customer requirements.

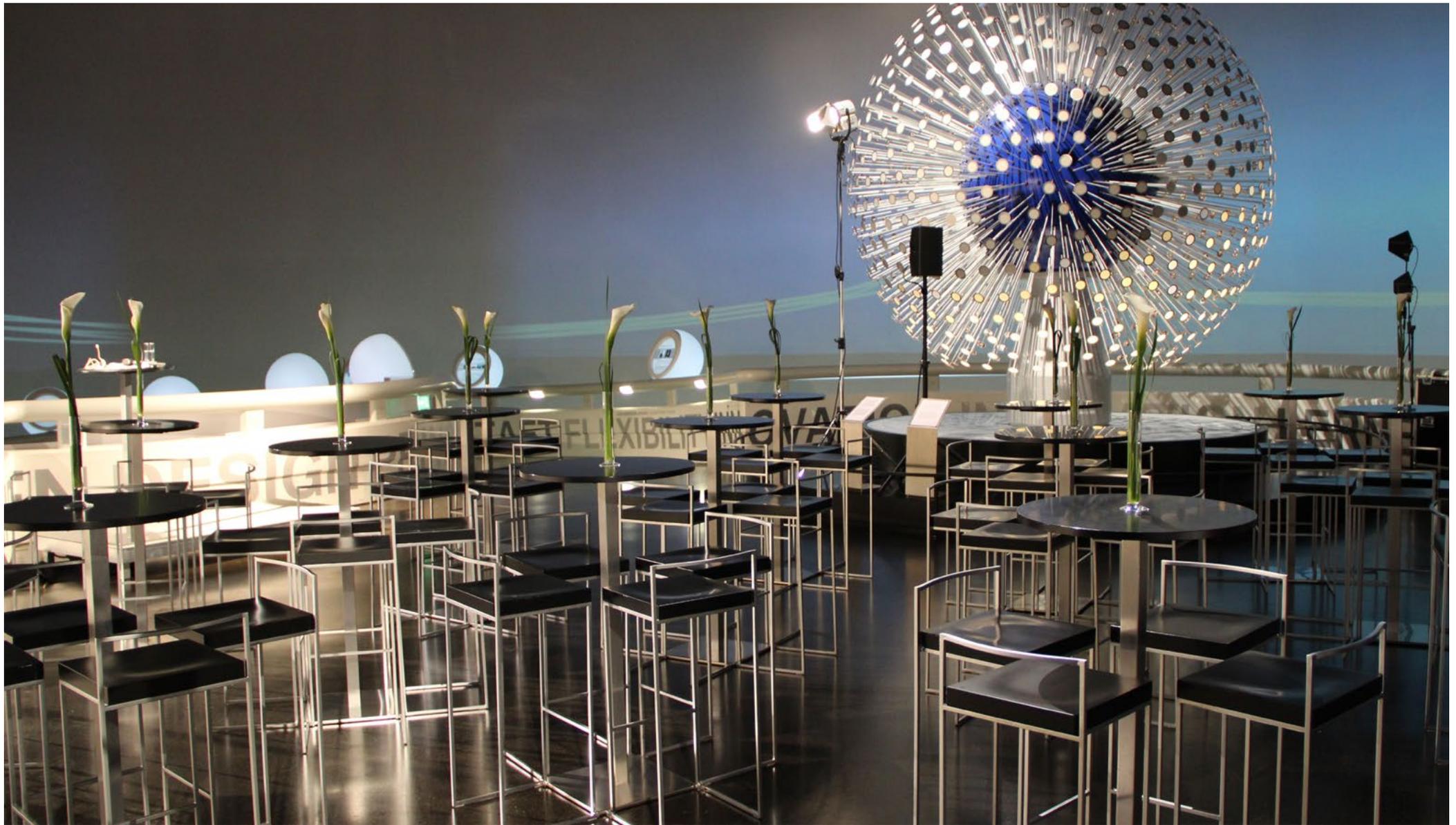


MUSEUM BOWL. EXCEPTIONAL ALL ROUND.

Room area.
650 m²

Room rental fee.
€ 3,500 / day*

*Net package deals for the use of the area, excl. setup, technical equipment, staff and catering.



The “Bowl” houses the rotating exhibitions of the BMW Museum. The two upper exhibition areas – with the option of 360° projection – provide a highly

individualised setting for your event. The ideal place for product presentations, exhibitions, award ceremonies and receptions.

INFORMATION.

Audio technology / Video technology / Stage technology:
Technical equipment and setup can be booked individually based on customer requirements.



Käfer

CATERING.
CULINARY EXPERIENCE
AT PREMIUM LEVEL.

Enjoy special moments of indulgence at your event. Our exclusive partner Feinkost Käfer caters for the gastronomic well-being of our visitors and guests with enviable attention to detail. Whether serving customers in the M1 restaurant or guests in the event areas, the Munich-based premium caterer makes no compromises when it comes to quality. They have a well trained eye for those little extra touches and will look after any particular wishes or requirements you may have. The M1 menu reflects regional variety and represents a case study in colourful diversity: smørrebrød, salads, snacks, tarts and daily specials, plus a selection of refreshing beverages, ensure your visit is a culinary pleasure. Both in the M1 restaurant and as part of event catering packages, you can experience dishes that bear Käfer's unbeatable seal of quality, prepared with the exquisite products familiar from the company's delicatessens.



HIGHLIGHTS AT A GLANCE.

- The rental charge covers the rental of the free spaces without furnishing, technology and other services.
- The rental fee includes the cost of electricity, water, wastewater, basic lighting, use of the preset LED display and 360° projection.
- Power supply costs are charged separately.
- All further technical equipment, services and staff costs are not included in the rental fee and will be charged based on demand.
- If the Foyer is used in combination with another event area in the BMW Museum, a rental fee of €1,500 will be charged for the Foyer.
- If the Museum Bowl is used in combination with another event area in the BMW Museum, a rental fee of €2,100 will be charged for the Museum Bowl.



CONTACT.

FOR YOUR UNIQUE EVENT.



BMW Group Event Forum
Reservation and Booking
Am Olympiapark 1
80809 Munich
Germany

events.museum@bmw.com
eventforum@bmw.com

Contact for catering-related questions:
Käfer Autowelt GmbH
Event sales
Am Olympiapark 1
80809 Munich
Germany

+49 (0) 89 - 358 99 18 20
catering.bmw-welt@feinkost-kaefer.de

Do you have any open questions that you would like to discuss in more detail with us? Then please contact us – we would be delighted to advise you. You can obtain further information on the Internet about the BMW Group Event Forum at bmw-welt.com

You can also find a request form for your event at “Event Forum”.
We look forward to hearing from you!