SOMETIMES IT’S GOOD TO FOLLOW THE CROWD...
Are you looking to host a unique and breathtaking event in one of the most famous cities in the world?

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... then it’s time to look to Arena and Convention Centre Liverpool.

Home to the BT Convention Centre and Echo Arena.

- An award-winning venue
- An award-winning team
- A track record of delivering world-class events
- One of the greenest venues in Europe
- A stunning waterfront location

All these elements combine to guarantee that you and your delegates enjoy an exceptional experience.

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BT Convention Centre
Configurations and capacities

Echo Arena
Facilities

Facility Description

Capacity
Seating - maximum capacity up to 10,600 seats
Flat floor standing - maximum capacity 11,000
Standing only (no seats) - maximum capacity 5,000

Main Stage
60ft x 40ft x 6ft high

PA Wings
Up to 24ft x 24ft x 4ft high

Arena Power
1200 amp 3 phase, additional 3 phase power available from the convention centre

TV Lighting
Cold tungsten to 1000 lux

Rigging
Roof loading: 0.5KN/m² over arena floor

Forklift
Dedicated forklift for get in and get out

Dressing Rooms
6 x star dressing rooms and green room, 5 x team locker rooms, 2 x promoter’s office

Disabled Facilities
Dedicated bays

Hospitality
22 x hospitality boxes within the arena bowl seating 12 each

Car Parking
1,600 space on-site multi-storey car park

Vehicle Entry
Access for articulated vehicles up to 38 tonnes

Flat Floor Area
Up to 3,400m²

Public Catering
Full licensed facilities and range of quality fast food

Facility
Description

Exhibition Space
3,400m²

In the Round
10,600 seats

Sporting Events/Flat Floor
Up to 1,000

D-end Theatre Layout
Out to 1500 seats

Conferences & capabilities

Echo Arena

End Stage
8,000 seats

Facilities

In the Round
8,000 seats

Exhibition Space
3,400m²

Sporting Events/Flat Floor
Up to 1,500 seats

D-end Theatre Layout
Out to 2,000 seats

Configurations & capacities

Venue overview

What makes ACC Liverpool unique

ACC Liverpool in detail

Why we’re one of the greenest venues in Europe

How you can organise your event

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How to find us

For your notes

Introduction and contents
Venue overview

There’s no other venue quite like ACC Liverpool, home to the BT Convention Centre and Echo Arena. With us, what you see is what you get – and what you get is stunning. Set on Liverpool’s iconic skyline, bordered by a magnificent waterfront location and the historic Albert Dock, our award-winning venue sits right at the heart of this great city.

By hosting your event with us you’ll be adding your name to an illustrious list. From the TUC Congress to the RIBA Stirling Prize and the NHS Confederation; MTV Music Awards to the BBC Sports Personality of the Year Awards – we’ve hosted a truly diverse range of events, all as different but all equally spectacular.

It’s our flexibility and commitment to making your event the best it can be that makes us truly different. It’s because we produce events with one thing in mind – YOU and your experience.

A unique facility, the BT Convention Centre and Echo Arena combine conference and entertainment space into one interlinked building. This clever design means it can be sub-divided into an area tailored to fit all your needs.

Our award winning team will be with you every step of the way to ensure your event is exactly how you want it. You will receive genuine care and consideration from our highly experienced staff, meaning the memory of your event will stay with you long after it has ended.

We are also extremely proud to tell you that we are one of the greenest venues in Europe, so you can be certain your event is as environmentally friendly as possible.

Conferences and capacities

Exhibition Space
Total exhibition space 7,125m² made up of:

- Hall 2 – Multi-Purpose Hall
  - 3,725m² clear span
  - 8.4m ceiling height – ceiling height with trusses 6.5m
  - Under floor ducts 6m apart provide electricity, water, waste and IT
  - Sub-divisible to create soundproof walls in hall seminar rooms
  - Fully carpeted
  - Ground level access via ACC Liverpool loading bay for vehicles
  - Full Wi-Fi connectivity throughout

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THE CENTRE
FOR EVERYONE

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YOUR event.
Exactly how YOU want it.
What makes ACC Liverpool unique

We chose the BT Convention Centre for its fantastic facilities and great location…

We truly experienced a real taste of Liverpool. Every staff member played a significant role in making our conference one of the most successful events we’ve held.

Diane Steed,
Head of Sales and Marketing, Institute of Travel and Meetings (ITM).

MORE THAN JUST A VENUE

A unique venue, dedicated professional staff and an inspiring city means that at ACC Liverpool you get everything you’d expect from a world-class venue – and so much more.

The people of Liverpool are renowned for their friendly, welcoming nature and when you arrive at ACC Liverpool you’ll see why. Your delegates will be warmly welcomed by our staff, nothing will be too much trouble and they will quickly feel at home.

Our award-winning team ensure that you get an exceptional level of service. We provide you with a dedicated event manager which means we get to know you personally and understand all your objectives, your needs, your likes and dislikes.

From our in-house technical team to our catering staff, from sales to event planning, you can be sure that you have the very best (and friendliest!) people looking after every detail. Plus, our inclusive support packages offer more added value, helping you to deliver an event that is not only world-class but also works within your budget.

We pride ourselves on our ‘can do’ attitude. Our expertise and enthusiasm means we can make your event exactly what YOU want it to be.

At ACC Liverpool we always deliver: from finding the best Beatles look-alike band to landing a helicopter outside the front door…

… everything is possible.
ACC Liverpool is not only a beautiful building to look at – it’s also a uniquely flexible venue. The BT Convention Centre and the Echo Arena combine to give you 7,125m² of exhibition space.

You can use every inch of this space to create the event that perfectly suits your needs. In fact, there are so many options you can do practically anything!

Where to begin? Let’s start in the BT Convention Centre where you will find the spacious and comfortable auditorium. Seating 1,350 delegates, this space can, in turn, be divided into three separate auditoria by two revolving drums which create two 250-seat auditoria and a fantastic space for 850 for you to use.

The venue also has an additional 18 breakout rooms suitable for all groups from 10 to 500 people – whichever configuration best suits your event. Each room is also equipped with an extensive range of technology and audiovisual equipment as standard.

Our amazing Galleria - the spine connecting the arena and convention centre - is flooded by natural daylight, providing a beautiful setting for delegate registration or a drinks reception. It also houses our extensive business resource centre and internet café as well as a coffee shop where you can relax and enjoy the amazing views across the River Mersey.

On the lower level, connected by the Galleria, is Hall 2 – a multi-functional, sub-divisible, fully carpeted space that can be used in its entirety for a gala dinner or exhibition. If you require a more intimate space it can also be separated into smaller areas for banquets, meetings or more breakout rooms.

Why not make use of our fabulous piazza and riverside balcony outdoor space? It’s the perfect location for events, with the River Mersey and Albert Dock providing a spectacular backdrop.

Two on-site hotels offer 442 bedrooms – and there are over 2,000 further rooms within walking distance of ACC Liverpool.

This means no matter what you’re looking for... we’re the perfect location for you.
A UNIQUE ENVIRONMENT

By using ACC Liverpool you will be bringing your event to one of the most environmentally friendly venues in Europe. We are committed to ensuring that your event is as green as it possibly can be – without any effort required on your part. That’s because being green is central to everything we do.

The whole team are committed to providing a green environment for our clients. Our in-house Green Dream Team - our SWAT team of enthusiastic staff and service partners - meet regularly to create and implement new innovations which reduce the environmental impact of your event, making it greener and cleaner.

Through initiatives such as rainwater harvesting, wind turbines and low energy lighting we’ve created a venue which produces just half the CO₂ emissions it would without any environmentally-friendly measures, while using 20% less electricity. Not only this, our on-site recycling means that we send zero waste to landfill.

The results of this are there for everyone to see: we are the only UK venue to have achieved both BREEAM and ISO14001 accreditation; we have received Gold accreditation in the Green Business Tourism Scheme and have also joined forces with Cape Town and Melbourne Convention Centres to create a Global Green Alliance promoting industry best practice for sustainable events.

It’s this fresh thinking which makes us such a unique environment to host an event in.

- 5 low-noise wind turbines contribute to our power supply
- Zero to landfill
- Rain water collection accounts for 40% of water used for flushing toilets in our venue
- BREEAM and ISO14001 accredited venue
- Designed to reduce our CO₂ emissions by half
As a unique interlinking convention centre and arena complex all under one roof, we have the flexibility to provide you with the perfect solution – no matter what type of event you’re looking to put on.

The combination of the BT Convention Centre and Echo Arena means your event has virtually no boundaries and gives you the opportunity to make it exactly what you want it to be – and there are so many opportunities!

Offering you a total of 7,125m² for exhibitions and seating up to a total of 10,600 people, the Echo Arena Liverpool is an incredibly versatile space. The flat floor and staging gives you the flexibility of moving the position of the stage and lighting, providing a multitude of different configurations for seating. This makes it an ideal space for producing showcase exhibitions or plenaries as part of your conference or event.

How you can organise your event

ENTERTAINING ON A GRAND SCALE

Think big.
Think ACC Liverpool.

The Echo Arena Liverpool is the perfect place to host entertainment on a grand scale. Backstage you will discover star dressing rooms, a green room and a dedicated area for sporting teams, not forgetting the all important private office space for promoters or producers to create a home from home during your stay. The adjacent BT Convention Centre also enables additional areas for corporate hospitality and VIP entertainment.

Host to a diverse range of events and performers including the MTV European Music Awards, BBC Sports Personality of the Year, Beyoncé, Lady Gaga and Cirque Du Soleil the Echo Arena Liverpool really is the perfect place to host entertainment events on a grand scale.
Catering for your needs

ACC Liverpool’s catering partner Heathcotes have raised the bar in the event catering industry. Our classically trained chefs serve up everything from traditional banquets to creative canapés. If you’re looking for something different we have the experience to meet any challenge.

Heathcotes source the highest quality local, seasonal and fresh food prepared to order. So, even when we’re making food for one thousand people you know you’ll always get the personal touch that Heathcotes is renowned for.

Our food may be out of this world but everything we do is local: which means the finest local produce and award winning local staff. What’s more, by sourcing the freshest local ingredients, we keep food miles at an absolute minimum – meaning it’s not only your vegetables that are green!

So, if you’re looking for a canapé breakfast, a scouse lunch or even a fine dining experience we aim to satisfy your appetite for quality.

Technical wizardry

Our in-house technical team provide an extensive range of technical services and equipment for a seamless event. From bespoke set designs and innovative lighting to cutting-edge visuals and full project management, they make everything possible.

Our inclusive technical packages, included with each booking on the Upper Level, consist of a PA system in the larger halls, plus a screen, projector and lighting. Smaller halls and meeting rooms contain a plasma screen as minimum.

Real benefits, real value

All this means that with ACC Liverpool you know that not only will you get unrivalled service but you’ll also get real value for money. That’s because our inclusive support packages maximise your budget without compromising on quality.

Added value comes as standard at ACC Liverpool where you will benefit from a fully carpeted exhibition hall, traffic marshals, stewards and security – all inclusive of your booking fee. Plus, every delegate will receive an exclusive discount card with special offers in the city’s top restaurants, bars and shops.

Leaving you free to concentrate on enjoying your event to the full!
Liverpool is a city rich in history and we promise you’ll be blown away by the magic of this amazing destination, which buzzes with life, music, colour and culture.

ACC Liverpool is the new jewel in the city’s cultural crown. Set in a stunning waterside location at the heart of this hugely diverse city, views along the river are unsurpassed. There are a staggering array of amenities within 15 minutes’ walk, including the Grade I listed Albert Dock (home to Tate Liverpool and The Beatles Story); Liverpool One shopping centre and the famous Mersey Ferry.

When it comes to wining and dining the choice is endless, whatever your taste and budget. From time out at a waterfront café on the Albert Dock to one of the many exclusive and award winning restaurants in the cultural quarter, there is such a huge choice that your delegates’ appetites will be more than satisfied.

After taking in the delights of the city, staying over couldn’t be easier. With two top hotel options on-site and over 2,000 rooms within walking distance of the venue, a good night’s sleep is never far away.

The Liverpool Convention Bureau provide a full range of services for conference organisers and are ready and eager to support you and your event needs, however small or large. From social programmes to city dressing and hotel booking services, the Liverpool Convention Bureau is on hand to support you and your delegates.

Find out more at: www.visitliverpool.com/conferences

So, whatever you’re looking for, ACC Liverpool gives you, your delegates and visitors the chance to experience a city that is fast becoming the most popular destination in the UK.
How to find us

Where we are

Arena and Convention Centre Liverpool is located on the Liverpool waterfront next to the Albert Dock. We’re easily accessible via rail, road and air, and have ample car parking and accommodation for delegates. However, we actively encourage all of our visitors to use public transport where possible.

By Car from the North: Leave the M6 at Junction 26 and follow signs for M58 Liverpool. Follow to end of M58 and then take signs for A59 Liverpool. Continue to follow Liverpool City Centre until picking up signs for the Albert Dock. ACC Liverpool is directly adjacent to the south side of the Albert Dock and there is a 1,600 space car park on-site.

By Car from the South: Leave the M6 at Junction 21A and take the M62 to Liverpool. At the end of the M62 follow signs for Liverpool City Centre along Edge Lane, picking up and following signs for the Albert Dock. ACC Liverpool is directly adjacent to the south side of the Albert Dock.

By Train: National rail services all run to Liverpool Lime Street Station. ACC Liverpool is a 20-minute walk from Lime Street or a short taxi ride. National Rail Enquiries: +44 (0)8457 48 49 50 / www.nationalrail.co.uk

By Plane: Fly direct to Liverpool John Lennon Airport or to Manchester International Airport with direct transport links that will take you to the heart of Liverpool in approximately 20 minutes.

Satellite Navigation: Use the postcode L3 4BX, with co-ordinates: • LAT: 53.396007 • LONG: 2.99118
We've noticed that many people like to write notes as they look around the venue. So we thought why not add a notes page...
Arena and Convention Centre Liverpool
Kings Dock
Liverpool Waterfront
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