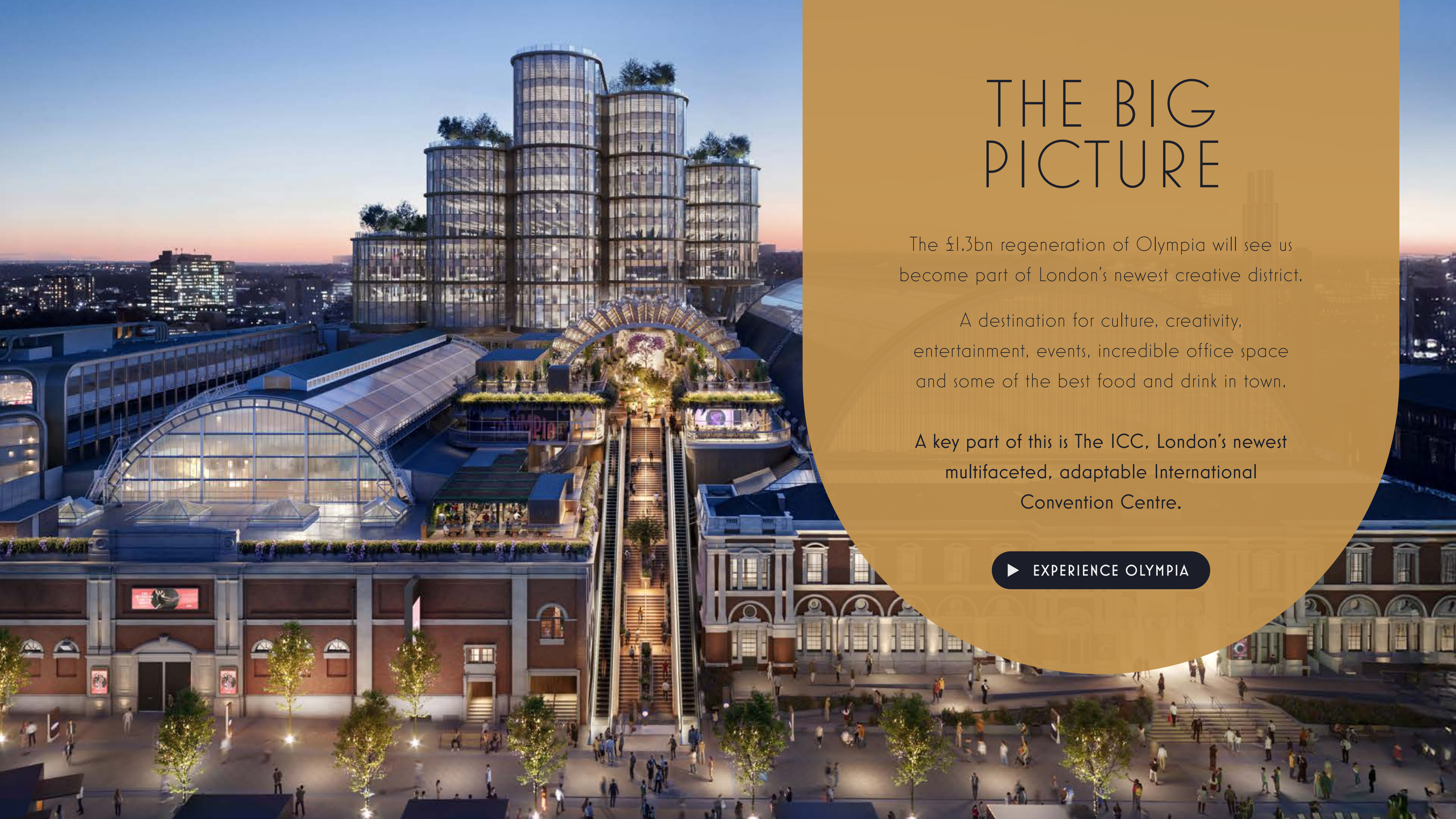


THE
ICC

OLYMPIA™

An architectural rendering of the Olympia regeneration project in London at dusk. The image shows a large, historic red-brick building with a glass-enclosed roof structure. A central feature is a large, illuminated glass dome. To the right, a tall, modern glass skyscraper rises above the historic building. The foreground shows a busy pedestrian plaza with trees and people. The sky is a mix of blue and orange from the setting sun.

THE BIG PICTURE

The £1.3bn regeneration of Olympia will see us become part of London's newest creative district.

A destination for culture, creativity, entertainment, events, incredible office space and some of the best food and drink in town.

A key part of this is The ICC, London's newest multifaceted, adaptable International Convention Centre.

► [EXPERIENCE OLYMPIA](#)

CREATE A UNIQUE EXPERIENCE

EVENT VENUES

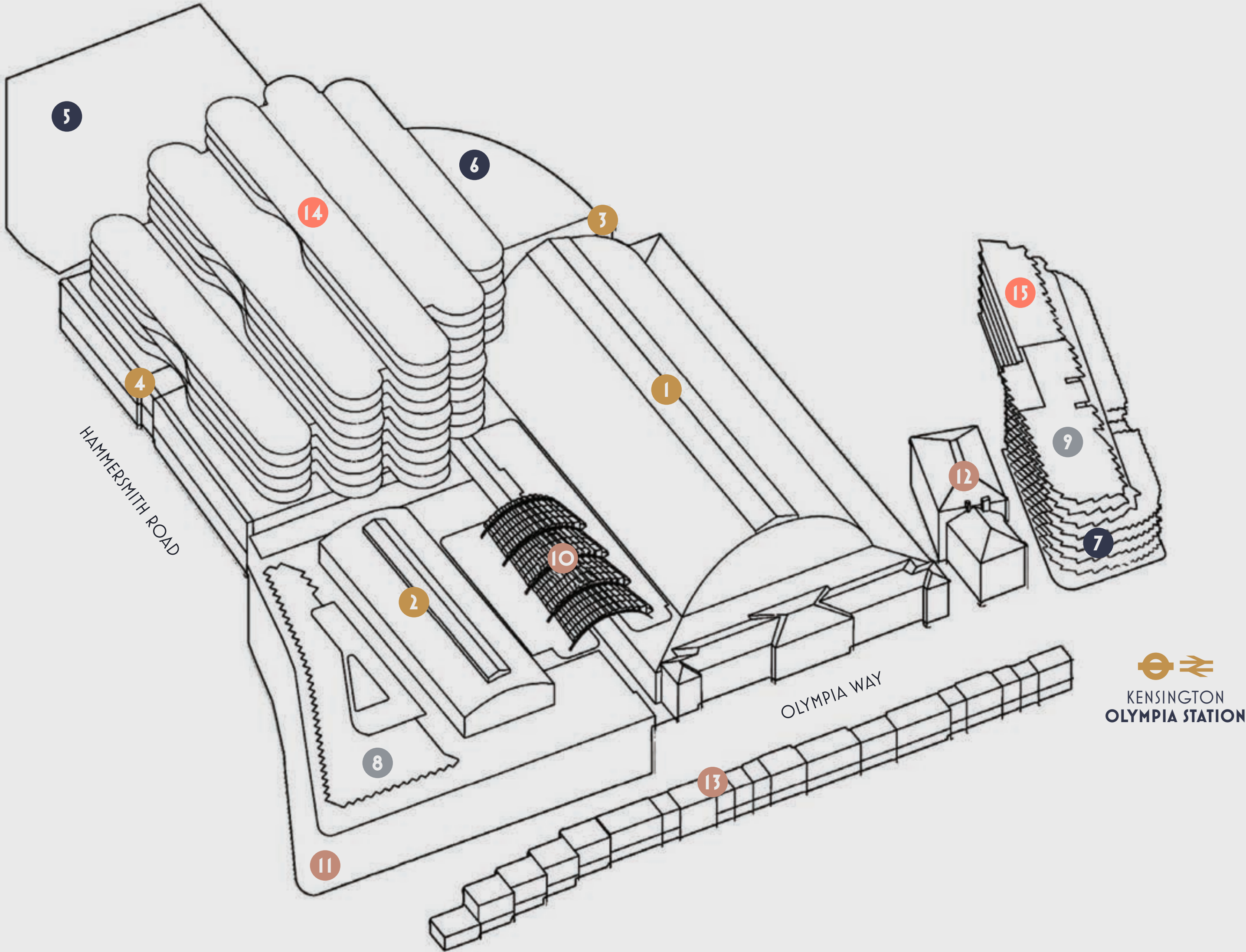
- 1 The Grand Hall
- 2 The National Hall
- 3 West Hall
- 4 The ICC

ENTERTAINMENT

- 5 Olympia Theatre
- 6 Olympia Music Venue
- 7 Gym

HOTELS

- 8 citizenM London Olympia
146 Rooms
- 9 Hyatt Regency London Olympia
204 Rooms



EAT & DRINK

- 10 The Canopy
30+ Restaurants, Bars & Eateries
- 11 Restaurant
- 12 Pillar Hall
Restaurant, Bar & Speakeasy
- 13 Olympia Way
51,000sqft Pedestrianised Street

OFFICES & STUDIOS

- 14 One Olympia Square
Offices & Rooftop Terrace
- 15 Wetherby Pembridge School
Senior School

▶ TAKE A 360° TOUR

AN INSPIRED VENUE FOR EVERY VISION

Whether you're hosting a theatre-style conference, a high-profile AGM, an immersive experience or a cutting-edge product launch, our modern, state-of-the-art spaces within the new International Convention centre are designed to elevate every experience.



CRAFTED FOR VERSATILITY. POWERED BY INNOVATION.

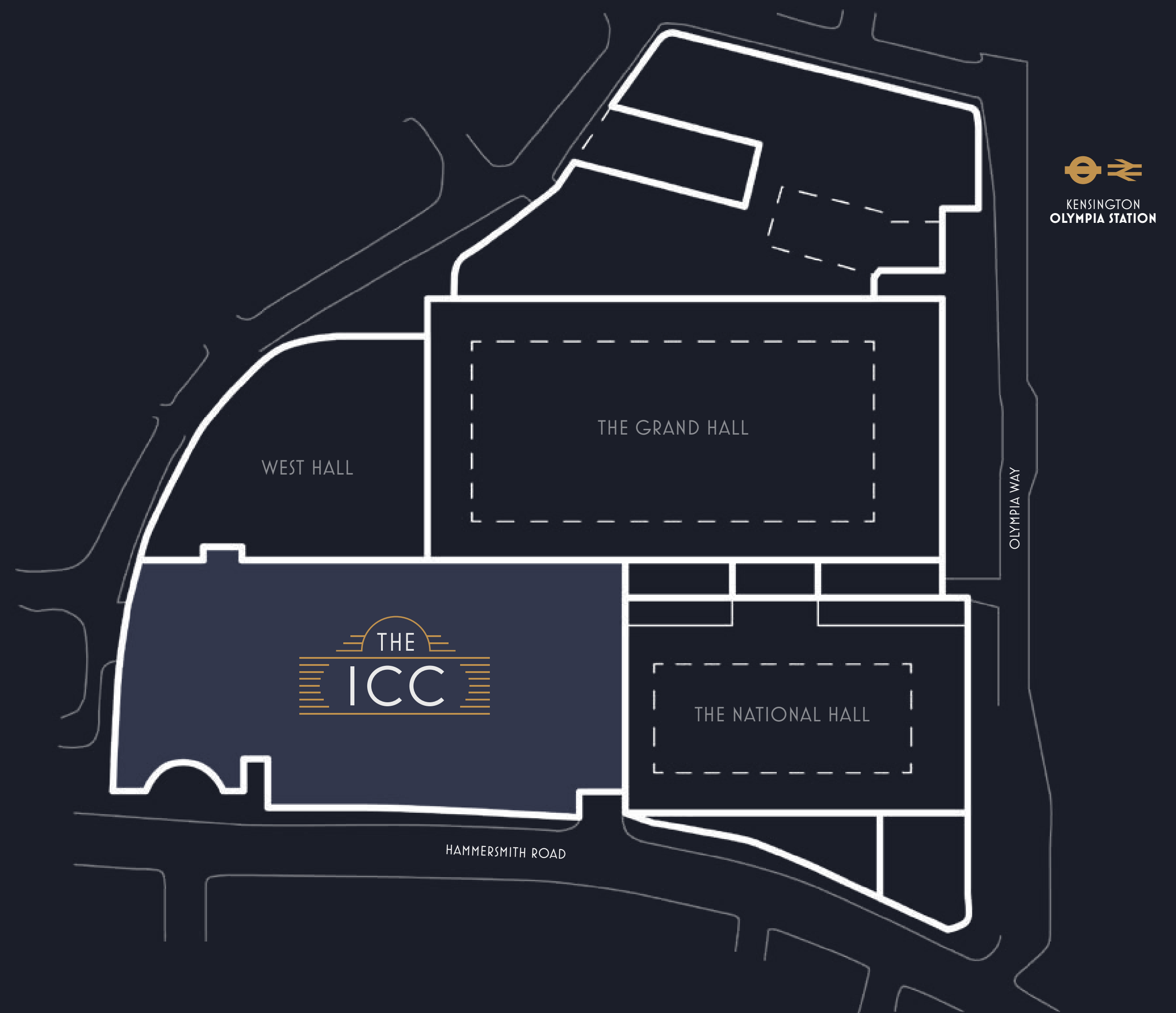
Step into a space that adapts to your ambition. With next-generation technology, fully reconfigurable layouts, and unmatched service, the ICC is more than a venue - it's a canvas to bring your most ambitious ideas to life.

Designed to shift, scale, and transform, the ICC seamlessly supports events of all kinds to unlock endless creative potential.



CREATED TO CONFIGURE

Purpose-built for flexibility, the ICC is directly connected to our iconic exhibition halls so your event can be tailored in scale, flow, and function, allowing you to craft a bespoke setting that aligns perfectly with your vision.



THE ICC IN NUMBERS

2

theatre style auditoriums
with 400–800+ capacity

c.30000

square metres of flexible space

2

hotels on-site

1

private hire bar
/ restaurant

1

business
lounge

7

breakout &
seminar rooms



GUEST RECEPTION

The ICC has its own entrance/exit on Hammersmith Road providing a smooth arrival experience with accessibility at its heart.

The guest reception provides fully bespoke digital screens and lighting capabilities to amplify your event experience.



FOYER

Thoughtfully designed lighting is used throughout to support intuitive wayfinding, guiding visitors seamlessly through the ICC.

More than just a circulation area, the foyer is a flexible extension of the convention centre's core and can be activated for a wide range of uses with adaptable furniture layouts.



MAIN AUDITORIUM

UP TO 800+ CAPACITY

Taking Art Deco design inspiration from the architecture of our heritage venues, the ICC main auditorium on level 1 boasts cutting-edge AV capabilities, immersive surround sound and fully customisable LED lighting.

Its flexible, ergonomic seating offers event organisers unlimited possibilities when it comes to creating high impact events.



BREAKOUT ROOMS

UP TO 430 CAPACITY

The ICC offers four breakout rooms on level 1 with capacities ranging from 64-430 persons.

These rooms are perfect for more intimate seminars or meetings and are all fitted with the latest plug and play AV technology.





BUSINESS LOUNGE

UP TO 50 CAPACITY

Our Business Lounge on level I has capacity for 50 guests. The perfect setting for hosting headline sponsors or facilitating private networking in a comfortable, light-filled environment.

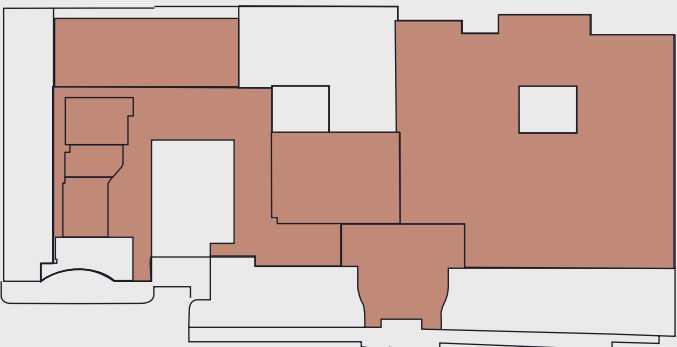
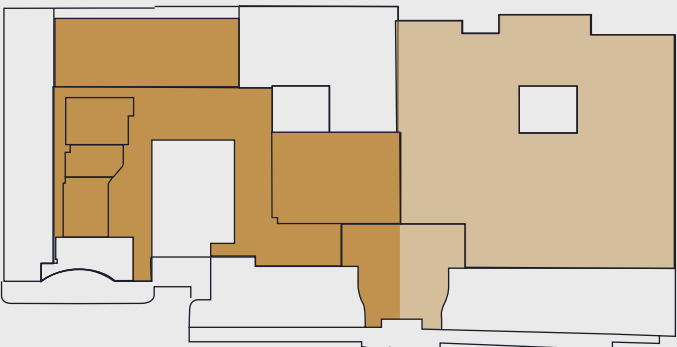
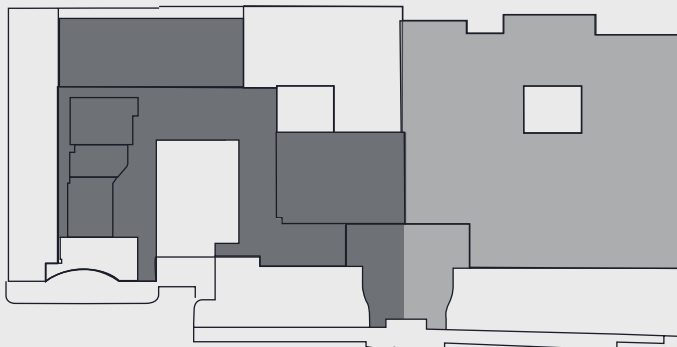
LEVEL ONE

5,953M² TOTAL

ZONE	CAPACITY	AREA	M ² P/P
Auditorium	800+	567m ²	0.68
Room 1	430	498m ²	1.16
Room 2	140	122m ²	0.87
Room 3	64	65m ²	1.01
Room 4	114	111m ²	0.97
Central Hall		2717m ²	
Business Lounge	50	137m ²	
Networking Lounge		322m ²	
Foyer		695m ²	



LEVEL ONE ZONING SCENARIOS

		1	2	3	4
		ONE EVENT ORGANISER	ONE EVENT ORGANISER	TWO EVENT ORGANISERS	TWO EVENT ORGANISERS
EVENT ONE		CONFERENCE	CONFERENCE + EXHIBITION	CONFERENCE	CONFERENCE
	MAX CAPACITY	700 – 800+	Up to 3000	800+	800+
	MAIN PLENARY SPACE	Auditorium	Auditorium	Auditorium	Auditorium
	EXHIBITION SPACE	–	Central Hall	–	–
	BREAKOUTS	Rooms 1 – 4	Rooms 1 – 4	Rooms 2 – 4	Rooms 2 – 4
EVENT TWO	CATERING	Central Hall	Central Hall	Room 1	Room 1
				EXHIBITION	CONFERENCE
	MAX CAPACITY			200	200
	MAIN PLENARY SPACE			–	Central Hall
	EXHIBITION SPACE			Central Hall	–
	BREAKOUTS			–	–
	CATERING			Central Hall	Central Hall
					

LARGE CONFERENCE ROOM

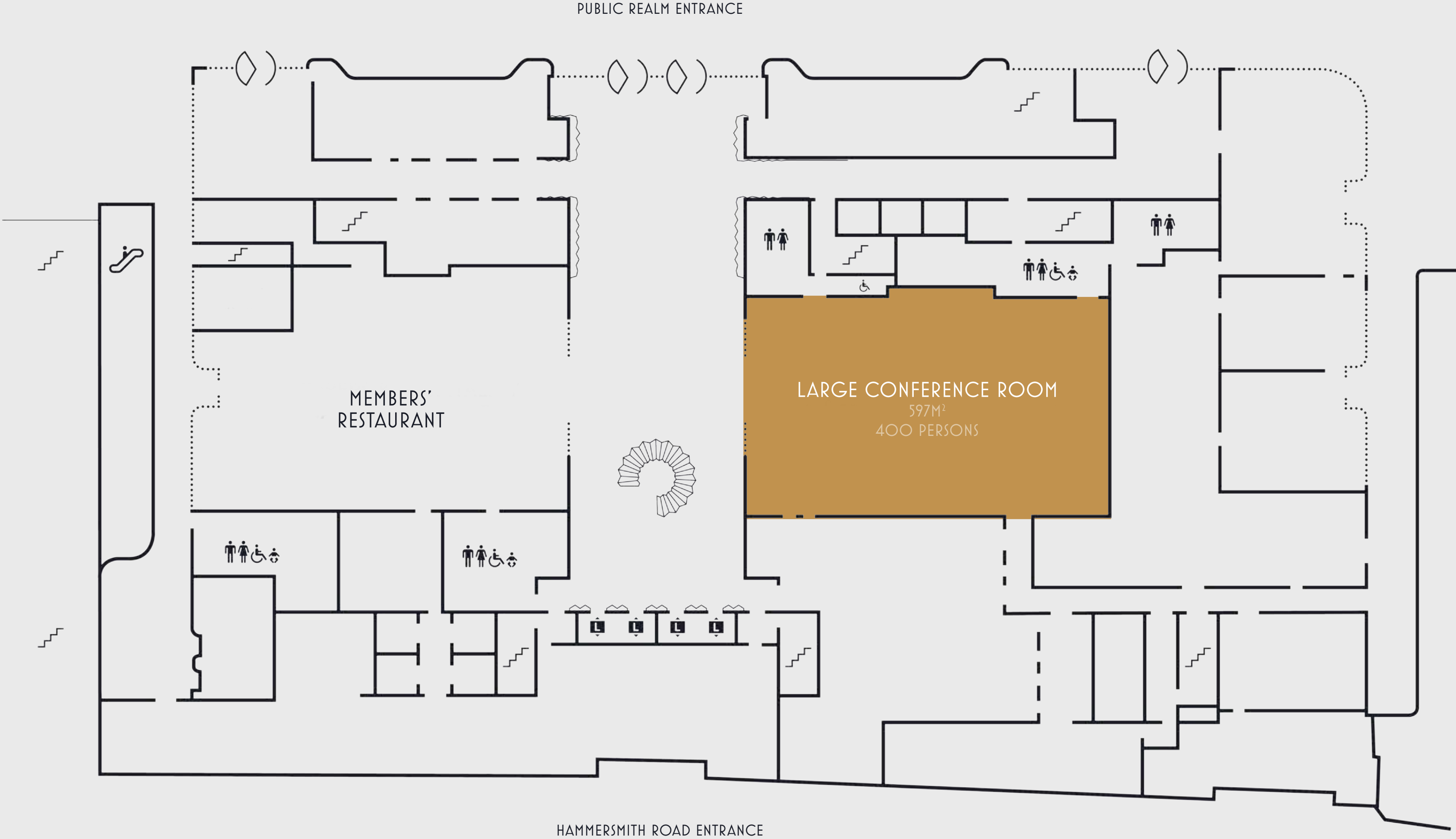
UP TO 400 CAPACITY

Our large conference room on level 2 can host up to 400 guests in a theatre style layout. It can also be configured for conferences or dining events for up to 280 guests.



LEVEL TWO

1,402M² TOTAL



ZONE	CAPACITY	AREA	M ² P/P
● Large Conference Room	400	597m ²	1.5

A wide-angle photograph of a modern, open-plan office space. In the foreground, a long, dark wooden reception desk with a textured front panel runs along the left side. Several people are standing and talking in the background. The ceiling is dark with long, curved, illuminated light fixtures. The floor is covered in a grey carpet. On the right, a woman in a dark dress stands near a wooden wall. A large dark blue semi-circle is overlaid on the right side of the image, containing the title and a descriptive paragraph.

GUEST RECEPTION & NETWORKING

With a modern, open-plan layout and high-quality finishes, this space effortlessly accommodates registration, information points, sponsor activations and informal networking.

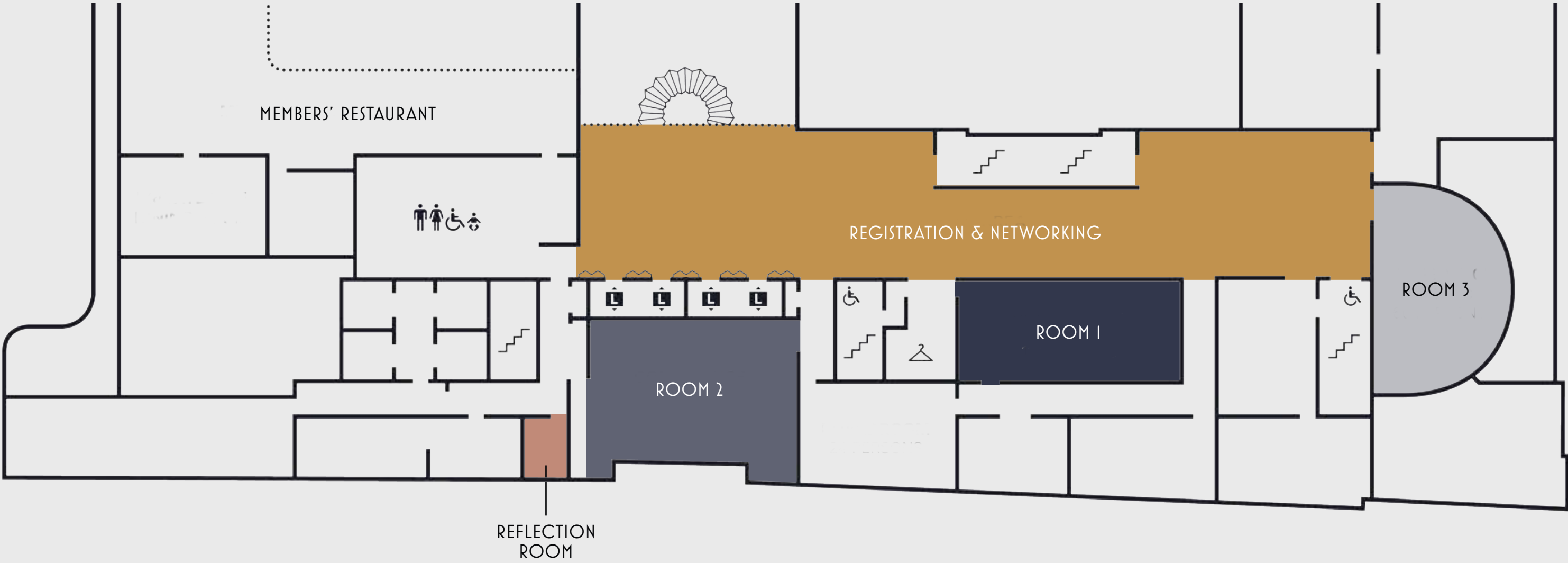
BREAKOUT ROOMS

With capacities ranging from 60-117, the rooms on level 2M are equipped with the latest plug and play AV technology, ideal for seminars, workshops, and smaller-scale sessions.

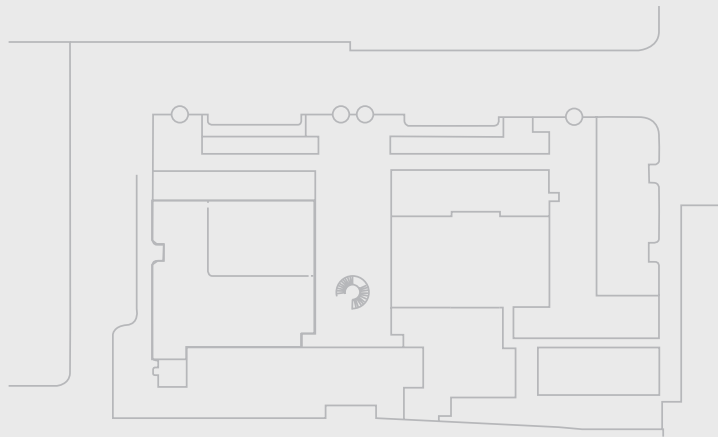
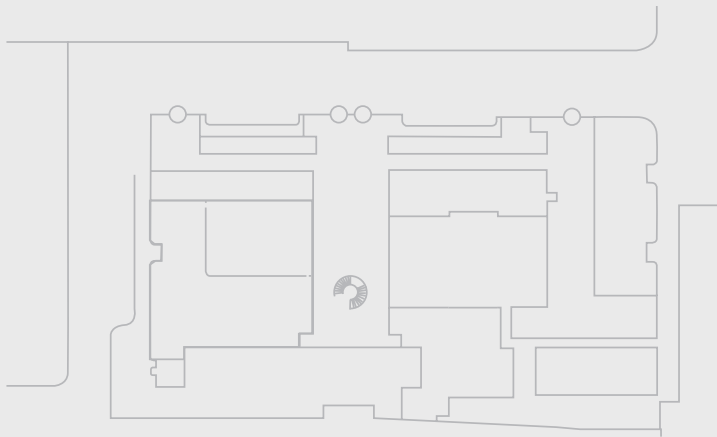
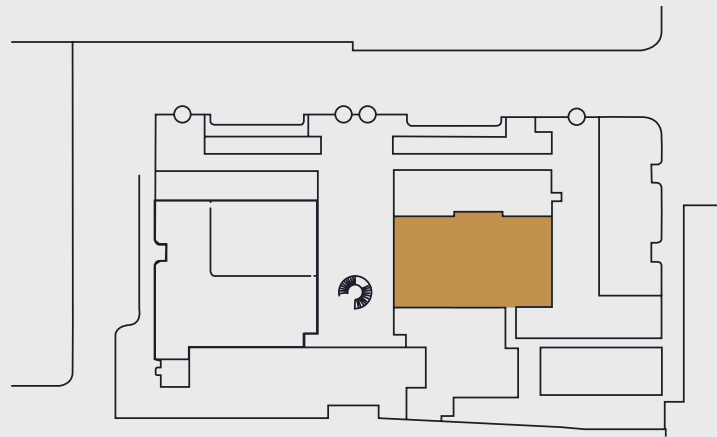
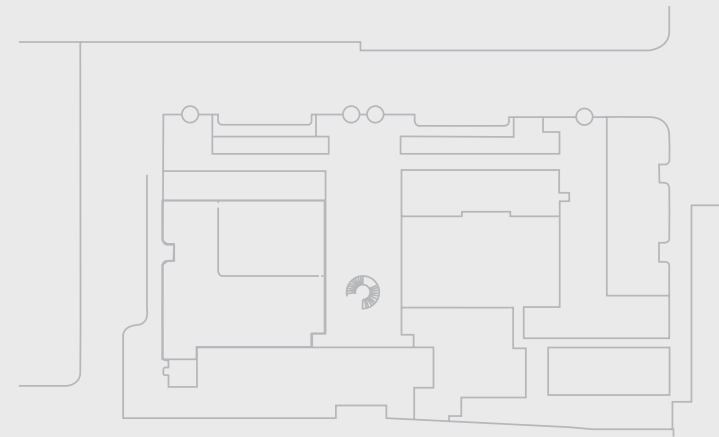
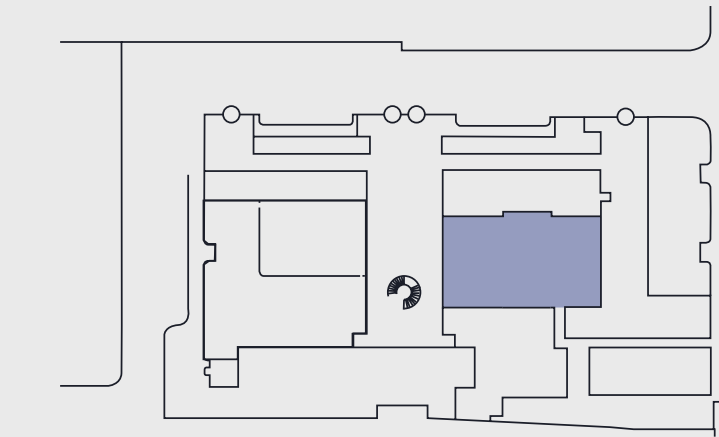
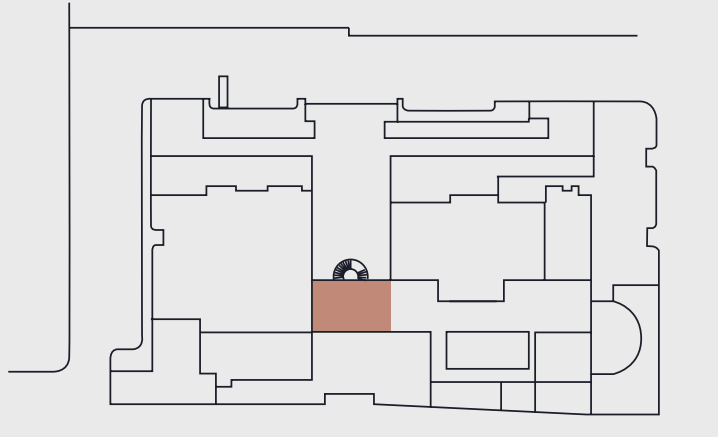
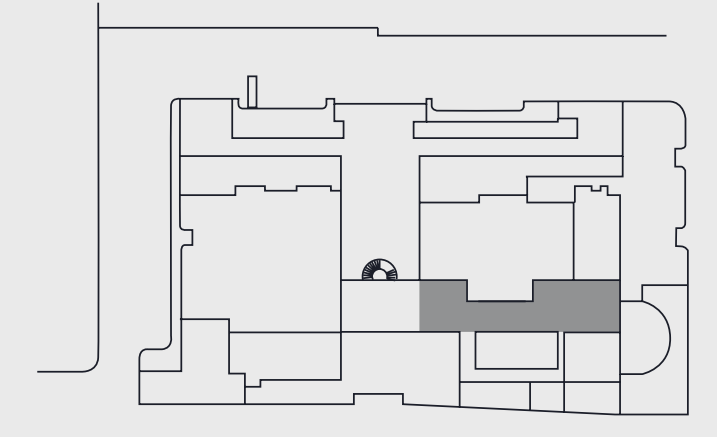
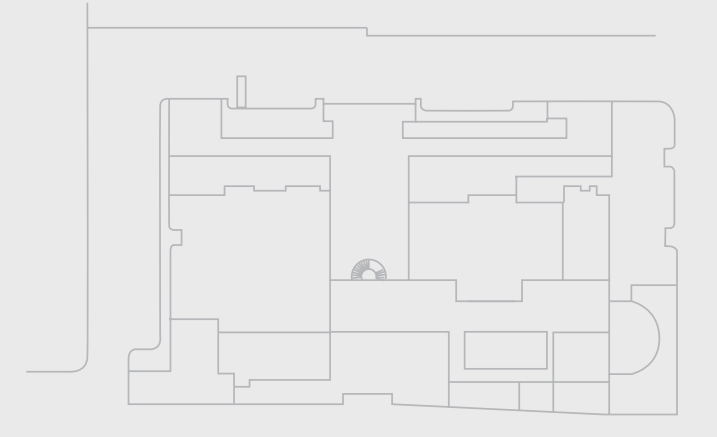
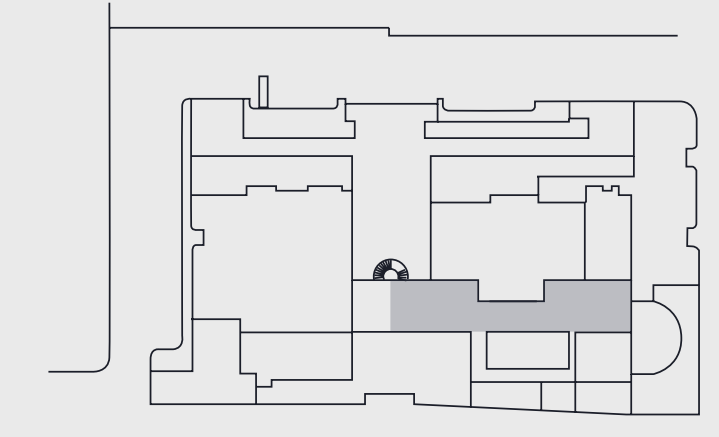
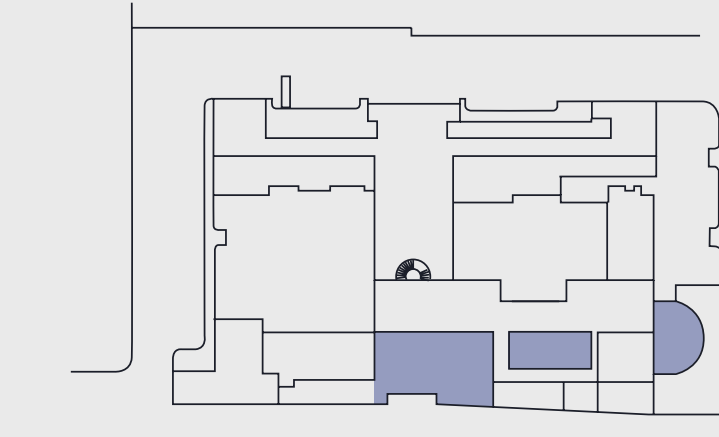


LEVEL TWO MEZZANINE

ZONE	CAPACITY	AREA
Room 1	117	102m ²
Room 2	104	106m ²
Room 3	60	103m ²
Registration & Networking		434m ²
Reflection Room		10m ²



LEVEL TWO & TWO M ZONING SCENARIOS

	ARRIVAL & REGISTRATION	BREAKFAST & NETWORKING	MAIN CONFERENCE	LUNCH	BREAKOUT
SPACE / ROOM	Lobby / Circulation	F&B, Networking 1 & 2	Auditorium	F&B, Networking 1 & 2	Large Conference Room, Rooms 1 – 3
LEVEL	L2M		L2		L2 & L2M
L2					
L2M					



FOOD & DRINK

Our Head Chef will work with you to provide a impeccable dining experience and ensure every detail is perfect, from the first bite to the last toast.

AV & PRODUCTION

The ICC boasts a range of AV and production options available to use, including:

State-of-the-art digital displays within the Auditorium

Immersive surround sound capabilities within the Auditorium

Bespoke LED lighting to amplify your event and brand experience

Onsite AV partner to enhance your production requirements





THE ADDISON LDN

Spread across Level 2 and level 2M, The Addison offers a sophisticated extension to your event. Ideal for networking receptions, private dining, or stylish drinks gatherings, this versatile space adds a touch of exclusivity and elegance - perfect for creating memorable moments beyond the main event.

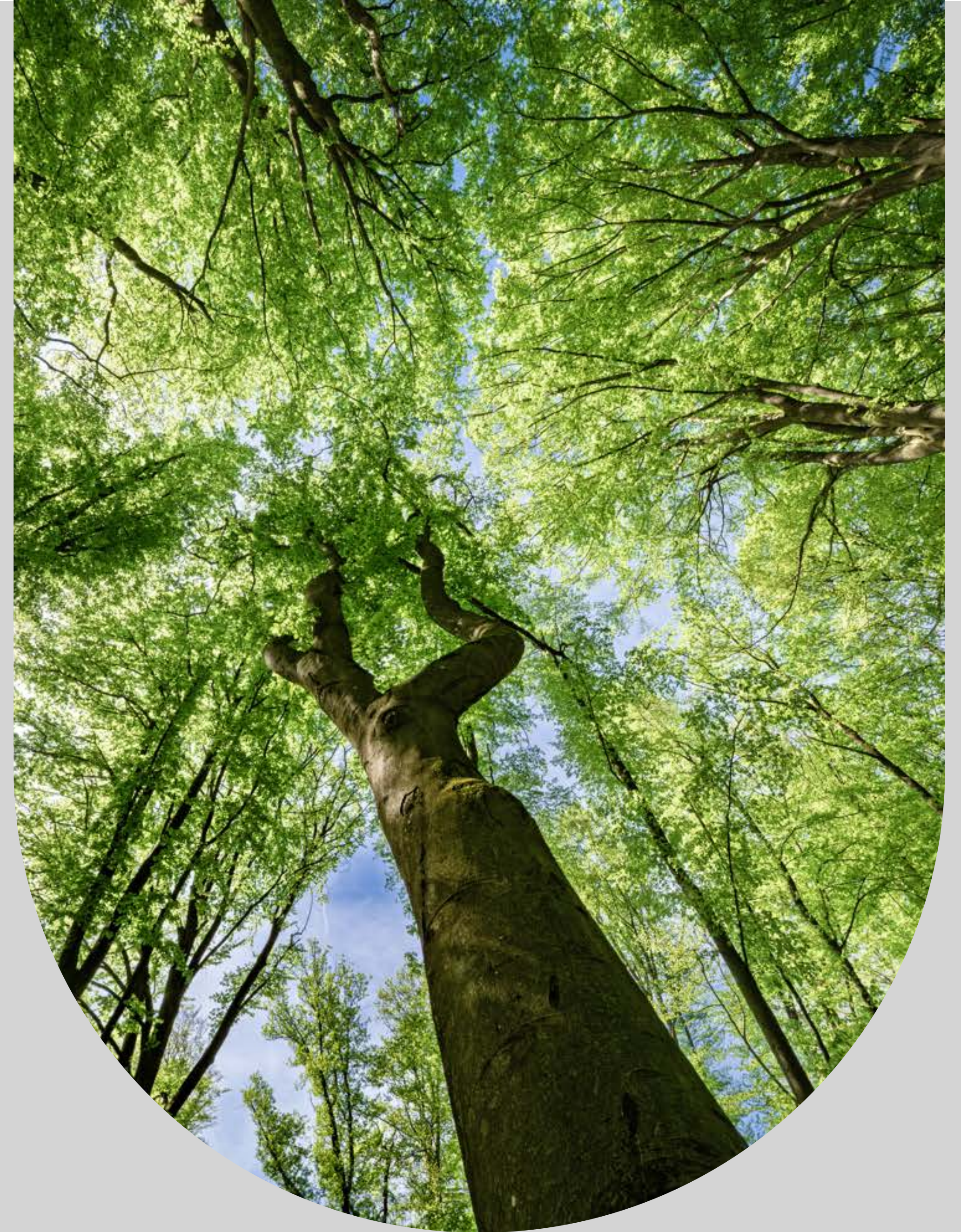


THE GRAND PLAN

A team of passionate people from Olympia Events form our sustainability working group. We call it The Grand Plan. Its goal is to leave a positive impact through all that we do, focusing on 3 pillars – Environment, Collaboration, and Community.

We are one of the first UK venues to sign up to the Net Zero Carbon Events Pledge.

▶ OUR GRAND PLAN



SUSTAINABILITY & ACCOUNTABILITY

①

RECYCLING

We've sent no waste to landfill for 14 years and recycle 98% of it.

②

ENERGY

We use 100% REGO-backed renewable electricity.

③

PARTNERSHIPS

We partner with local charities to take an active role in our community.

④

POST-EVENT REPORTING

We provide all event organisers a post-show sustainability report showing the environmental impact of each conference or event. This includes impacts such as travel, energy, waste and overall carbon footprint.

⑤

FOOD WASTE

We partner with Guardians of Grub to reduce emissions through reducing our food waste.

DESTINATION LONDON

The ICC is perfectly located in Central London, just 30 minutes away from Heathrow Airport. This prime location offers organisers and attendees an abundance of accessible transport links directly to the venue.



OUTSTANDING ACCOMMODATION

London offers a wide range of accommodation choices to suit all budgets, including a range of hotels, serviced apartments, and guesthouses.

Olympia will soon boast two on-site hotels: CitizenM London Olympia, with 146 rooms, and Hyatt Regency London Olympia, with 204 rooms, just a two minute walk from the venue.

Further accommodation is available, with over 13,000 additional rooms within a two mile radius of Olympia, many of which are a short walk from the venue.



CITIZENM LONDON OLYMPIA



HYATT REGENCY LONDON OLYMPIA



EVENTS.OLYMPIA.LONDON | HELLO@OLYMPIA.LONDON | +44 (0)20 7598 2788

ENQUIRY FORM

OLYMPIA™