



THE EVENT COLLECTION

Westfield
CENTURY CITY



THE BEST OF LOS ANGELES **ALL IN ONE PLACE**

An open-air retreat located in the heart of the world's entertainment capital. An elegantly laid-back Southern California vibe synthesized by the celebrated LA-based interior designer, Kelly Wearstler. The ultimate destination for fashion, flavor and extraordinary events.

This is Westfield Century City.

A LEGENDARY LOCATION AN EXCLUSIVE CLIENTELE

The Westfield Century City property is defined by transformations, from ranchland to studio backlot to luxury retail mecca. With its latest reimagining, the center unveils an exceptional new lineup of shopping, dining and entertainment, sunlit gardens and shady promenades, plus an impressive suite of technologically-integrated services.

A City Escape

- 18m+ annual visitors
- 600k+ daytime employees within 5 miles
- 1.2m square feet
- 8 acres of open space, walkways and gardens

A Stylish Arrival

- 4,700+ parking spaces
- 6 parking entrances
- 3 valet locations
- UBER Lounge

A Curated Retail Collection

- Flagship Nordstrom, Bloomingdale's and Macy's
- 230+ emerging local labels and global luxury brands
- Over 50 restaurants and eateries, including the West Coast's first Eataly
- 15-screen AMC Theatre with IMAX and RealD





THE EVENT COLLECTION **OUR CANVAS, YOUR CELEBRATION**

With endless skies above, 18,000 square feet of event ready space and world-class production amenities—including seamlessly integrated lighting, sound and back-of-house facilities designed for even the most extravagant event—there's nowhere like Westfield Century City for creating memorable experiences.

The Atrium. The Cabana. The Oasis. The Terrace.



THE ATRIUM **LEVEL 1**

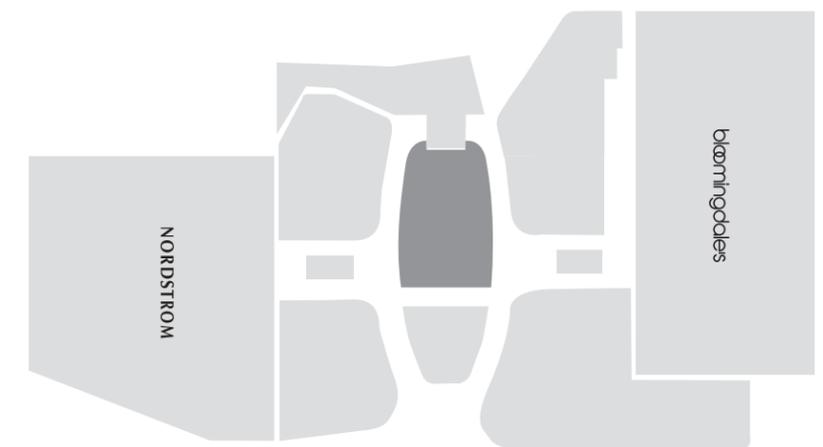
Uniting undeniable beauty and energy, The Atrium is the place to see and be seen. Positioned at the property's epicenter and visible from three levels, this appointed space is punctuated by our most advanced lighting system: a 43' trellis. This grand architectural structure features a cutting-edge motorized truss system, all-weather theatrical lighting and 8,000 LEDs, ensuring that every event creates the greatest possible sensation.

Dimensions

- 8,600 SF

Capacities

- 1,000 Standing
- 500 Theatre
- 400 Seated Dinner









THE OASIS **LEVEL 1**

Arrayed with shady olive trees, a reflecting pool and a cozy fire pit, our idyllic Oasis is equally adept as a secluded sanctuary for noteworthy guests and a welcoming point of entry for everyone on your list.

Dimensions
• 2,000 SF





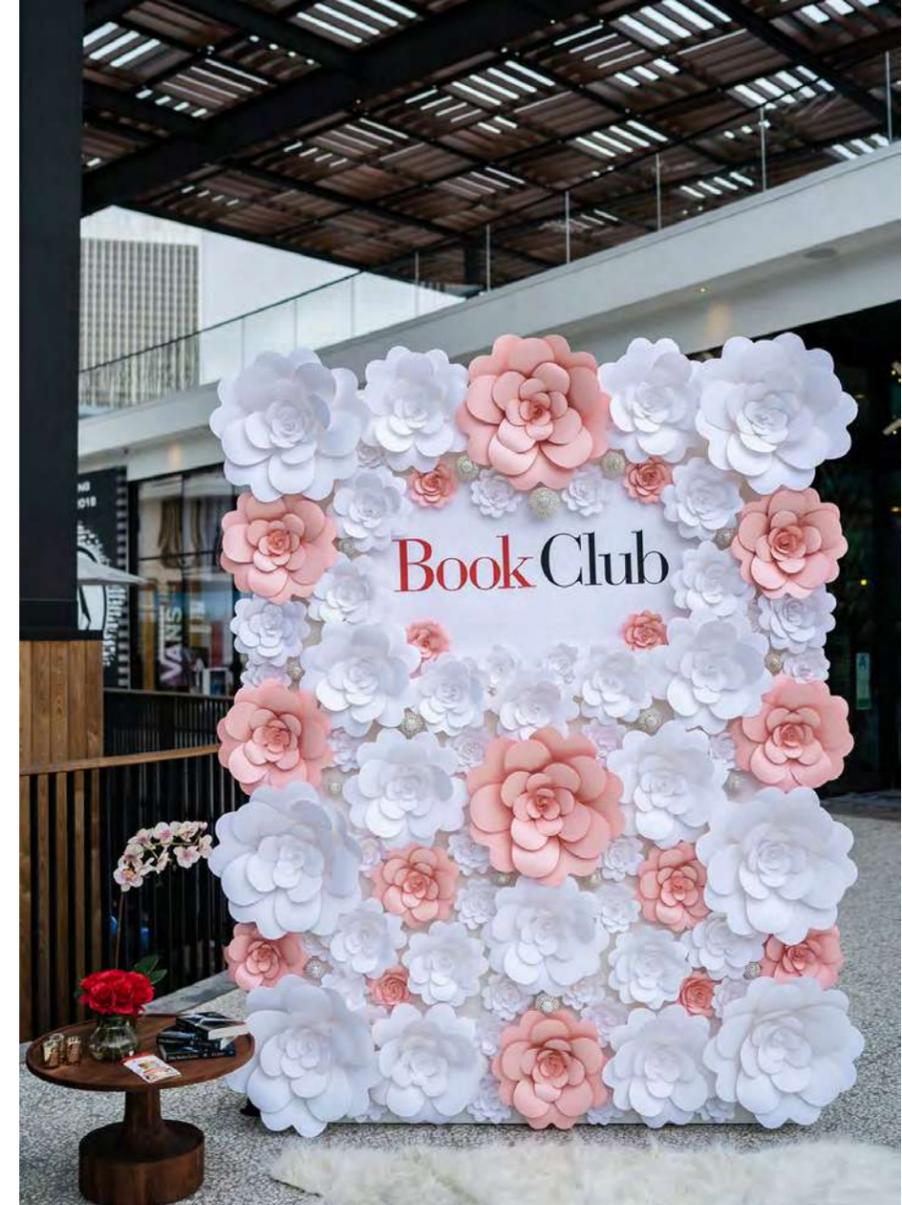


THE TERRACE **LEVEL 2**

With striking views of The Atrium and located just steps from AMC Theater, The Terrace is an elegant transitional locale where guests converge in style.

Dimensions
• 3,000 SF







THE CABANA **LEVEL 3**

Elevate your next gathering with breathtaking views of Century City's urban skyline. From its vantage point overlooking The Atrium, this alfresco setting lends an exclusive sensibility to diverse occasions.

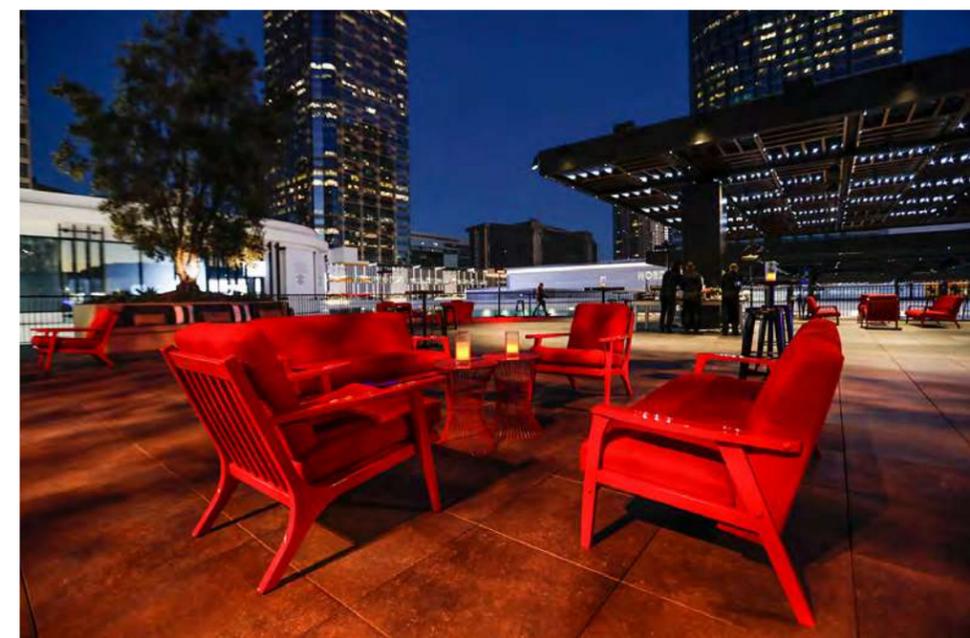
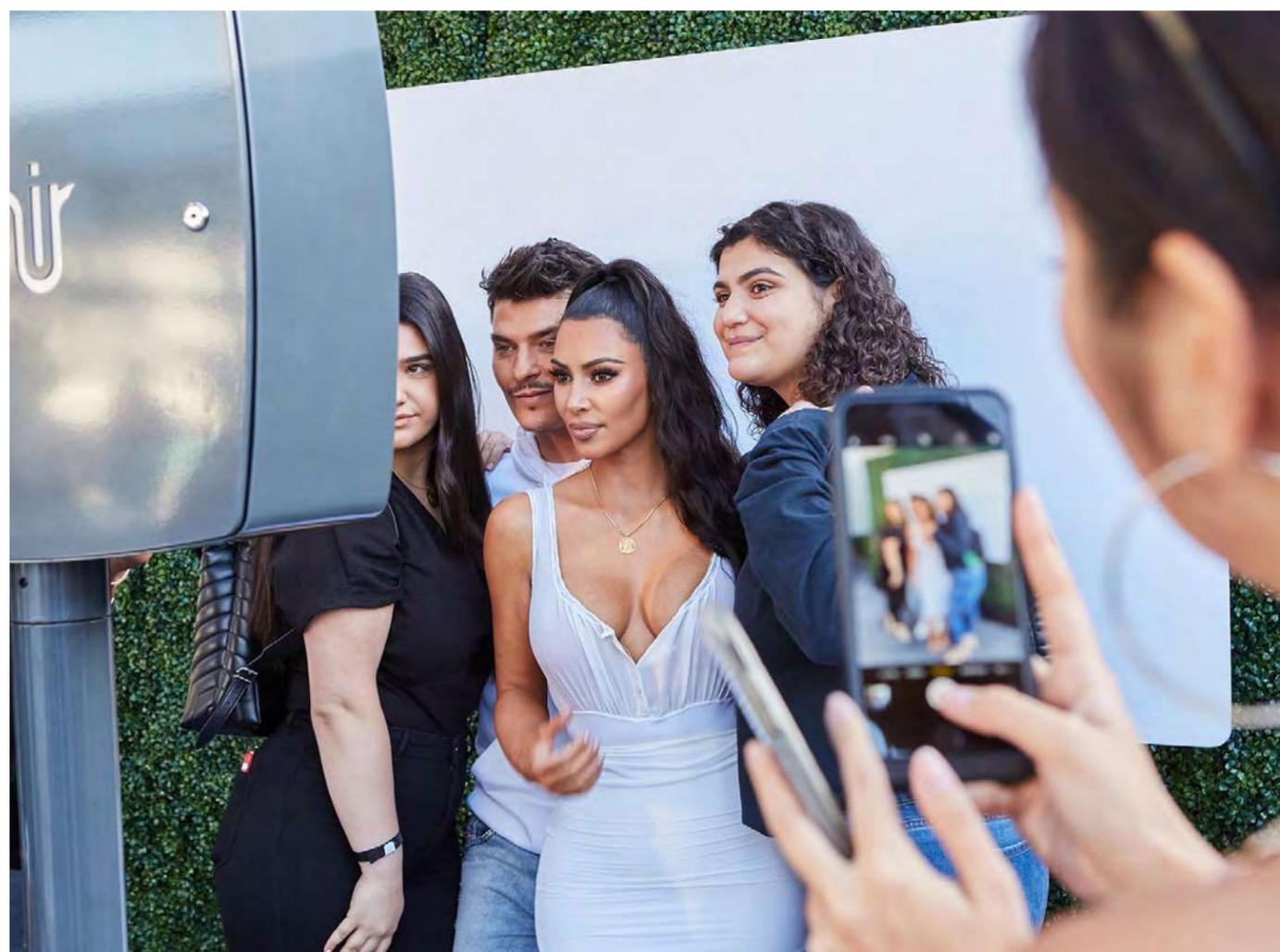
Dimensions

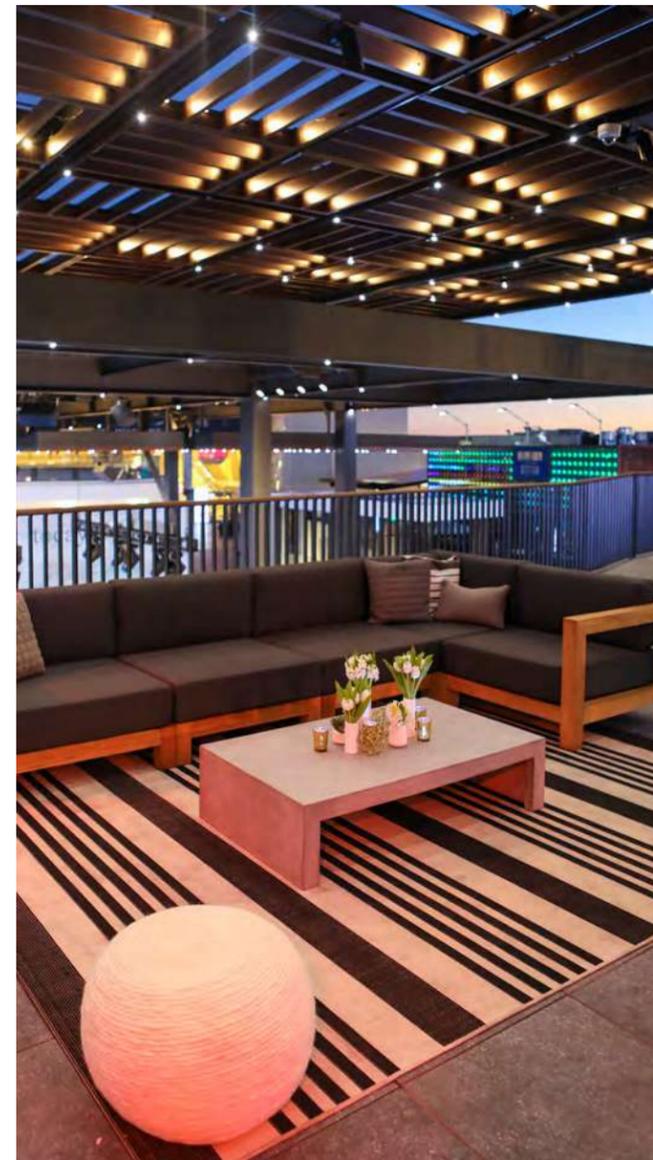
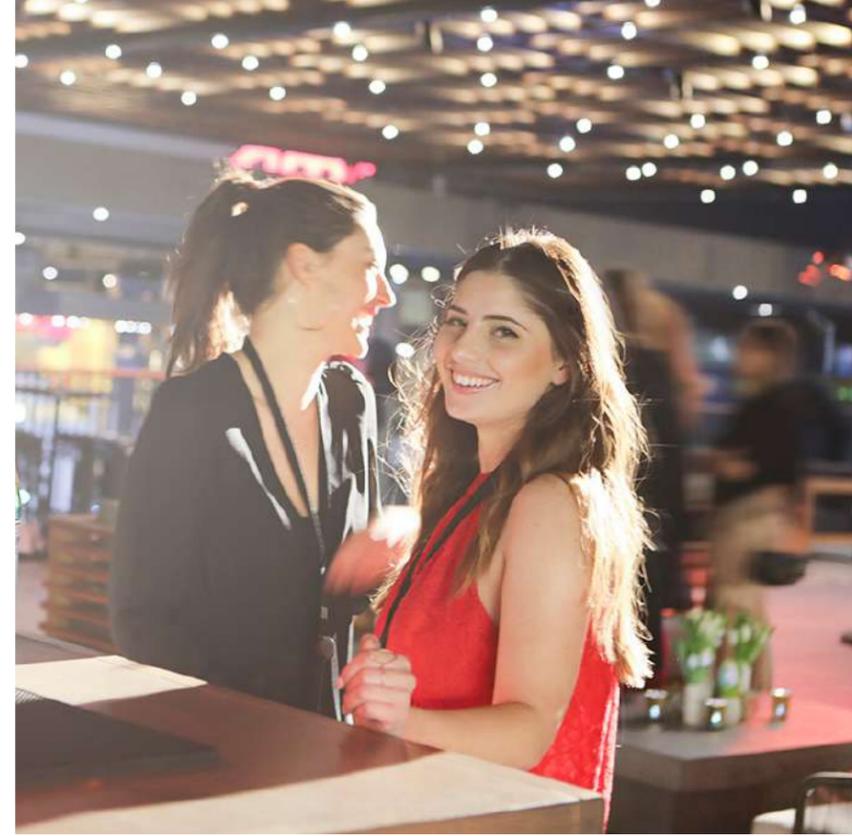
- 4,600 SF

Capacities

- 350 Cocktail
- 250 Theatre
- 200 Seated Dinner







WHERE ARCHITECTURE, **AUDIENCE AND AFFLUENCE CONVERGE**

Why tell your brand's story, launch your latest product or celebrate your occasion at Westfield Century City? With its unique retail offerings, effortless accessibility and close proximity to other iconic Los Angeles destinations, it's where prosperous, curious, cultured audiences cross paths 365 days a year. Compared with other legendary US landmarks, our audience reach, opportunities for interaction and higher-than-average dwell times is unsurpassed.

Our Traffic

- Over 425,000 people visit each week
- Over 45,000 visit each day, Monday through Wednesday and 65,000 visit each day of the weekend
- Weekend foot traffic exceeds 6,000 people per hour
- 2.5 times more visitors than Disneyland per month
- 2.5 times the number of visitors of the Kennedy Space Center per month



Our Shopper

- 46% visit at least once per week
- 907,000 residents within 2 miles
- 60% women and 40% men
- \$153,290 average household income
- 38.5 average consumer age
- 93 minutes per shopper visit
- 4 visits per month on average

Our Neighbors

- All of the 'big six' Hollywood studios within five miles
- 65,000 office professionals within walking distance, including CAA, ICM, AECOM, CBRE, Wells Fargo, JP Morgan Chase and Fidelity Investments
- Five luxury hotels within one mile, including Waldorf Astoria, The Beverly Hilton and Hotel Bel-Air
- Average median home price: \$3.5M
- Fairmont Century City opening 2020

Our Center

- Home of over 250+ retailers, including over 50 dining options
- Home of the only Eataly on the west coast
- Home of the number one AMC Theatres on the west coast
- Two 46-story residential towers, to be completed in 2020
- Over 5,000 parking spots and three dedicated valet stations
- Future destination stop for MTA Purple line

THE TOOLS YOU NEED TO **BRING YOUR EVENT TO LIFE**

Uniting cutting-edge integrated event technology with a comprehensive roster of support services, our highly flexible world-class infrastructure ensures that your production runs smoothly and cost-effectively while creating maximal impact.



Rigging

- Motorized lighting truss with additional rigging/load capacity at overhead trellis
- Rigging points for truss uprights throughout level 2



Lighting

- 28 – Elation Proteus moving light fixtures installed at trellis
- 68 – Elation multi-color, variable-zoom wash fixtures surrounding atrium
- Multiple power connections throughout to support additional fixtures
- White LED controllable architectural fixtures throughout



Audio

- Comprehensive high-performance sound system using d&b audiotechnik components provides coverage throughout first and second floor event spaces
- Yamaha CL-5 digital audio console with digital connectivity throughout
- Multi-channel wireless mic and IEM systems
- Additional sub-woofer, stage monitors on-site
- Complete production communications (wired and wireless) capability



IT – WiFi and Network

- Dedicated production WiFi network extends throughout facility
- Wired connectivity throughout event spaces, including comprehensive dedicated fiber optic infrastructure



Power

- Multiple 100 and 200A 208V 3-phase services as well as multiple 20A 120/208V services
- Through-hole to lower parking level 1 for connecting ancillary equipment (air compressors, gas lines, etc)
- Power connections located at trellis, Atrium balcony, floor, Cabana level
- Power service for prep kitchen includes 50A stove connections as well as utility power



Dedicated Events Control Room

- The spacious events control room has been provisioned and configured to effectively operate the event systems
- Control areas are provided for video, audio, lighting operators and directors
- All systems can be operated and monitored from control room limiting the need for tech space within the event layout
- Multiple production IT networks
- The event control room is setup to livestream to any compatible website or URL so viewer experience can expand worldwide



Video

- Connections to stage and facility-wide digital signage, including two 100' wide LED displays
- Connections to street-level for mobile production vehicles
- Installed large-scale switching capability
- Installed graphics and video playback capability
- Installed camera and record capability



CONTROL ROOM

The Control Room is the nerve center of the system – the place where the system architecture converges and is monitored and operated. The functionality of the Control Room allows complex events to be operated without taking up valuable floor space in the event area. It also provides a higher level of reliability since the gear is situated permanently and the default connections are always left in place. Also of high significance is the time saved setting up for an event when a control area does not have to be built and then dismantled for each event.

Similar to a broadcast control room, appropriate space and services, such as internet, phone and production communications along with ergonomic design are in place for each operating position as well as the show direction positions.

Centralizing the operation of the system off the Atrium floor provides a comfortable, functional environment that saves set-up and strike time while reducing the footprint of technology with the actual event layout.





THE **PRIVATE SUITES**

- Exclusive use of 'The Suites' for Talent Arrival
 - Secure arrival through gated entrance
 - 6 individual suites for talent and guests to enjoy
- Dedicated and secure elevator to Green Room and/or entrance to AMC

SUPPORT **AMENITIES**

Green Room

a 1,250 SF haven with makeup stations, a catering pantry, private restrooms, dressing rooms and a secure entry from our parking garage.

Control Room

state of the art control room with production stations for a technical team to have complete access to our house technical infrastructure.

Production Office

a flexible work space for production team meetings, conference calls and breaks.

Catering Pantry

a dedicated culinary work space that includes an industrial refrigerator and freezer, multiple tables on casters, dual sinks and various access points for power.

Dedicated Parking

multiple valet stations and designated self-parking areas for a stylish arrival.

UBER Lounge

a highly visible and easily accessible drop-off/pick-up location.

Concierge Services

a dedicated team to assist with directions, travel, shopping recommendations and restaurant reservations.





PARTNERS IN **SUCCESS**

By working with the greatest talents across the various fields of event production, we've cultivated strong relationships with industry professionals who know our venues and exceed our exceptional standards.

Industry-Leading Production Services

Via our exclusive partnership with LA-based production company, **ShowPro**—one of the most innovative and interactive AV companies in the US—you have unparalleled access to a comprehensive range of world-class event technical production services:

- Audio
- Lighting
- Video
- Projection
- Rigging
- Power

On-Site Event Team

The details matter, and our on-site professionals are ready to assist you with:

- Load-in
- Guest Arrivals
- Logistics
- Permits
- Retail Partnerships
- Security
- Parking
- Vendor Relations

Preferred Partners

Need help with catering, event furniture rentals, crowd control, security and more? Our preferred



THE WESTFIELD NETWORK **NATIONAL REACH IN KEY CITIES**

525 state-of-the-art digital screens across 19 flagship centers reaching 35 million+ in monthly traffic

Accountability: Ad-specific reporting and live dashboard

Optimization: Real-time optimization against a KPI of attention time

Creativity: Utilize a suite of triggers to create unique, personalized campaigns

20 Centers in Top Market DMAs

- New York
- Washington DC
- Seattle
- San Diego
- Oakland
- Los Angeles
- Chicago
- Baltimore
- San Francisco
- Sacramento

Westfield
CENTURY CITY

10250 Santa Monica Blvd. Los Angeles CA 90067

Contact Us - CenturyCityEvents@urw.com