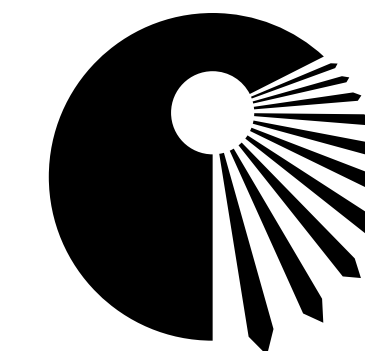




Brand Promotion under our famous roof

D A S C E N T E R

AM POTSDAMER PLATZ

das-center.com

The sky is the limit

We can help you realise almost any idea. Das Center am Potsdamer Platz has a total of 7 event spaces, all of which can be used and designed individually, as well as a number of advertising spaces that can also be booked individually. Whether you want to promote your brand or organise a special installation – Das Center am Potsdamer Platz is the perfect stage for any brand and every product.



Events

Public, corporate and private events: our spaces in Frederick's, the welcoming office lobbies in buildings D and E or our public outdoor spaces all lend themselves to a diverse range of uses.



Brand promotions

Are you looking to advertise a product or service? We know which spaces in Das Center are best suited to your needs.



Sponsorships

Das Center provides unique sponsorship opportunities which can be individually tailored to your product or service. Become the Center's official sponsoring partner in your industry!



Production (Film/TV/Photoshoots)

Besides being the German capital, Berlin is also an international film metropolis. So we are used to cameras rolling here at Das Center: we rent out offices, loft apartments and an urban lifestyle to set the perfect scene.



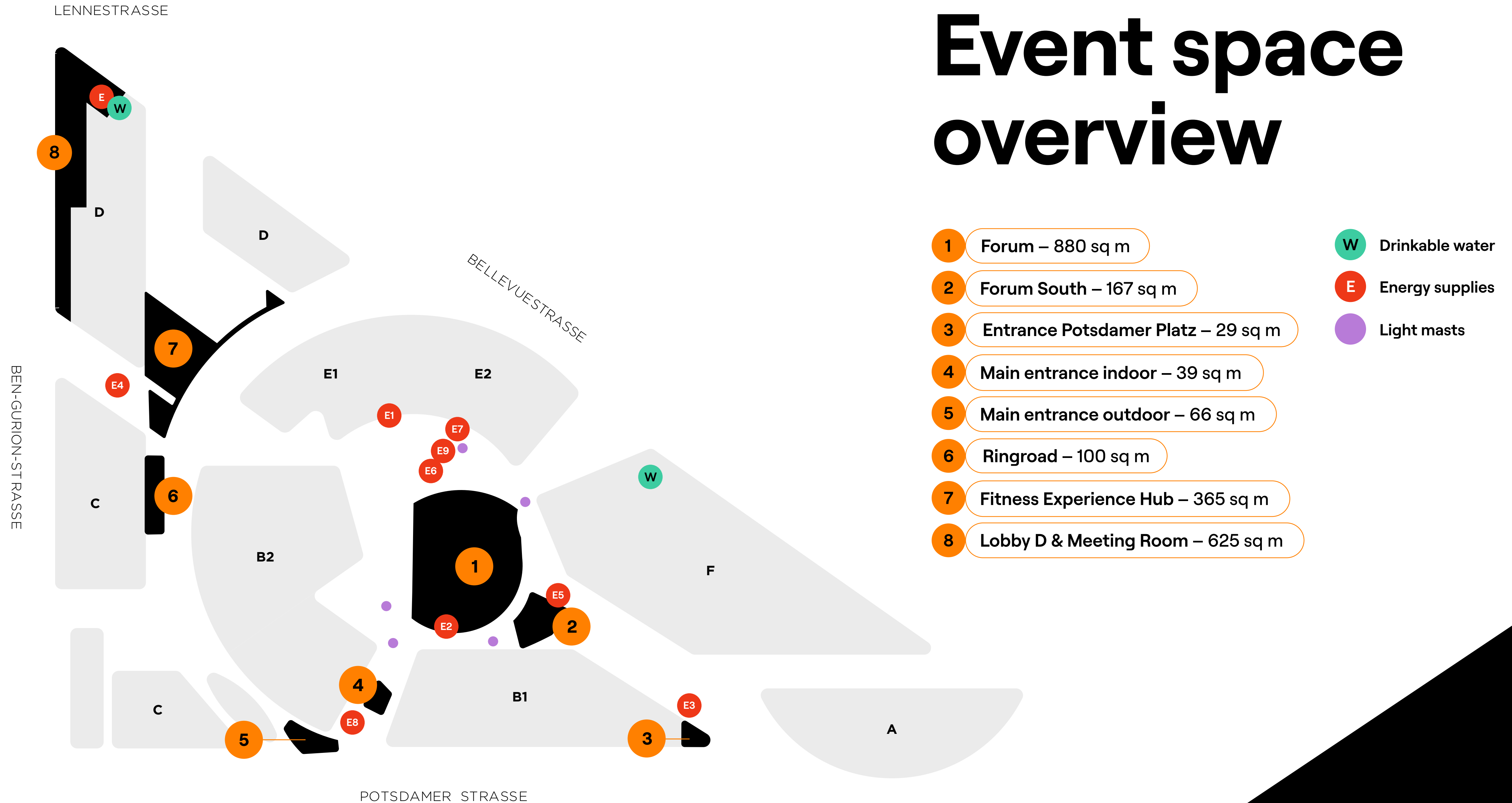
Digital OOH & advertising banners

Das Center offers attractive options to place your ads. From Germany's largest 3D screen to 75 inch digital signage to customised banners and constructions, the options are limitless.



Event spaces

Event space overview



1 Forum

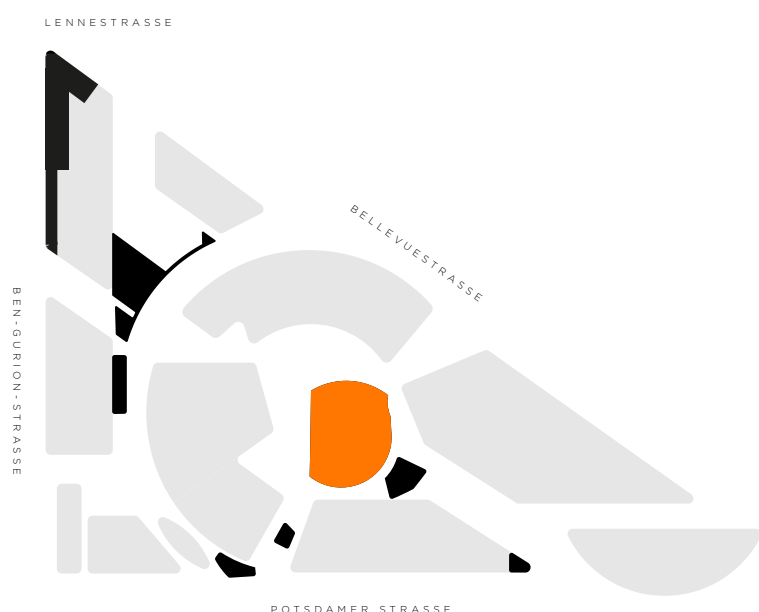
The main central forum at Das Center is one of the most visited sites in Berlin. The area has multiple entrance access points and can be used for large brand promotions, events or cordoned off into sections. Depending on the purpose and scope of use, this space can be booked as a whole or in modules.

Size 880 sq m

Power CEE 16A, CEE 32A, 2x Schuko 16A, 2x data LWL

Water Available

Price Upon request



2 Forum South

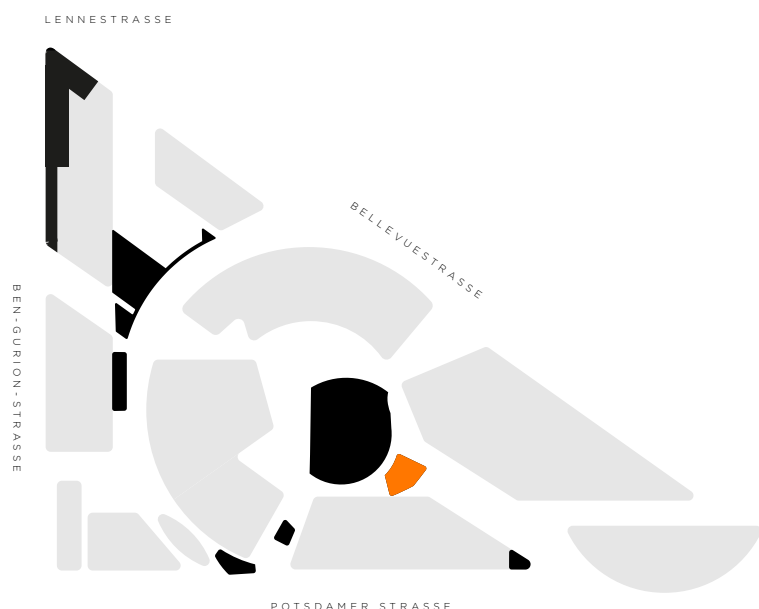
This section is to the south-east of the fountain and can be accessed via the two main entrances to Das Center on Potsdamer Strasse. Surrounded by shopping facilities and food services. Forum South is highly frequented and thus one of the most popular areas.

Size 167 sq m

Power CEE 16A, CEE 32A, 2x Schuko 16A, 2x data LWL

Water Available

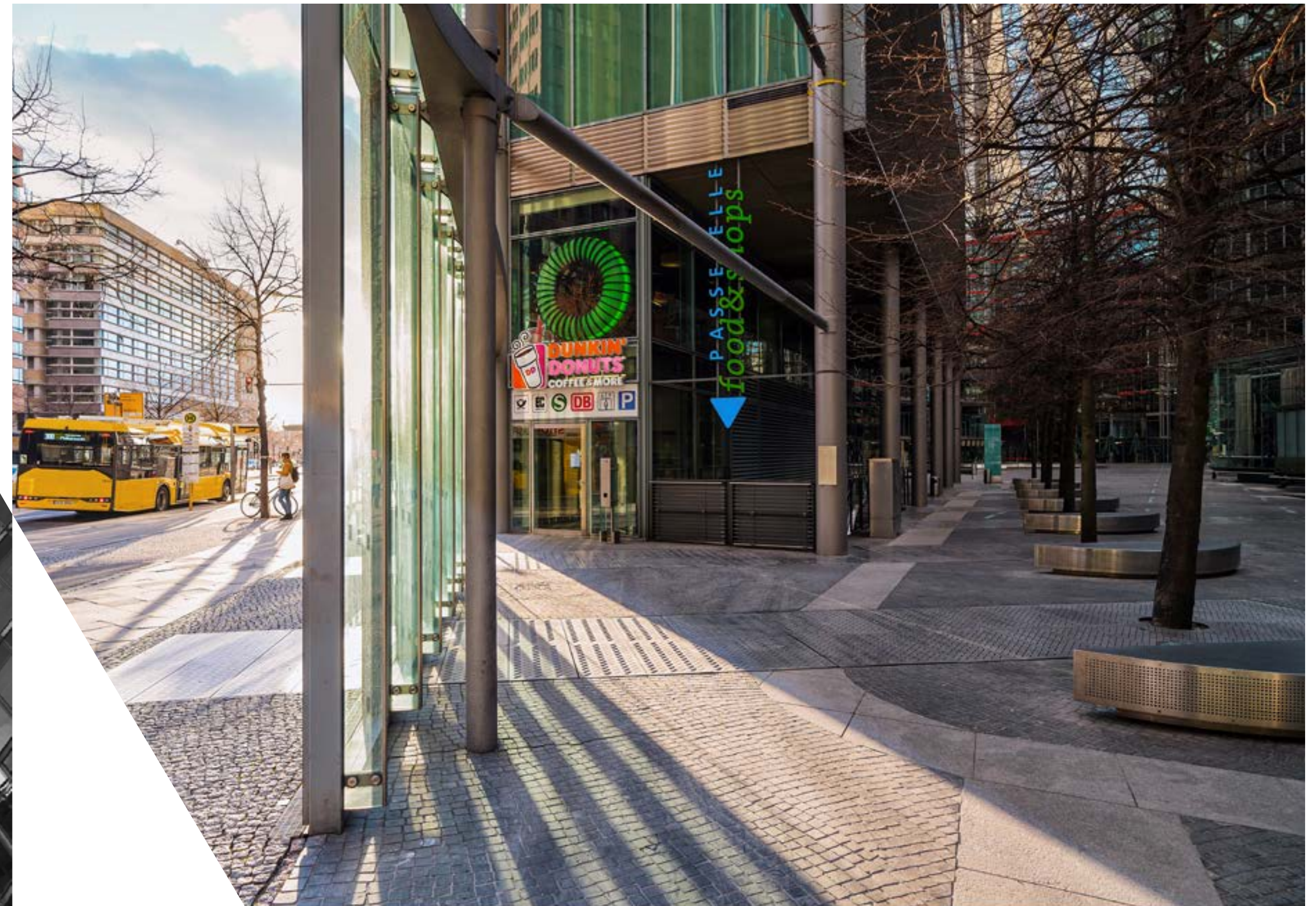
Price Upon request



3 Entrance Potsdamer Platz

Das Center's main entrance constitutes Space 3 and offers our visitors direct access to the center via Potsdamer Strasse. The walkway is a highly frequented area, making it a popular stand space for promotional activities.

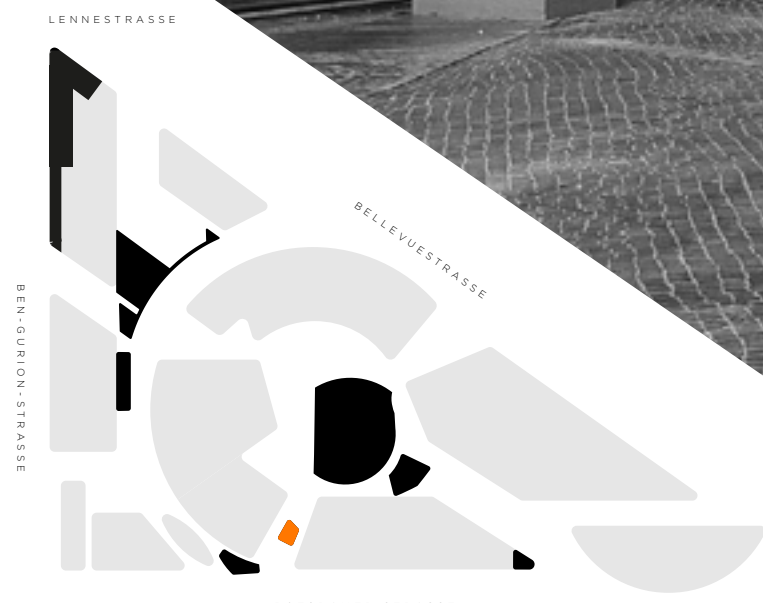
Size	46 sq m
Power	CEE 16-125 A Schuko, CEE 400 with power lock
Water	Not available
Price	Upon request



4 Main Entrance, Indoors

Das Center's main entrance constitutes Space 4 and offers our visitors direct access to the center via Potsdamer Strasse. The covered walkway offers protection against the elements and is highly frequented, making it a popular stand space for promotions

Size	90 sq m
Power	CEE 16 A, 2 x Schuko 16 A
Water	Not available
Price	Upon request



5

Main Entrance, Outdoors

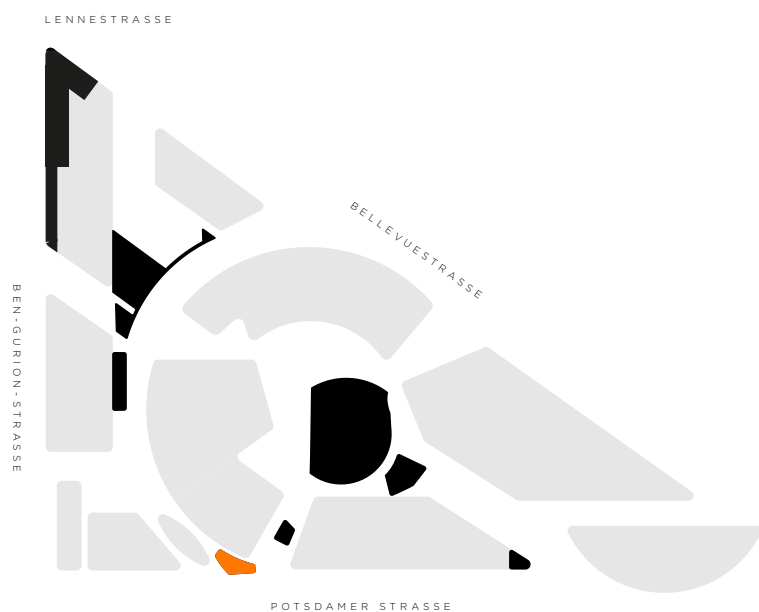
Space 5 is outdoors, situated immediately in front of the main entrance, with a direct connection to Potsdamer Strasse. The high number of passing customers means that this location is highly frequented, making it ideal for promotions, sales measures and product presentations.

Size 60 sq m

Power CEE 16 A, 2 x Schuko 16 A

Water Not available

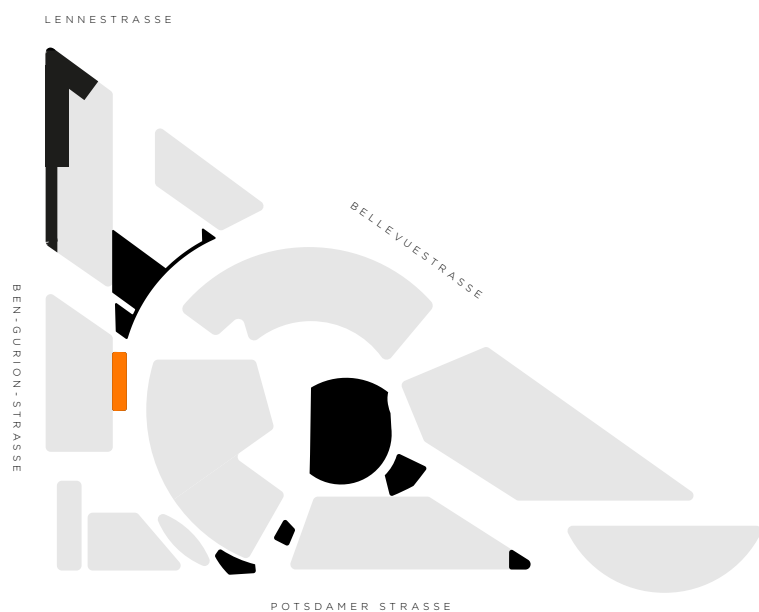
Price Upon request



6 Ringroad

Surrounded by office buildings and in direct proximity to our new foodhall and Fitness Experience Hub, our Space 6 is situated on the wide ring road between Potsdamer Strasse and Bellevuestrasse. With its variety of green areas and trees, Ringstrasse is a place of calm where passers-by can linger for a while.

Size	100 sq m
Power	CEE 32A
Water	Not available
Price	Upon request



7 Fitness Experience Hub

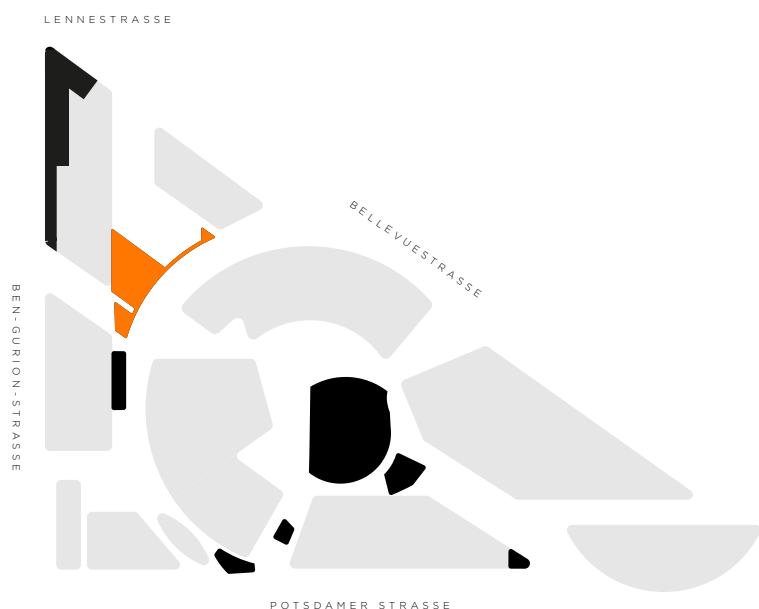
Located next to TREK, KERB Foodhall, and LEGOLAND Discovery Centre, host an exciting and memorable experience in this expansive area surrounded by trees, greenery and wooden seating areas. The Fitness experience hub is a huge opportunity to tap into a captive audience of workers, residents, locals and visitors along the Ringstrasse; a passageway to the Philharmonie building. Capitalise on the shift towards the healthier and more active urban lifestyle activities.

Size 365 sq m

Power CEE 32A

Water Not available

Price Upon request



8 Lobby & Meeting room

The spacious lobby, with its open architecture, creates the perfect setting for events with an urban flair. Located directly opposite the zoo, this impressive indoor space offers room for conferences, exhibitions, or cocktail receptions. One floor above, a fully equipped conference room complements the offer – ideal for workshops, roundtables, or small-scale presentations.

Size

Lobby D 487 sq m, Meeting room 90 sq m, Mezzanine 48 sq m

Power

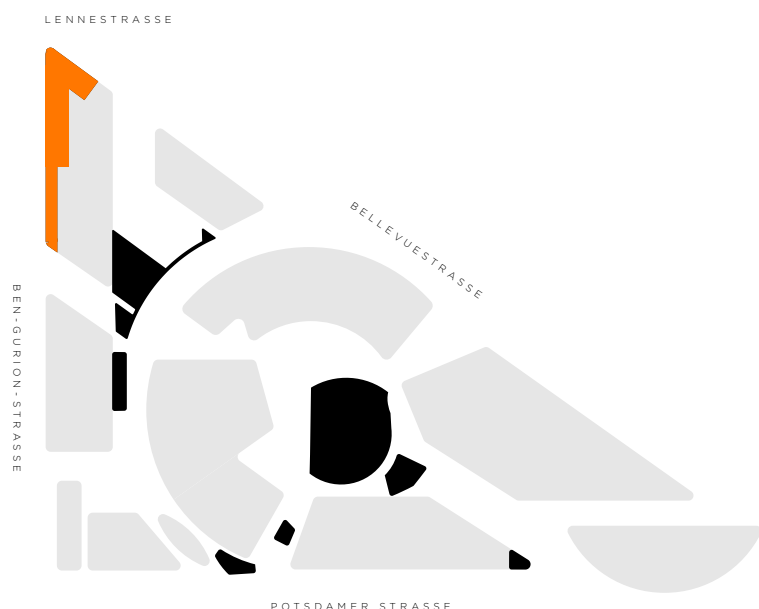
Power supply available

Water

Available

Price

Upon request





Advertising Space

Advertising Space

With around 24,000 visitors per day, roughly 6,500 employees and more than 300 occupants, Das Center am Potsdamer Platz is one of the most highly frequented locations in Berlin, making it the perfect place to broadcast your brand message effectively and in a targeted manner.

We offer different advertising spaces, all of which are visible either from all sides of the Forum or from the road.



Digital Screen

Germany's largest 3D screen is located along the entrance to Potsdamer Strasse, directly opposite the outdoor seating areas of our food service facilities. With around 257 sq m, the screen offers a range of options for moving picture productions. All bookings via HYGH.



Digital Totems

We also have on offer 5 dual 75-inch screens strategically placed at all major entrances to the forum. These digital totems provide exceptional visibility, allowing advertisers to connect with pedestrians, cyclists, drivers, and forum visitors alike. To streamline advertising opportunities, HYGH will oversee all booking management for these screens.



Banner 1: Ceiling Suspension

Thanks to the unique architecture of the roof structure, we can suspend banners from the ceiling directly above the centre of the Forum. With a total of 30 sq m, this space is clearly visible from all sides of the Forum, while its prominent placement means it is sure to catch every eye.



Banner Space 2: Facade Posters

Das Center's facade offers space for banners of approx. 14 sq m. Upon request, we can also offer this option in different sizes, on other facades within Das Center.



Special forms of advertising

Das Center am Potsdamer Platz can also accommodate special forms of advertising and installations. Our experts are happy to help find the right solution for you.



Technical Data & Prices

For Organisers

Floor Loads

SLW 30 (total weight of lorry 30t, max. wheel load 5t, 16.7 kN per sq m)

Lorries may only enter the indoor area after prior registration and with a total weight of max. 3.5t. For lorries with a total weight exceeding 3.5t, load distribution plates are mandatory.

Power

- E1: CEE 16A/Schuko
- E2: CEE 16A /CEE 32A/Schuko
- E3: CEE 16-125A Schuko/CEE 400 with Powerlock
- E4: CEE 32A
- E5, E6: CEE 16A/CEE 32A/ 2x Schuko 16A / 2x data LWL/Drinkable water
- E7: CEE 16A/CEE 32A/2x Schuko 16A/ 2x data LWL
- E8: CEE 16A/2x Schuko 16A
- E9: CEE 125A/Drinkable water

Water

3 ground hydrants with drinkable water.

Light Emissions

Types, locations and alignment need to be agreed with Das Center in advance.

Noise Emissions

The following emissions are permitted during the event in accordance with the Technical Instructions on Noise Protection (TA Lärm):

- Daytime (6 a.m. to 10 p.m.): 60 dB(A)
- Night-time (10 p.m. to 6 a.m.): 45 dB(A)
- Higher emissions require approval from the Berlin environmental protection department;
- Deadline for applications: 8 weeks prior to the event

Access

Via Potsdamer Strasse, Bellevuestrasse and Das Center loading dock (Reichspietschufer, max. 40t); goods lifts available; access to the Forum via the access road for the fire brigade and upon agreement

Assembly and Dismantling

On workdays in the time between 7 a.m. and 10 p.m. in accordance with TA Lärm

LED Video Screen

Resolution

- Format: 16:9
- Full HD/1080 p: 1920 x 1080 pixels
- “small” Full HD/720 p: 1280 x 720 pixels

Plug & Play

- Signals: HD-SDI; SD-SDI, DVI-D & HDMI
- 32 Mbit/s max. download speed, 2 Mbit/s upload speed

Stills

- Full HD recommended: 1920 x 1080
- Lowest resolution: 608 x 352
- File formats: JPEG, PNG (incl. alpha channel) does not support GIF, TIFF, PSD, EPS, PICT, PDF, PPT
- Colour model: RGB at 72 dpi

Video

- Format: MPEG 4 (file endings: .m4v, .mp4)
- Codec: H.264, 25 fps
- Data rate: max. 20 Mbit/s

Live Streaming

- Live video signal provided
- Display websites
- Integrate content via direct server access (e.g. FTP)

Advertising Space

Video

- Big poster space directly under the roof, 3 m x 10 m
- Advertising space in the form of 55 fountain water jets branded in company colors.
- Roof illuminations in corporate colours
- Various special advertising spaces

Media Data

Video

Visitors / day: 20.000 – 24.000 Tourists: 51%
Visitors / year: 7,1 million Employed persons: 49%

Share Age groups: Residents: 300+
< 18: 17,4 % Employees within Das Center::
18 – 24: 14,2 % 5.500
25 – 34: 17.5 %
35 – 44: 13,5 % Average age: 38 Jahre
45 – 54: 12,5 % Average holdhold income: 69.000
55 – 64: 10,6 % Euro
65+: 14,1 % University degree or higher: 51%

Source: Ubermedia (Nov 2018 to Nov 2019)

Contacts

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Photo credits

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