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09 April 2022  
FORMULA E PREMIUM HOSPITALITY

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The ABB FIA Formula E Championship welcomes you to experience the pinnacle of premium hospitality and thrill of watching the Gen2 cars battle their way to the chequered flag. Enjoy the race day entertainment from the most exclusive locations and prepare to gain unprecedented access to teams and drivers as well as VIP trackside experiences as you get ready to watch the E-Prix.

# EXPERIENCE

- Standard opening hours: 10:00-18:00
- One staff access wristband per 25 guests
- Dedicated brand ambassadors
- Access to VIP drop off
- Space based on 1.6 sqm per person
- Seating based on minimum 60% capacity
- Designated seating area for groups of 15 or more
- Behind the scenes access to teams and drivers
- All day world-class catering representing local & international cuisine
- Open bar including Möet & Chandon champagne, Heineken beer, cocktails, smoothies & soft drinks
- Pre event guidebook supplied by Formula E one month prior to the race
- Two dedicated pit lane walks time slots
- Race simulators alongside interactive entertainment
- Q&A sessions featuring Formula E drivers\*
- Limited edition HUGO BOSS gift
- Spectacular trackside location
- Live DJ
- Designated premium grandstand\*
- Access to exclusive garage tours

\*In select venues



## » BOSS | EMOTION CLUB

At Formula E's most premium hospitality area – the BOSS | EMOTION CLUB, we create everything around you. Our premier location offers state of the art facilities, along with fine dining and breath-taking entertainment both on and off track.

Experience the thrills of the electric street racing series with unprecedented access to teams and drivers, dedicated pit lane walks and exclusive viewing areas.



## »» RACE SUITES

From custom branded suites to private tables within a dedicated space, Formula E Race Suites provide an exclusive area for guests to make the most of their experience at an E-Prix and give a personal touch to hospitality

### PACKAGES

- Santiago ▶
- Mexico City ▶
- Marrakesh ▶
- Rome ▶
- Paris ▶
- Berlin ▶
- New York ▶
- London ▶



# EXPERIENCE

Formula E offers two types of packages for clients to purchase private hospitalites

## Formula E Race Suite Package:

- A packaged product based on a minimum capacity and sold at a per person price.
- Full Race Suite provided to the Formula E specification.
- Inclusive of standard live race feed and generic Race Suites infographic.

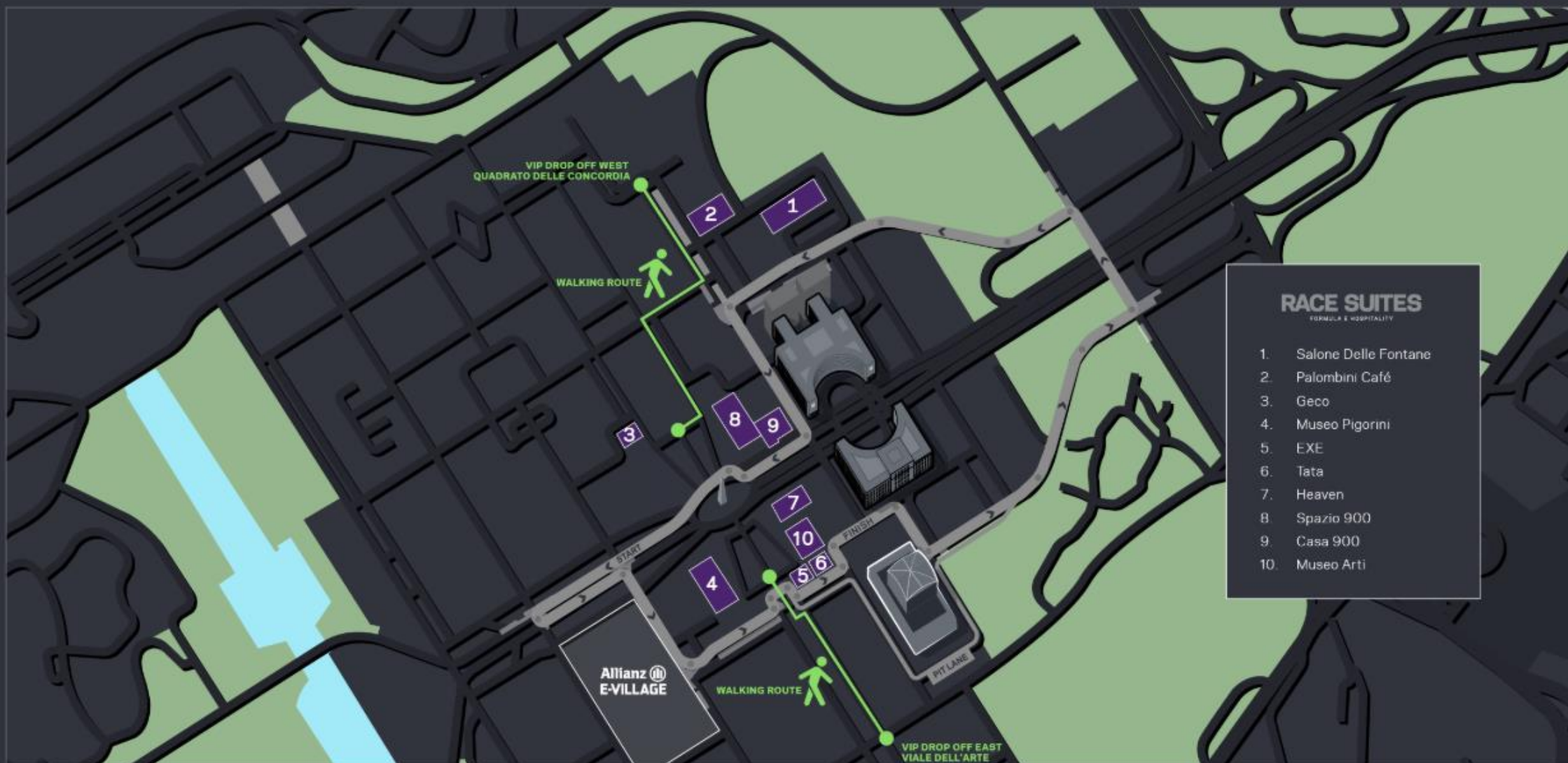
- Minimum capacity is based on the Formula E hospitality specification of recommended 1.5 sqm per person for the optimum guest experience.
- Maximum capacity is determined by the venue Health & Safety regulations and is not considered the most suitable guest experience.

## Venue Rental Option:

Client purchases venue based on minimum capacity including accreditation, catering, necessary bars and buffets, security and cleaners. Clients to provide the internal fit out themselves.

Internal fit out defined as furniture, flowers and plants, electrical distribution, TVs, AV system including speakers and reception desk. Within this option the client is able to show their own personalised TV content on their screens by providing their own Audio/ Visual solution.





## Palomini caffè:

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|--|---|--|--|
| ■ Standard opening hours: 10:00-18:00* | ■ One security personnel                        | ■ External wayfinding                              | ■ Existing restaurant furniture  |
| ■ Two 55" TV's per 50 guests           | ■ Cleaning of the suite during event            | ■ Catering: continental breakfast and buffet lunch | ■ Pre event guidebook supplied by Formula E one month prior to the event day |
| ■ Two speakers per 50 guests           | ■ Access to VIP drop off                        | ■ Two complimentary drinks and a cash bar          | ■ Grandstand seat  |
| ■ Staff access wristband per 10 guests | ■ Personalised accreditation (pass + wristband) |  | ■ Suite closed during the race   |

## Geco Restaurant:

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|--|---|---|--|
| ■ Standard opening hours: 10:00-18:00* | ■ One security personnel                        | ■ External wayfinding   | ■ 5 MB WiFi  |
| ■ Four 55" TV's per suite              | ■ Cleaning of the suite during event            | ■ All day catering: continental breakfast, buffet lunch and light afternoon tea       | ■ Existing restaurant furniture  |
| ■ Two speakers per suite               | ■ Access to VIP drop off                        | ■ Beverages: tea, coffee, soft drinks, beer and wine (alcohol served from 12:00 noon) | ■ Pre event guidebook supplied by Formula E one month prior to the event day |
| ■ Staff access wristband per 10 guests | ■ Personalised accreditation (pass + wristband) |   | ■ Grandstand seat  |
| ■ Hostesses to welcome guests          |   |   |  |

## Casa900:

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|--|---|---|--|
| ■ Standard opening hours: 10:00-18:00* | ■ One security personnel                        | ■ External wayfinding   | ■ 5 MB WiFi  |
| ■ Giant projector screen               | ■ Cleaning of the suite during event            | ■ All day catering: continental breakfast, buffet lunch and light afternoon tea       | ■ Existing restaurant furniture  |
| ■ Two speakers per suite               | ■ Access to VIP drop off                        | ■ Beverages: tea, coffee, soft drinks, beer and wine (alcohol served from 12:00 noon) | ■ Pre event guidebook supplied by Formula E one month prior to the event day |
| ■ Staff access wristband per 10 guests | ■ Personalised accreditation (pass + wristband) |   | ■ Grandstand seat  |
| ■ One hostess per 50 guests            |   |   |  |

## TATA Restaurant:

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|--|---|---|--|
| ■ Standard opening hours: 10:00-18:00* | ■ One security personnel                        | ■ External wayfinding   | ■ 5 MB WiFi  |
| ■ Two 55" TV's per 50 guests           | ■ Cleaning of the suite during event            | ■ All day catering: continental breakfast, buffet lunch and light afternoon tea       | ■ Existing restaurant furniture  |
| ■ Two speakers per suite               | ■ Access to VIP drop off                        | ■ Beverages: tea, coffee, soft drinks, beer and wine (alcohol served from 12:00 noon) | ■ Pre event guidebook supplied by Formula E one month prior to the event day |
| ■ Staff access wristband per 10 guests | ■ Personalised accreditation (pass + wristband) |   | ■ Grandstand seat  |
| ■ One hostess per 50 guests            |   |   |  |

## Haeven:

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|--|---|---|--|
| ■ Standard opening hours: 10:00-18:00* | ■ One security personnel                        | ■ External wayfinding   | ■ 5 MB WiFi  |
| ■ Two 55" TV's per 50 guests           | ■ Cleaning of the suite during event            | ■ All day catering: continental breakfast, buffet lunch and light afternoon tea       | ■ Existing restaurant furniture  |
| ■ Two speakers per suite               | ■ Access to VIP drop off                        | ■ Beverages: tea, coffee, soft drinks, beer and wine (alcohol served from 12:00 noon) | ■ Pre event guidebook supplied by Formula E one month prior to the event day |
| ■ Staff access wristband per 10 guests | ■ Personalised accreditation (pass + wristband) |   | ■ Grandstand seat  |
| ■ One hostess per 50 guests            |   |   |  |





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