

EXPO CITY DUBAI

OUTNOW.LIVE VENUES

YOUR STAGE. YOUR SHOWS. OUR VENUES.



brag

LIVE NATION®



مدينة إكسبو دبي
EXPO CITY DUBAI

Introducing the Venues

Expo 2020
Metro Station

Music Loves Company

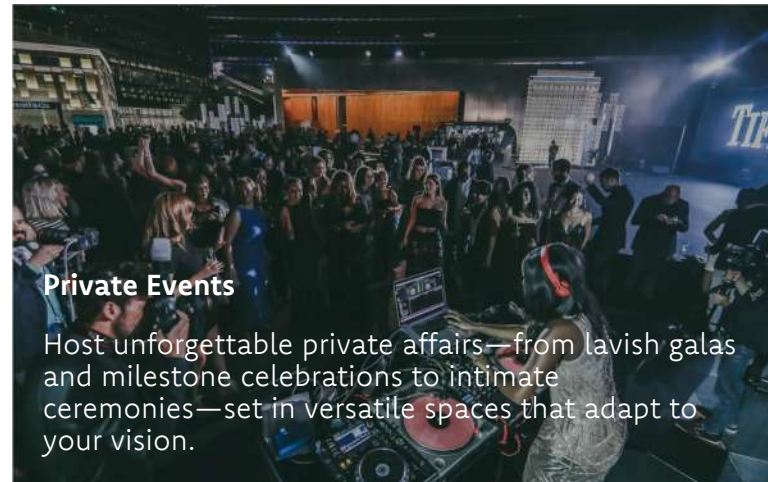
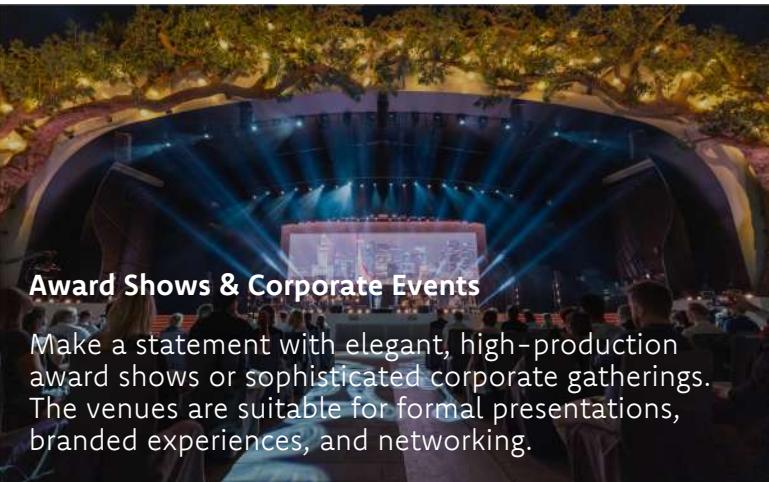
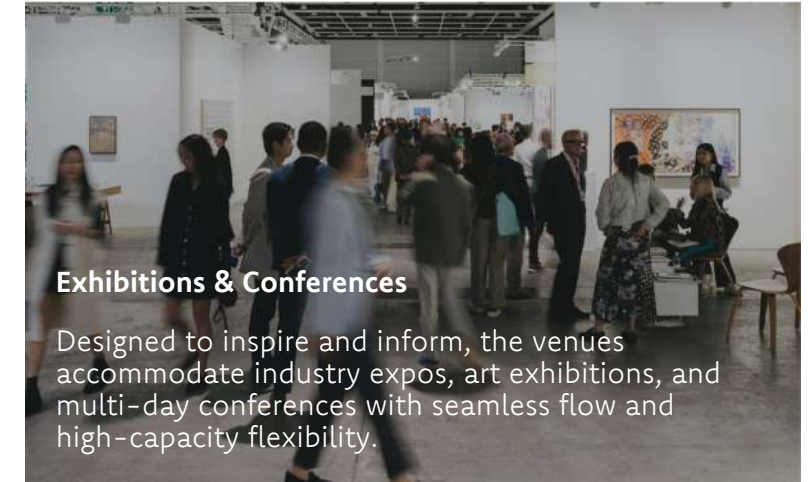
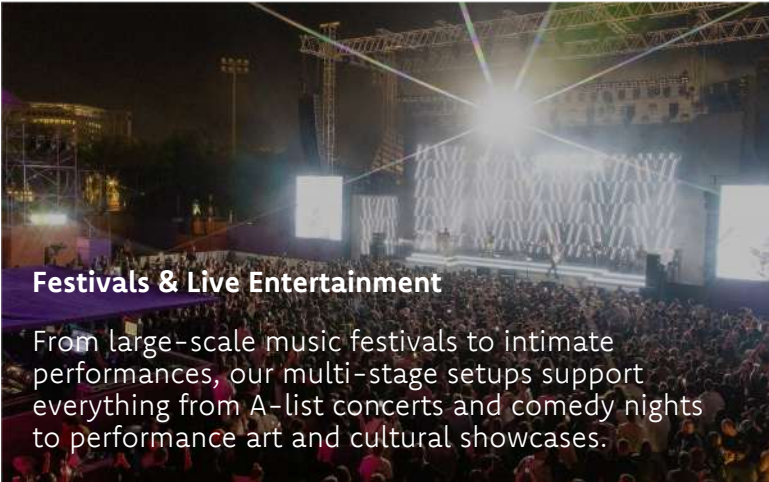
A cozy café/bar ready for
creative gatherings and human
connection. Can host up to
320.

Jubilee Park

A proven concert and festival
site that can host up to 10,000.

One Destination

for Every Event Imaginable...



8 Reasons

to bring your event to Expo City Dubai

1 - World-Class Infrastructure

Expo City Dubai features cutting-edge infrastructure, smart city technologies, and sustainable utilities—purpose-built to accommodate high-capacity events with seamless efficiency.

2 - Ready-to-Go Entertainment Venues

With built-in event infrastructure, these venues come equipped with essential services like power, artist amenities, F&B access, and scalable capacity across multiple formats.

3 - Seamless Access & Connectivity

- Direct Metro access to major Dubai districts
- Connected to key highways: Sheikh Zayed Rd, E311, and E611
- Thousands of parking spaces for cars and buses

4 - Rapid Residential Growth

Close to fast-growing communities—Al Barsha, Motor City, DIP, Furjan, JVC and Dubai South—Expo City is becoming a cultural hub for tens of thousands of new residents, schools, and retail.

5 - Built-In Marketing Power

With global brand equity from Expo 2020, Expo City events benefit from high public awareness and positioning as Dubai's future entertainment capital.

6 - Early Mover Advantage

Secure premier venue access before the rush. Establish your event's long-term presence and grow alongside this emerging district.

7 - The BRAG | Live Nation Edge

Benefit from unmatched experience with BRAG and Live Nation - your trusted production and promotion partners with deep regional and global expertise in every event format.

8 - Strategic Location Near Tomorrow's City Center

Just minutes from Al Maktoum International Airport (DWC), set to serve 120M+ passengers. Ideal for international artist access and tapping into Dubai's transit traffic.

Accessibility

Expo City Dubai has built accessibility into its very fabric to ensure that People of Determination are fully supported.

Features include:



Dedicated Accessible Parking



Braille Signage



Wheelchair Accessible Buggies



Tactile Maps



Wheelchair Rental



Hearing Induction Loops



Accessible Toilets



Hearing Enhancement Systems



Step-free Access and/or Elevators

For any accessibility-related queries and other requirements, such as sunflower lanyards, ear defenders, etc, Expo City Dubai's Accessibility team is happy to help .

Please contact venues@livenation.ae for more information.

Sustainability

Expo City Dubai, the legacy transformation of Expo 2020 Dubai, carries forward ambitious environmental and social goals to become a truly sustainable urban hub.

Features include:



Solar energy integration



Carbon offsetting



Energy trees



Health-focused design



Native plants
& chemical-free landscaping



Pedestrianized, low-carbon mobility



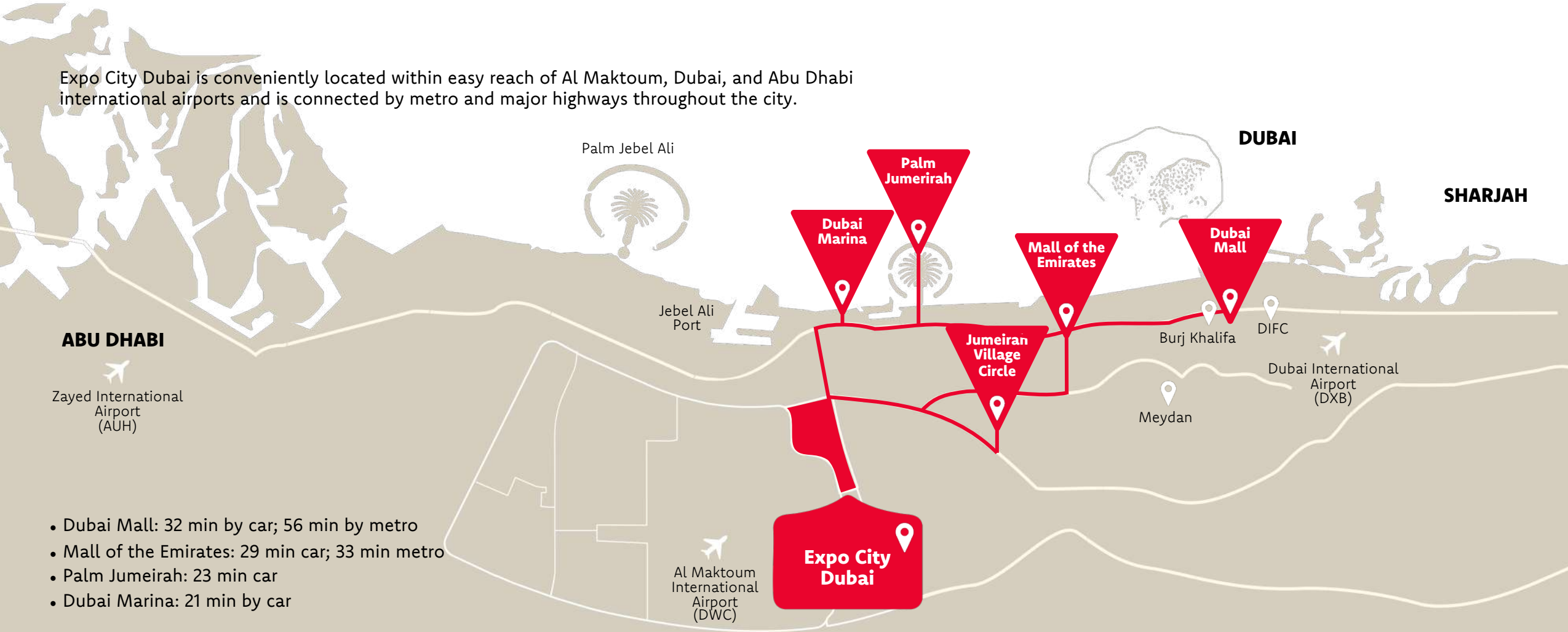
Waste circularity



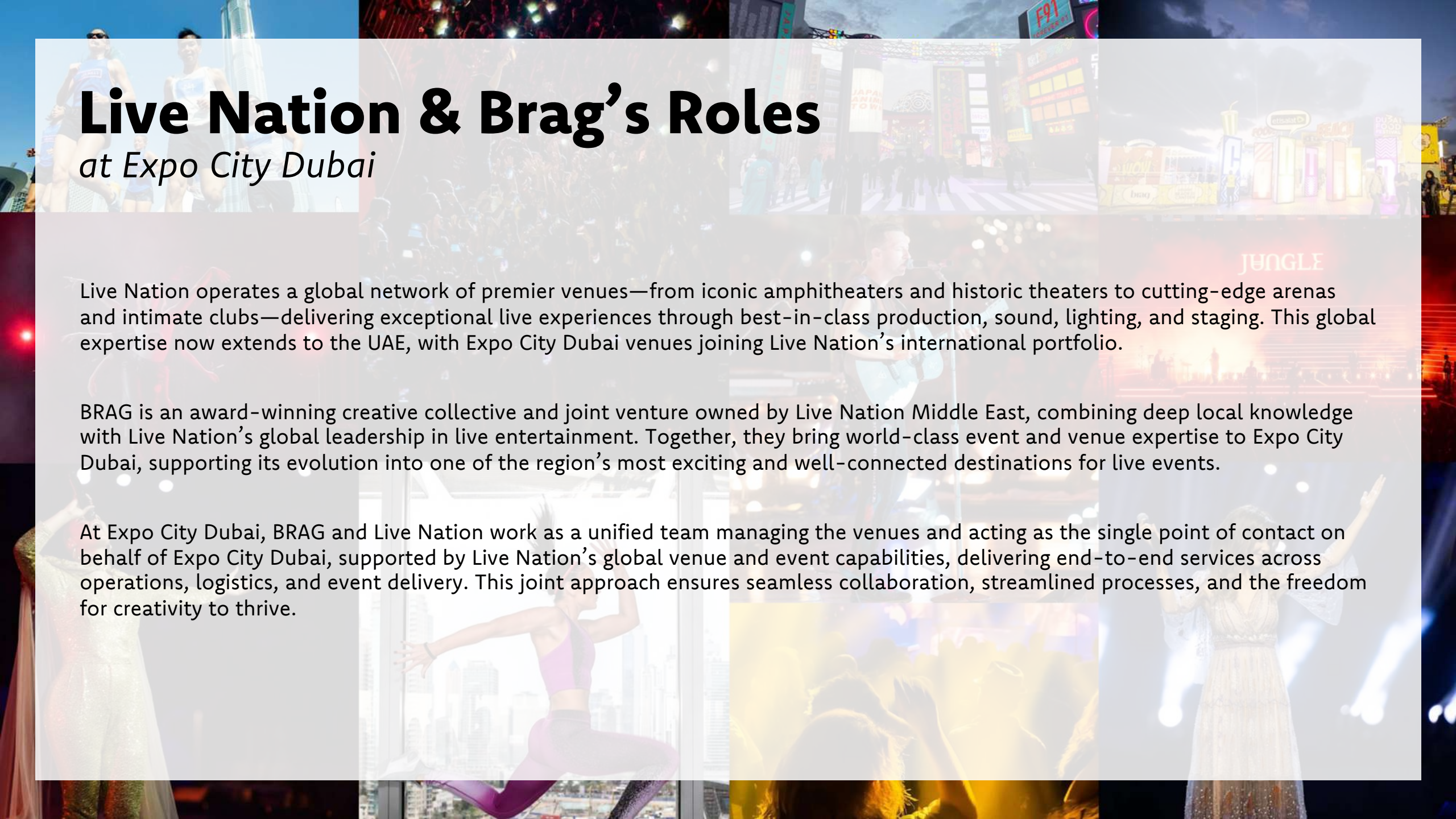
Green open spaces

We're closer than you think!

Expo City Dubai is conveniently located within easy reach of Al Maktoum, Dubai, and Abu Dhabi international airports and is connected by metro and major highways throughout the city.



- Dubai Mall: 32 min by car; 56 min by metro
- Mall of the Emirates: 29 min car; 33 min metro
- Palm Jumeirah: 23 min car
- Dubai Marina: 21 min by car



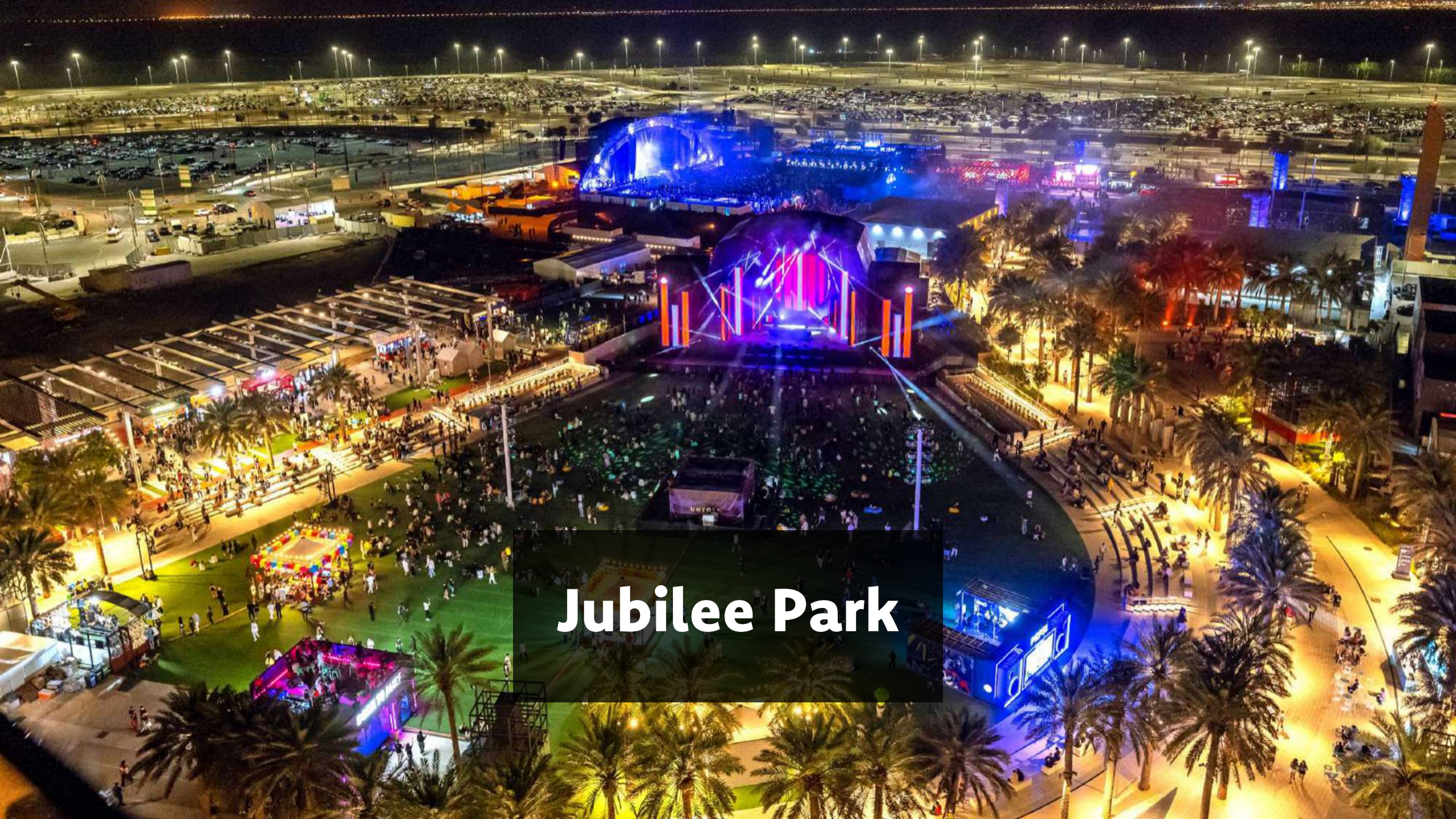
Live Nation & Brag's Roles

at Expo City Dubai

Live Nation operates a global network of premier venues—from iconic amphitheaters and historic theaters to cutting-edge arenas and intimate clubs—delivering exceptional live experiences through best-in-class production, sound, lighting, and staging. This global expertise now extends to the UAE, with Expo City Dubai venues joining Live Nation's international portfolio.

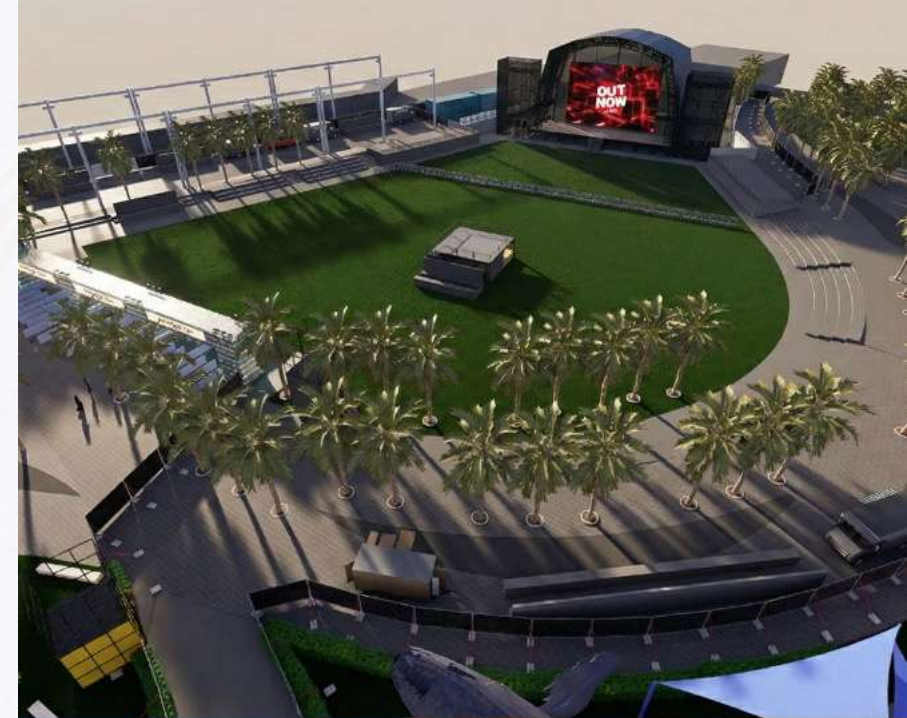
BRAG is an award-winning creative collective and joint venture owned by Live Nation Middle East, combining deep local knowledge with Live Nation's global leadership in live entertainment. Together, they bring world-class event and venue expertise to Expo City Dubai, supporting its evolution into one of the region's most exciting and well-connected destinations for live events.

At Expo City Dubai, BRAG and Live Nation work as a unified team managing the venues and acting as the single point of contact on behalf of Expo City Dubai, supported by Live Nation's global venue and event capabilities, delivering end-to-end services across operations, logistics, and event delivery. This joint approach ensures seamless collaboration, streamlined processes, and the freedom for creativity to thrive.



Jubilee Park

Jubilee Park



Event Types

- Festivals & Live Entertainment
- Award Shows
- Corporate Events
- Private Events

Capacity

- Up to 2,000 seated (banquet)
- Up to 3,740 seated (theatre)
- Up to 10,000 standing

Features

- Supernova stage 16 x 13 m

Tech Specs

- Stage back-of-house power
- Front-of-house feeder pillar
- Professional PA System
- Additional tech specifications available on request

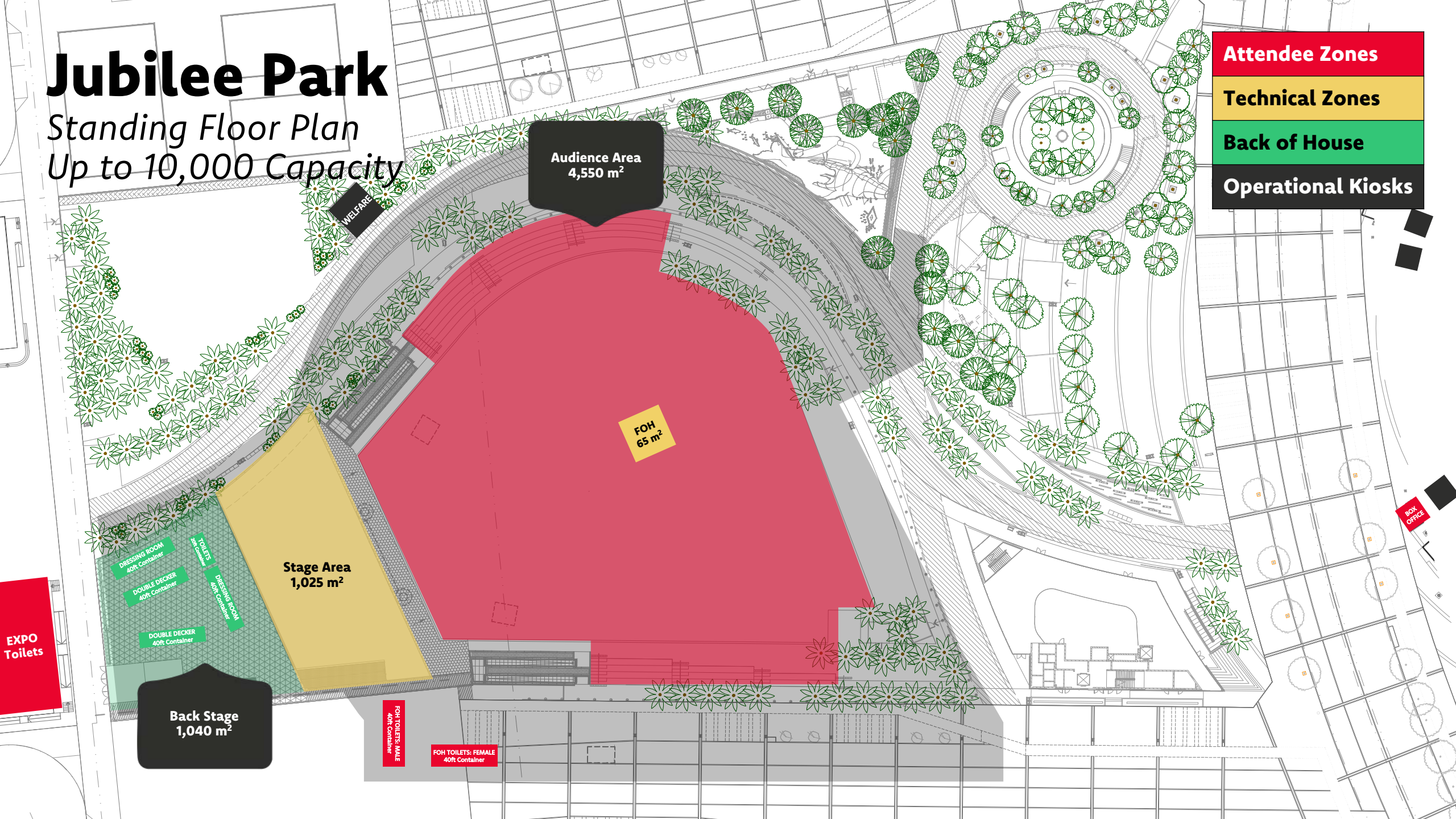
Notable Events

- Untold Dubai Festival | Feb 2024
- K-Pop in the Emirates (KITE) | Nov 2021
- Atif Aslam Concert | Nov 2021
- Riverdance Series | Nov 2021
- Elrow Music Fest | May 2025

*All capacities are subject to final layout and production approvals.

Jubilee Park

Standing Floor Plan
Up to 10,000 Capacity



Attendee Zones

Technical Zones

Back of House

Operational Kiosks

Audience Area
4,550 m²

FOH
65 m²

Stage Area
1,025 m²

Back Stage
1,040 m²

FOH TOILETS: MALE
40ft Container

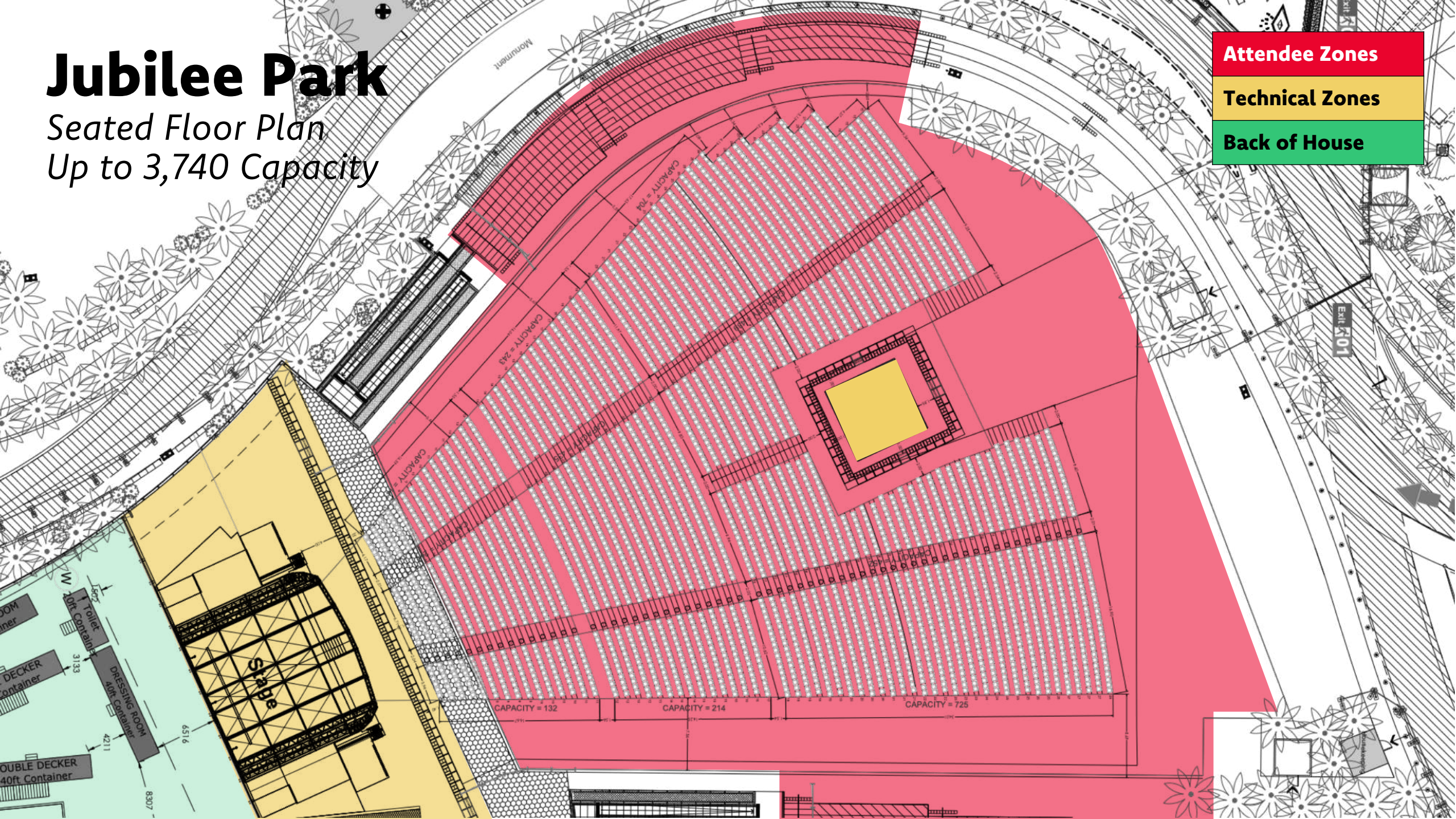
FOH TOILETS: FEMALE
40ft Container

EXPO
Toilets

BOX
OFFICE

Jubilee Park

Seated Floor Plan
Up to 3,740 Capacity



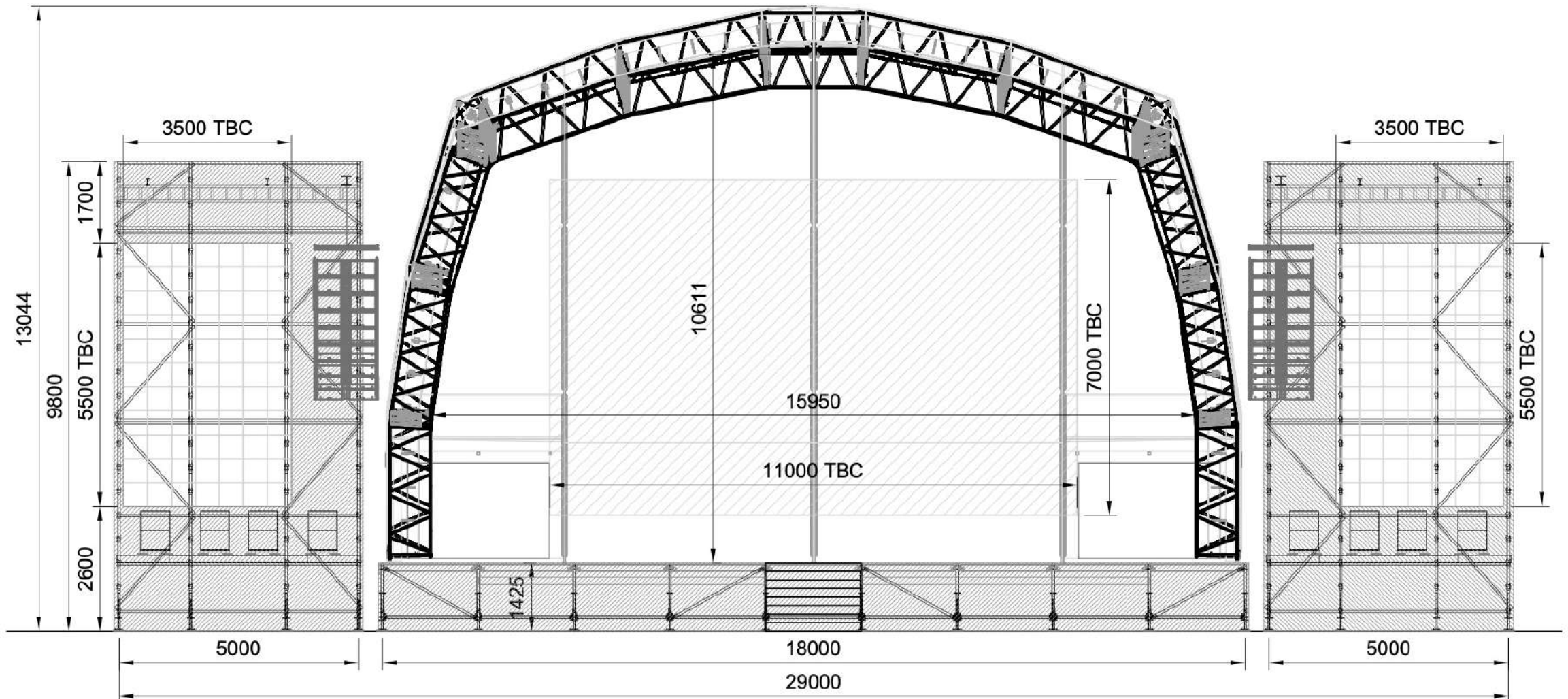
Jubilee Park

Stage Render



Jubilee Park

Stage Technical Drawing



Jubilee Park

PA Inclusions

Audio – Main Hangs

SOCA419–Cable 18x2.5# 30.00m, black
L–Acoustics K2 System | ME | PACKAGE
L–Acoustics K2
LS–Cable CA–COM DO.7 00.70m, L–Acoustics
L–Acoustics K2 Bumper
L–Acoustics K2 Bar Extension
Cacom 2x F to Socapex M (Adapter)
Cacom 2x M to Socapex F (Adapter)

Audio – Delays

SOCA419–Cable 18x2.5# 50.00m, black
L–Acoustics DV–DOSC 16
LS Cable Speakon NL4 0.70m
LS–Cable CA–COM DO25 25.00m, L–Acoustics
LS–Cable CA–COM -> 2x NL4 DOFILL–LA8 03.50m, L–Acoustics
L–Acoustics DV–DOSC FLYING BUMPER
LS–Cable CA–COM -> 2x NL4 DOFILL–LA8 03.50m, L–Acoustics
Cacom 2x F to Socapex M (Adapter)
Cacom 2x M to Socapex F (Adapter)

Audio – FOH

Fiber–OPTICALCON–DUO 150.00m/492' (Multimode) (on drum), Neutrik
Sound Desk Avid Venue S6L–24D–144
LED 24" Dell P2314HT
Avid Venue E6L – 144 Engine
Avid S6L MADI–192 Option Card
Delta S6L Fibre / Cat5 Pigtail Panel
X–Over P1 / AVB Processor and Measurement Platform, L–Acoustics
P1 Sensor Temperature / USB Humidity Sensor, L–Acoustics
Digital–Recorder Denon DN–300R MKII (19"/1RU) Solid State sd/usb Audio Recorder
SD Card Extreme 32GB (90MB/s), Sandisk
Laptop 12.5" Thinkpad X230, Lenovo
Soundcard – SMAART I/O – 2–Ch. USB
Switch 16x10/100/1000, DGS–1016D, D–Link (19"/1RU)
Wireless AP PicoStation, Ubiquiti
Cable RMP–85 Multicore 24–Ch. 120m inkl. Fanout Return + CEE32 | Package
Stagebox RMP–85 Multicore 24–Ch. 1/1 In–&Output
PC Laptop–15.6 Lenovo Legion 5 / RYZEN 7 / Audio
Ethercon Gigacore 14R Switch, Luminex
SFP Transceiver – 1.25Gbps – Duplex LC – Avago – MMF
UPS 1500VA (19"/02RU)

Audio – Subs

L–Acoustics SB28
LS–Cable CA–COM DO25 25.00m, L–Acoustics
LS–Cable CA–COM -> 4x NL2 DOSUB–LA8 05.00m, L–Acoustics
LS–Cable Speakon NL4 5.00m
LS–Cable Speakon NL4 10.00m
LS–Cable Adapter Speakon NL4M–NL4M (Coupler)

Audio – Amps

Amp–Rack L–Acoustics LA8 3–way | RACK PACKAGE
AMP–Rack LA–RAK AES, L–Acoustics (LA–8 cfg)
Amp LA8, L–Acoustics 18

Audio – MON

L–Acoustics 115XT HiQ
L–Acoustics 115XT, Hanging Bracket
Amp–Rack L–Acoustics LA8 3–way | RACK PACKAGE
AMP–Rack LA–RAK AES, L–Acoustics (LA–8 cfg)
Amp LA8, L–Acoustics

6 Sound Desk Avid Venue S6L–24D–144
1 LED 24" Dell P2314HT
20 Avid Venue E6L – 144 Engine
10 Avid S6L MADI–192 Option Card
2 Delta S6L Fibre / Cat5 Pigtail Panel
2 Avid Venue Stage 64 Stage Rack Chassis
6 Avid Venue SRI–192 Analog Input Card
6 Avid Venue SRO–192 Analog Output Card
Avid Venue Stage Rack Card – DSI–192 Digital Input
4 Avid Venue DSO 192 Digital Output Card
16 Delta S6L Fibre / Cat5 Pigtail Panel
8 Multicore Van Damme 08–way | Stagebox -> VDM Multi–Pin
4 Multicore Van Damme 08–way | Cable 08x XLR Male to Multi–Pin
4 Multicore Van Damme 08–way | Cable VDM Multi–Pin to VDM 05.00m
2 Multicore Van Damme 08–way | Cable VDM Multi–Pin to VDM 10.00m
4 Multicore 72way | Split–Rack FOH/MON
4 Multicore 72way / 48way | Tails 24–Channel
4 Multicore 72way | Tails 24–Channel / FOH / 03m
LS–Cable Speakon NL4 5.00m
2 LS–Cable Speakon NL4 10.00m
1 LS–Cable Speakon NL4 20.00m
1 LS–Cable Adapter Speakon NL4M–NL4M (Coupler)
1 UPS 1500VA (19"/02RU)
1 Audio – Mics
1 DI Active BSS AR–133
1 DI Passive Radial Engineering JDI
1 KIT MIC | DRUM–SET | ME | PACKAGE
1 MIC Shure SM58
1 MIC Shure SM57
1 MIC Shure SM81
1 MIC AKG C–414 XLS
1 MIC Sennheiser E904
1 MIC Shure Beta 52
1 MIC Shure SM58 / dyn. card. / XLR3M / black
2 Microphone Stand – Short – Tele Boom – BLK
1 Microphone Stand – Tall – Tele Boom – BLK
2 Microphone Stand – Straight – Quick Adjust – K&M 26075
4 Microphone Stand Component Round – Base – Half Moon – K&M
1 Jack – Jack

Audio – Front Fills

16 L–Acoustics DV–DOSC
4 LS Cable Speakon NL4 0.70m
4 LS–Cable CA–COM DO25 25.00m, L–Acoustics
8 LS–Cable CA–COM -> 2x NL4 DOFILL–LA8 03.50m, L–Acoustics
8 L–Acoustics DV–DOSC FLYING BUMPER
6 LS–Cable Speakon NL4 5.00m
LS–Cable Speakon NL4 10.00m
6 Audio – Power & Cables
6 PDU 032A–R5 -> 1x Socapex / 016–B3 6x / 1x32A THRU
18 Powerboard 13A -> 13A 4–way
Powerboard 16A -> 13A 6–way
4 PDU 016A–B3 -> 013A–B3 8x / Type 62
4 Distro125 -> 5x32/5
1 BS13AM -> CEE16B3F
1 Power Cable – 13A -> IECDISCRIPTION QTY
3 Power Cable – IEC(m) -> IEC(f)
1 Power Cable – Adaptor – IEC -> 16A
1 CEE125R5–Cable 35.0# 20.00m
1 SOCA419–Cable 18x2.5# 05.00m, black
1 SOCA419–Cable 18x2.5# 10.00m, black
1 SOCA419–Cable 18x2.5# 20.00m, black
2 1xSOCA419M -> 6xCEE16B3F -> 1xSOCA419F (Inline StageBox)
12 Kit–ME Cable CEE16B3
6 CEE16B3–Cable 05.00m
2 CEE16B3–Cable 10.00m
2 CEE16B3–Cable 20.00m
2 CEE16B3M -> 2x CEE16B3F (Cable) Parallel TypeV
10 RJ45–CAT6–Cable SHIELDED 02.00m, black
10 RJ45–CAT6–Cable SHIELDED 05.00m, black
10 RJ45–CAT6–Cable SHIELDED 10.00m, black
10 RJ45–CAT6–Cable SHIELDED 20.00m, black
4 RJ45–CAT6–Cable SHIELDED 100.00m, black on drum
6 MIC–cable XLR3 02.00m, AES/EBU
3 MIC–cable XLR3 05.00m, AES/EBU
6 Kit Cable Audio Signal XLR3 | ME | PACKAGE SMALL
6 MIC–cable XLR3 5.00m
6 MIC–cable XLR3 10.00m
6 MIC–cable XLR3 20.00m
1 Audio – RF & IEM
MIC Headset DPA d:fine FIDF00–2, Dual–ear, Directional, Beige (Microdot)
4 Microphone Stand – Tall – Tele Boom – BLK
4 Shure Receiver ULX–D4D–H51 / 534–598 MHz / 02–Ch. | Rack
1 Shure ULXD2–H51 / 534–598 MHz
4 Shure BeltPack ULXD1–H51 / 534–598 MHz
3 IEM Sennheiser 2050 / 8–way / A–W | RACK PACKAGE
1 IEM Transmitter SR2050 A–W extended (494–558 MHz), Sennheiser
2 IEM Bodypack EK2000 A–W (516–558 MHz), Sennheiser
4 IEM Headphone IE4, Sennheiser
1 IEM Antenna Combiner 8:1 / 500–870 MHz / AC 3200II, Sennheiser (19"/1RU)
4 Antenna A 5000–CP (450–960 MHz), Sennheiser
6 Mains Conditioner M10 LXE, Furman
8 PC Switch 16x10/100, DES–1016D, D–Link
4 Antenna cable BNC Male–Male (50Ohm) RG–58 10.00m
4 UPS 1500VA (19"/02RU)
8

A warehouse filled with stacks of red and yellow metal crowd control barriers. The barriers are arranged in rows, with some stacks being taller than others. The lighting is dramatic, with strong highlights and deep shadows. A semi-transparent black banner is overlaid across the middle of the image, containing the text "Venue Hire Inclusions".

Venue Hire Inclusions

Jubilee Park Venue Hire Inclusions: Public Events

Concerts, Festivals, Shows

Jubilee Park

Venue Hire 3,000 – 10,000 capacity

Venue Rent

- 1 Bump in day
- Event Day
- Bump Out by 6 am the following day

Additional Days

Set up and/or dismantle

Venue Rent Inclusions

- ✓ Power (as per venue)
- ✓ PA System
- ✓ Stage
- ✓ BOH Facilities
- ✓ Perimeter Fencing
- ✓ Queue Line Fencing
- ✓ Mojo (Security Barrier)
- ✓ FOH Technical Space

Venue Hire Inclusions (8 hours)

- ✓ Dedicated Event Manager from Venue Event Support Team
- ✓ Up to 40 Ushers / Stewards
- ✓ Up to 80 Security Staff
- ✓ Up to 24 Cleaners
- ✓ Up to 16 Ticketing / Entry Staff
- ✓ Up to 8 Traffic Control Staff
- ✓ Up to 8 First Aid / Paramedics

Jubilee Park

Venue Hire up to 3,000 capacity

Venue Rent

- 1 Bump in day
- Event Day
- Bump Out by 6 am the following day

Additional Days

Set up and/or dismantle

Venue Rent Inclusions

- ✓ Power (as per venue)
- ✓ PA System
- ✓ Stage
- ✓ BOH Facilities
- ✓ Perimeter Fencing
- ✓ Queue Line Fencing
- ✓ Mojo (Security Barrier)
- ✓ FOH Technical Space

Venue Hire Inclusions (8 hours)

- ✓ Dedicated Event Manager from Venue Event Support Team
- ✓ Up to 20 Ushers / Stewards
- ✓ Up to 30 Security Staff
- ✓ Up to 10 Cleaners
- ✓ Up to 4 Ticketing / Entry Staff
- ✓ Up to 2 Traffic Control Staff
- ✓ Up to 4 First Aid / Paramedics

Additional Services

8 Hours

- ✓ Ushers / Stewards
- ✓ Security Staff
- ✓ Cleaners
- ✓ Ticketing / Entry Staff
- ✓ Traffic Control Staff
- ✓ First Aid / Paramedics
- ✓ Buggy Hire
- ✓ Valet

For pricing, booking and venue enquiries at Jubilee Park or Music Loves company, please contact venues@livenation.ae.

Jubilee Park Venue Hire Inclusions: Private Events

Award Ceremonies, Conferences, Corporate Functions, Galas

Jubilee Park

Venue Hire

Venue Rent

- 1 Bump in day
- Event Day
- Bump Out by 6 am the following day

Additional Days

Set up and/or dismantle

Venue Rent Inclusions

- ✓ Power (as per venue)
- ✓ PA System
- ✓ Stage
- ✓ BOH Facilities
- ✓ Perimeter Fencing
- ✓ Queue Line Fencing
- ✓ Mojo (Security Barrier)
- ✓ FOH Technical Space

Venue Hire Inclusions (8 hours)

- ✓ Dedicated Event Manager from Venue Event Support Team
- ✓ Up to **40** Ushers / Stewards
- ✓ Up to **80** Security Staff
- ✓ Up to **24** Cleaners
- ✓ Up to **16** Ticketing / Entry Staff
- ✓ Up to **8** Traffic Control Staff
- ✓ Up to **8** First Aid / Paramedics

Additional Services

8 Hours

- ✓ Ushers / Stewards
- ✓ Security Staff
- ✓ Cleaners
- ✓ Ticketing / Entry Staff
- ✓ Traffic Control Staff
- ✓ First Aid / Paramedics
- ✓ Buggy Hire
- ✓ Valet

***Prices available upon request**

**Furniture is not included. Various event furniture options can be sourced and quoted separately based on your requirements.*

Capacity

- Up to 2,000 seated (banquet)
- Up to 3,740 seated (theatre)
- Up to 10,000 standing

For pricing, booking and venue enquiries at Jubilee Park or Music Loves company, please contact venues@livenation.ae.

Food & Beverage @ Jubilee Park

Exceptional dining experiences are a key part of every successful event. Our integrated Food & Beverage offering ensures quality, consistency, and seamless delivery—whether you're hosting an intimate gathering or a large-scale live event.

Exclusive Alcohol Partner:

TGP International is the exclusive alcohol provider for all events at Jubilee Park.

Preferred Catering Partner:

For Jubilee Park, the preferred catering partner, TGP International offers end-to-end F&B services, with the expertise, staffing, logistics, and infrastructure to fully deliver events of any scale.

Flexible Concepts & Food Vendors:

TGP International is fully equipped to source external food trucks and vendors, curating diverse dining experiences while managing all on-site operations.

External Caterers and Food Vendors:

Should you choose to appoint an external caterer, a per-guest catering fee will apply.

Audio Visual & Technical Production

World-class events require reliable, high-quality technical production. Our venues are supported by industry-leading partners and infrastructure to ensure seamless delivery, technical excellence, and peace of mind for promoters.

Included PA Kits:

Jubilee Park includes an extensive PA kit as part of the venue rental package, meeting global standards.

Music Loves Company rentals include the in-house audio, visual, and lighting for the intimate stage, kitted with a DJ booth and turntables.

**Operators are not included in the venue hire.*

Appointed Production Partner: Jubilee Park only

All technical production must be arranged through our appointed production partner, PRG, ensuring consistent standards and streamlined coordination. This includes rigging, audio, visual, lighting, and special effects/pyrotechnics.

Additional Technical Services:

Enhanced lighting, LED screens, visual solutions and uplifts are available through PRG.

Layout & Operations

Thoughtful planning and clear operational layouts are essential to the safe and successful delivery of every event. To ensure smooth coordination, compliance, and efficient venue operations, all layouts and technical plans must meet the following requirements.

Technical Drawings:

All technical drawings must be provided in CAD format and drawn to scale.

Event Floor Plans:

All event floor plans must be drawn to scale and submitted for approval in advance of the event.

Security:

The venue provides security operations under the venue hire agreement up to a certain value. Any additional requirements will be at an additional fee. External personal protection security for artists and/or VIPs is permitted.

Permits & Approvals

To ensure regulatory compliance and the smooth delivery of your event, all required permits and approvals must be secured in advance. Responsibility for obtaining and maintaining these approvals rests with the event organizer.

Organizer Responsibility:

Any required permits are the responsibility of the event organizer, including but not limited to:

- Government approvals (e.g., DET)
- Food permits (for external vendors)
- Pyrotechnics permits
- Filming permits
- Insurance documentation
- RAMS/HSE/Method Statements/Risk Assessment

Insurance Requirement:

A Public Liability Insurance policy with a minimum coverage of USD 10,000,000 is mandatory for all events.

Ticketing Platforms

To ensure streamlined reporting, audience management, and consistency across events, approved ticketing platforms must be used for all ticketed events.

Primary Ticketing Partner:

A minimum of 50% of total ticket inventory must be sold through Ticketmaster.

Additional Approved Platforms:

The remaining 50% of tickets may be sold through Ticketmaster and Platinumlist at the promoter's discretion.

Ticketing Contracts & Access:

For all events at Jubilee Park and Music Loves Company, ticketing contracts will be held directly between the venue and the ticketing platform(s).

Promoters will be provided with full sales visibility. Our ticketing support team will support the promoter with any ticketing requirements and management.

Marketing Platform



Get **OUT** and experience
LIVE entertainment,
happening **NOW!**

Brand & Purpose

OutNow.Live is a communication platform that promotes the Live Nation operated venues:

- Jubilee Park
- Music Loves Company

Where does it live?

Website: www.OutNow.Live

Instagram: www.instagram.com/outnow.live

Facebook: www.facebook.com/outnow.live

YouTube: www.youtube.com/@outnowlive

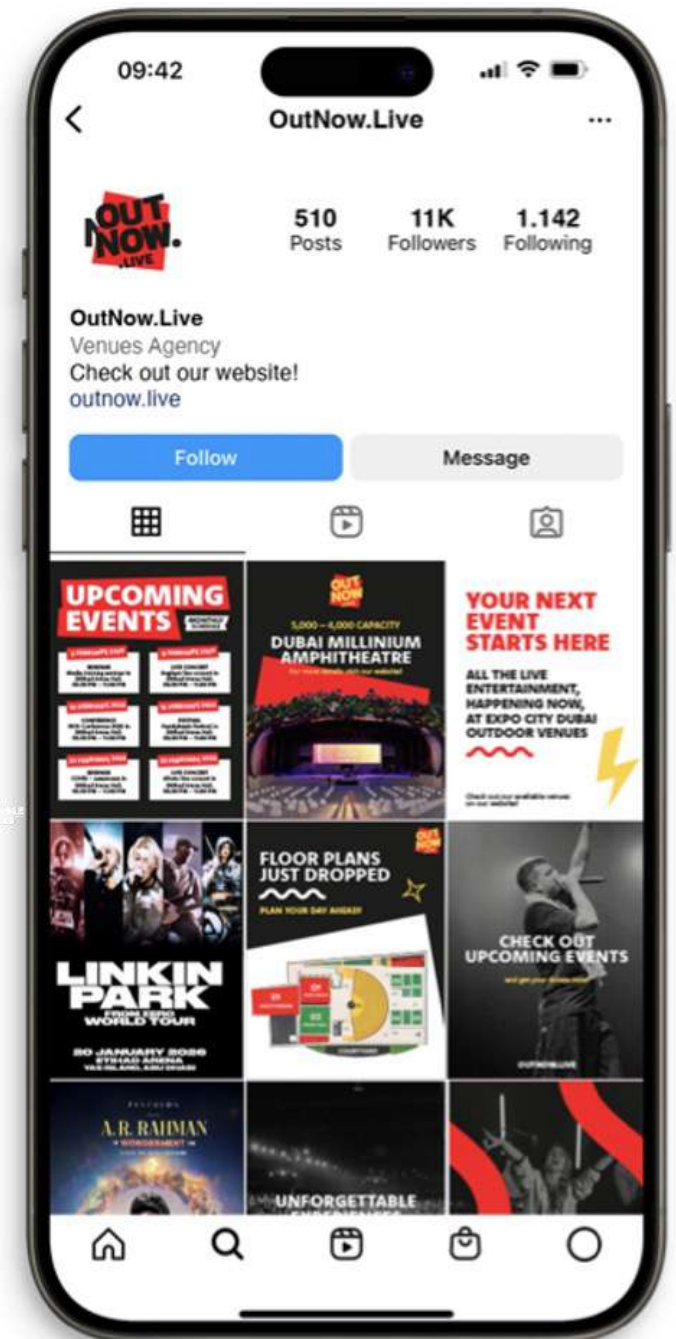
Marketing Support

The team is committed to supporting promoters' endeavors at our venues. In collaboration to drive awareness and attendance to your event, OutNow.Live will be offering dedicated support to achieve our joint goals...**SOLD OUT EVENTS!** This includes:

- Social posts on @OutNow.Live channels
- Media Spend on digital platforms
- Listing on OutNow.Live home page with clickthrough to the event's ticketing page on Ticketmaster
- Listing on Expo City Dubai events page

Communication Guidelines:

- Inclusion of the OutNow.Live logo on your event creative assets
- Mention of the venue on your event key visual
- Tagging of @OutNow.Live on all event related posts



For any venue queries related to Jubilee Park or Music Loves Company, please contact venues@livenation.ae.

