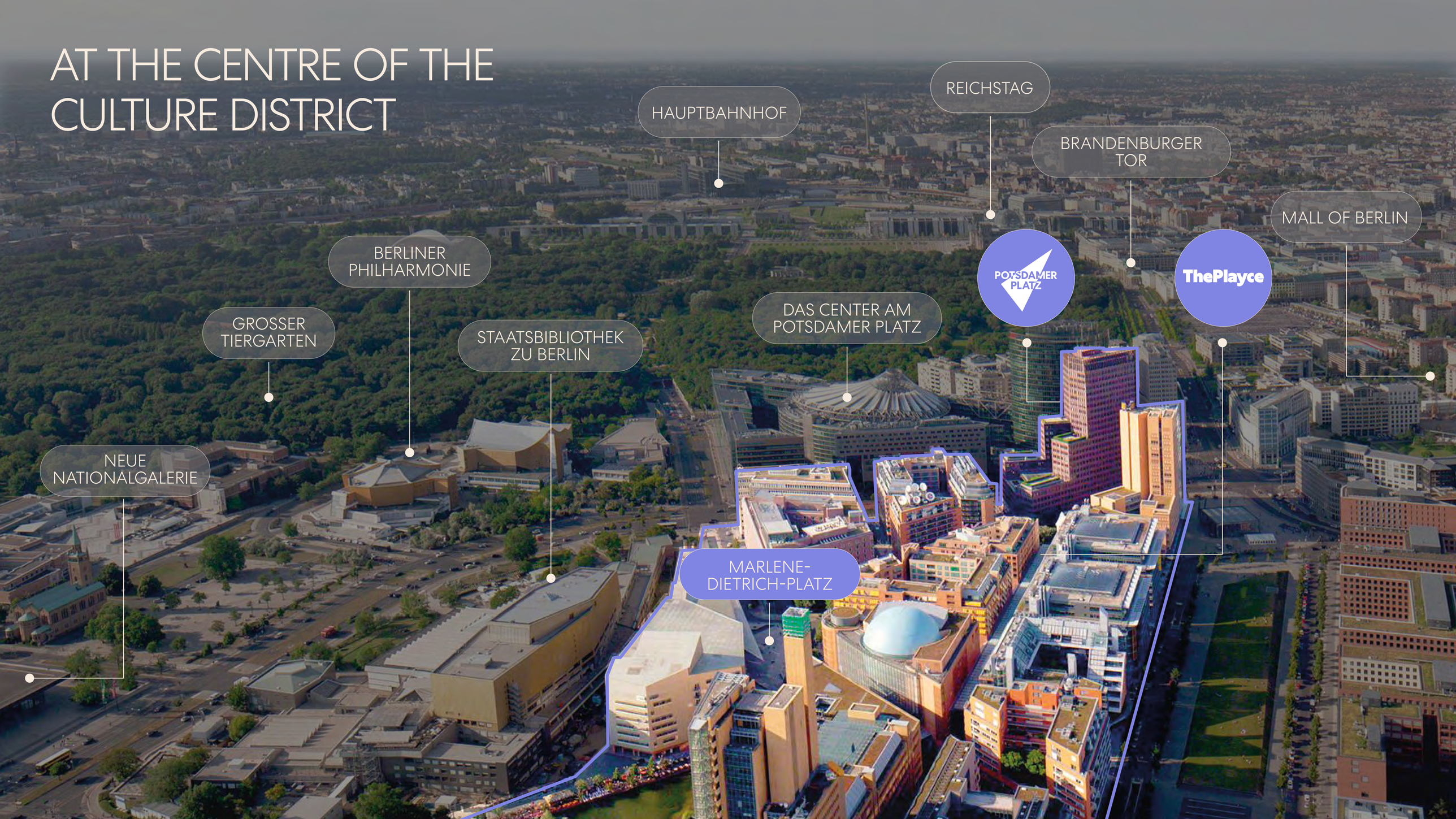
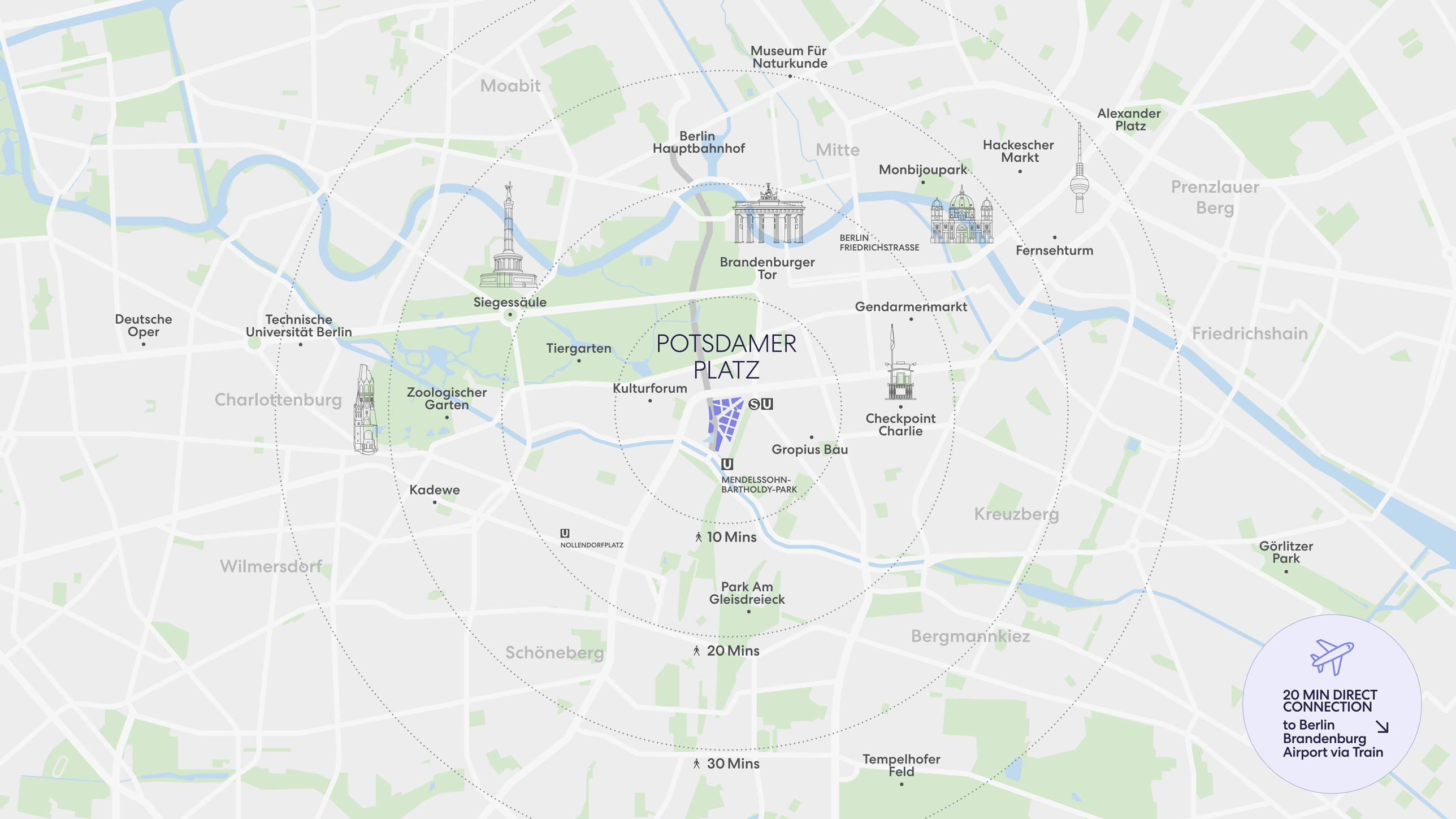
POTSDAMER PLATZ

Rental, Event and Sponsorship Opportunities



AT THE CENTRE OF THE CULTURE DISTRICT

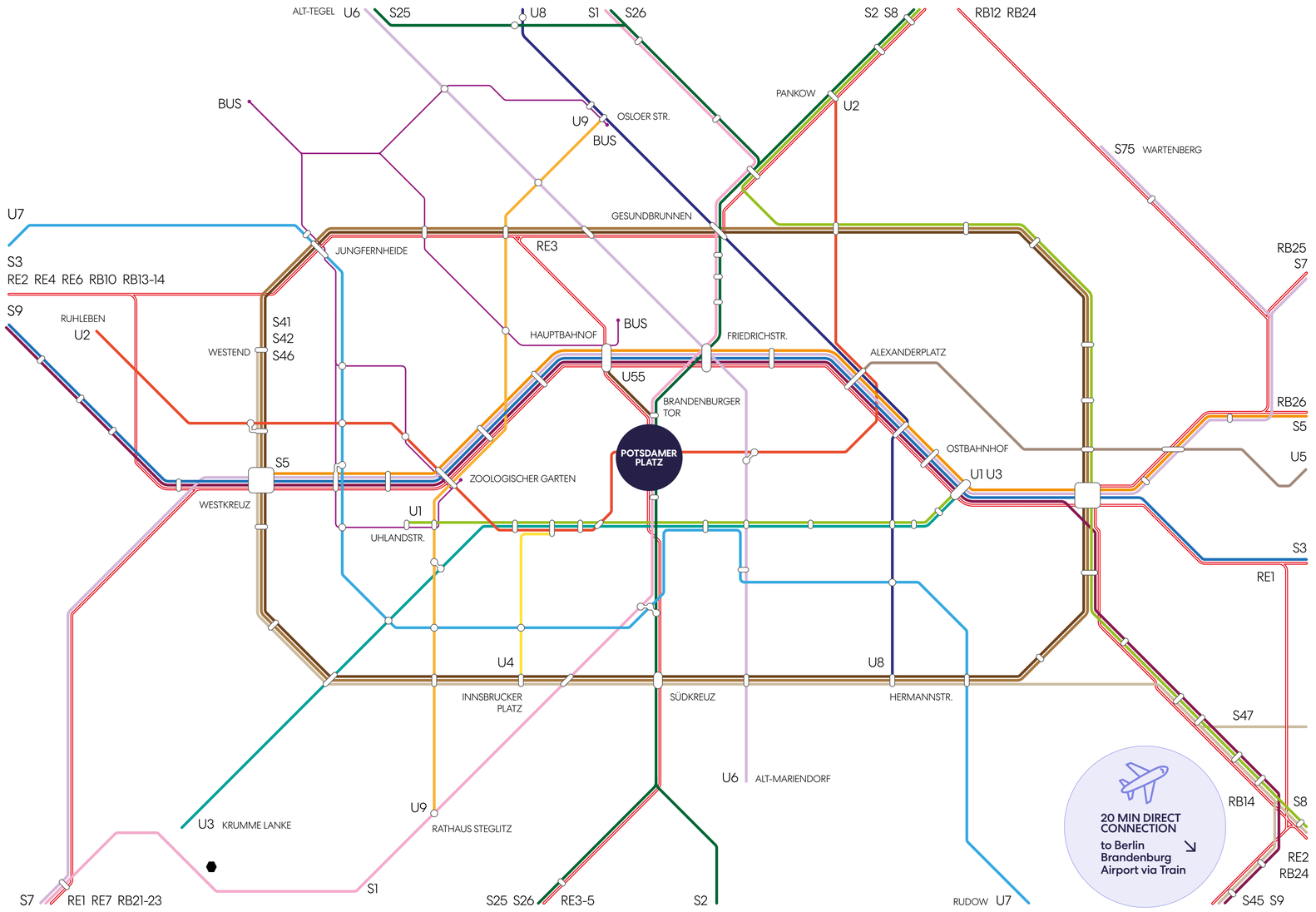



Museum Für Naturkunde
Moabit
Berlin Hauptbahnhof
Mitte
Alexander Platz
Hackescher Markt
Monbijoupark
Prenzlauer Berg
Fernsehturm
BERLIN FRIEDRICHSTRASSE
Brandenburger Tor
Siegessäule
Gendarmenmarkt
Deutsche Oper
Technische Universität Berlin
Tiergarten
POTSDAMER PLATZ
Friedrichshain
Charlottenburg
Zoologischer Garten
Kulturforum
Checkpoint Charlie
Gropius Bau
MENDELSSOHN-BARTHOLDY-PARK
Kadewe
NOLLENDORFPLATZ
10 Mins
Kreuzberg
Görlitzer Park
Wilmersdorf
Park Am Gleisdreieck
Bergmannkiez
Schöneberg
20 Mins
30 Mins
Tempelhofer Feld
20 MIN DIRECT CONNECTION
to Berlin Brandenburg Airport via Train

EASILY ACCESSIBLE FROM ALL OF BERLIN

Hauptbahnhof	5 mins
Alexanderplatz	10 mins
Zoologischer Garten	10 mins

Brandenburger Tor	10 mins
Checkpoint Charlie	15 mins
Gendarmenmarkt	15 mins



BERLIN'S MOST DYNAMIC DESTINATION

OVER 30 MILLION
Overnights

110,000
dailiy visitors at Potsdamer Platz

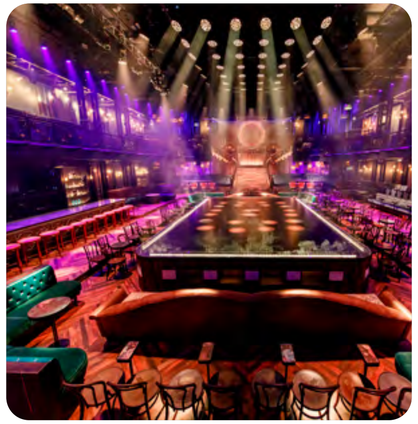
12.7 MILLION
visitors in Berlin 2024

63% FROM GERMANY
vs 37% International visitors



OUR VISITORS

Potsdamer Platz is a new kind of urban centre in Berlin's dynamic community. An energetic place, comprised of Berliners, Office Workers and Tourists, attuned to what's happening now in global and local culture.



CONTEMPORARY LIFE

Embracing its iconic past while responding to the rhythms of contemporary life; Potsdamer Platz is where much loved local brands meet world-class entertainment and events.



A PLACE TO WORK

Potsdamer Platz includes 130,000 sqm office space in total and offers workspace for 30,000 employees daily.



SONY PICTURES · LinkedIn · ZENTIVA · TOLL COLLECT service on the road · Sirius real estate · Freshfields · Johnson & Johnson · illumina · BAIN & COMPANY · Teleperformance · STRÖER · Aroundhome · INDUSTRIOUS

A PLACE TO SHOP

With The Playce, Potsdamer Platz offers Berlin's first "retailtainment" destination with new concept stores and some European exclusives.



McPaper · duo flagshipstore · REWE DEIN MARKT · Foot Locker · pepco · ONLY · Peek&Cloppenburg · DEICHMANN · TK maxx · Hugendubel · SNIPES · INTERSPORT · dm · STREETS · KLIER · MUMUSO · irisgalerie · DER · ICONO · Lovisa · SHINE BEAUTY · KRASS · GERMANY ON MY MIND

A PLACE TO DINE

With a total of 20 places to grab lunch or have a fine dining experience. Potsdamer Platz has an option for every moment of your day.



MAREDO · Pizza Hut · Goldies · KFC · weilands · THE ALCHEMIST · QIU · MAXIM CAFE/BAR · SAKU · PAULANER · FACIL · FIVE GUYS · THE BARN · MANIFESTO Market · Caffè e Gelato · COMEBUY · POSH BAR · asiagourmet · Bistro Mitte · essenza · VincentV · Sweet Capital · ★ PRET A MANGER ★

A PLACE TO EXPERIENCE

A place that offers exclusive and unexpected experiences alongside local classics, sparking interest and encouraging reconnection.



CINEMAXX · ShowSlot · Internationale Filmfestspiele Berlin · SPIELBANK BERLIN · GRAND HYATT BERLIN · CIRQUE DU SOLEIL · PANORAMAPUNKT · THE MANDALA HOTEL · the upside down · PUNCHLINE CLUB BERLIN · Gamestate · LANE7 · Le Petit Chef



Be at the centre of it all

270k
m² total estate space

130k
m² office space

46k
m² retail space

300+
Residential units

2
Five star hotels

19
Cinema screens

World-class theatres

Berlin's largest casino

2k+
underground parking slots

Amenities

PRIME LOCATION

Central hub at Potsdamer Platz
Excellent public & road connections
Hotels within walking distance

BACK-OF HOUSE

Storage areas for equipment & props
Changing rooms & backstage areas
Production offices & meeting rooms
Catering & crew zones

OPERATIONAL FLEXIBILITY

Short-term, scalable lease models
24/7 access for production schedules
High load-bearing capacity
Direct vehicle / drive-in access

TECHNICAL INFRASTRUCTURE

High-capacity power supply
Fiber-optic connectivity
Optional on-site technical support
Rigging & mounting options

ACTIVATION & COMPLIANCE

High visibility & foot traffic
Fully customizable spaces
Indoor & outdoor integration
Permitting support
24/7 security service

LOGISTICS ADVANTAGE (VEZ)

Underground Supply & Disposal Centre (VEZ)
Truck docks for efficient loading/unloading
Dedicated underground logistics routes
Direct building access for seamless operations
2000 parking spaces in underground garage



Opportunity Spaces Around Potsdamer Platz

OUTDOOR SPACES

1. Fontaneplatz
Visual axis to the railway station PPL

2. Varian-Fry-Straße
Visual axis to The Playce and main road Potsdamer Str.

3. Entrance Varian-Fry-Strasse
Most prominent outdoor position on private ground. Directly next to Potsdamer Strasse with clear view to Das Center

4. Voxstraße
(Between A2 and A3) Directly at the Cinemaxx cinema

5. Joseph-von Eichendorff-Gasse (East)
Side street of The Playce

6. Joseph-von Eichendorff-Gasse (West)
Side street of The Playce

7. Rudolph-von-Gneist-Gasse (East)
Side street of The Playce

8. Rudolph-von-Gneist-Gasse (West)
Side street of The Playce

9. North Entrance The Playce
Main entrance to the shopping centre

10. South entrance The Playce
Visual axis to MDP

11. Outdoor Stairs
Private Outdoor Stairs

12. Outdoor Stairs
Private Outdoor Stairs

13. Marlene-Dietrich-Platz
Private outdoor land (under the roof)

INDOOR SPACES

14. Atrium Eichhornstrasse 3
High indoor space located in the biggest office building on the estate

15. Event Hub Eichhornstrasse 3
Event Space with a kitchen and small terrace located on the 19th floor

16. Office Space Eichhornstrasse 3
Big open Office Space located next to the Atrium

17. Top Floor + Rooftop Terrace Eichhornstrasse 3
Open Office Spaces on 2 floors with one of Berlins highest terraces overlooking the whole city

18. Gallery Space Marlene-Dietrich-Platz 5
Big open gallery space. 2 floors, huge glass facade

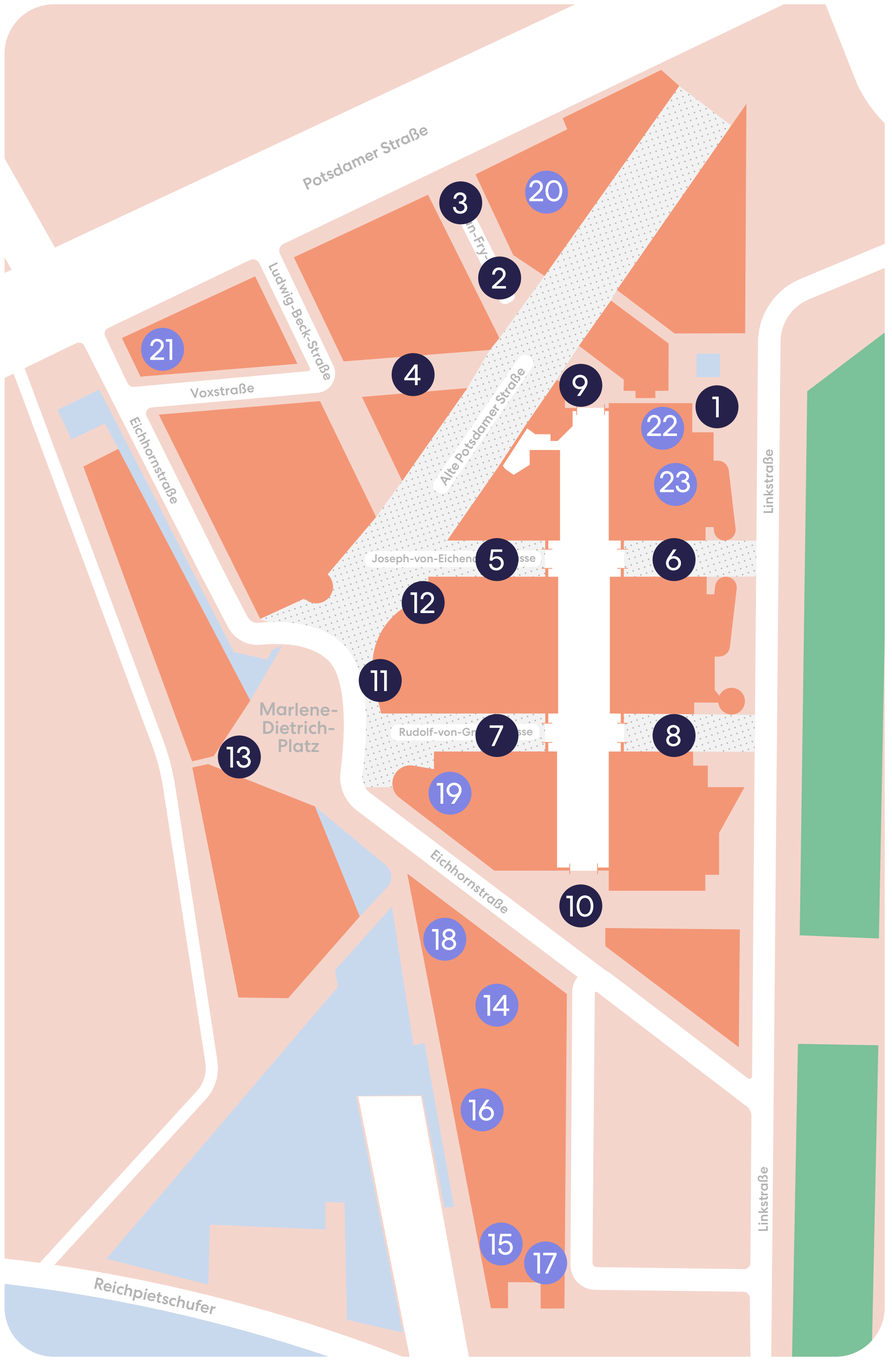
19. Former Nightclub
Unique former night club space, with 3 floors, round shape, open gallery, bars

20. Atrium Potsdamer Platz 1
Indoor space located in one of the most iconic skyscrapers in Berlin

21. Office Space Potsdamer Strasse 7
Office space with Tiergarten views and rooftop terrasse

22. Office Space Linkstrasse 2
Office space with Potsdamer Platz views

23. Lobby Linkstrasse 2
Bright and modern Lobby Space, with escalators, glass facades and roof and indoor gardening



RENTAL AND EVENT OPPORTUNITIES



Outdoor Spaces

1. Fontaneplatz

Small square directly located in front of Haus Huth in between Linkstraße 2 und Potsdamer Platz 11

355 m²





Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	in front of famous Haus Huth, trees, direct line of sight with Potsdamer Platz train station
Suitable for	advertising displays, signposting, promotion

2. Varian-Fry-Straße

Private Street connecting Potsdamer Straße with Alte Potsdamer Straße and The Center with The Playce

50 m x 5 m

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	connecting The Center (former Sony Center) and The Playce
Suitable for	advertising displays, signposting, promotion







3. Potsdamer Straße / Varian-Fry-Straße

Most visible outdoor position on private ground.
Directly next to Potsdamer Strasse with clear view to Das Center.

50 m x 5 m





Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	direct connection to the North Entrance of The Playce
Suitable for	Promotion, market stalls, advertising stands

4. Voxstraße

Private Street in front of the Cinemaxx main entrance leading towards the main entrance of The Playce

35 m x 5 m

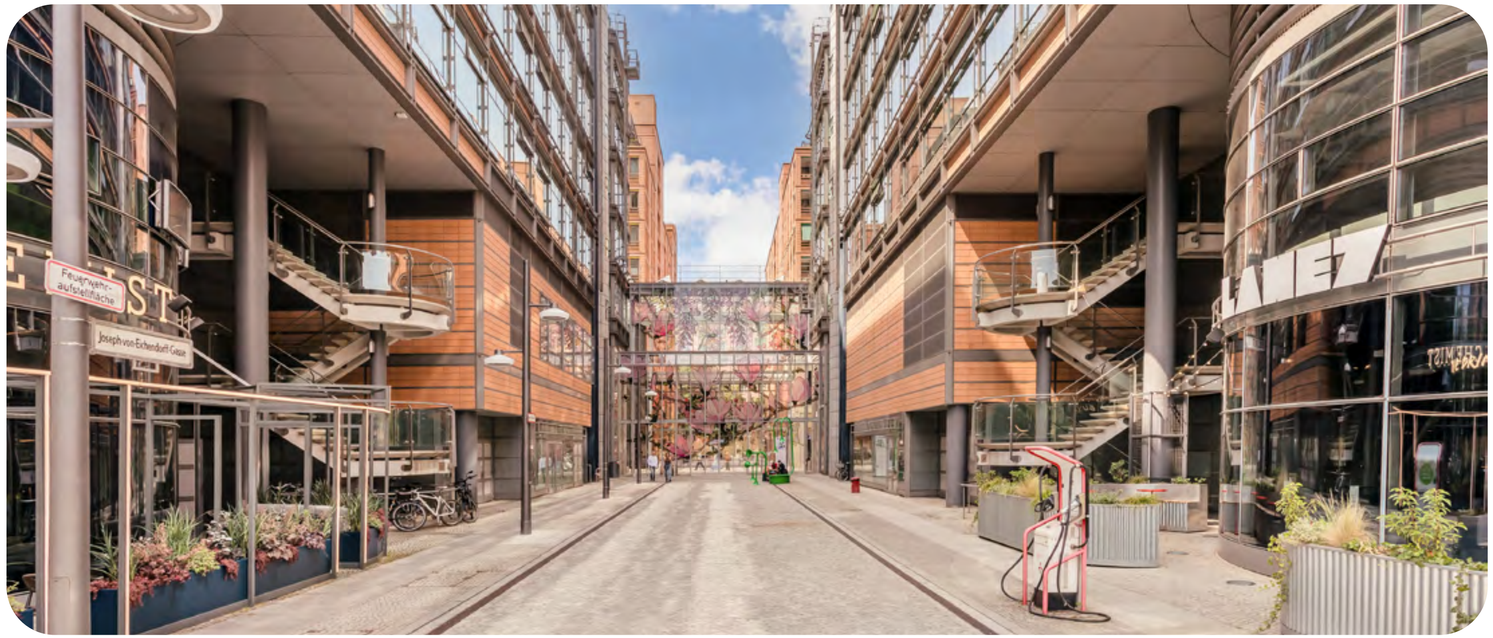


Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	direct connection to the North Entrance of The Playce
Suitable for	promotion, market stalls, advertising stands

5. Joseph-von-Eichendorff Gasse (East)

Private Street connecting Linkstraße and The Playce via side entrance

40 m x 5 m





Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	entertainment focused location in between Lane7 and The Alchemist
Suitable for	promotion, market stalls, advertising stands

6. Joseph-von-Eichendorff Gasse (West)

Private Street connecting Alte Potsdamer Platz and The Playce via side entrance

33 m x 5 m





Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	connecting The Playce with the public realm, next to Manifesto Market
Suitable for	promotion, market stalls, advertising stands

7. Rudolf-von-Gneist Gasse (East)

Private Street connecting Linkstraße and The Playce via side entrance

40 m x 5 m





Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	two outdoor basketball halfcourts
Suitable for	promotion, market stalls, advertising stands

8. Rudolf-von-Gneist Gasse (West)

Private Street connecting Alte Potsdamer Platz and The Playce via side entrance

50 m x 5 m





Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	direct access from Marlene-Dietrich-Platz (Spielbank, Cirque Du Soleil, Imax, Hyatt, Punchline Club) to The Playce
Suitable for	promotion, market stalls, advertising stands

9. North Entrance The Playce

Small square directly at the northern main entrance of The Playce on private ground

approx. 120 m²

Electricity	can be provided
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	public square in the center of the estate with the most footfall
Suitable for	promotion, market stalls, advertising stands



10. South Entrance The Playce

Small square directly at the southern main entrance of The Playce on private ground

approx. 120 m²



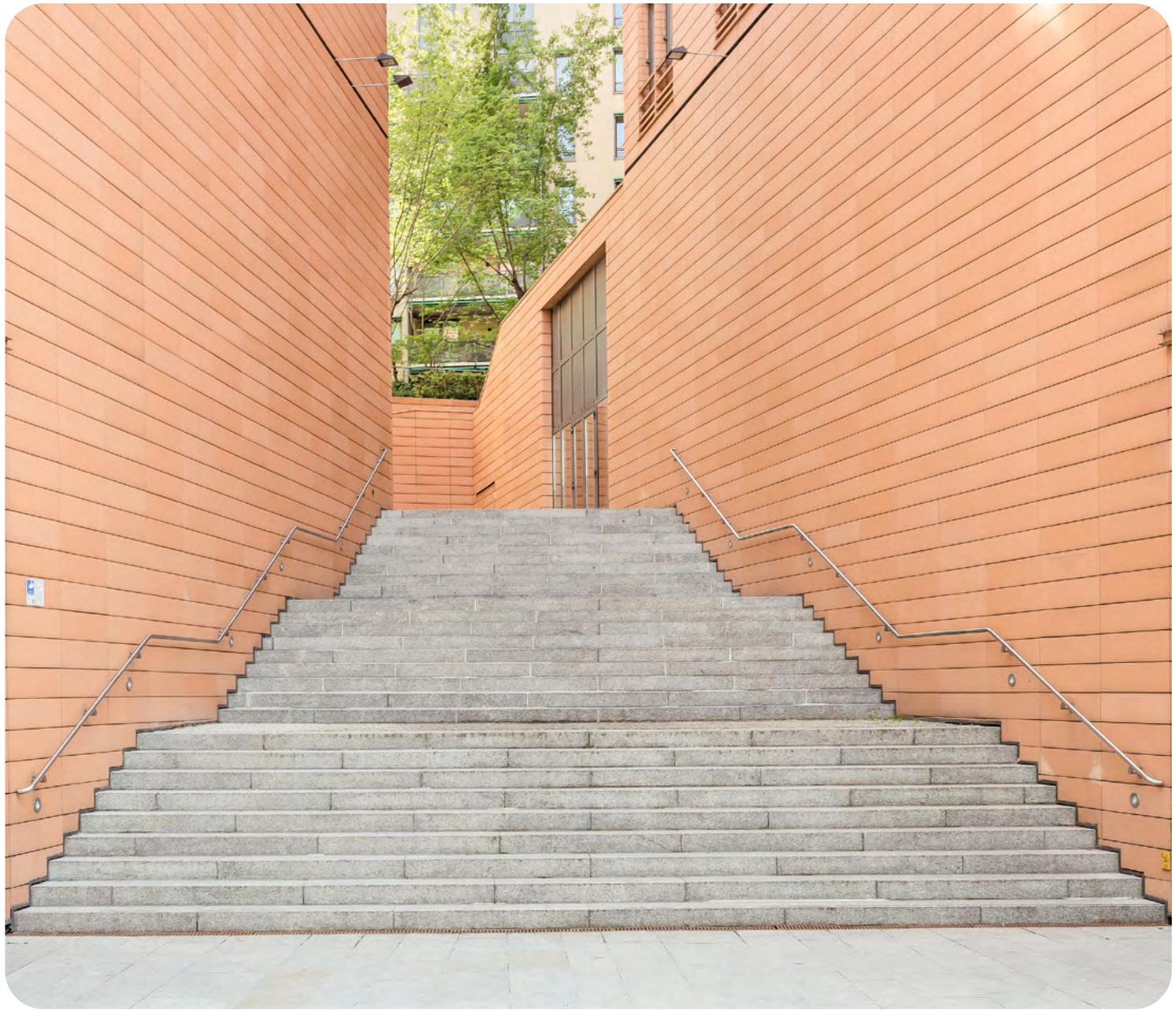


Electricity	can be provided
WC	public toilet in The Playce and Eichhornstraße 3
Drinkable Water	can be provided
Waste Water	can be provided
Special Features	public square right at one of the main entrances of The Playce
Suitable for	promotion, market stalls, advertising stands

11. Outdoor Stairs

Private Outdoor Stairs

approx. 75 m²



Electricity	no
WC	public toilet in The Playce
Drinkable Water	no
Waste Water	no
Special Features	-
Suitable for	stair branding, photo shoots, movie location

12. Outdoor Stairs

Private Outdoor Stairs

approx. 31 m²



Electricity	no
WC	public toilet in The Playce
Drinkable Water	no
Waste Water	no
Special Features	Caro Amaya Artwork
Suitable for	stair branding, photo shoots, movie location

13. Marlene-Dietrich-Platz

Private outdoor land (under the roof)

230 m²





Electricity	can be provided
WC	public toilet in The Playce and Eichhornstraße 3
Drinkable Water	can be provided
Waste Water	no
Special Features	huge outdoor area, cantilever roof, centered in between the main entertainment tenants
Suitable for	promotion, market stalls, advertising stands

Indoor Spaces

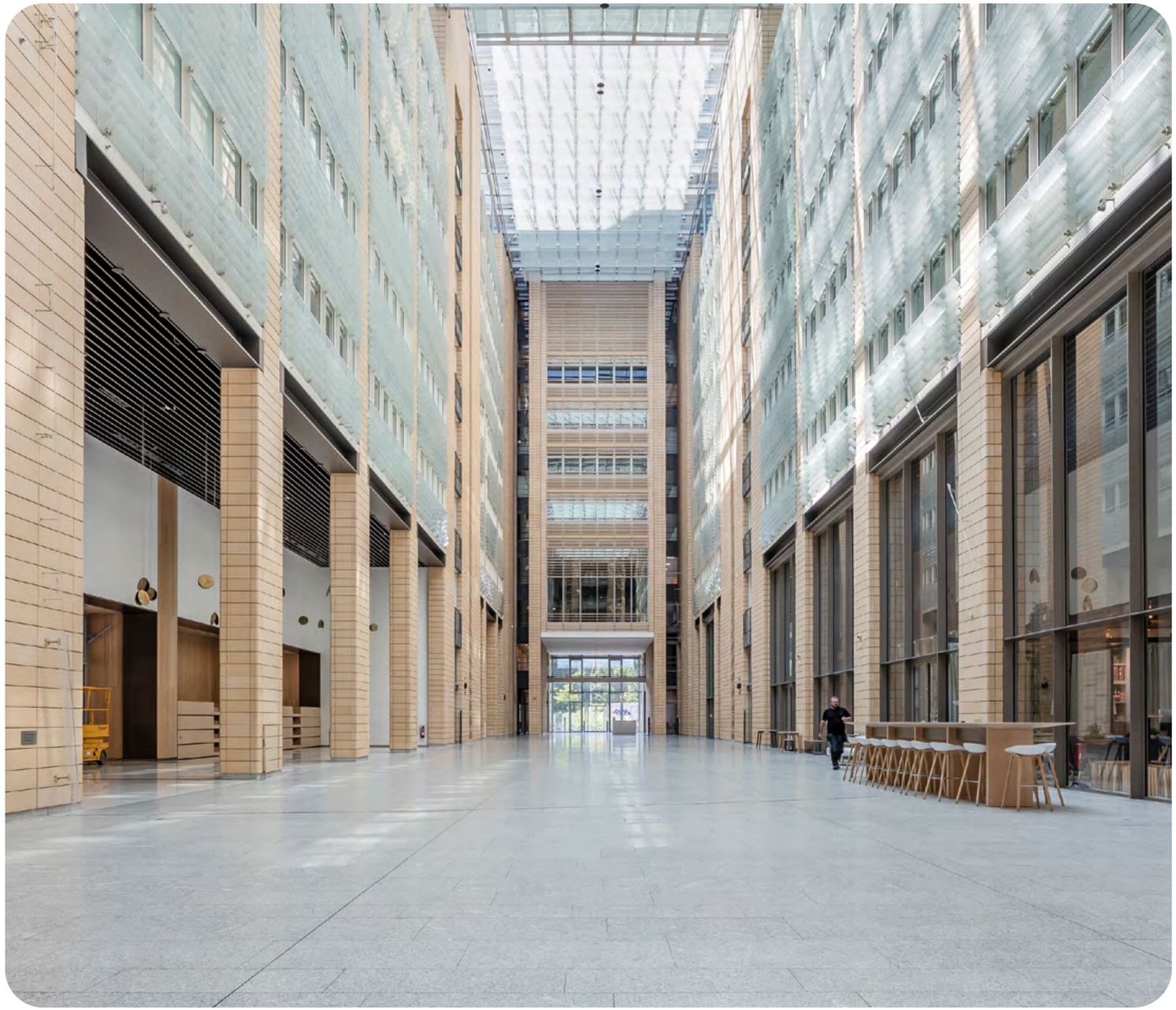


14. Atrium Eichhornstrasse 3

High indoor space located in the biggest office building on the estate

80x14m (1.120 m²)

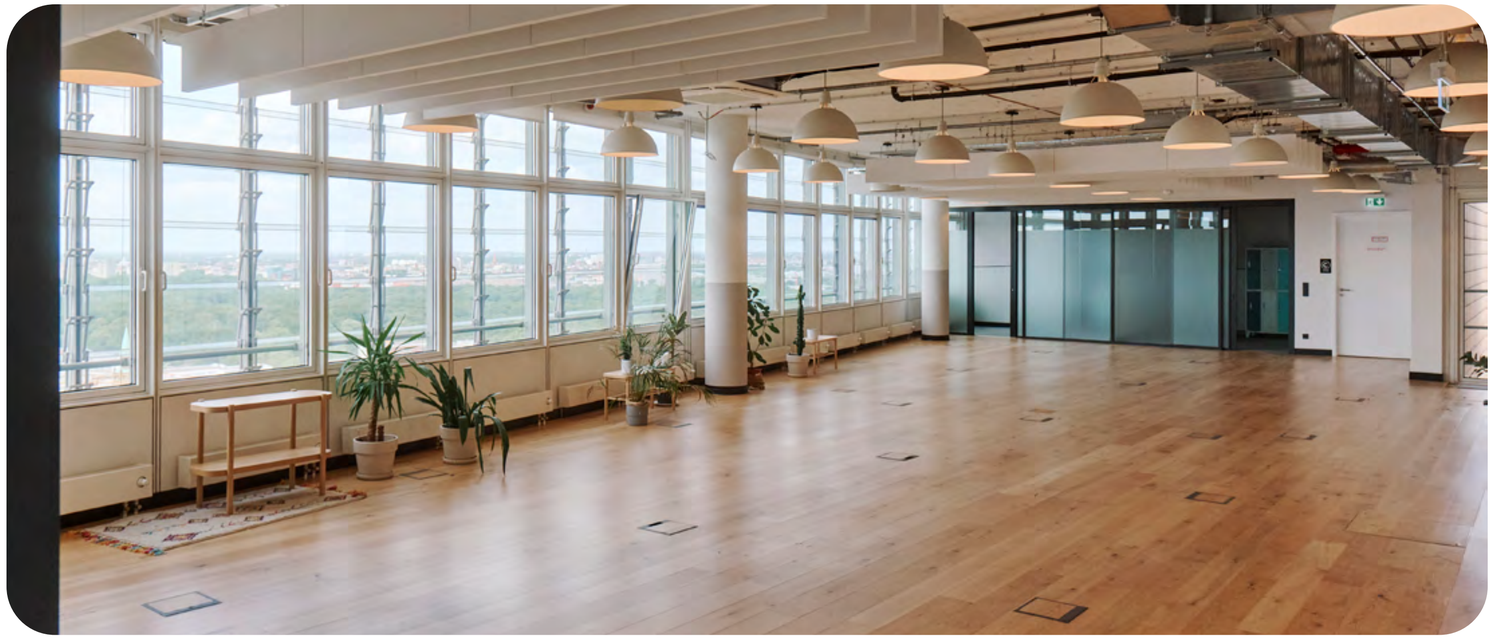
Electricity	yes
WC	public Toilet at Eichhornstraße 3
Drinkable Water	can be provided
Waste Water	no
Special Features	reception, 36 m ceiling height, event area for max. 1900 pax
Suitable for	events, promotion, photo shoots, movie location

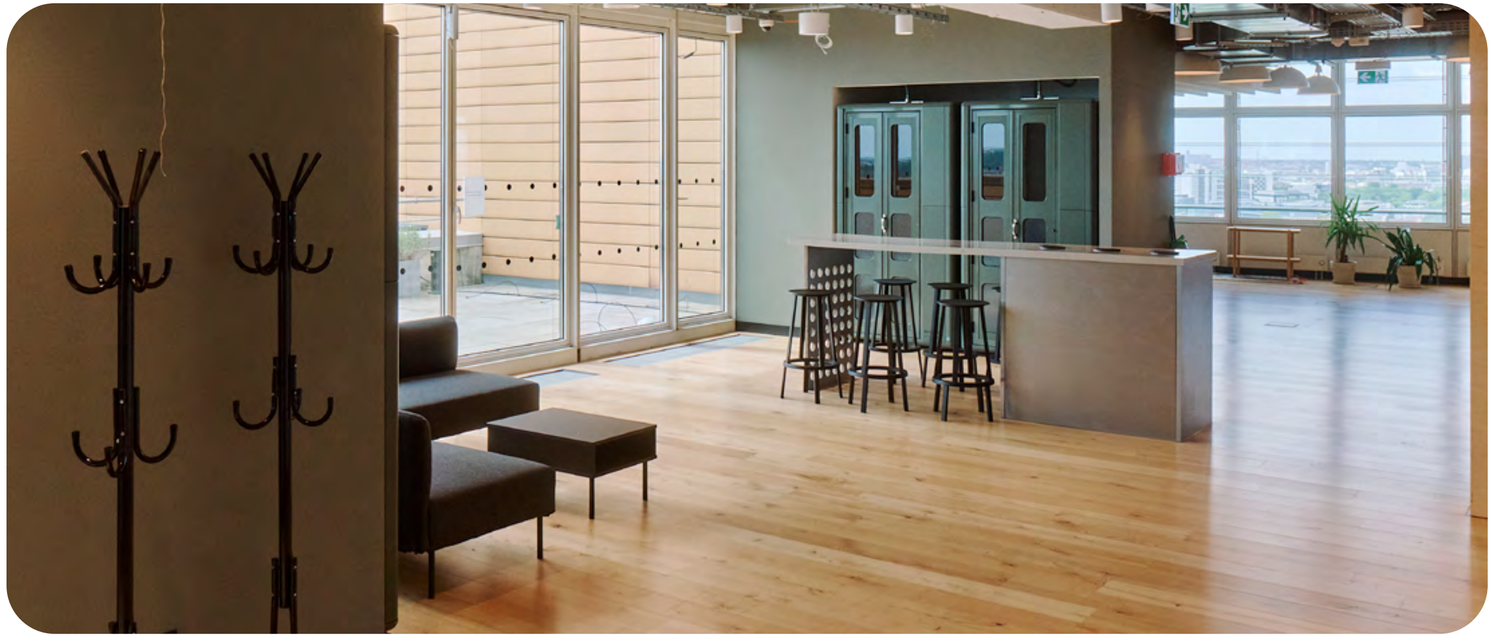


15. Event Hub Eichhornstrasse 3

Event Space with a kitchen and small terrace located on the 19th floor

749,55 m²





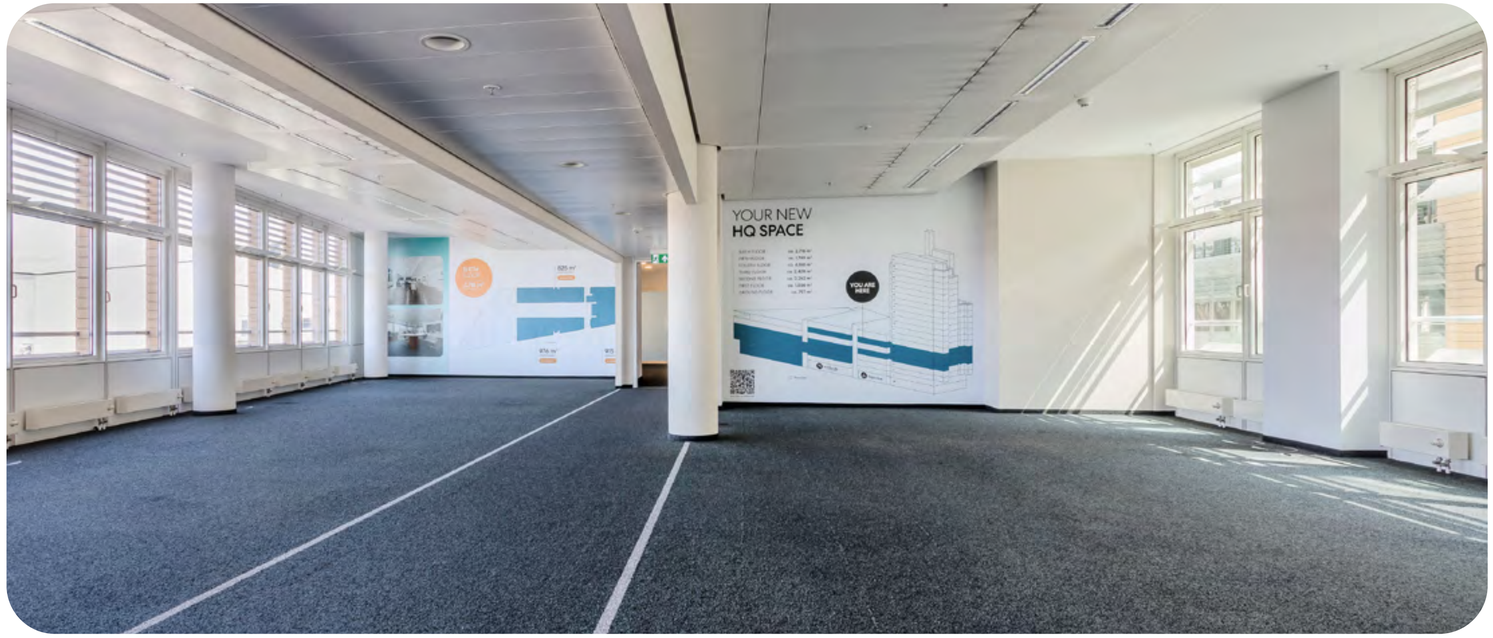
Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	reception,event area for max. 199 pax
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided

16. Office Space Eichhornstrasse 3

Big open Office Space located next the the Atrium

825 m²



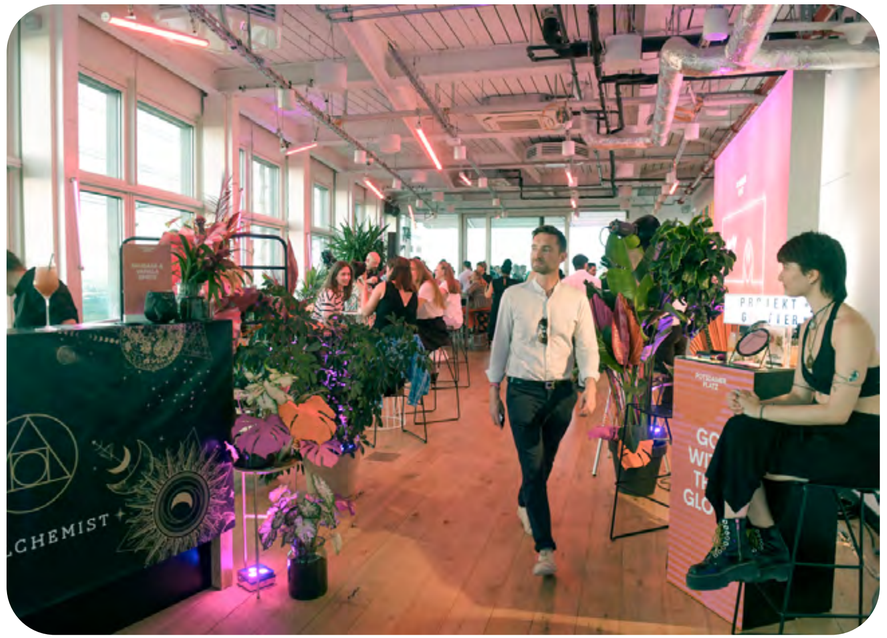


Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	office with wide open floor plan
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided

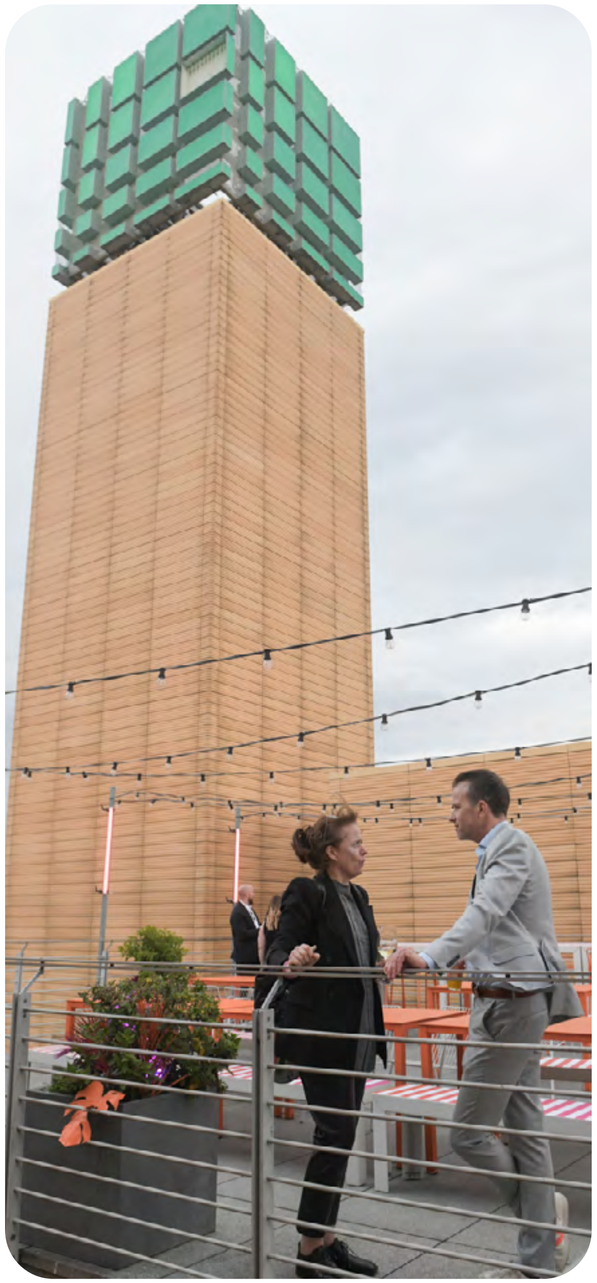
17. Top Floor and Rooftop Eichhornstrasse 3

Top 2 floors of the famous Atrium Tower including one of Berlins highest rooftop terrace

904,3 m²







Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	-
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided

18. Gallery Space Marlene-Dietrich-Platz 5

Big gallery space, with ceiling high glass facade, facing Marlene-Dietrich-Platz and Piano See.

1233,5 m²

Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	2 floor, public toilets as part of the space, gallery walls, seperate entrance
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided



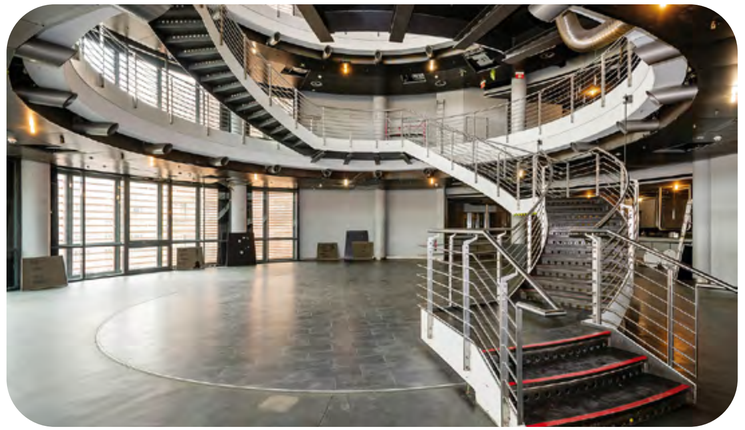




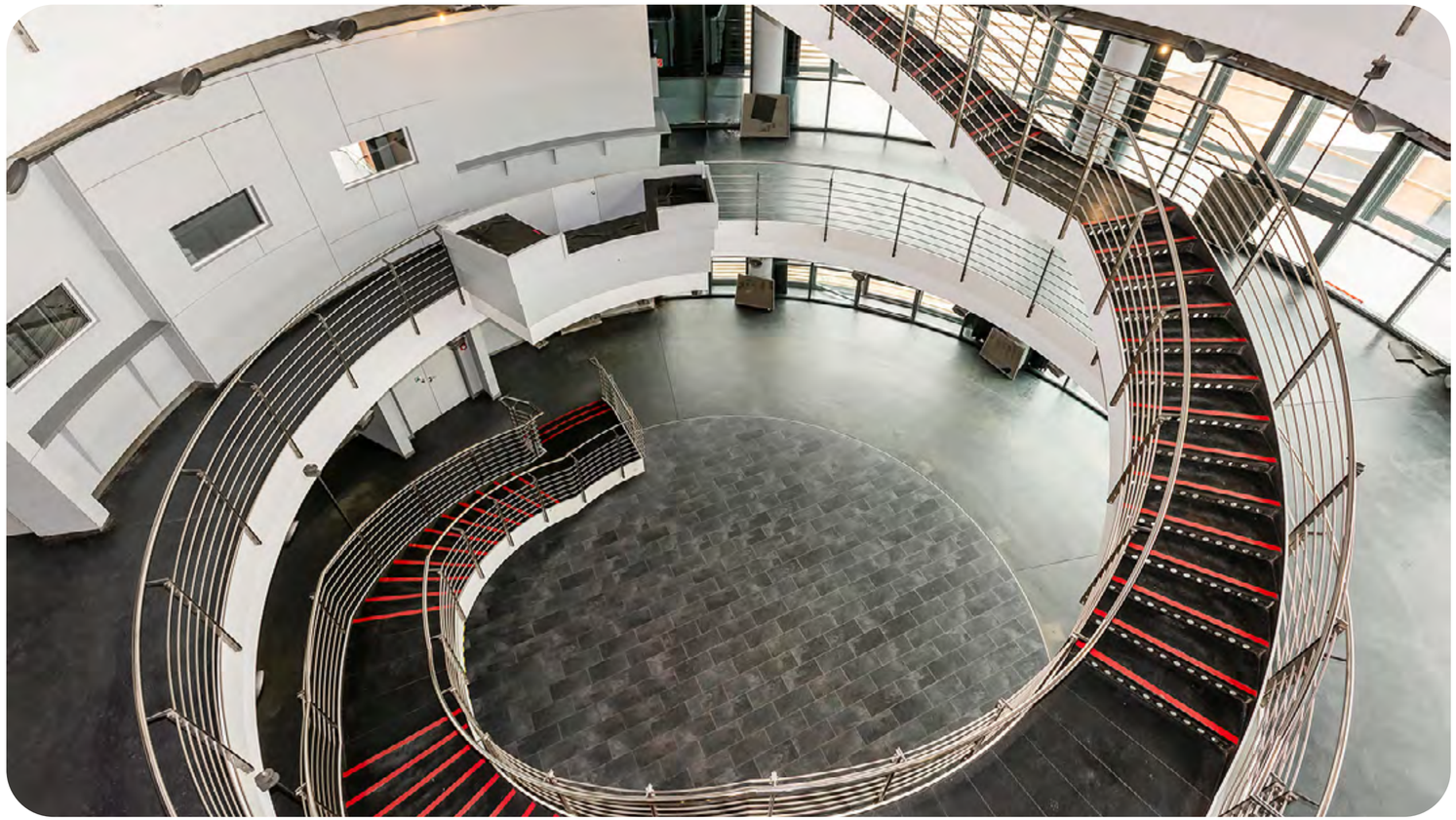
19. Former Night Club

Uniqe former night club space, with 3 floors, round shape, open gallery, bars,

1569 m²







Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	central dance floor, 3 flloor high ceiling, open galery on all floors, spiral stiarcases connecting all floors, bars, seperate entrance
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided

20. Atrium Potsdamer Platz 1

Indoor space located in one of the most iconic skyscrapers in Berlin

313,83 m²

Electricity	yes
WC	no public toilet
Drinkable Water	can be provided
Waste Water	yes
Special Features	reception,event area for max. 199 pax
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided



21. Office Space Potsdamer Strasse 7

Office space with Tiergarten views and rooftop terrasse

1,187 m²





Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	rooftop terrasse with Tiergarten views
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided

22. Office Space Linkstrasse 2

Office space with Potsdamer Platz views

494 m²



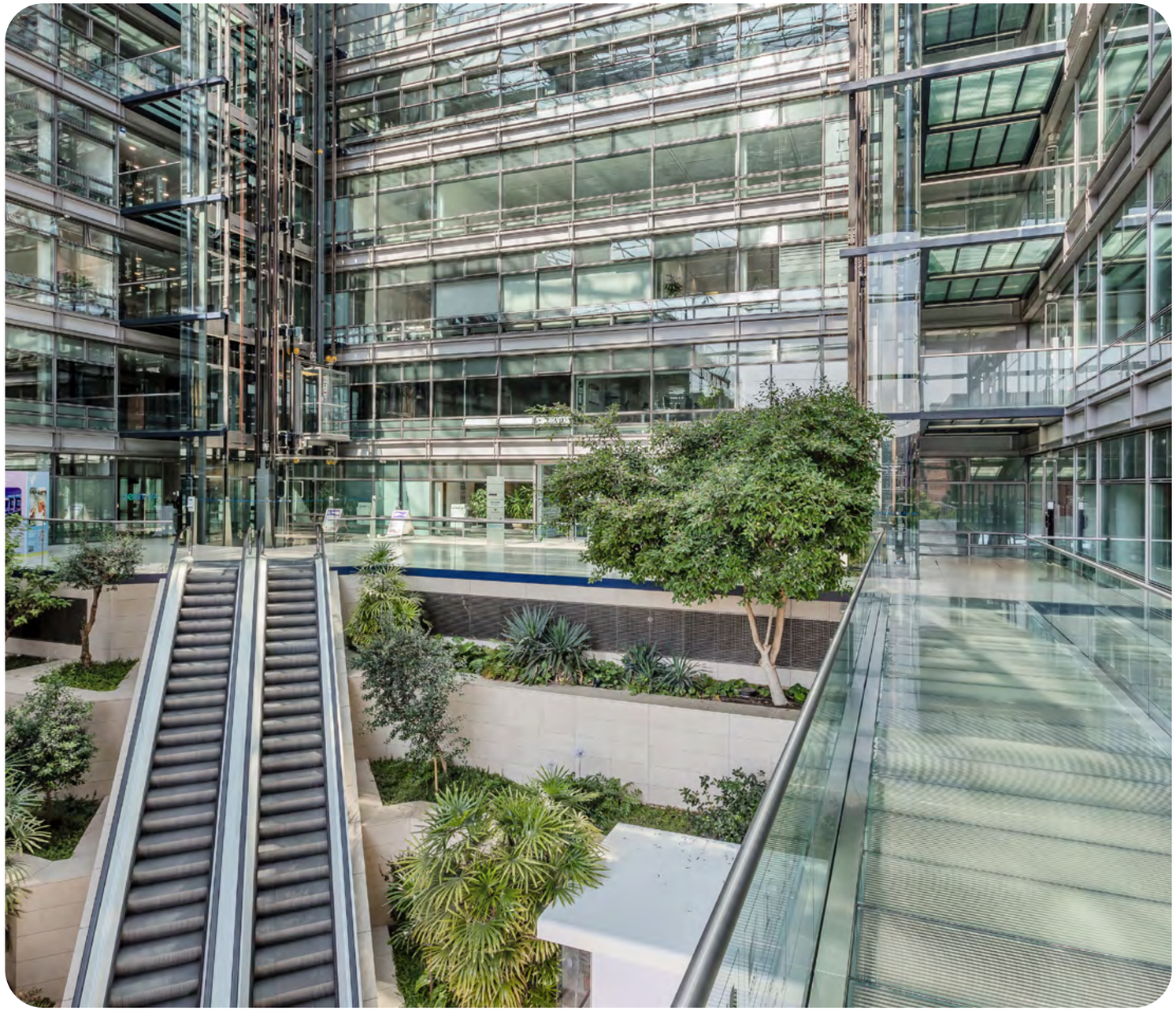


Electricity	yes
WC	yes
Drinkable Water	yes
Waste Water	yes
Special Features	round office with glass walls and Potsdamer Platz views
Suitable for	events, promotion, photo shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided

23. Lobby Linkstrasse 2

Bright and modern Lobby Space, with escalators, glass facades and roof and indoor gardening

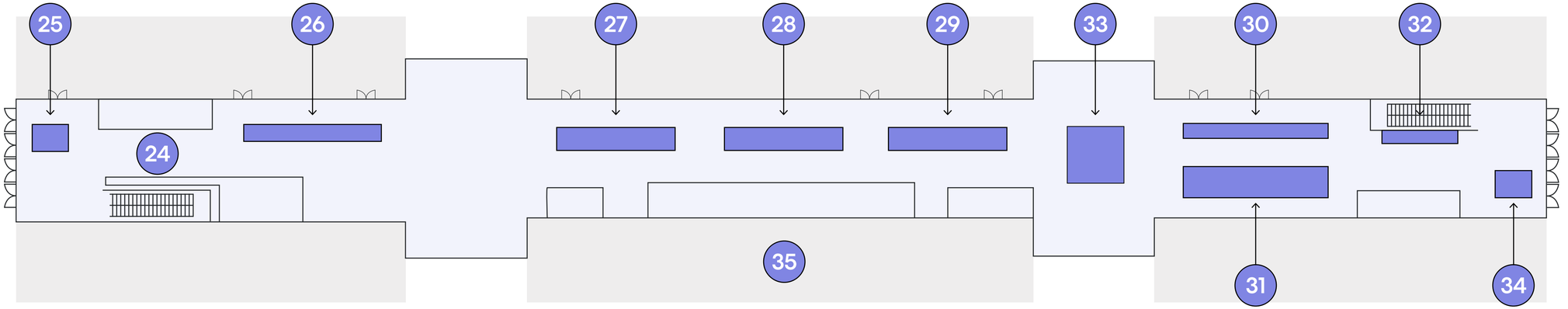
449,21 m²



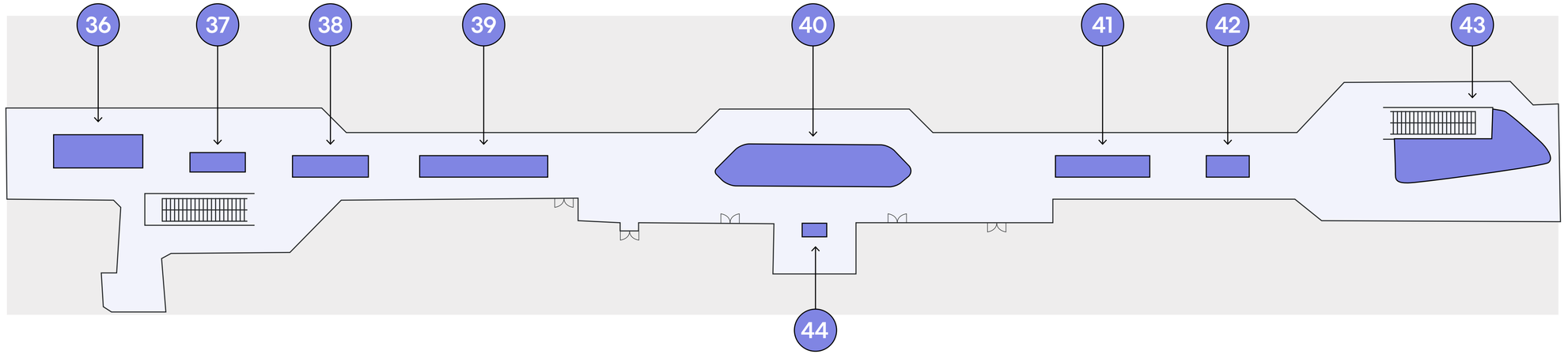
Electricity	yes
WC	no public toilet
Drinkable Water	can be provided
Waste Water	no
Special Features	Reception, two stories, escalators, indoor planting
Suitable for	Promotion, Photo Shoots, movie location
Disclaimer	not a fully equiped event location, all technical equpiment self provided

Opportunity Spaces Within The Playce

EG



UG



24. The Ceiling in The Playce

13m high glass ceiling

170 m x 11 m

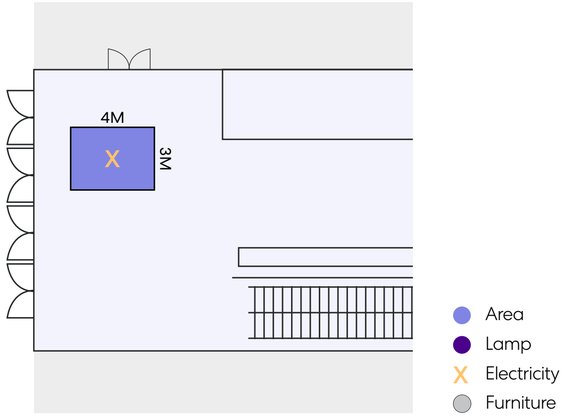
Special Features	various rigging points at the ceiling banners can be up to 8m long
Suitable for	promotion



25. Activation Area

Dedicated activation area on the High Street, close to the north entrance

3 m x 4 m (12 m²)



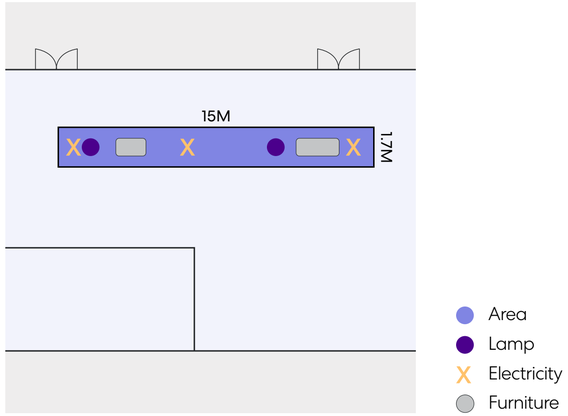
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



26. Furnishing Area

Small activation area in The Playce

1,7 m x 15 m² (25,51 m²)



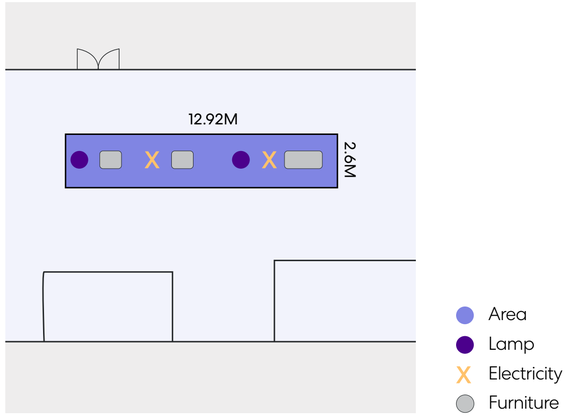
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



27. Furnishing Area

Small activation area in The Playce

2,6 m x 12,92 m² (33,59 m²)



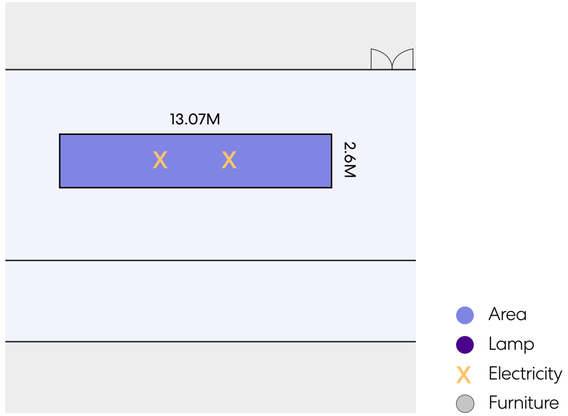
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



28. Furnishing Area

Small activation area in The Playce

2,6 m x 13,07 m² (33,98 m²)



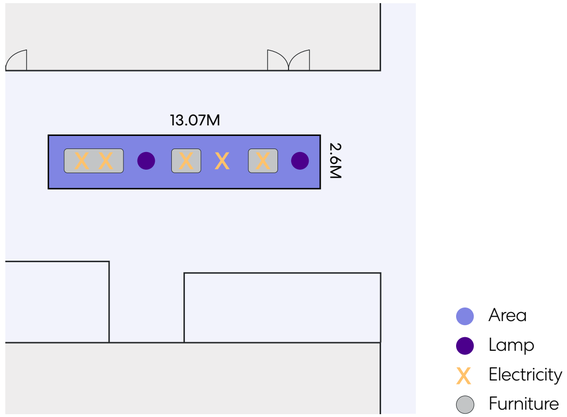
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



29. Furnishing Area

Small activation area in The Playce

2,6 m x 12,92 m² (33,59 m²)



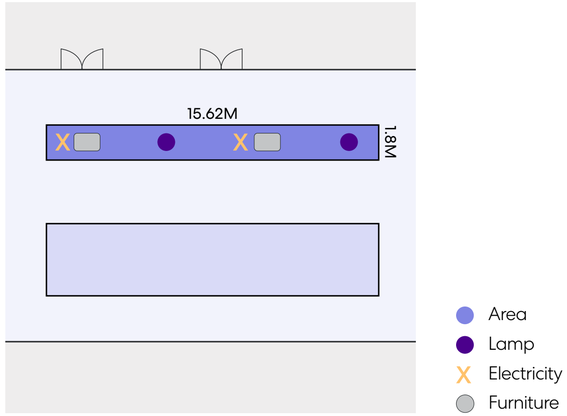
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



30. Furnishing Area

Small activation area in The Playce

1,8 m x 15,62 m² (28,125 m²)



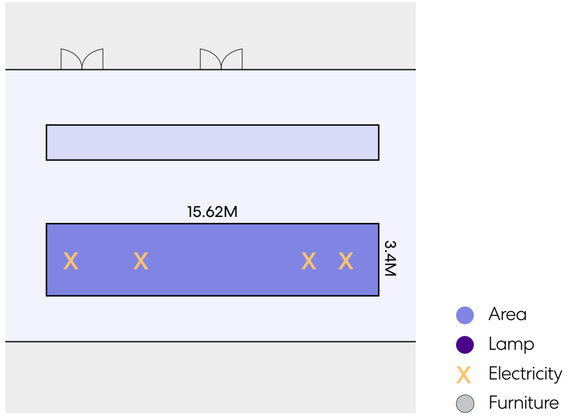
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



31. Furnishing Area

Small activation area in The Playce

3,4 m x 15,62 m² (53,125 m²)



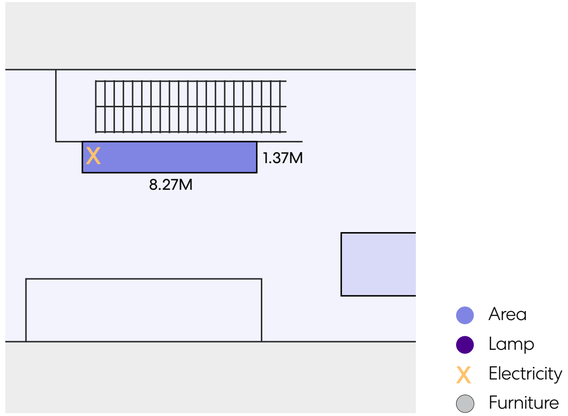
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



32. Furnishing Area

Small activation area in The Playce

1,37 m x 8,27 m² (11,37 m²)



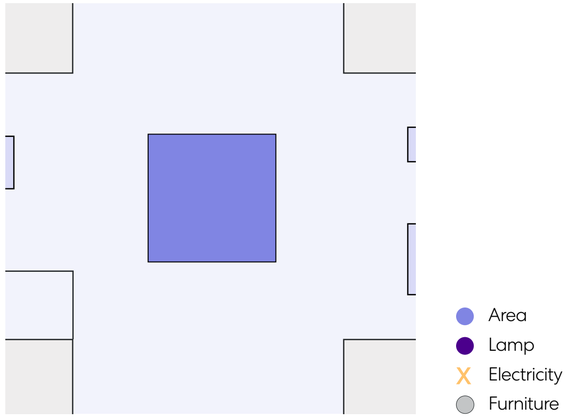
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



33. Activation Area Crossing

Central activation area with perfect visibility in The Playce

5 m x 5m² (25 m²)



Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands

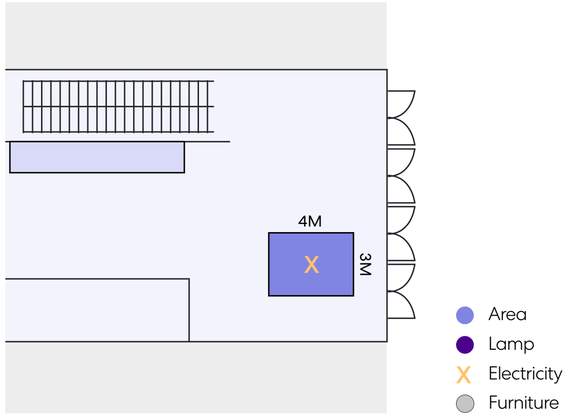




34. Activation Area

Dedicated activation area on the High Street, close to the south entrance

3 m x 4 m (12 m²)



Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be self provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



35. Manifesto Market Stage

Stage at Manifesto Market, Berlins biggest Food Hub

11,52 m²



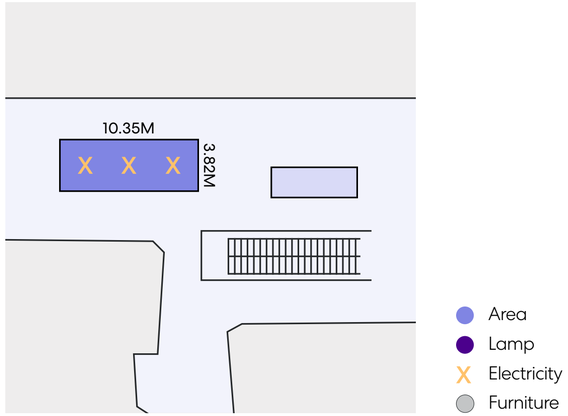


Electricity	yes
WC	yes
Drinkable Water	no
Waste Water	yes
Special Features	stage, technical euqipment, sound system, huge screen above stage for branding moments / videos
Suitable for	concerts, stand-up-comedy, presentations

36. Activation Area 1

Dedicated activation area on the Shopping Street

3,82 m x 10,25 m² (39,95 m²)



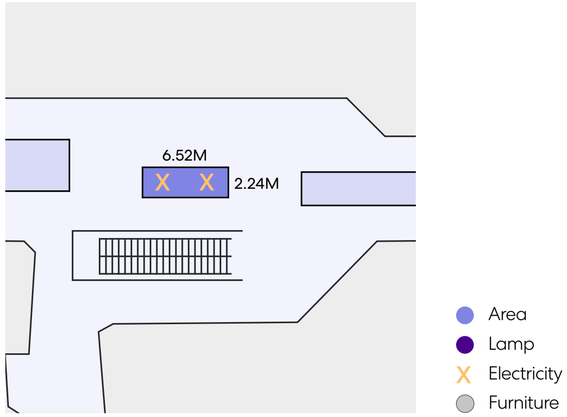
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	yes
Waste Water	yes
Special Features	-
Suitable for	promotion, market stalls, advertising stands



37. Activation Area 2

Dedicated activation area on the Shopping Street

2,42 m x 6,52 m² (14,65 m²)



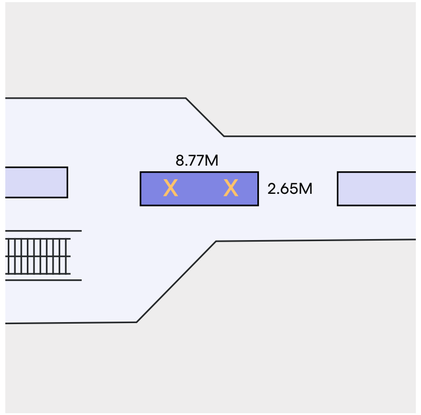
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



38. Activation Area 3

Dedicated activation area on the Shopping Street

2,65 m x 8,77 m² (23,25 m²)



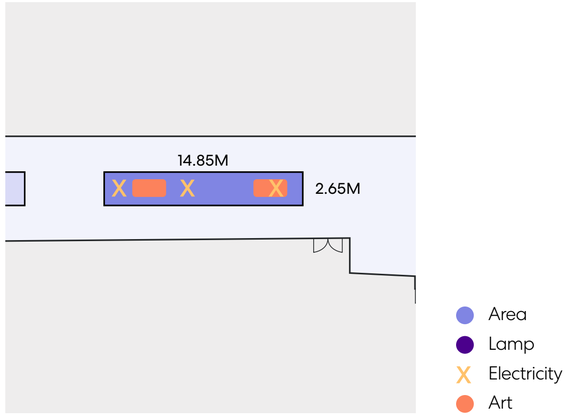
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



39. Activation Area 4

Dedicated activation area on the Shopping Street

2,65 m x 14,85 m² (39,38 m²)



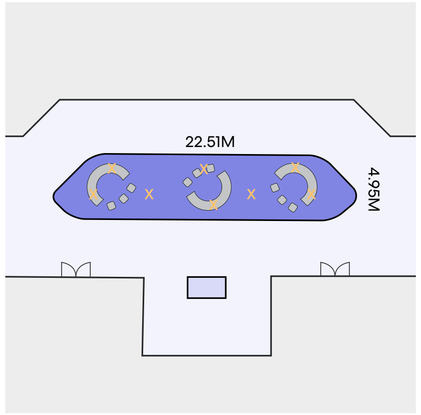
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



40. Lounge 1

Small activation area in The Playce

4,95 m x 22,51 m (111,4 m²)



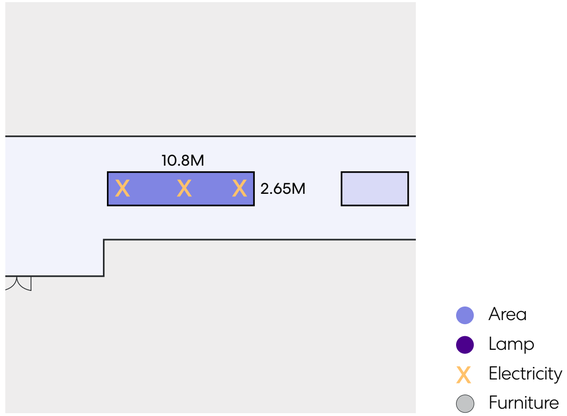
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



41. Activation Area 6

Dedicated activation area on the Shopping Street

2,65 m x 10,8 m² (28,62 m²)



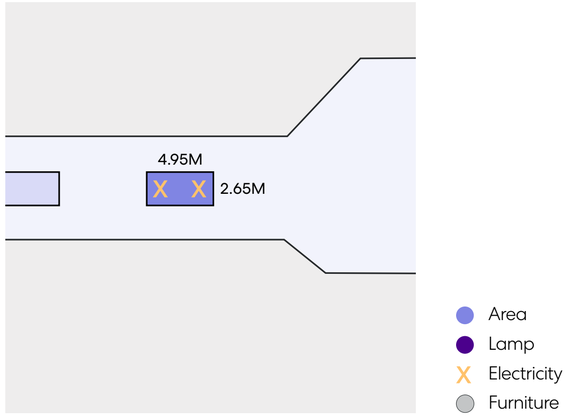
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



42. Activation Area 7

Dedicated activation area on the Shopping Street

2,65 m x 4,95 m² (13,12 m²)



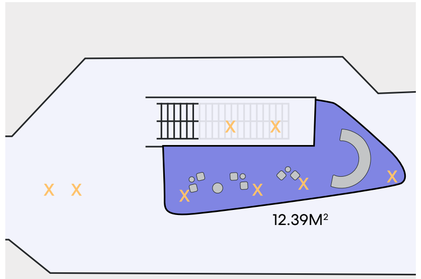
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



43. Lounge 2

Small activation area in The Playce

approx. 99 m²



- Area
- Lamp
- Electricity
- Furniture

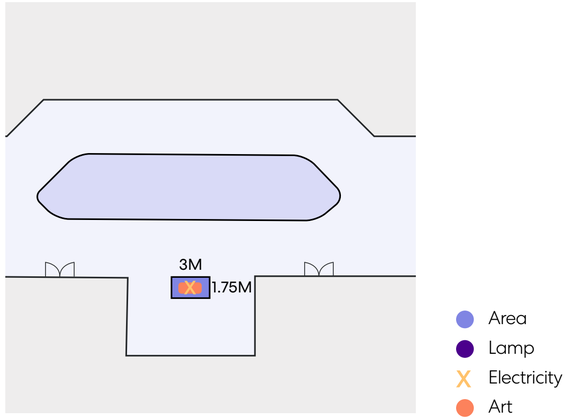
Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, advertising stands



44. Activation Area 5

Dedicated activation area on the Shopping Street

1,75 m x 3 m (5,25 m²)



Electricity	yes
WC	public toilet in The Playce
Drinkable Water	can be provided
Waste Water	no
Special Features	-
Suitable for	promotion, market stalls, advertising stands



Events


ThePlayce
Infopoint
Nikolaus-
Spezial
Hol' Dir
hier Deine
Aktionskarte!
St Nicholas Special
Pick up your Santa's stamp
card here!

Easter in the Playce

Easter Activation in The Playce for Families with younger children





Electricity	Can be provided
WC	Public toilet in The Playce
Drinkable Water	Can be provided
Waste Water	Can be provided
Special Features	Over 35.000 visitors in The Playce during the event - free advertisment via the Potsdamer Platz Media Channels
Suitable for	Event Sponsoring, Promotion as part of the event, advertising stand

Markets & Workshops (Outdoor / Indoor)

Markets and Workshops, indoor / outdoor following specific topics (f.e. art & creative, spring, christmas, etc.)

Electricity	Can be provided
WC	Public toilet in The Playce
Drinkable Water	Can be provided
Waste Water	Can be provided
Special Features	Over 40.000 visitors on market days at the Potsdamer Platz estate - free advertisment via the Potsdamer Platz Media Channels
Suitable for	Event Sponsoring, Promotion as part of the event, advertising stand





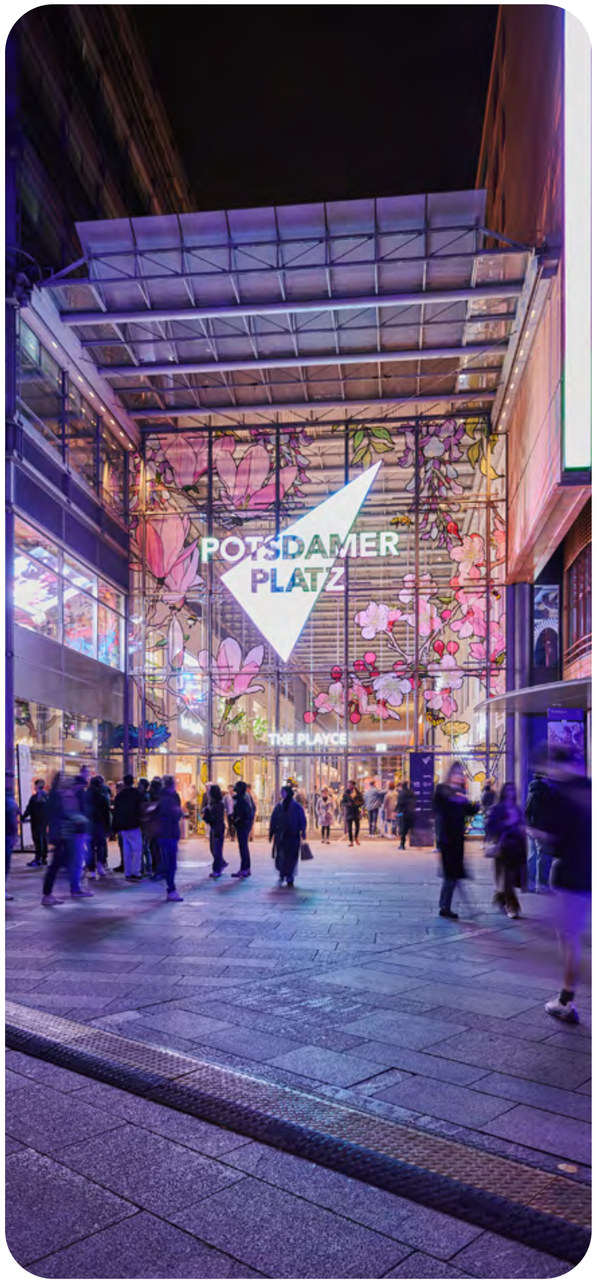


Festival of Lights Sponsoring

Sponsoring opportunities with own spots / installations as part of the Festival of Lights installations at Potsdamer Platz.







Electricity	Can be provided
WC	Public toilet in The Playce
Drinkable Water	Can be provided
Waste Water	Can be provided
Special Features	A million visitors over the 10 day event at Potsdamer Platz and lots of pictures and press from all around the world
Suitable for	Event Sponsoring, Promotion as part of the event, advertising stand

Halloween in The Playce

Halloween Activation in The Playce for Families and kids







Electricity	Can be provided
WC	Public toilet in The Playce
Drinkable Water	Can be provided
Waste Water	Can be provided
Special Features	Over 35.000 visitors in The Playce during the event - free advertisment via the Potsdamer Platz Media Channels
Suitable for	Event Sponsoring, Promotion as part of the event, advertising stand

Christmas Activation

Christmas Activation in The Playce and thoughout the whole of Potsdamer Platz. Activating the estate for 6 weeks.





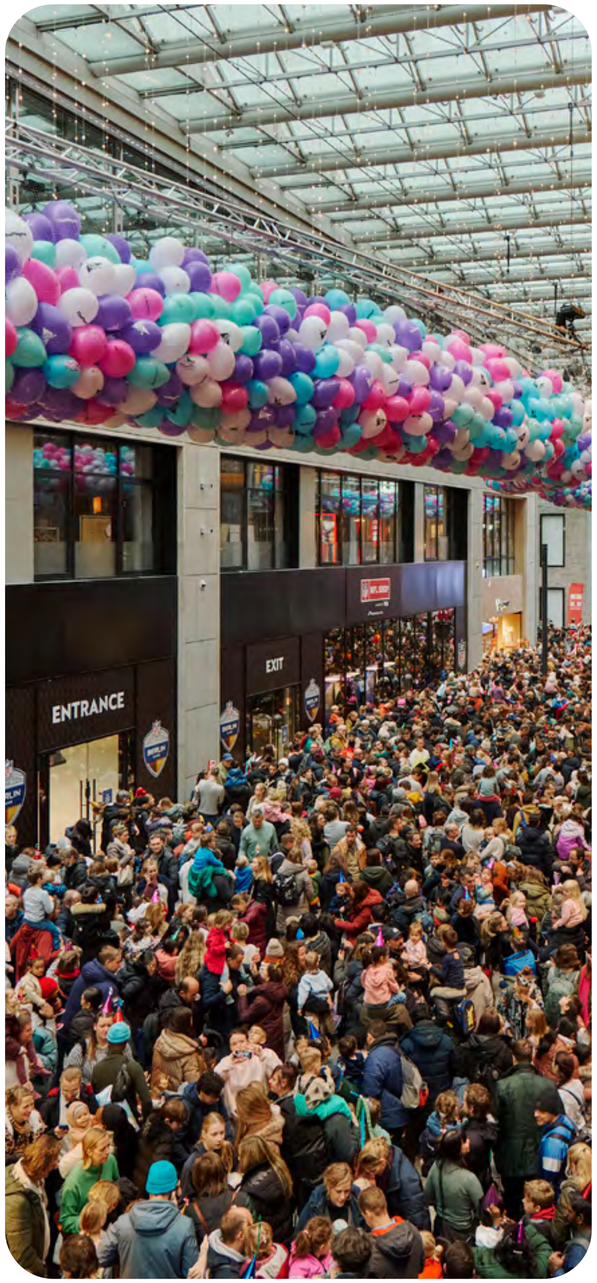


Electricity	Can be provided
WC	Public toilet in The Playce
Drinkable Water	Can be provided
Waste Water	Can be provided
Special Features	Brand activation during the most important time for retail. Over a million visitors at Potsdamer Platz.
Suitable for	Event Sponsoring, Promotion as part of the event, advertising stand

Kids Noon Year's Party

Daytime family party on new year's eve to celebrate the New Year with children at noon







Electricity	Can be provided
WC	Public toilet in The Playce
Drinkable Water	Can be provided
Waste Water	Can be provided
Special Features	One of the most popular new year's party for families with young children. Lot's of branding and activation possiblities for the target group
Suitable for	Event Sponsoring, Promotion as part of the event, advertising stand

Special Events

A special event concept created specifically for your demand.

Feel free to think big with us!

Electricity	Can be provided
WC	Public toilet in The Playce
Drinkable Water	Can be provided
Waste Water	Can be provided
Special Features	Almost every kind of event or activation is possible within the Potsdamer Platz estate and The Playce.
Suitable for	Brand specific event experience at Potsdamer Platz







Our Supplier Partnership

SECURITY

APLEONA

FACILITY MANAGEMENT

WISAG

CLEANING SERVICES

Sasse



Contact Us For Rental Opportunities

Potsdamer Platz

MARNIE ERNST
Marketing Manager
Property Management
m.ernst@mvgm.com
+49 171 788 96 05

DAGMAR KRAUSE
Marketing Consultant
Property Management
d.krause@mvgm.com
+49 151 4248 1972

The Playce

LISA-ANN REDER
Marketing Manager
Center Management
lisa-ann.reder@ece.com
+49 175 113 57 93