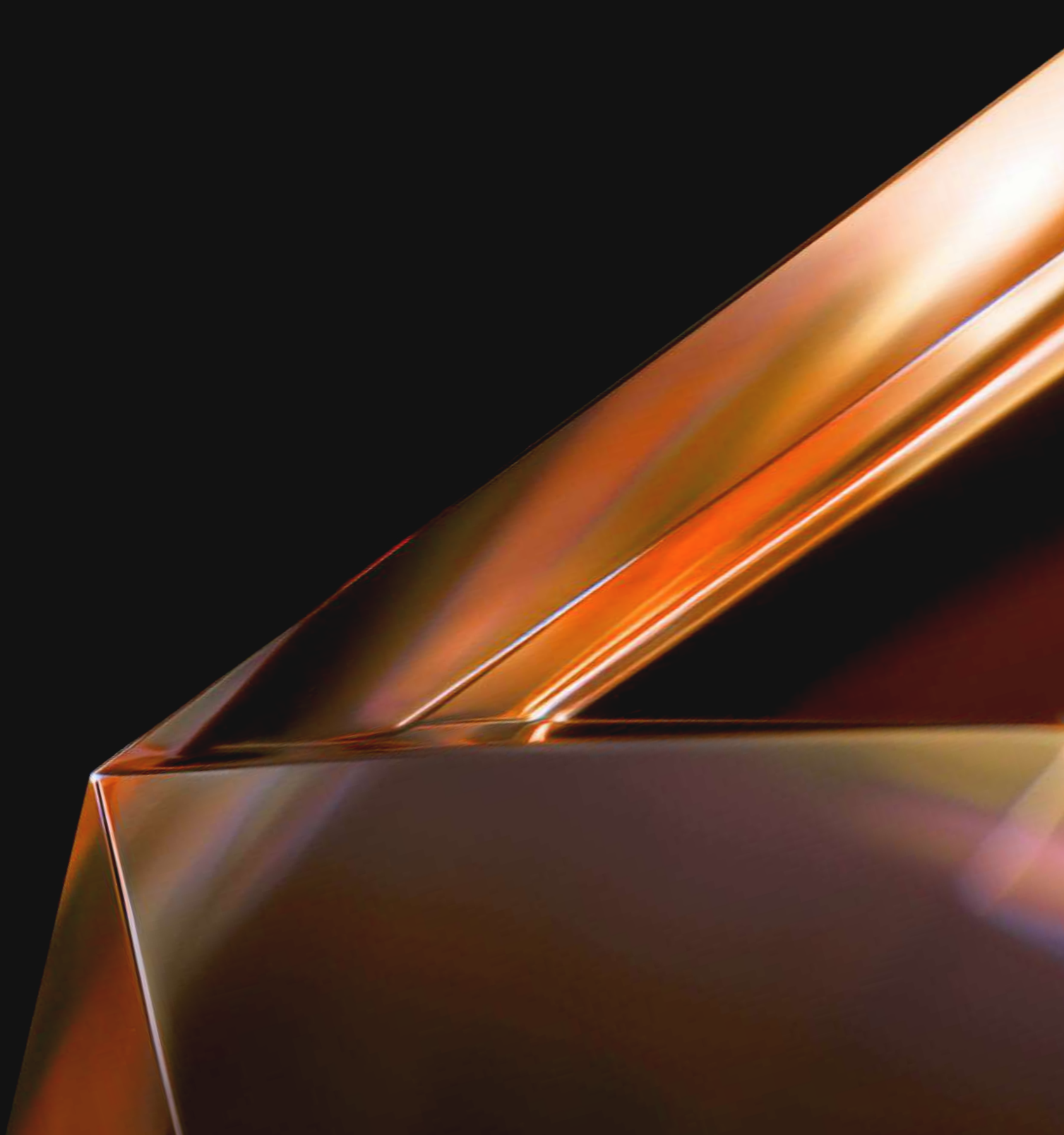




Spaces Built for Impact

The Capital of Virtual Assets

THE-BLOCK.COM



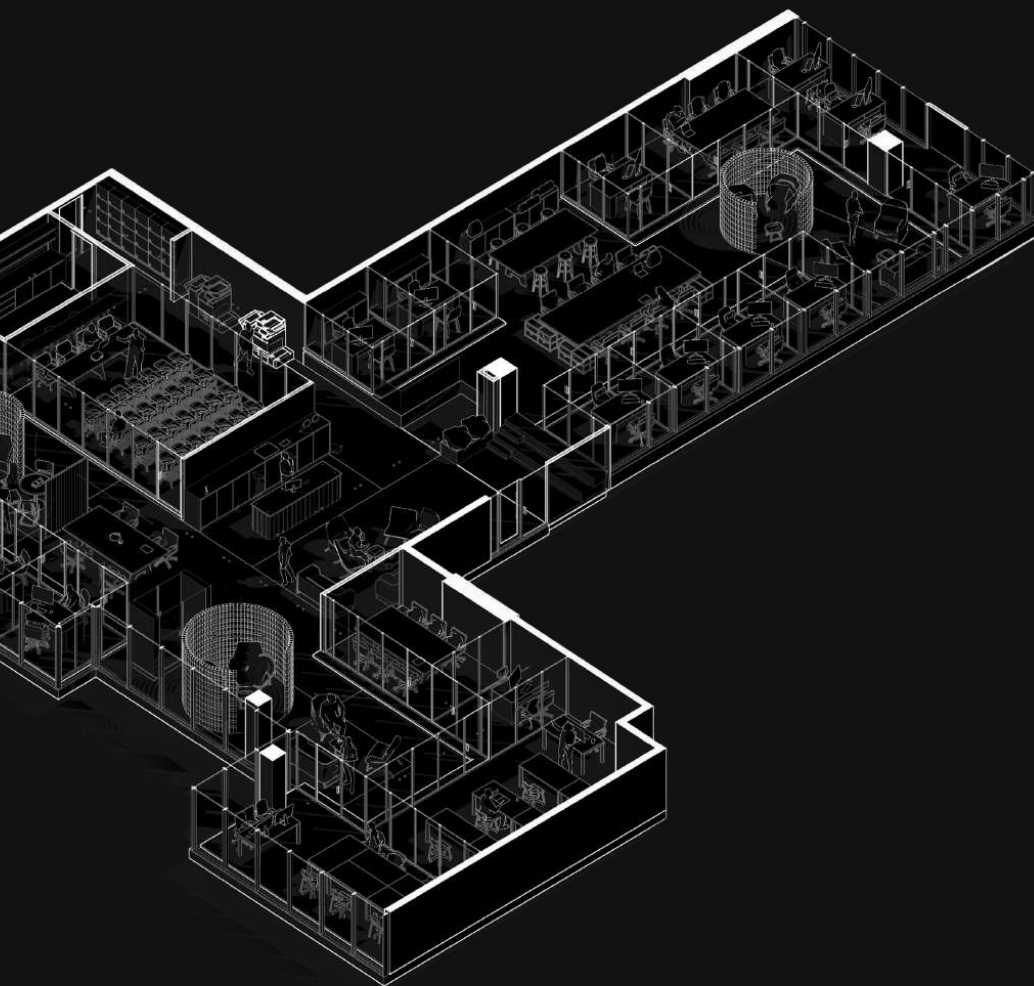
THE PLAYGROUND OF VISIONARIES

Prime Location

In the heart of Dubai!

TheBlock. Street and TheBlock. Tower form a 15,000 sq.ft, purpose-built hub designed for worldclass experiences. From executive workshops and private dinners to high-profile product launches and strategic roundtables, the venue offers a versatile setting for every premium industry.





TheBlock. Tower

Dubai HQ for strategy, capital,
and private access.

COMING
SOON

Purpose-built for collaboration and growth, The Block. Tower features modern meeting rooms and a versatile workshop space designed to bring businesses together. Theblock. Tower features fully equipped meeting rooms and dedicated workshop room.



DESIGNED FOR MOMENTUM

TheBlock. Street

TheBlock. Street is a purpose-built space to shape the future of virtual assets, offering 360-degree services designed around your objectives. With a fully integrated ecosystem, including TheBlock. Podcast Studio, a Healthy Juice Bar, a Launchpad for token and product launches, LED-backed pitching stage, and adaptable spaces for collaboration and networking, supported by full digital branding infrastructure, it is designed to make brand activation, visibility, and meaningful connections effortless.

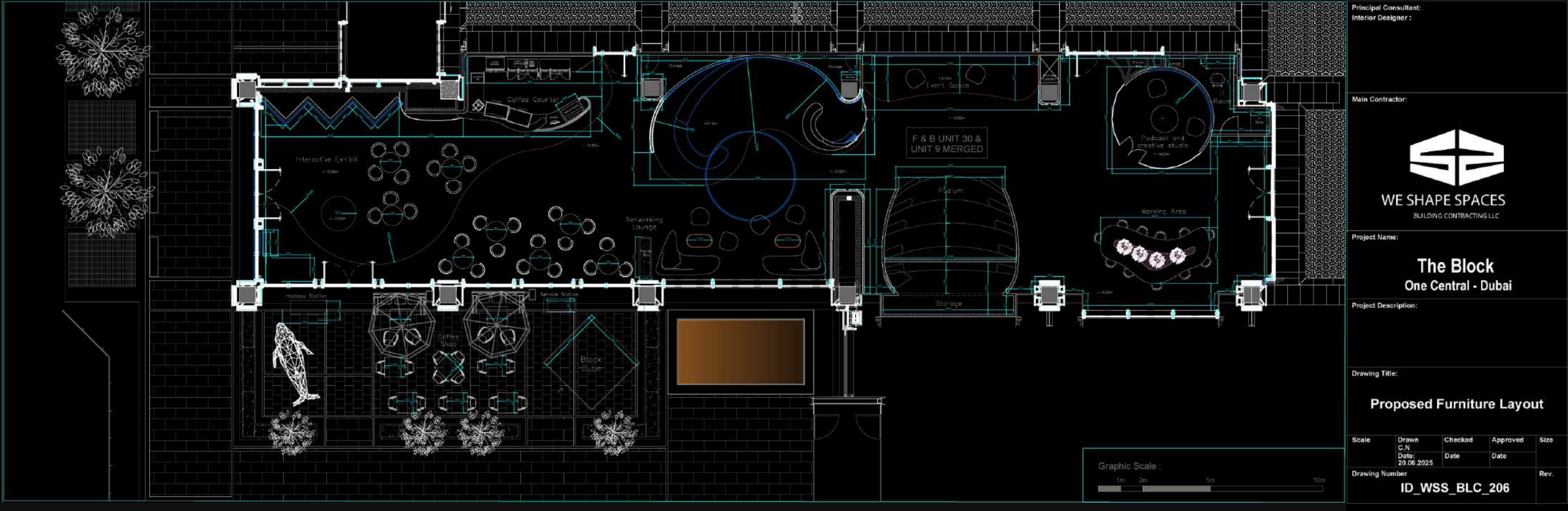
Indoor Area:

4,810 sq. ft.

Outdoor Area:

1,126.24 sq. ft.





Zone	Assumed size (sq.ft)	Assumed Capacity	LED Screen Resolution	Notes
LaunchPad	1,450	~135–160 Guests	5160 x 2064 px	Best for Token Launch
Stage	1,350	~60–100 Guests	3784 x 1806 px	Best for Workshops
TheBlock. Juice Bar	950	~210–240 Guests	688 x 1548 px	Best for Networking
Co-working Workspace	250	11 fixed Seats	Round RGB Trader’s Deck Display 5760 x 192 px Outdoor Display 2944 x 256 px	
Indoor total	4,810	~300+ Pax		
Outdoor total	1,126.24	~100 Pax		
Ceiling Heights	5 meter			

AV & Technical Setup

The venue features large LED screens across all areas, including a curved LED screen in the LaunchPad, dedicated LED screens in the Stage area, and six V-shaped LED screens in TheBlock. Juice Bar, making it an excellent space for strong brand visibility during events. Detailed information on all available screens and their dimensions is shared throughout the deck.

The space is equipped with Bose Pro16 speakers, a fully equipped DJ booth with the latest setup, comprehensive architectural and event lighting, and large-scale video mapping equipment that allows the entire environment to be designed and transformed based on your event concept.

Additionally, a suspended round RGB trader's deck creates a dynamic and immersive visual atmosphere throughout the venue.

Full Venue Takeover

Mixed Standing and Seated covers up to

300+ Guests.

The **daily rate** for full venue takeover is:

\$18.000



This rate includes exclusive use of the full venue and all in-house digital branding assets, including all inside LED screens.

Staffing, event production and event management services are excluded and can be provided as add-on services upon request.

Pricing during peak or special event periods, including but not limited to New Year, Token2049, and GITEX, is subject to adjustment based on demand, availability, and event requirements.

LaunchPad Zone

Mixed Standing and
Seated covers up to

200+ Guests.

\$8,000 Per Day

This zone includes the LaunchPad space and café, designed for token launches and product unveilings while also serving as a dynamic networking hub. It features the LaunchPad Curve LED screen, a suspended round RGB Trader's Deck, and within the café area, a visually engaging background mapping show alongside six V-shaped LED screens, creating an immersive environment for brand activations and key event moments. The space can also be utilized for press engagements or as a media lounge, offering a versatile setting that can be tailored to your specific requirements.



Suspended round RGB Trader's Deck

Stage Zone

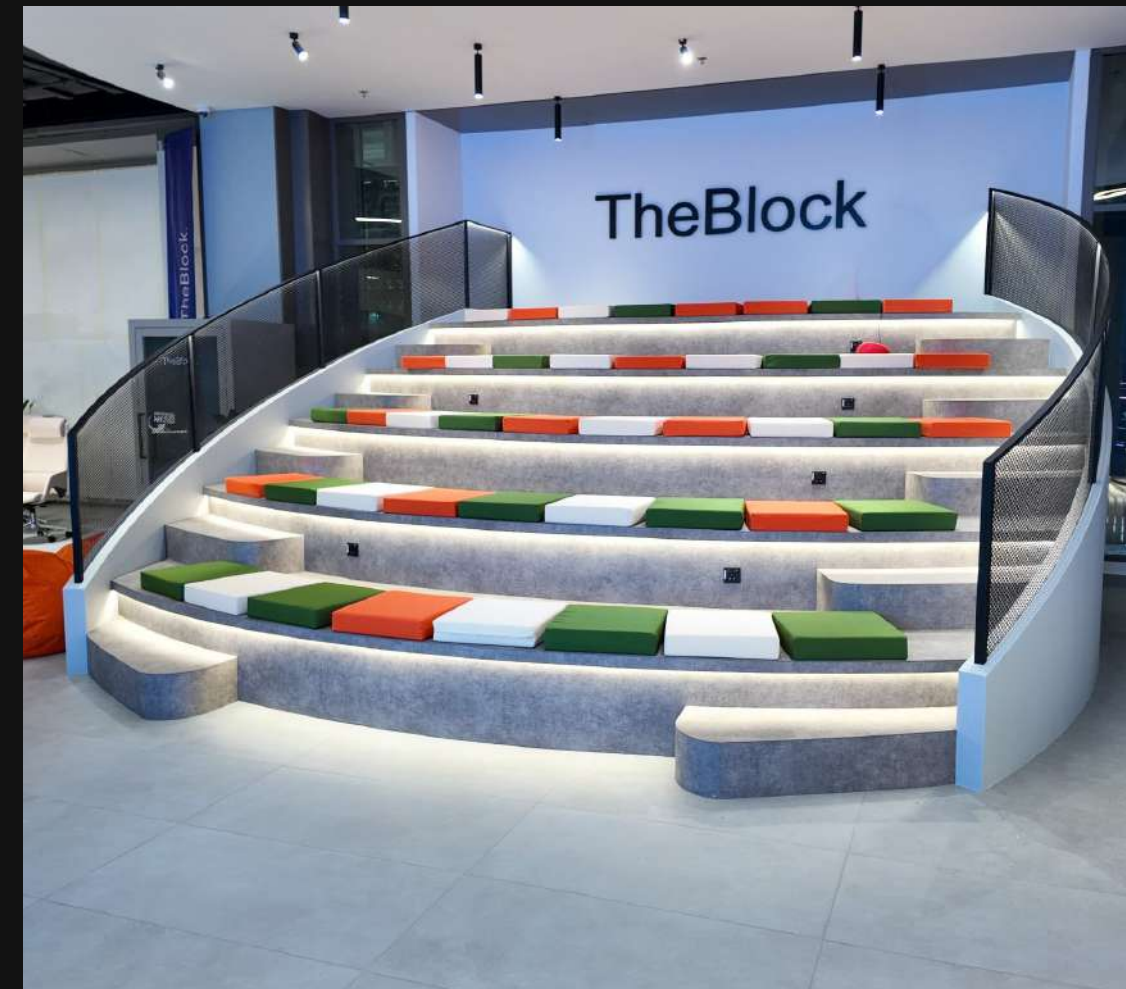
Mixed Standing and
Seated covers up to
100 Guests.

\$4,000 Per Day

\$2,000 Per 4-hour Booking

The Stage is a presentation-ready space designed for pitches, workshops, and panels equipped with large LED screens, Apple TV, a Bose sound system, and ready-to-use microphones.

The Stage is available for daily rental.



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Podcast Studio

Podcast Studio

\$150 Per Hour

Podcast Studio Full Production

All equipment and end-to-end Production support, including recording and post-production editing, are fully provided by our team.

\$300 Per Hour

Record a Podcast with TheBlock.

Includes concept development, scripting, hosting and full production.

\$600 Per Hour



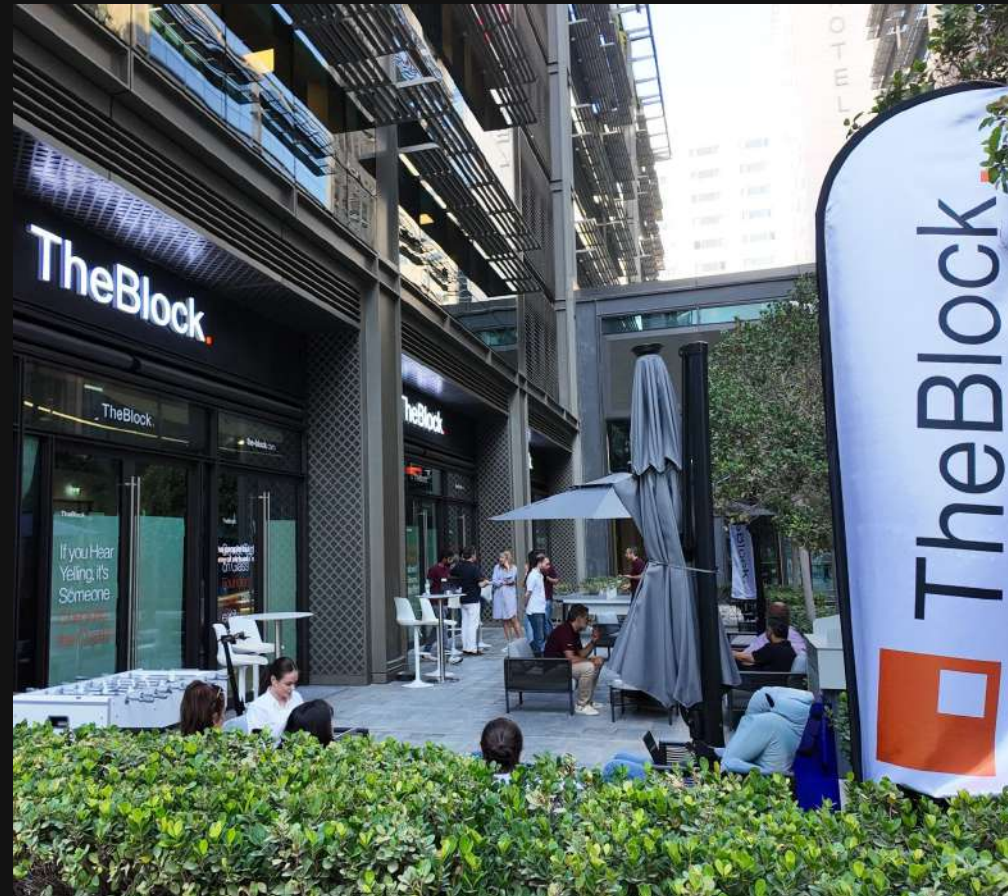
Outdoor Terrace Lounge

\$2,000

Per Day

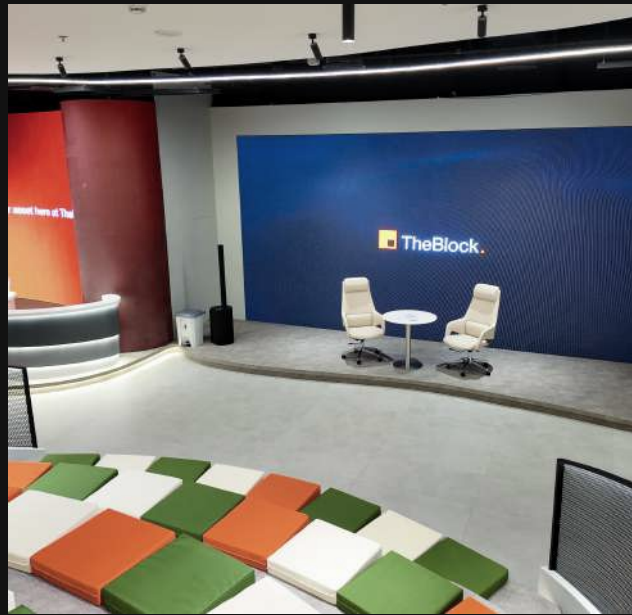
Mixed Standing. and
Seated Covers up to
50 Guests.

The outdoor lounge is an ideal setting for small
team gatherings, brand activations, game nights,
and corporate-focused networking evenings.



THEBLOCK.STREET

Comprehensive Branding Opportunities



Outdoor Display

THEBLOCK.STREET

The outdoor display offers a prime opportunity to showcase your brand in the heart of One Central, among leading businesses and industry players. Don't miss the chance to position your presence at what is becoming the future Wall Street of Dubai.

Display Size: 7.36 m (w) x 0.64 (h)
4.71 m²

Display Resolution: 2944 x 256 px

Packages are available upon request.



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LaunchPad Curve LED

The LaunchPad Curve LED screen and round RGB trader's deck is available for separate daily rental, providing brands with premium visibility alongside leading industry players.

Display Size: 9.6m (w) x 3.84m (h)
36.86 m²

Display Resolution: 5160 x 2064 px

Packages are available upon request.



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Stage LED Screen

The Stage LED screen is available for separate daytime rental, offering enhanced visibility among company leaders.

Display Size: 7.04m (w) x 3.36m (h)
23.65 m²

Display Resolution: 3784 x 1806 px

Packages are available upon request.



V-shaped LED Screens

The six V-shaped LED screens are positioned within the Healthy Juice Bar, a high-traffic workspace and networking hub, delivering continuous brand visibility with an option for exclusive daytime rental.

Display Size: 1.28m (w) x 2.88m (h)
3.68 m²

Display Resolution: 688 x 1548 px

Packages are available upon request.



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One Central Banners

The venue offers 5 dedicated banner placements in total.
All pricing mentioned applies per individual banner.

1 Month Package	3 Month Package	6 Month Package	12 Month Package
\$5.000	\$14.000	\$27.500	\$55.000





Banner E

Banner D

Banner A

Banner B

Banner C

THEBLOCK. SIGNATURE EXPERTISE

Token Generation Event

Token Generation Event (TGE) Package

Host your Token Generation Event (TGE) within a purpose-built institutional environment at TheBlock. Street, designed to support pre-launch engagement, strategic investor alignment, and market positioning.

This package includes full access to the fully equipped LaunchPad Zone, supported by end-to-end event planning and execution by TheBlock. team. It is tailored to facilitate:

- Onsite pre-sales engagement
- Pre-launch briefings
- Strategic partner onboarding
- Institutional investor presentations
- Official Token Generation Event (TGE) rollout

Token Generation Events (TGEs)

Starting from **\$48.000**

- ✓ Full Venue Takeover
- ✓ Basic Catering- up to 50 Guests
- ✓ One Central Gateway Display
- ✓ Invite List & Guest Management Included
- ✓ Venue & Production
- ✓ Event Management

- ✓ Marketing & PR Support
- ✓ Guest Experience
- ✓ Catering services
- ✓ DJ entertainment
- ✓ Custom launch buzzer sound effect
- ✓ Professional photography
- ✓ Videography

Add-Ons

- ✓ Hostess Services
- ✓ Security Personnel
- ✓ Marketing Support
- ✓ Content Creation & Video Mapping
- ✓ Photography
- ✓ Videography
- ✓ Guest Management
- ✓ Administration & Luma Registration
- ✓ PR Support
- ✓ Catering

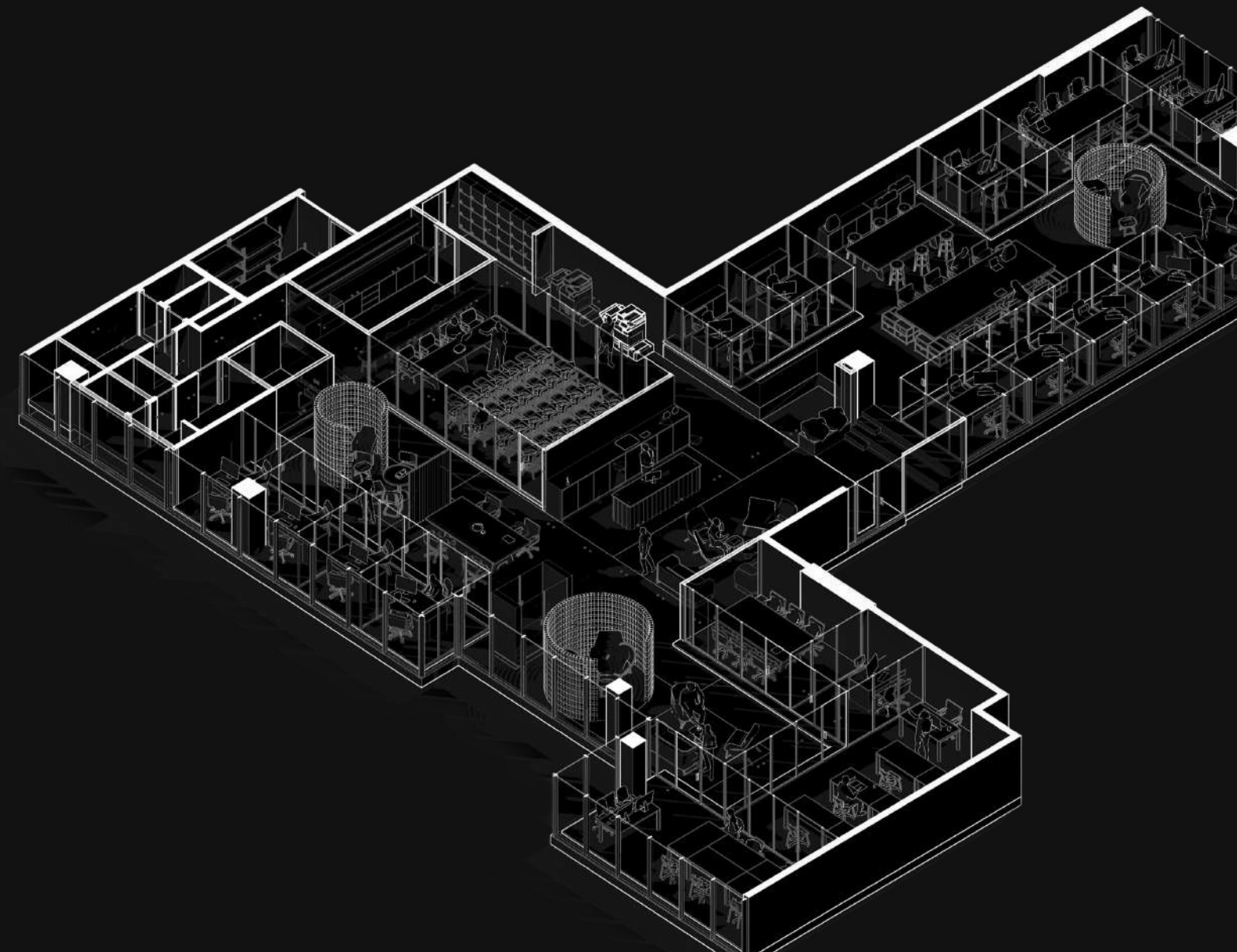
Menu item Customization and development are available, including branded drinks (e.g., Bull Run Booster, OG Shots), branded chocolates, and branded food items.

Back of House Areas

Dedicated back-of-house areas are available to support storage, and event preparations.

These spaces allow for smooth operations, equipment handling, and F&B preparation without disrupting guest-facing areas.

Separate staff access can be arranged during events to ensure discreet movement, efficient setup, and seamless service throughout the program.





Thank you!

For additional information and partnership opportunities, please contact:

EVENTS@THE-BLOCK.COM

THE-BLOCK.COM

THE OFFICES 3, ONE CENTRAL
DWTC, DUBAI

