

# BREAKOUT

AT HARD ROCK



# PREMIER MUSIC & CULTURAL EXPERIENCES FOR MEETING & EVENTS

Hard Rock Hotels promise unique meeting experiences and spaces around the world, all fully equipped to create seamless, professional events – turning the ordinary into an “Anything But Beige” experience.

Our BREAKOUT programs are inspired by the most popular Hard Rock Hotel in-room amenity programs such as Sound of Your Stay® and Rock Om®. All designed to amplify your next meeting or event with curated music, memorabilia and brand experiences. We've partnered with the most innovative brand partners to develop experiences designed to inspire your team, strengthen bonds and create a deeper connection to your organization.





## PREMIER MUSIC & CULTURAL EXPERIENCES FOR MEETING & EVENTS

Inspired by the most popular Hard Rock Hotel in-room amenity programs such as Sound of Your Stay® and Rock Om®, it's time to BREAKOUT and amplify these experiences for group events.

### TRACKS®

SONG SLAM  
TEAM ANTHEM  
INSTAHITS  
ROCKIN' RECEPTION

### MEMORABILIA

TREASURES OF HARD ROCK TOUR  
WE ARE THE CHAMPIONS GAME SHOW  
SCAVENGER HUNT  
TED-STYLE TALKS

### PICKS®

THE BAND:  
GROUP GUITAR LESSONS

ROCK YOUR RIFF:  
GUITAR ENSEMBLE

### MOTTOS

SAVE THE PLANET:  
CLEAN THE WORLD

ALL IS ONE:  
DRUM CIRCLE CREATING UNITY  
THROUGH MUSIC

### MIX®

LEARN TO BE A DJ  
WINE RIFFS  
SILENT DISCO

### SOUNDBODY

ROCK OM® EXPERIENCE

### WAX®

SPIN ART



**BOOK THESE EXCLUSIVE PROGRAMS FOR YOUR NEXT EVENT.**

Contact your Regional Global Sales Director to learn more.



# CLEAN THE WORLD

## GREEN INITIATIVE

Clean the World provides all of the guidance and materials so attendees can recycle and/or build hygiene kits and donate them to local organizations.

The Hard Rock brand continues to live up to its "Save the Planet" creed as participating Hard Rock Hotels implement the immediate collection and donation of recycled hotel soap and bottled in-room amenities such as shampoo, conditioner, body wash and lotion, to help fight the global spread of preventable diseases through the

distribution of sanitized hygiene kits crafted with these recycled materials.

This hands-on program allows meeting professionals and event planners to incorporate an eco-friendly exercise that promotes team building and cooperation while giving back to impoverished individuals and communities.

### JOIN THE GLOBAL HYGIENE REVOLUTION.

Contact your Regional Global Sales Director to learn more about our team building and community engagement opportunities.

**BOOK THIS EXCLUSIVE PROGRAM FOR YOUR GROUP TODAY.**



hard rock hotel cancún



hard rock hotel & casino atlantic city



hard rock hotel madrid



hard rock hotel davos



hard rock hotel new york

# EVERYONE HAS SPACES, WE HAVE VENUES

From setup to sundown, our team of professionals is here to provide all you need to produce an unforgettable and unparalleled event. This is different with purpose, engaging with energy, and uniquely designed to inspire.

- Unparalleled service and accommodations
- Contemporary, luxury design
- Expert AV and technological integration
- Dynamic event facilities
- World-class food & beverage
- Iconic music & entertainment memorabilia

# REVERB

BY HARD ROCK™



# REVERB

— BY HARD ROCK™ —

For over 50 years, Hard Rock has been one of the most universally recognized brands around the world; a brand that stands out and elevates the hospitality experience.

Hard Rock Hotels are places to worship the gods of music and REVERB is his tech-savvy sibling. It's a new Hotel concept inspired by music and the understanding that everyone and every town has their own playlist.

MUSIC MAKES YOU FEEL GOOD  
AND BRINGS PEOPLE TOGETHER...

Put on a spectacular show for your group on a stage truly unlike any other at REVERB Hamburg. Uniquely located within the St. Pauli Bunker, Hamburg's largest and one of its few preserved high-rise bunkers, the property boasts 134 rooms, with a mix of classic, superior & suite guestrooms, all of which include stylish and comfortable furnishings, fan-inspired artwork, and workspaces. An energetic hub that provides space for groups to connect and create, REVERB Hamburg is designed for socializing & developing a sense of community and features distinct meeting spaces for one-of-a-kind events. The "Green Bunker" can be found in the heart of St. Pauli's vibrant arts & music scene, with direct access to live concerts, performances from up-and-coming artists and other cultural happenings. Just wait until your group takes in the view from the newly planted rooftop garden... at REVERB Hamburg, your event will be one high note after another.

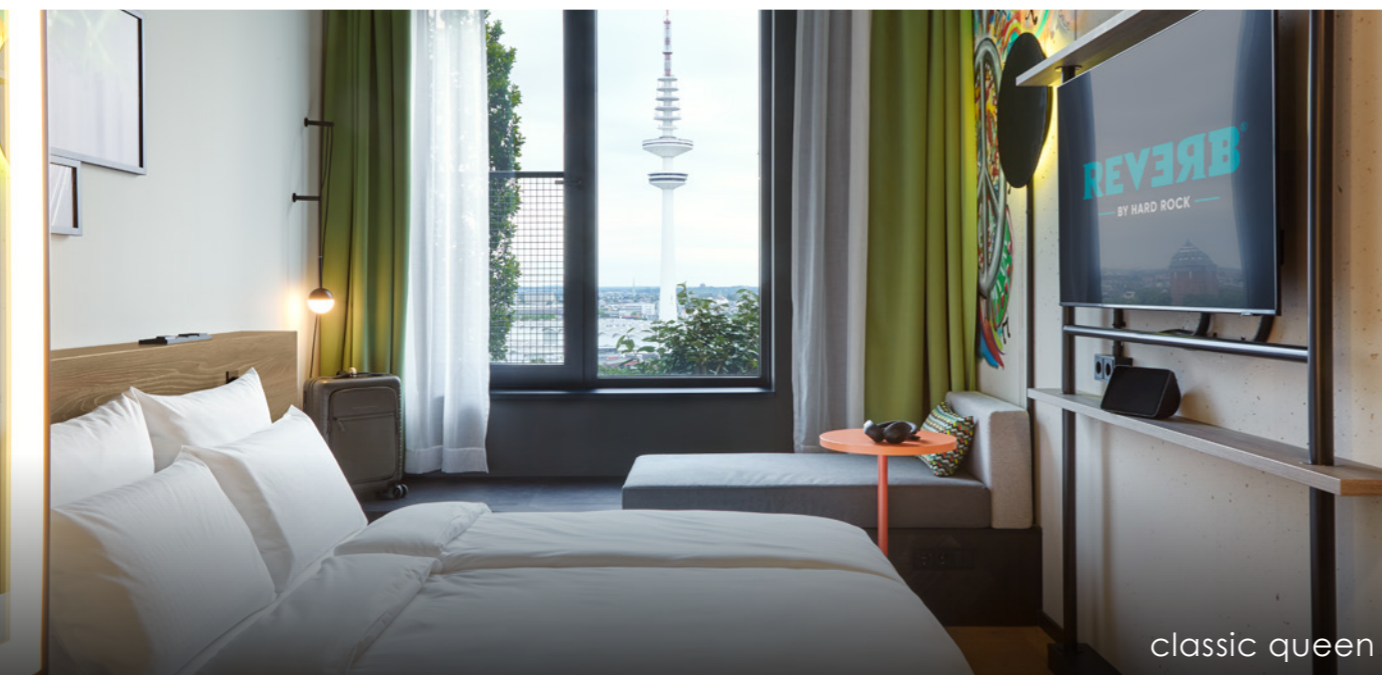


# HAMBURG

reverb by hard rock



hotel lobby



classic queen



constant grind

# HAMBURG

reverb by hard rock

## 134 GUESTROOMS AND SUITES

superior king . superior queen . replay suite . roadie suite  
connecting rooms

## RESTAURANTS, BARS & ENTERTAINMENT

karo&paul restaurant & bar . la sala restaurant & bar . constant grind  
green beanie

## AMENITIES

front desk – will call . in-room smart voice assistants . sound booth  
reverb radio boardroom . amenity closet parking . rock shop  
venues adjacent to the property include fitness center, rock climbing,  
a food hall, millerntor-stadion (st. pauli soccer stadium)

## CO-WORKING/MEETING/FUNCTION SPACE

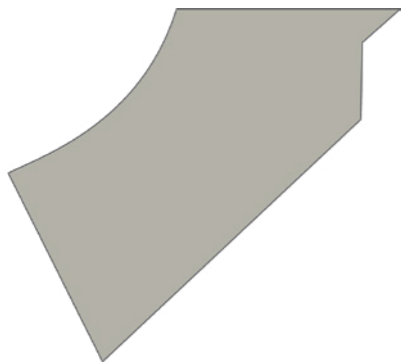
our lobbies & restaurants can host everything from private chats, coffee  
for two, cocktails for ten or groups, meetings & impromptu gigs for up to  
199 guests . walking distance to hamburg . messe-congress conference  
center

feldstrasse 66  
hamburg, germany, 20359  
+49 040 808 141 100  
[reverb.hardrock.com/hamburg](https://reverb.hardrock.com/hamburg)





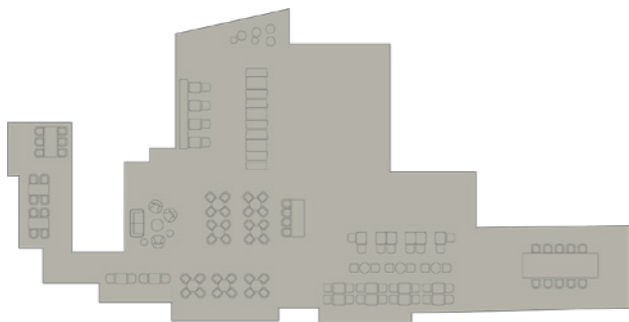
THE PLACE TO GET DOWN TO BUSINESS  
feldstrasse 66, hamburg, germany, 20359 . hotelsales@hardrock.com



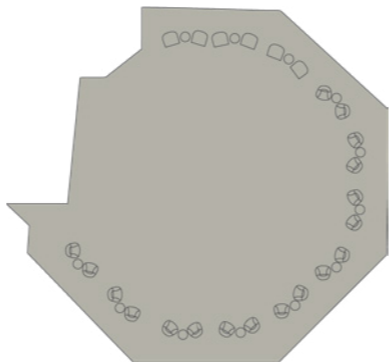
radio room

room	dimensions	sq. m.	ceiling	reception	theatre	classroom	boardroom	conference	u-shape	banquet	hollow sq
radio room	—	14	—	8	—	—	—	—	—	8	—
karo&paul bar	—	152	—	120	—	—	—	—	—	79	—
karo&paul restaurant	—	146	—	90	—	—	—	—	—	55	—
karo&paul private	—	71	—	25	20	—	—	—	—	10	—
la sala	—	386	—	170	—	—	—	—	—	124	—
rock shop	—	138	—	80	—	—	—	—	—	80	—

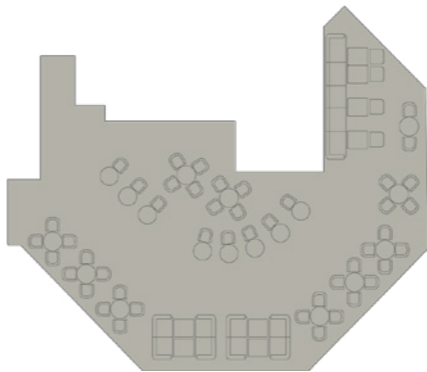
The tables in Karo&Paul bar & restaurant and La Sala cannot be moved due to fire safety and escape routes.



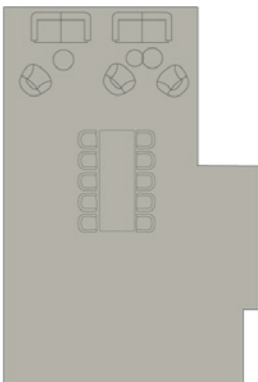
la sala



bar



restaurant



private



rock shop

karo&paul

HAMBURG

reverb by hard rock



# OUR ROOTS

In 1971, two shaggy-haired Yanks opened an American diner in an old Rolls Royce dealership in London. It had nothing to do with market studies or target audiences. It didn't even have anything to do with memorabilia. That was just a goof: Clapton wants to save his favorite table - sure, we'll put the guitar on the wall. For more than 50 years, we've been saving tables for our musician friends & millions upon millions of their fans at Hard Rock's many Cafes and unique Hotels located worldwide.





# LIVING OUR MOTTOS

While music is the heart of Hard Rock, philanthropy is its soul, and Hard Rock International is committed to making a difference through a wide variety of philanthropic causes and activities. For over 50 years, Hard Rock International has made it both its business and its abiding passion to make the earth a safer, healthier and better place to live. Since opening in 1971, Hard Rock International has been committed to two consistent brand pillars, music and philanthropy. In 2016, Hard Rock International launched the Hard Rock Heals Foundation, a global charity that aims to improve lives through the power of music. Hard Rock's guiding principle, "Love All – Serve All," encompasses the brand's dedication to its core mantras – "Save The Planet," "Take Time To Be Kind" and "All is One."

[LEARN MORE](#)





# VIBE

Music is our essence. It can create moods and memories. It can make you move to the floor or tuck you into bed. Music has a powerful effect on creativity. It can make you want to leave, or it can make you want to stay. Ignore it at your peril, as it is our potent brand differentiator and we take it very seriously. Our guests should not leave us and hear the same tracks at the mall or an airport food court that they have heard at our hotels. Hard Rock Hotel playlists are bespoke, lovingly handcrafted by our team of musical magicians. Remember that mix tape you made for your high school crush? Well our DJ's are crushing on our hotels. And their record collections are huge. But love is a two-way street, and that's one reason why our Vibe Managers, whom we refer to as the Visionary Individuals Behind the Experience, at each property are vital. Their input and expertise, their physical presence on the ground, is crucial in properly executing the music program.



## MUSIC IS OUR ESSENCE. IGNORE IT AT YOUR PERIL.



# ICONIC MEMORABILIA COLLECTION

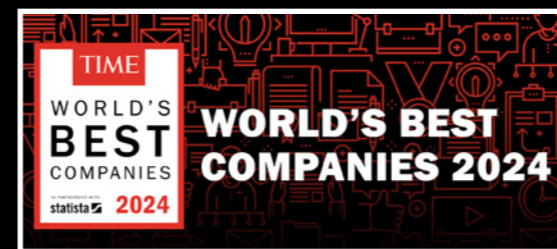
Hard Rock International is a custodian of music history, a curator of legendary moments, and a bridge connecting generations of fans to the artists they love. At the core of this distinction is Hard Rock's unparalleled memorabilia collection—an ever-expanding anthology of music's most iconic artifacts that transforms each property into a living museum. Unlike any other brand in the industry, Hard Rock infuses the spirit of music and entertainment into every guest experience, making memorabilia not just a feature but the heartbeat of its identity.



Each piece in Hard Rock's collection tells a story. Whether it's a handwritten lyric sheet, a custom stage outfit, or a well-worn guitar, every artifact carries with it an emotional resonance that transcends its physical form. As Rod Stewart famously sang, "Every picture tells a story," and the same is true for the memorabilia that adorns the walls of Hard Rock properties. When guests encounter a guitar once strummed by an artist they adore or a jacket worn onstage during an unforgettable concert, they are instantly transported to a moment in time. The emotional connection between music and memory is what makes memorabilia invaluable—it is measured not in monetary terms, but in the emotions and nostalgia it evokes.



# AWARD-WINNING GLOBAL RECOGNITION



Hard Rock Hotels has been honored by J.D. Power's North America Hotel Guest Satisfaction Study as the number one brand in Outstanding Guest Satisfaction for five consecutive years, and among the top Upper Upscale Hotels four times in five years.

HRI became the first privately-owned gaming company designated a U.S. Best Managed Company by Deloitte Private and The Wall Street Journal in 2021 and has since been honored fivefold. Hard Rock was also honored by Forbes among the World's Best Employers, as well as Best Employers for Women, Diversity and New Grads and a Top Large Employer in the Travel & Leisure, Gaming and Entertainment Industry. In the 2022 Global Gaming Awards, Hard Rock was named Land-Based Operator of the Year for the second time in four years. Hard Rock International currently holds investment grades from primary investment-grade rating agencies: S&P Global Ratings (BBB-) and Fitch Ratings (BBB)

# MEET TOGETHER

# BREAKOUT

AT HARD ROCK

Take care of business. Our unique venues are designed to add a casual, collaborative spin to your meetings & events. Expect the unexpected!

CONTACT OUR GLOBAL SALES OFFICE TODAY: [HOTELESALES@HARDROCK.COM](mailto:HOTELESALES@HARDROCK.COM)

