



# BREAKOUT

MEETINGS AT HARD ROCK HOTELS

ATLANTIC CITY



# 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. Four decades, 70+ countries and 180+ Hard Rock Cafes and 37 hotels & casinos later, we're still saving tables for our rock star friends, and for millions upon millions of their fans.



# LIVING OUR MOTTO'S

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 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."

LOVE ALL—SERVE ALL  
TAKE TIME TO BE KIND  
ALL IS ONE  
SAVE THE PLANET

# VIBE



Music is our essence. It can create moods and memories. It can make you move you 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 hand crafted 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.



# 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



# 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.



**JEFF NOLAN**  
Premier Memorabilia Tours  
Guitar Activation | Music Instruction



songdivision



rock om

Experience | feat. DJ Drez & Marti





## 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

### PICKS®

THE BAND:  
GROUP GUITAR LESSONS

ROCK YOUR RIFF:  
GUITAR ENSEMBLE

### MIX®

LEARN TO BE A DJ  
WINE RIFFS  
SILENT DISCO

### WAX®

SPIN ART

### MEMORABILIA

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

### MOTTOS

SAVE THE PLANET:  
CLEAN THE WORLD

ALL IS ONE:

DRUM CIRCLE CREATING UNITY  
THROUGH MUSIC

### SOUNDBODY

ROCK OM® EXPERIENCE

BOOK THESE EXCLUSIVE PROGRAMS FOR YOUR NEXT EVENT.



WHEN THE  
SPOTLIGHT IS OURS  
THE MOMENT  
IS YOURS

Every success story can trace its way back to an experience, one that changed those bold enough to be a part of it. These are BREAKOUT moments, our specialty. And on this stage is where you'll find yours.

So when you're ready to get serious about meetings, we're ready to make it happen. This is Hard Rock Hotel & Casino Atlantic City. And this is an event performance like no other.



ENJOY A TALENT THAT  
SETS US APART





# ROCK SPA<sup>®</sup> & SALON

Unwind like a true rock star with 31 newly designed treatment rooms, including 20 dedicated massage rooms, four facial rooms, two couples' suites, three body treatment rooms, and two Rhythm & Motion rooms. Our full-service salon includes manicures, pedicures, makeup, barber, and hair services.

## Breakout for relaxation

- Incentivize attendees with an array of treatments and services.
- Customize giveaways to amp up your guests.
- Reenergize and refuel pre or post meeting/event with a massage or facial.



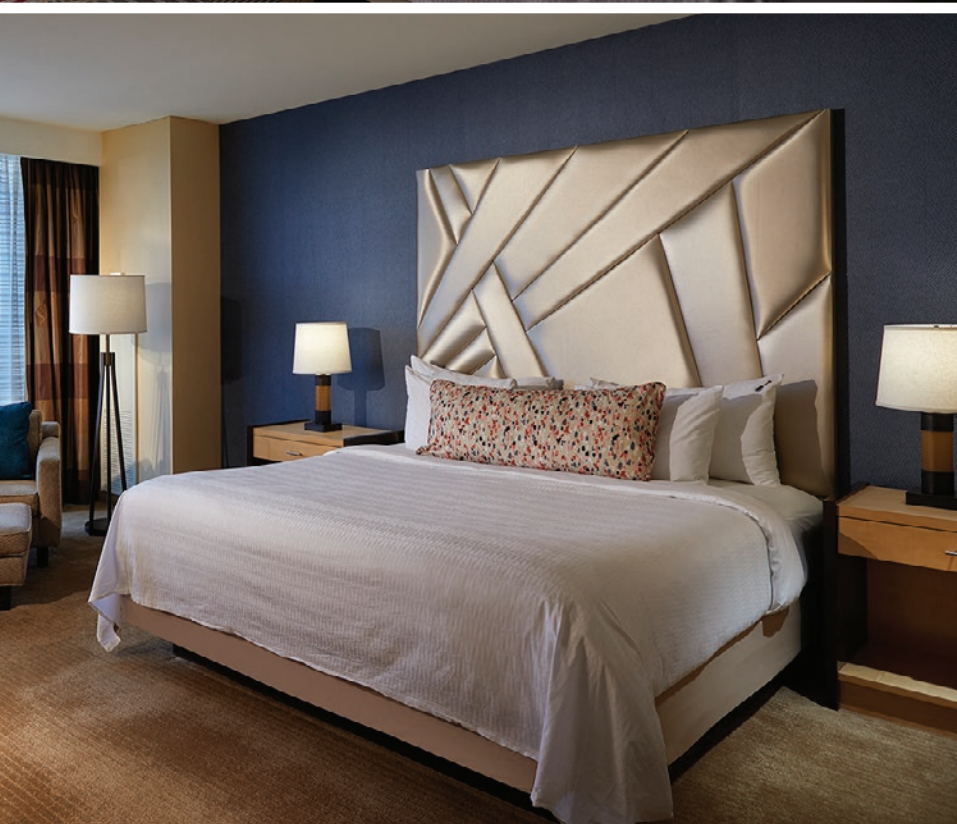
# ROOMS

## CLASSIC ROOM

This nicely appointed hotel room features either one king or two queen pillow-top mattresses with Sleep Like a Rock bedding, which includes delightful foam pillows and supple cotton sheets and duvets. The bathrooms are equipped with our signature Rock Spa bathroom products, including hand-cut soap, cotton towels, hair dryer and vanity mirror.

## OCEAN DELUXE

This nicely appointed hotel room features either one king or two queen pillow-top mattresses with Sleep Like a Rock bedding, which includes delightful foam pillows and supple cotton sheets and duvets. The bathrooms have a glass-enclosed shower and are equipped with our signature Rock Spa bathroom products, including hand-cut soap, cotton towels, hair dryer and vanity area. Each room also features a 55-inch mounted flat-screen TV, refrigerator, couch, alarm clock, self-set combination room safe and coffee maker, along with an iron and ironing board. Our premier ocean rooms provide a view of the Atlantic Ocean that only staying on The Boardwalk can provide!





# ROOMS

## APOLLO SUITE

This suite features a master bedroom with Sleep Like a Rock bedding, which includes delightful foam pillows, supple cotton sheets and duvet, not to mention a 55-inch flat-screen TV. The master bath is furnished with a glass-enclosed shower and/or a soaking tub, along with double vanity. With these great bathroom features comes our signature Rock Spa bathroom products, including hand-cut soap, cotton towels and hair dryer. This suite comes with a powder room and expansive living room space, which includes a four person dining area and bar. Each suite also features a second 65-inch mounted flat-screen TV, couch, over-sized chair, refrigerator, alarm clock, self-set combination room safe and coffee maker, along with an iron and ironing board.



CULINARY  
DISTINCTION  
PERFORMED DAILY



# DINING



## COUNCIL OAK STEAKS & SEAFOOD

Sophisticated dining serving only the finest cuts of dry-aged U.S. prime beef and the freshest seafood from local waters. An award-winning wine selection and nightly live entertainment is offered in a separate lounge area.

## KURO JAPANESE CRAFT KITCHEN

Kuro is the resort's luxe and socially vibrant Japanese restaurant. The new-style Japanese concept features handcrafted cuisine and cocktails using both locally sourced and imported ingredients.

## IL MULINO

Rustic Italian flavors will be served at Il Mulino, spotlighting Old World Italian food made with quality fish, lamb, and cured meats along with fresh homemade cheeses and pasta.

## SANDPIPER COASTAL BAR & GRILL

Revel in the cool, relaxed atmosphere where you can enjoy an eclectic seasonal menu designed for sharing. Enjoy modern culinary bites with expert wine pairings, fruit forward craft cocktails, and local brews.

## WHITE HOUSE SUBS

Among the many things that Jersey is known for, subs done right is near the top. White House Subs has crafted superior subs the 'New Jersey way' since 1946. From our humble beginnings nearly seven decades ago, White House Subs has become world famous for quality-made New Jersey subs. Visit our main location on Arctic Ave.

## THE FLAVOR TOUR

Enjoy food from seven different quick-service locations in Hard Rock Hotel & Casino. The Flavor Tour offers everything from sandwiches and salads to gourmet burgers, premium gelato, and more!



## HARD ROCK CAFE

A 400-seater serving up nothing but the hits, the Atlantic City Hard Rock Cafe brings guests all the most famous fare we're known for, plus some unique dishes exclusive to our boardwalk location. Bite into something savory, and order up some room service if you're feeling indulgent. The familiar comforts of Hard Rock's menu, along with the unbeatable scenery of the Boardwalk and everything beyond it, all make for the perfect place to greet—or end—another day in Atlantic City.

## FRESH HARVEST BUFFET

Fresh Harvest Buffet is the place to embark on a culinary tour of the world where every meal is a show-stopping chef's performance. Fresh Harvest Buffet brings guests live-action cooking and carving stations, brick oven pizzas, dim sum, delicious desserts and everything in between.

## YOUYU NOODLE BAR

YOUYU Noodle Bar, focuses on freshly made noodles and savory broths inspired by Asian street food.

## SUGAR FACTORY

"The Most Instagrammed Restaurant in the United States" made its Hard Rock debut in Atlantic City with its floor-to-ceiling candy wall, making this hyper-sweet eatery the perfect place for families to celebrate any occasion. Completing the confectionery, the restaurant also offers specialty beverages, homemade doughnuts and pastries, in addition to signature items such as savory crepes, salads, and monster burgers.

## STARBUCKS

Whether the weather calls for warm sweaters or sunglasses, Starbucks has the perfect beverage to quench your craving. Treat yourself to your favorite Starbucks goodies including, fresh, rich, brewed coffee, espresso beverages, hot chocolate, chai tea, and more. Need something quick to eat? Starbucks offers a variety of pastries, sandwiches, and snacks. For every perfect beverage, there is a perfect cup. Check out the ever-changing Starbucks merchandise.



# BARs



## LOBBY BAR

Sip and mingle in the heart of Hard Rock Hotel. The Lobby Bar is the resort's social centerpiece, the perfect place to meet up and chill out with friends. With views of the hotel arrival, lobby, and casino, the Lobby Bar features an effortlessly cool vibe that sets the scene to indulge in crafted classic and contemporary cocktails.

The Lobby Bar also hosts musical guests throughout the week. Check out our live events calendar and see who's in town.

## BEACH BAR

A tropical atmosphere with a rock star twist awaits you at Hard Rock Hotel & Casino Atlantic City.

Located on the warm, sandy beach overlooking the Atlantic Ocean, the Beach Bar offers an unrivaled Atlantic City experience. Relax in one of our cabanas or grab a spot at the bar and sip your favorite frozen cocktail. Soak up the sun and socialize with friends and fellow travelers at this one-of-a-kind boardwalk bar.

## COUNCIL OAK LOUNGE

Experience incredible live music while enjoying some world class cocktails at the Council Oak Lounge. Start your night by enjoying some of your favorite modern-day tunes with a classic twist. Finish off with a night cap while grooving to some world class Jazz.

## HARD ROCK SPORTSBOOK

Hard Rock SportsBook offers a full variety of sports wagering options, including futures and live betting on events in progress. Wagering is available on all major sports as well as tennis, golf, UFC, NASCAR and more.


Attached to the Sportsbook is an all-new Sports Bar with over 40 TVs to conveniently enjoy all the games while enjoying your favorite cocktail.

## HARD ROCK CAFE CENTER BAR

Hard Rock Cafe offers the authentic Hard Rock Experience. Surround yourself with iconic pieces of memorabilia from some of the most famous names in music ranging from Britney Spears to Ray Charles. The immersive experience in the cafe will make you think you are at a sold out concert. Enjoy classic American fare while listening to live music.





A sunset over a beach with a large yellow circle containing text. The sky is a mix of orange, pink, and blue, with a bird flying in the upper left. The beach is in the foreground, and the ocean is in the background.

From setup to sundown,  
our team of professionals are  
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.



With 2,000 rooms and over 150,000 square feet of meeting and event space, Hard Rock Hotel & Casino Atlantic City can fill any bill. A variety of venues are available to amplify your program and are designed to accommodate groups of all sizes – from intimate board meetings to large scale events and conferences. For the largest gatherings, Hard Rock Live at Etes Arena can stage a general session of 7,000 people or a 300+ booth trade show.

Our 29,000 square foot Seminole Ballroom divisible into six sections can be configured to accommodate everything from spectacular banquets and corporate events to intimate private concerts. And we have plenty of other spaces for your breakouts, offices, or whatever you can dream up. All of these spaces are easily accessible from your sleeping quarters, offer Wi-Fi access, expert a/v and technological integration, and world-class food and beverage.

# PROPERTY OVERVIEW

## Sleep

- 2,000 Guest Rooms
- Hospitality Suites for special events, Junior Suites for work and play, Apollo Suites with direct ocean and bay views, and Rehearsal Suites

## Eat & Drink

- Hard Rock Cafe
- Council Oak Steaks & Seafood
- Kuro Japanese Craft Kitchen
- Sandpiper Coastal Bar & Grill
- YouYu Noodle Bar
- Fresh Harvest Buffet
- Icon VIP Lounge
- Plum Lounge
- Starbucks
- Sugar Factory
- Il Mulino (Italian)
- The Lobby Bar
- Whammy Bar
- Beach Bar (Seasonal)
- In-Room Dining
- White House Subs
- Plus, 7 fast casual dining concepts

## Play

- Hard Rock Live at Etess Arena featuring world-class entertainment & events
- Rock Spa & Salon
- Body Rock fitness center
- Retail including Rock Shop
- Direct access to the Atlantic City boardwalk and beach
- Sound Waves
- Free Live Music 7 Days Per Week, 365 Days Per Year

## Game


- 130 Table Games
- 2,300+ Slots

## Meet

- Over 150,000 ft<sup>2</sup> of meeting/ event space
- Hospitality Suites for intimate receptions for up to 30 people
- Hard Rock Live at Etess Arena



# EDIT THAT SAME OLD STORY



Nothing great ever came from expected.  
So why escape just to fall into your everyday?  
Experience fun, inventive, new ways to press play,  
hit pause and break free from routine.  
And do it with a rhythm that's sure to please.

## THE SOUND OF YOUR STAY

Keep your groove going with our unique music programs:

### TRACKS

Upon check in, you'll receive a link to stream our curated playlists on Spotify.

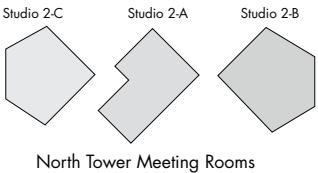
### PICKS

Get something much cooler than ice delivered to your room. Borrow a Fender® electric guitar and headphones, free.

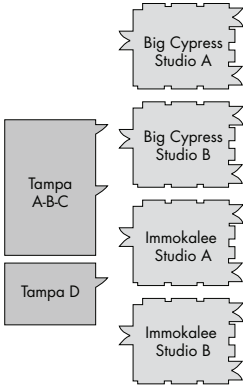
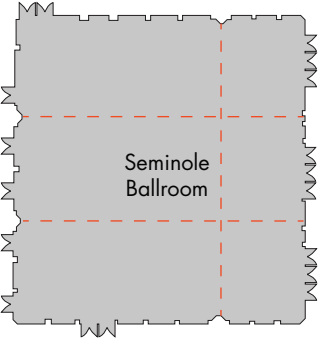
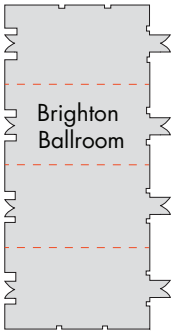
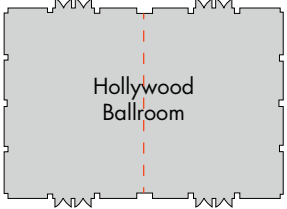
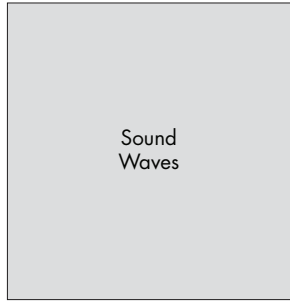
### WAX

Partnering with Crosley, Hard Rock has amplified the in-room listening experience with a carefully curated collection of 10 iconic records. A Crosley turntable will keep the records spinning as guests find their groove at leisure.

# MEETING SPACES



Convention  
Registration



\*All meeting space is located on the 2nd floor, except for Hard Rock Live at Etess Area and Sound Waves.

**MAX CAPACITIES (NO AV, STAGING, BUFFETS, ETC.)**

ROOM	DIMENSIONS	SQ. FT	CEILING HEIGHT	BANQUET	CLASSROOM	CONFERENCE	CRESCENT ROUNDS	HOLLOW SQUARE	RECEPTION	THEATER	U-SHAPE	10 X10 BOOTH
STUDIO 2-A	45x25	1,187	11'6"	-	-	16	-	-	-	-	-	-
STUDIO 2-B	40x30	1,231	11'6"	-	58	-	-	-	-	-	-	-
STUDIO 2-C	40x30	1,213	11'6"	-	54	-	-	-	-	-	-	-
FORT PIERCE SALON A	37x23	836	9'	50	45	24	40	24	64	64	24	-
FORT PIERCE SALON B	39x25	850	9'	40	24	18	28	18	50	50	15	-
FORT PIERCE SALON C	41x20	802	9'	30	42	30	24	24	70	70	27	-
FORT PIERCE SALON D	39x49	1,750	9'	110	72	36	88	42	112	112	36	-
TAMPA STUDIO A-B-C	19x46	866	9'	40	36	36	32	36	80	80	33	-
TAMPA STUDIO D	19X16	277	9'	10	6	12	7	8	-	15	6	-
BIG CYPRESS STUDIO A	38x21	771	10'6"	30	27	20	24	18	42	42	12	-
BIG CYPRESS STUDIO B	38x32	1,200	10'6"	60	60	20	42	30	80	80	21	-
IMMOKALEE STUDIO A	38x32	1,209	10'6"	60	60	20	42	30	80	80	21	-
IMMOKALEE STUDIO B	38x31	1,187	10'6"	60	60	20	42	30	80	80	21	-
HOLLYWOOD BALLROOM	119x82	9,712	12'	460	402	-	368	-	694	694	-	47
HOLLYWOOD WEST	59x82	4,848	12'	240	216	-	192	96	320	320	63	20
HOLLYWOOD EAST	60x82	4,864	12'	240	216	-	192	96	320	320	63	20
BRIGHTON BALLROOM	56x128	7,112	13'1"	360	345	-	216	-	720	720	-	34
BRIGHTON I	56x32	1,796	13'1"	80	60	36	56	36	130	130	24	-
BRIGHTON I + II	56x64	3,578	13'1"	200	132	-	112	54	288	288	42	-
BRIGHTON I + II + III	56x96	5,346	13'1"	280	204	-	196	-	528	528	-	-
BRIGHTON II	56x32	1,782	13'1"	80	72	36	56	36	130	130	30	-
BRIGHTON II + III	56x64	3,550	13'1"	200	192	-	120	-	300	288	42	-
BRIGHTON II + III + IV	56x96	5,316	13'1"	280	204	-	196	-	528	528	-	-
BRIGHTON III	56x32	1,768	13'1"	80	72	36	56	36	130	130	30	-
BRIGHTON III + IV	56x64	3,534	13'1"	200	132	-	112	54	288	288	42	-
BRIGHTON IV	56x32	1,766	13'1"	80	60	36	56	36	130	130	24	-
SEMINOLE BALLROOM	168x178	29,757	23'6"	1,520	1,512	-	1,368	-	2,638	2,638	-	144
SEMINOLE I	119x59	6,991	23'6"	360	396	-	324	-	676	676	-	-
SEMINOLE II	119x60	7,103	23'6"	360	396	-	324	-	702	702	-	-
SEMINOLE III	119x60	6,991	23'6"	360	396	-	324	-	676	676	-	-
SEMINOLE PRE-FUNCTION I	49x59	2,874	19'1"	120	126	-	108	-	360	360	-	-
SEMINOLE PRE-FUNCTION II	49x59	2,931	19'1"	120	126	-	108	-	360	360	-	-
SEMINOLE PRE-FUNCTION III	49x60	2,867	19'1"	120	126	-	108	-	360	360	-	-
HARD ROCK LIVE at ETESS ARENA	200x280	63,000	41'3"	2,960	1,950	-	2,160	-		5,758	-	280
SOUND WAVES THEATER	100x140	16,445	25'	382	303	-	341	-		1,368	-	80
FREIGHT ELEVATOR	10'6"x27'6"		8'									

Final figures may vary. Capacity figures do not account for head tables, dance floors, or audio-visual requirements. Final set-up number is subject to Fire Marshall approval.



The Seminole Tribe of Florida, also known as, “The Unconquered People,” survived and thrived after three wars with the United States Military in the swamps of the Florida Everglades.

Descended from just 300 Native Americans who eluded capture in the 19th century, today’s Seminole Tribe of Florida includes more than 4,000 proud people, some of whom reside on six reservations throughout the State of Florida—Hollywood, Big Cypress, Brighton, Immokalee, Fort Pierce, and Tampa.

One of the most economically diverse tribes in the country, the Seminoles are actively involved in the tourism, hospitality, citrus, cattle, and sugar industries.

It is with admiration for the unconquered spirit, and respect for the culture, heritage and tradition of the Seminole Tribe of Florida, that we have appointed our ballrooms with the names of the Florida Tribal Communities of the Seminole People.



**ATLANTIC CITY**

1000 Boardwalk | Atlantic City, NJ 08401 | 609-449-1000 | [HardRockHotelAtlanticCity.com](http://HardRockHotelAtlanticCity.com)

Bet with your head, not over it. Gambling problem? Call 1-800-GAMBLER.