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**HARD ROCK HOTEL SAN DIEGO TAKES CENTER STAGE WITH UNPARALLED MEETING  
AND CONVENTION CAPABILITIES**

*40,000 Square Feet of One-of-a-Kind Event Space Conveniently Located Across from the  
Downtown Convention Center*

**SAN DIEGO – Hard Rock Hotel San Diego** rocks the city’s meetings and convention world with 40,000 square feet of stylish and versatile space for holding unforgettable events or conferences. With the ability to cater to intimate meetings of 10 or extravagant bashes for 1,000 guests, Hard Rock Hotel San Diego provides planners with the newest, chic urban location for super tech-enabled indoor or outdoor events in San Diego. Every event is executed with the finest attention to detail and distinctive thread of contemporary edge found only at Hard Rock Hotel.

Opened in November 2007, the 12-story, 315,000-square foot Hard Rock Hotel San Diego offers 420 guest rooms for accommodating large in-house groups, featuring 176 suites including 17 Rock Star Suites for those guests requiring the ultimate VIP status. An upscale, contemporary destination, Hard Rock Hotel San Diego features signature restaurants, sophisticated nightlife and distinct amenities. The hotel is conveniently located across the street from the San Diego Convention Center, making it the perfect location for convention attendees to host adjunct meetings or receptions. In addition, Hard Rock Hotel’s convenient positioning at the ceremonial entrance to the famed Gaslamp Quarter, and one block from PETCO Park affords guests easy access to the city’s hippest dining, nightlife and entertainment offerings.

Reflecting its urban surroundings, Hard Rock Hotel San Diego’s meeting spaces incorporate a modern, non-traditional design philosophy and cutting edge technology. Every distinct meeting space offers WiFi-ready group connectivity, allowing for consistent multi-venue presentations which can be networked to all meeting spaces. The single largest indoor space is 9,200 square feet, accommodating up to 1,000 attendees.

Some of the more unique meeting/event spaces offered at Hard Rock Hotel San Diego include:

- **Woodstock-** An expansive 8,700 square foot terrace adjacent to the rooftop pool, bar and landscaped oasis. The ultimate choice for receptions and special events, this space is effortlessly integrated into the hotel’s surroundings, offering birds-eye views of the Gaslamp Quarter and a sophisticated, outdoor ambiance.
- **The Watchtower-** A stunning 600 square foot boardroom overlooking the lobby featuring 16 foot ceilings, floor-to-ceiling glass walls on two sides and a media center of custom millwork that spans an entire third wall with 50” LCD high-definition TV and entertainment bar.

- **The Edge-** A dynamic 4,000 square foot venue with floor to ceiling windows and private balconies overlooking the famed downtown Gaslamp sign, perfect for mid-size affairs.
- **Rock Star Suites** – Seventeen loft-like layouts provide the ultimate VIP gathering area or small reception space. Unexpected design pairings, spa-like bathrooms and outdoor decks with decadent views of the city harmonize with the most advanced of modern technology. Rock Star Suites are equipped with integrated video and sound systems, including home-theatre entertainment centers, matte leather couches, vibrantly colored fur pillows, dark ebony floors and hand-woven custom rugs that elevate the chic urban loft idea. Ranging in size up to 1,200 square feet, each suite is unique: the top floor Rock Star Suite features a fire pit and deck seating for 20, while another boasts 270-degree views of the San Diego Bay and an outdoor hot tub.

Additionally, early 2009 will mark the completion of the transformation of nearly 5,000 square-feet of meeting space. The development is a direct response from Hard Rock Hotel to the rapidly growing need for more meeting space within the hotel and throughout San Diego. The multi-functional space will include two levels and seven individual breakout rooms featuring the same unparalleled modern design and cutting-edge technology that is the property's signature.

Hard Rock Hotel San Diego's "Rock Star" service includes every event's own *Roadie*- a full-service hospitality professional who is dedicated to help plan, assist and manage group events and meetings from start to finish. The Hard Rock Hotel *Roadie* will cater to every desire of a group, from planning and management of all convention services and registration coordination to leisure events and programs for spouses and children. The *Roadie* is on-hand to give every meeting and event guest the full rock star experience that is exclusive to Hard Rock Hotel San Diego.

Continuing with that same extraordinary service, Hard Rock Hotel San Diego offers meeting planners a *Backstage Pass* which gives them escorted access to usually restricted areas of the property, where they can oversee the behind-the-scenes execution of their event- from watching the chef prepare their catering, to their attendees' room maintenance and special amenities, to unique break-out event session planning. Every step of the way, the *Backstage Pass* allows planners to become an honorary VIP member of the Hard Rock Hotel San Diego team during their event.

"Our goal is to blend the irreverent ambiance that is uniquely Hard Rock with outstanding service, customizable event packages and the ultimate in modern technology. In doing so, we are able to execute events that are unique

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and fun for attendees and polished and efficient for the planner in a stylish environment,” explains Melissa Olsen, director of sales at Hard Rock Hotel San Diego.

### **About Hard Rock Hotel San Diego**

Located at the entrance of the Gaslamp Quarter across from the San Diego Convention Center, Hard Rock Hotel San Diego boasts an upscale, contemporary design, signature restaurants, a sophisticated nightlife, superior customer service and, of course, the distinctive thread running through all Hard Rock properties – rock ‘n’ roll. Amenities include 420 rooms and suites including 17 Rock Star Suites, over 40,000 square feet of unique meeting and event space, a world-class Nobu restaurant, and a rooftop lounge and a street-level bar. Additional features include Maryjane’s Coffee Shop, Rock Spa and fitness center, a landscaped rooftop pool deck with private cabanas, a Rock Shop and a Pinkberry yogurt store. For more information, visit [www.hardrockhotelsd.com](http://www.hardrockhotelsd.com).

### **About Hard Rock International**

With 121 high-energy Hard Rock Cafes and nine Hotels/Casinos in 47 countries, Hard Rock International is one of the world’s most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world’s greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya and Bali. Additional hotel and casino projects have been announced in Macau and Penang, both scheduled to open in 2009; Palm Springs and Atlanta, both scheduled to open in 2010; and Dubai, scheduled to open in 2011. Hard Rock International, Inc. is owned by Seminole Hard Rock Entertainment, Inc. For more information on Hard Rock, visit [www.hardrock.com](http://www.hardrock.com).

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