



# THE CONVENTION GUIDE

HARD ROCK HOTEL & CASINO ATLANTIC CITY  
1000 BOARDWALK, ATLANTIC CITY, NJ 08401  
609-449-6060



ATLANTIC CITY



# WELCOME TO THE BAND!

Donna Ward, *Vice President of Sales*

Welcome to Hard Rock Hotel & Casino Atlantic City, the ultimate destination to host your amplified event. First, I would personally like to thank you for choosing Hard Rock Hotel & Casino Atlantic City, we are thrilled to show you why Hard Rock – rocks this way. Everyone has spaces; we have venues. Whether it be a corporate meeting, a trade show, your annual association meeting, or anything else that may bring you to our beautiful location, Hard Rock promises to make your event spectacular through and through.

Check In and Plug In to our great Experiences! From the moment you receive your proposal to the moment you check out; our team will be with you every step of the way providing our traditional amplified customer service to ensure your event is executed flawlessly.

The initial step in the process once your event is definite with us, we assign your group a professional Convention Services Manager. They will be your point of contact, your band leader, and will personally walk you through all steps necessary, providing unmatched customer service the entire time. They will also introduce you to internal and external partners in your process that you may need to orchestrate and communicate with for flawless execution.

Our Audio-Visual team can assist you in making sure any presentations, speech, or your technical content is shown effortlessly, while the Banquets team ensures all your guests are serviced by our award-winning team of Culinary masters.

Our Social Purpose is the life at Hard Rock, our company is founded on the mottos – Love All - Serve All, Take Time to Be Kind, Save the Planet and All is One, this will be exemplified throughout your event with us.

## **Let us be your backstage hands to execute your flawless event.**

Thank you in advance for the opportunity to show you why Hard Rock Hotel & Casino Atlantic City makes a difference and we look forward to building a long-lasting relationship with you.

**Welcome to the Band.**

Love All - Serve All

# THE CONVENTION CHECKLIST

## 12 MONTHS OUT:

- Submit a tentative program.

## 9 MONTHS OUT:

- Submit the company + contact names of your drayage company, production company, security company + any other outside companies you may have contracted.
- Update tentative program.

## 6 MONTHS OUT:

- Submit a copy of your certificate of insurance naming Boardwalk 1000 LLC and its affiliates, officers, directors, employees, representatives, contractors, and agents as additional insured
- Submit a copy of your exhibitor list (if applicable).
- Submit a preliminary program of all meetings, food & beverage functions, + exhibit hall hours with start + end times, a head count, + set-up style (theater, classroom, conference, etc.) for each function.
- Release all space not being utilized back to the hotel.
- Review any other permits + certificates you may need with your Catering & Convention Services Manager (CSM) to be sure they are submitted.
- Submit an outline of any functions requiring a set-up time of more than 2 hours prior to the scheduled event start time.
- Review your equipment requirements to determine if you have needs

beyond the standard Hotel inventory. Needs beyond Hotel inventory will incur additional charges that will be billed to the group's Master Account.

- Submit a copy of your marketing/promotional materials for approval.
- Discuss Hospitality requirements with your CSM.
- Make tentative banquet + wine selections.
- Determine arrival/departure location for all planned transportation with your CSM.
- Submit all public space plans including signage, sponsorship + banner requests.

## 90 DAYS OUT:

- Provide shuttle bus schedules.
- Decide dates + times for pre-convention and post-convention meetings.
- Submit/double check on status requests to local authorities for Fire Marshal, Health Permits + Gaming Compliance issues.
- Submit an outline of power + rigging requirements to your CSM.

## 45 DAYS OUT:

- Submit detailed + final specification for the set-up, audio visual, + food & beverage requirements for each of your functions.
- Submit final floor plans for Atlantic City Fire Department approval.

**30 DAYS OUT:**

- Submit an outline of any rehearsals that will be held in function rooms. (if applicable)
- Finalize any outstanding details needed for your arrangements.
- Submit final production schedule.
- Submit any VIP requirements. (rooms, amenities, etc.)
- Submit notification of any news or print media that has been invited to any of your events.
- Finalize arrangements for any organized group transportation.
- Submit insurance certificates for all outside vendors hired by your organization to do work on your behalf (please note prior to work being done in Hard Rock Hotel & Casino Atlantic City, all outside companies must have certificates of insurance on file).
- Ensure you or your production company have obtained necessary approvals from local officials (Fire Marshal, health permits, Division of Gaming Enforcement or other applicable agencies).
- Submit security + EMT schedules (if applicable).
- Submit final event schedule.
- Submit meeting room re-key requests.

**21 DAYS OUT:**

- Submit any changes to original BEOs provided.

**14 DAYS OUT:**

- Submit expected guest count for all F&B events.

**10 DAYS OUT:**

- Provide arrival/departure manifest (if applicable).
- Review event monitor posting(s) for all functions rooms.

**3 BUSINESS DAYS OUT:**

- Submit final guarantees for all F&B events (guarantees are not subject to reduction once given). Should no guarantee be submitted in writing, you accept + agree that the expected number is the standard and, as such, is not subject to reduction.



# ACCOUNTING | CREDIT

## **MASTER ACCOUNTS BILLED TO A CREDIT CARD**

- In order to set up this form of billing, we request that you complete a credit card authorization form.
- Hard Rock Hotel & Casino Atlantic City accepts all major credit cards.
- Wire transfers + checks are accepted under strict guidelines.

# BANQUET STANDARDS + POLICIES

## **ALCOHOLIC BEVERAGES + ALCOHOLIC BEVERAGE SERVICE**

Hard Rock Hotel & Casino Atlantic City is regulated by the New Jersey State Division of Gaming Enforcement. Per DGE regulations, alcoholic beverages of any kind will not be permitted to be brought into the hotel by the patron or any of the patron's guests or invitees from the outside. All beverage items must be purchased from the hotel. The DGE further prohibits removal of alcoholic beverages purchased by the hotel for client consumption.

Alcoholic beverages may not be brought into Hard Rock Hotel & Casino Atlantic City from outside sources.

Bartenders are required whenever alcoholic beverages are served in the hotel function space. Hotel will use discretion and stopping alcohol on a case-by-case basis, if necessary, as stipulated by law of the state of New Jersey. In the event that you wish to order special alcoholic beverages that are not in Hard Rock Hotel & Casino Atlantic City's inventory, these items must be ordered by the case and paid for in full. No refunds will be issued for unused product. Unused cases may not be sent to guest suites or leave the meeting space.

The legal drinking age in New Jersey is 21. Proper identification is required when attending a function where alcohol is to be served.

## **BARTENDER SERVICE RATIO**

The ratio of 1 bartender per 75 guests will apply to all functions with host paid bar service. If additional bartenders are requested, fees will apply. Consult with your CSM.

## **BANQUET GUARANTEE POLICIES**

14 business days prior to all food functions, the hotel requires the expected number of guests for each scheduled event. The expected number of guests cannot be reduced by more than 10% of the contracted estimated guest attendance.

- Final guarantees are due no later than 12 noon, 3 business days prior to the scheduled function.
- The guaranteed count provided is not subject to reduction, and charges will be applied accordingly.
- Should the client not notify Hard Rock Hotel & Casino Atlantic City of the guaranteed guest count, the expected number will be used as the final guarantee.
- Should the guarantee decrease by 10%, Hard Rock Hotel & Casino Atlantic City reserves the right to charge room rental, service charges, and/or relocate your group to a smaller room.

Please note the following shall apply to all increases in guarantees received within 72 business hours.

- Guarantee increases received less than 3 business days prior to the event that exceed the 5% overset shall incur a 10% price increase. This excludes coffee, decaffeinated coffee, tea, soft drinks, and mineral waters ordered on a consumption basis.

An increased guarantee within 72 business hours will not receive an overset amount: the new guarantee is the set amount.

Please note that in some cases Hard Rock Hotel & Casino Atlantic City may not be able to accommodate increases in food & beverage quantities as well as increases to capacity.

## **POP-UP ORDERS PLACED WITHIN 72 HOURS**

Any menu ordered within 72 hours of the function date will be considered a “pop-up” and will be subject to special menu selections and pricing.

## **LABOR FEE**

- A \$150.00 labor fee will be applied to all meal functions for less than 25 people.

## **GENERAL TERMS**

All reservations + agreements are subject to the rules + regulations of the hotel + the following conditions:

1. Banquet menus are updated annually but may also be updated as needed based on market conditions.
2. All federal + state taxes which may be imposed or be applicable to this agreement and to the services rendered by the hotel are in addition to the prices herein agreed upon + the patron agrees to pay them separately.
3. Per DGE regulations, alcoholic beverages of any kind will not be permitted to be brought into the hotel by the patron or any of the patrons' guests or invitees from the outside.
4. All food & beverage items must be purchased from the hotel 's banquet department.
5. We welcome your request for special items, which will be charged in their entirety per specific ordered quantities.
6. DGE prohibits the removal of alcoholic beverages purchased by the hotel for client consumption.
7. Products listed are subject to change without notice.

## **SPECIAL MEAL ORDERS**

Special meals are defined as those meals requested in advance for service other than the principle menu. All special meals must be included in the guarantee. If the number of special meals exceeds the contracted number, the special meals will be charged over + above the guaranteed or actual number, whichever is greater. Please note: Special meals will be charged at market price.

## **BANQUET SERVICE CHARGE**

The current service charge is 21%.

## **STATE TAX**

- The current New Jersey sales tax is 6.625% and will be billed to your account on all equipment rentals, food + non-alcoholic beverages.
- The current Atlantic City luxury tax is 3% and will be billed to your account on all alcoholic beverages.
- Tax rates are subject to change without notification.
- If the group is tax exempt, New Jersey State Tax Exemption Certificate (ST-5) must be submitted with the signed contract.



## **TABLE TOP EXHIBITS**

It is agreed that a maximum of 30 table top exhibits will be handled by Hard Rock Hotel & Casino without the use of a drayage company.

Each tabletop exhibits will incur a fee of \$75 per table/per day plus 6.625% NJ state sales tax (includes 1-6ft table, appropriately sized tablecloth, and room maintenance throughout the exhibition).

Electrical service will incur fees and will be billed separately to the exhibitor.

Tabletop exhibits should be self-contained, meaning the exhibitor arrives with their items and is able to bring their items to the exhibit area on their own. In the event the exhibitor requires assistance from bell services, fees will be incurred. It is the responsibility of the exhibitor to pay the fees when services are rendered. The current rate is \$25 per bell cart. Exhibitors are not permitted to use bell carts. A bellman must accompany the cart.

It is the client's responsibility to ensure that the exhibitors comply with the hotel's inbound package policy. Exhibitors are required to fill out and return the Inbound Package Form and Credit Card Authorization informing us of the delivery. Should an exhibitor not provide the required paperwork, the group will be held accountable, and the package fees will be applied to the group master.

## **TRADE SHOWS**

A 3rd party drayage/decorator company is required to be contracted to handle freight and exhibits for any shows with more than 30 tabletop exhibits. Our preferred drayage company is Vista Convention Services.

- Vista Convention Services – (609) 485-2421

Hard Rock Hotel & Casino Atlantic City will charge \$25 per booth/per day plus 6.625% NJ state sales tax for room maintenance throughout the exhibition.

Electrical service will incur fees and will be billed separately to the exhibitor.

### **1. Shipments**

All shipments and freight related to the groups' program must go through the contracted drayage company. Shipments of any kind will not be accepted at the property.

Should an exhibitor require items be shipped back to their location, arrangements must be made through the contracted drayage company.

### **2. Loss, Damage & Liability**

The Group agrees to be responsible for any damage done to equipment or function room during the time the function room is under their control, including damage or clean up made necessary by florist, decorators, or any outside agencies/vendors during set up or breakdown of Group program

Hotel will not be responsible for loss or damage of articles/items left in any part of the hotel or function rooms before during and after functions

### 3. Exhibits & Program

The Group contact and or any outside vendor and or decorators are responsible to leave event space in the identical condition as received. This includes clean-up of equipment, crating, any materials utilized in conjunction with the program as well as décor.

For any items left in the room, they will be disposed of, and a clean-up fee will be assessed and applied to Groups master account based on the time and labor required to return the room to original condition

#### **PLEASE NOTE THAT THERE ARE ADDITIONAL FEES FOR THE FOLLOWING:**

1. Drayage and placement of display equipment;
2. Decorations, banners, signage and related services;
3. Security services;
4. Labor --- carpenters, electricians, draperymen, etc.;
5. Storage of any exhibit-related material;
6. Lighting and electrical power (unless otherwise contracted herein);
7. Gas or water supply;
8. Cleaning and maintenance of individual booths --- \$25 per booth;
9. Required trash removal --- \$550 per dumpster pull (2 pull minimum)
10. Electrical current for each 120 outlet

#### **EXHIBIT MATERIAL**

Exhibit materials or damaged exhibits left in the hotel after the contracted move-out time has terminated will be removed at the expense of the show management. Exhibit materials are defined as anything brought into the hotel of the show to include crates, cartons, boxes, pallets, pelican cases, trash, etc.

### **MOTORIZED VEHICLES**

- Fuel tanks shall be kept filled at a level of no more than 1/8 of a its labeled liquid volume for vehicles on display 7 days or less;
  - a. A purge fee of \$500 will be incurred
- Vehicle is required to have a lockable fuel cap;
- Battery will be disconnected while vehicle is on display;
- The key to the vehicle must be turned over to Hard Rock Security or Transportation Department upon delivery;
- At no time will the vehicle be moved while participants are present;
- Vehicles must never be started, driven or operated under their own power within the building;
- Hard Rock Security or Transportation will return the key to the designated representative.

### **DISPENSING OF ALCOHOLIC BEVERAGE SAMPLES**

If your organization or any of your exhibitors wish to provide an alcoholic beverage sampling for the purpose of demonstration, the following shall prevail in defining the procedure + schedule of associated charges as a condition precedent to the provision of such products:

- An inventory of all alcoholic beverages to be sampled must be submitted to the Division of Gaming Enforcement (DGE) for approval 60 days in advance.
- Each exhibitor providing alcoholic samples must provide their Division of Gaming Enforcement (DGE) approved CHAB merchandising permit or current Omnibus permit 60 days in advance.
- All alcoholic beverages must be purchased from Hard Rock Hotel & Casino Atlantic City and dispensed by Hard Rock Hotel & Casino Atlantic City bartenders (prevailing rates will apply).

Sample sizes are limited to the following:

- 4oz. Malt Alcoholic Beverage
- 1oz. Fermented Wine or Sparkling Wine
- 1/2oz. Fortified Wine or Distilled Spirit



#### **DISPENSING OF FOOD + BEVERAGE PRODUCT SAMPLES**

- Items dispensed are limited to products manufactured, processed, or distributed by the exhibiting company.
- Product liability insurance is required when sample food is distributed at Hard Rock Hotel & Casino Atlantic City.
- Hard Rock Hotel & Casino Atlantic City will institute a charge for any rental equipment, storage of items, or cleaning of equipment associated with the distribution of samples.

# MEETING SERVICES

## **EQUIPMENT INVENTORY**

Hard Rock Hotel & Casino Atlantic City's standard meeting and convention inventory is supplied at no charge. If your requirements are larger than or different than the hotel's supply, additional costs may be incurred in order to secure additional equipment to meet your needs.

## **STAGING**

Hard Rock Hotel & Casino Atlantic City provides production staging for events. Custom stages can be designed with a Hard Rock Hotel & Casino Atlantic City production manager at an additional cost.

## **SET-UP FEES**

Extraordinary set-up delays or changes made less than 24 hours prior to the function, caused by the client/show decorator/drayage/production company may incur additional labor charges. Hourly labor rates are \$60 per hour / per person with a 4-hour minimum for each person. Additional fees will also be incurred for the Atlantic City Fire Departments Fire Prevention Bureau. NOTE: these changes are contingent on the approval from the Atlantic City Fire Departments Fire Prevention Bureau and Hard Rock Hotel & Casino Atlantic City will not proceed without approval.

## **FACILITY CARPET PROTECTION**

Visqueen, at the cost of the client, must be installed prior to using any lifts, placing crates or laying carpet over existing carpet. Pallet jacks and the use of straight edge razors are prohibited in all carpeted areas. Pricing varies based on event space.

## **BANQUET MANAGERS | BANQUET SUPERVISORS**

As an extension to your CSM, our banquet manager/supervisor will be on the floor to ensure that your event set-up, food and beverage are executed as planned. In addition, they will ensure additional requests are met.

## **MEETING ROOM KEYS**

Keys to all meeting rooms (excluding ballrooms, Hard Rock Live at Etes Arena and Sound Waves Theater) are available through your CSM.

- Keys can be supplied at \$50 per door.
- A maximum of 2 keys will be provided.
- Keys must be returned to your CSM at the conclusion of your program.
- If keys are not returned to your CSM at the conclusion of your program a replacement fee of \$1,500 per tumbler will be incurred.
- In re-keying a room, Hard Rock Hotel & Casino Atlantic City assumes no liability for security of items within the room.

## **EVENT POSTINGS**

- Hard Rock Hotel & Casino Atlantic City provides complimentary posting of general meeting information on our Event Directory Boards on individual flat-screen monitors outside each meeting room.
- The optimal settings to display meeting information is 32 characters.

# AV + PRODUCTION SERVICES

## **EXCLUSIVE SERVICES**

Hard Rock Hotel & Casino Atlantic City is the exclusive provider of Audio/Visual equipment and labor, electrical, rigging, lighting, banner hanging, truss and motors.

Please contact Hard Rock's Lead AV Technician at 609-449-5617 (o), 609-401-7436 (c) or [hardrockav@hrhcac.com](mailto:hardrockav@hrhcac.com) for more information and for assistance with all show management requirements

## **SCOPE OF WORK**

At Hard Rock Hotel & Casino Atlantic City, some services are exclusively provided through various departments. The exclusivity is necessary for safety concerns, consistency in standards, and efficiency. Set forth below is a description of those services to assist you in the planning of your event.

The assembly, installation, operation and dismantling may only be performed by Hard Rock Hotel & Casino Atlantic City AV + Production Services for the following:

- Anything attached to truss or building structure, i.e. lighting, cabling, audio, video equipment, special effects gear, etc.
- All ground-supported truss, lighting and rigging systems. This includes attachment of all equipment, drapery, signs and banners connected to ground-supported truss.
- All floor-supported items that project more than 16 feet from the floor.

**SCOPE OF WORK** (continued)

- Truss and Motor: All truss and motors are to be provided by Hard Rock Hotel & Casino Atlantic City AV + Production Services.
- Specialized production requirements can be accommodated within the Hard Rock Hotel & Casino Atlantic City AV + Production Services required program; please contact Hard Rock’s Lead AV Technician at 609-449-5617 (o), 609-401-7436 (c) or hardrockav@hrhcac.com
- Once delivered to the facility loading docks, the handling and moving of all materials included in the Scope of Work will be exclusive to Hard Rock Hotel & Casino Atlantic City AV + Production Services or an approved show decorator or drayage company.
- All lift equipment required to perform Scope of Work must be operated by Hard Rock Hotel & Casino Atlantic City AV + Production Services.
- Installation of the following is exclusive to Hard Rock Hotel & Casino Atlantic City AV + Production Services:
  1. Cords and cables under carpet and final connection from equipment, light fixtures, power tracks and all electrical items to outlet(s).
  2. Portable generators, motor generators and converter transformers.
  3. Portable cabling from main switch to all panels and distribution.
  4. Portable plumbing service (air, water and drains for all areas) whether in the exhibit area or not. Includes air compressors, various pumps and sub-pumps and hook of same.
  5. The use of individual air compressors or pumps is prohibited. However, if they are an integral part of the exhibit products, please contact your CSM for approval.
- All work required in the catwalk structure is to be exclusively performed by Hard Rock Hotel & Casino Atlantic City AV + Production Services labor. In addition, any equipment on or around the catwalk needs to be Hard Rock Hotel & Casino Atlantic City owned or inspected and approved.

**EXHIBITOR SERVICES**

The following services can be provided by Hard Rock Hotel & Casino Atlantic City. Operating hours are tailored to move-in, show days, and move-out schedules, with all the flexibility that your event requires. The coordination of services includes:

Audio/Visual Rental	Electrical	Rigging	Internet	Telecom
Booth Lighting	Hanging Applications	Plumbing	Lighting Rental	Catering



## NOISE LEVELS

Hard Rock Hotel & Casino Atlantic City retains the right to regulate the volume of any sound, whether it be music, voice, or special or artificial effects to the extent that the same interferes with other guests within the facilities or is determined to be offensive or otherwise violates the terms, or the rules and regulations, or agreement.

# TECHNOLOGY | WI-FI

## EXCLUSIVE SERVICES

- Internet
- Telecommunications

## TECHNOLOGY | WI-FI

Our permanently installed wireless network was specifically designed to support a massive number of simultaneous connections. Two (2) 3Gbps of bandwidth are dedicated to our meeting and exhibit space.

Location	Download in Mbs	Upload in Mbs
Seminole Ballrooms	149.8	247.8
Brighton Ballrooms	189.6	295.5
Hollywood ballrooms	132.9	150.4
Big Cypress A	171.6	309.7
Big Cypress B	183.3	303.4
Immokalee A	190.9	312.1
Immokalee B	188.9	304.2
Tampa A,B,C	194.9	317.0
Tampa D	198.4	311.9
Fort Pierce Salon A	130.7	152.0
Fort Pierce Salon B	145.3	155.7
Fort Pierce Salon C	137.2	141.9
Fort Pierce Salon D	160.4	315.8
North Tower Studio A	217.7	204.6
North Tower Studio B	310.5	304.6
North Tower Studio C	311.3	312.3

## **SCOPE OF WORK**

Installation of the following is exclusive to Hard Rock Hotel & Casino Atlantic City Technology Services.

- Fiber and communication cables, audio/visual, data and telephone cables

# **EMERGENCY | SECURITY**

## **EMERGENCY EQUIPMENT**

Hard Rock Hotel & Casino Atlantic City is equipped with a state-of-the-art Life Safety System.

- The facility is equipped with an alarm system and sprinkler system that activates by heat-sensitive devices and smoke detectors in the ventilation system.
- Fire extinguishers and other emergency equipment are strategically located in all areas of the building.
- Hard Rock Hotel & Casino Atlantic City Fire Command continually monitors all building emergency systems throughout the facility.

## **EMERGENCY STAFF – EMT SERVICES**

- Our security department is operational 24 hours a day and becomes the communications center and command post in the event of an emergency.
- Contingent upon the type and nature of the event, Hard Rock Hotel & Casino Atlantic City reserves the right to require the client to contract police and/or EMS services.
- In the event of emergency call 9-1-1, then notify Hard Rock Hotel & Casino Atlantic City Security Dispatch at 609-449-6292.

## **FIRE EXTINGUISHERS | FIRE HOSE CABINETS**

- Please remember that all fire extinguishers and fire hose cabinets must be kept clear, accessible and remain free of obstruction at all times.
- The fire hose cabinets, fire extinguishers, and permanent fixtures of the facilities cannot be moved.

## **HOTEL EMPLOYEE ACCESS**

- It is understood that employees of Hard Rock Hotel & Casino Atlantic City, may require access to your exhibit or production area for reasons including, but not limited to, housekeeping, maintenance and security.
- The show manager/producer must agree to allow entry to employees of Hard Rock Hotel & Casino Atlantic City, presenting suitable identification and stating job-related need for entry.

## **EMERGENCY ANNOUNCEMENT PROTOCOL**

1. In the event of an alarm activation, audible and visual alarms will activate. This is not a signal to evacuate the building.
2. An announcement will be made stating the nature of the alarm that is being investigated.
3. Once the nature of the alarm is determined, further instructions will be communicated.
4. In the event the alarm poses no danger, an “all clear” will be announced.
5. Should evacuations be necessary, we will communicate using our Life Safety System.

## **SECURITY INCIDENT REPORTING**

- Hard Rock Hotel & Casino Atlantic City maintains 24-hour security over the interior/exterior of the facility, including all life safety and equipment systems.
- Hard Rock Hotel & Casino Atlantic City requires copies of all incidents of injury, vandalism, theft, etc.
- These should be reported to security immediately so that appropriate investigations/reports may be initiated.



### **SECURITY STAFFING REQUIREMENTS AND TRAFFIC CONTROL**

1. A security officer must be present while freight doors are being utilized. Hard Rock Hotel & Casino Atlantic City will not open any freight doors without security present.
2. A security officer must be present at any specific door being used after the facility is locked and during move-in and move-out.
3. If your event is open to the public, you are required to contract Atlantic City Police. When ACPD has been hired, this information must be included in your security plan provided to your CSM.

### **LOST AND FOUND**

Guests on property may contact security 24/7 with inquiries or to turn in found items. Security officers are located throughout the building to assist.

Show management, show registration counters, contracted security companies, or other show-related entities should immediately turn over any lost and found items to Hard Rock Hotel & Casino Atlantic City Security. To ensure accurate documentation and maximize the possibility of returned items, please do not maintain separate lost and found programs.

### **HARD ROCK SECURITY**

Hard Rock Security can be hired at \$35 per hour/guard (4 hour minimum).

# FIRE COMPLIANCE

## **AUTOMATIC FIRE SAFETY SYSTEM (AFSS) REQUIREMENTS**

Hard Rock Hotel & Casino Atlantic City is equipped with operational sprinkler coverage throughout the property.

## **DISPLAYS | DRAPES | HANGINGS**

All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth, and similar decorative materials shall be flame retardant to the satisfaction of the ACFD and State Fire Marshal.

- Canvas, cloth, cardboard, leaves, or similar combustible materials shall be completely flame retardant.
- Oilcloth, tar paper, sisal paper, nylon, orlon, and certain other plastic materials cannot be made flame retardant and their use is prohibited.
- Manufacturer fire resistance certificates must accompany all materials.
- These items are also prohibited from covering any and all sprinkler heads.
- It is prohibited to hang any items from the sprinkler heads.
- No open flames/candles are permitted.

**FEES:** Atlantic City Fire Departments Fire Prevention Bureau Fire Safety Permit fee is \$300.

## **FIRE MARSHAL PERMITS AND APPROVAL**

Function Space: In accordance with NJAC 5:70-2.7 (a), "It shall be unlawful to engage in any business activity involving the handling, storage or use of hazardous substances, materials or devices, or to maintain, store or handle materials; to conduct processes, which produce conditions hazardous to life or property; to install equipment used in connection with such activities, or to establish a place of assembly without first obtaining a permit from the Fire Official".

NOTE: Each individual act requires a separate permit. Consult your CSM.

- A floor plan for Fire Marshal approval must be submitted 30 days prior to the event.
  - a. An additional \$200 fee will be incurred if the permit is not submitted 30 days in advance.
- A date and time for inspection will be submitted at the time of filing
  - a. The room(s) must be ready for inspection at the time given, if not a \$75.00 re-inspection fee will be issued.
- Any function not approved by the Fire Marshal will not, under any circumstances, be allowed to go forward or proceed.

## **AUTOMOBILE | FUEL-POWERED VEHICLES INSIDE FACILITY**

All requests for placement of automobiles, trucks, motorcycles, and other motorized vehicles must be approved in advance by Senior Management of Hard Rock Hotel & Casino Atlantic City before being submitted to the Atlantic City Fire Departments Fire Prevention Bureau. All requests need to be submitted 60 days in advance. All requests will be reviewed in a timely manner.

The official decorator/exhibit/production company you select is responsible for, and must submit a floor plan of, the proposed location of any automobiles, trucks, motorcycles, and other motorized vehicles to the Atlantic City Fire Departments Fire Prevention Bureau for approval thirty (30) days prior to the event.

A \$500.00 per vehicle car purge fee will be applied to all events with a vehicle(s) in the event space.

## **HAZING**

Hazing for special events may be permitted with approval of the ACFD and Hard Rock Hotel & Casino Atlantic City. Consult your CSM to discuss.

The following steps need to be followed for the hazing to be reviewed for approval:

1. Notify your CSM of the upcoming hazing events – they will forward a hazing request form for either a winter and/or summer function.
2. Requesting party will need to complete and sign the hazing request form and return it to the CSM for processing.
3. Fire Command will schedule a haze demonstration to verify that the equipment and haze levels meet Hard Rock Hotel & Casino Atlantic City requirements and determine if the Life Safety Systems must be adjusted. The demonstration must be scheduled at least 24 hours in advance of the first scheduled hazing event.
4. Once demonstration is scheduled, Fire Command will e-mail facilities advising of scheduled demonstration time.
5. Fire Command is to contact and notify Security and Facilities to schedule Security for hazing event.

Fire Command will notify facilities of the final times of the hazing event for billing.

## **PYROTECHNICS**

Pyrotechnics for special events may be permitted with the approval of the ACFD and Hard Rock Hotel & Casino Atlantic City. Please consult your CSM to obtain approval. Approval is obtained from the ACFD by submitting a written plan of operations within sixty (60) days of the scheduled event date.

## **COMBUSTIBLE | NON-COMBUSTIBLE STORAGE**

Floor plans must identify storage areas as “combustible or non-combustible” storage. Onsite these areas must be clearly marked and have fire extinguishers on all four corners. Roving security is required for combustible storage during non-show hours.

- Combustible storage: drapes, tables, chairs, trash cans, access usage, signage, electric carts, pallet jacks, dollies, push carts, rolling cases, empty crate returns
- Non-combustible storage: metal, concrete, brick, dirt
- Carpet pigs, propane canisters, fork lifts, boom lifts, and equipment that requires propane or fuel are not permitted to be stored inside the facility

## **EQUIPMENT STORAGE**

Space permitting, a maximum of five (5) lifts may be stored in a pre-approved area located outside the building on the ramp/dock. No storage trailers, ramps, freight, or empties may be stored in this area. Empty returns must be pre-approved by your CSM. All life safety equipment/areas (exit aisles, exit doors, exit signs, hose valves, fire extinguishers, etc.) must always remain visible and in clear view. There must be at least three (3) feet of access on all sides from the equipment. For a complete list of regulations contact the Atlantic City Fire Departments Fire Prevention Bureau.

## **MOTORIZED TRANSPORTATION**

Hoverboards, Segways, and other motorized transportation methods are not permitted at Hard Rock Hotel & Casino Atlantic City. Any patron that is requesting to use one of these devices for a disability must provide credible assurance.

## **BALLOONS | INFLATABLES**

Balloons inside the facility must remain tethered to a fixed object and may be no larger than thirty-six (36) inches in diameter. The use of Mylar balloons is discouraged. Approval to display balloons must be obtained from your CSM prior to move-in and will need ACFD approval.

If any type of balloon or inflatable comes loose and causes damage to any ceiling or other area (i.e. Permanent and/or temporary light fixtures, electrical, audio/visual, etc.), the Meeting Planner shall assume full liability for said damages, and a labor and equipment charge to retrieve balloons will be assessed. If balloons or inflatables come loose and are ingested into the HVAC system, the Meeting Planner will also assume full liability for these damages. Furthermore, Hard Rock Hotel & Casino Atlantic City cannot be held responsible for any HVAC, electrical, or other system failures as a result of damage created and incurred by balloons and inflatables.



### **NEW JERSEY CLEAN INDOOR AIR ACT | NO SMOKING LAW**

The New Jersey Clean Indoor Air Act prohibits smoking in indoor public spaces. As a result, smoking is not permitted in the meeting rooms, ballrooms, Hard Rock Live at Etes Arena, and Sound Waves Theater. Additionally, smoking is not permitted in restaurants, lounges where food is served, hotel lobby, elevators, guest room hallways, retail stores and other indoor public spaces. The casino floor and certain lounges where food is not served are exempt.

### **FOYERS | HALLWAYS**

All foyer and hallway space in Hard Rock Hotel & Casino Atlantic City is considered public space. No private use and/or access is guaranteed at any time. Public traffic and movement of equipment will take place in the foyer and hallway space.



# ADA

## **PARKING AND CURBSIDE LOADING/UNLOADING**

Covered handicapped and overnight parking is available at Hard Rock Hotel & Casino Atlantic City allowing access to hotel casino areas and Hard Rock Live at Etess Arena and Sound Waves Theater.

## **ADA REQUIREMENTS**

Hard Rock Hotel & Casino Atlantic City complies with the public accommodation requirements of the Americans with Disabilities Act (ADA).

The Organization shall attempt to identify in advance any special needs of disabled registrants, faculty, and guests requiring accommodation by the hotel, and will notify the hotel of such needs for accommodation as soon as they are identified to the Organization. Whenever possible, the Organization shall copy the hotel on correspondence with attendees who indicate special needs as covered by ADA. The hotel shall notify the Organization of requests for accommodation which it may receive otherwise than through the Organization to facilitate identification by the Organization of its own accommodation obligations for needs as required by ADA.

## **WHEELCHAIRS AND SCOOTER RENTAL**

Outside contractors available upon request.

# GAMING AND TAXING COMPLIANCE

## **GAMING COMPLIANCE**

The New Jersey Division of Gaming Enforcement (DGE) requires notification and its approval for any of the following activities:

- Any event where Mock Gaming takes place
- Any event where a game of chance is to take place
- Any event where prizes are awarded by chance
- Any event where alcohol is sampled

Events that fall into this classification are required to submit information to the DIVISION OF GAMING ENFORCEMENT (DGE) (DGE) through HARD ROCK HOTEL & CASINO ATLANTIC CITY Compliance Department to obtain approval. Approval must be granted before any activity shall take place. Approval process must be started at least 60 days prior to the event date to be processed by the DIVISION OF GAMING ENFORCEMENT (DGE) (DGE). The DIVISION OF GAMING ENFORCEMENT (DGE) (DGE)'s decision is final and HARD ROCK HOTEL & CASINO ATLANTIC CITY is required by law to comply with their decisions.

# GROUP SERVICES

## **GROUP HOUSING SERVICES**

Upon completion of the sales process, your contract will be shared with the Customer Care Group upon which time a Group Specialist will be assigned. This individual will become your housing contact, along with your CSM. The Group Housing Specialist will receive your rooming lists, inventory allotment changes and make room reservations for you should you elect not to use our Housing software Passkey.

## **GENERAL POLICIES**

- Your contract outlines a number of critical deadlines and policies including cut-off dates, cancellation terms and booking procedures. We request that you adhere to these dates and policies as they will ensure the hotel is prepared for your group's arrival. Any changes to your contract that are material and impact dates, rates and space will be addressed by your Sales Manager.
- Your group will be assigned a Convention Service Manager to assist you and become your Hard Rock Liaison as you plan your meeting and event at Hard Rock. Be sure to share with them your vision and agenda so that they may suggest how your event can become Hard Rock inspired.
- All reservations must be guaranteed with a deposit prior to arrival, please refer to your Group Specialist for specific details. This deposit will be applied to your room folio upon settlement.
- To ensure a smooth check-in, all reservations must include first and last name. For the safety of our guests, only guests listed on a reservation will be able to check-in.
- Guests must be 21 years of age or older to check-in.
- One credit card may be provided for ten or more reservations. The authorized owner of the credit card must be present at check in or the changes must be paid in advance. Contact your CSM for further details.

## **ROOMING LIST GROUPS**

It is required that all rooming lists are submitted in Excel format. Your Group Specialist will provide a template for your convenience. A separate list is required for each billing type (such as room and tax to master, individual pays own, etc.). This will allow your Group Specialist to process your rooming list quickly and accurately provide housing confirmation numbers to you. A Passkey link can and will be provided to you so that you may monitor your group pick up and upload rooming lists in advance of the cut off. Please include a separate column on each rooming list that contains the following information:

- First Name
- Last Name
- Arrival Date
- Departure Date
- Email Address
- Method of Payment
- Special Requests
- Room Type

## **CALL-IN GROUPS**

A Passkey link will be provided by your Group Specialist for attendees to book individual reservations. The link is private to your group. Using the link enables guests to reserve, cancel and change their own reservations. Use of the link reduces the risk of event attendees booking outside of the contracted block.

## **ARRIVAL PROCESS**

Hard Rock Hotel & Casino Atlantic City offers our guests valet parking, self-parking, and taxi/sedan arrival points at the porte cochere. Subject to fees upon entry to the garage.

## **FRONT DESK**

Hard Rock Hotel & Casino Atlantic City's Front Desk is staffed twenty-four (24) hours a day, seven (7) days a week to assist with the following needs:

- Check-In / Check-Out
- Special Requests
- Property Orientation

## **PRE-KEY**

Your CSM can assist with advancing and pre-keying your group's VIP's, as well as selected guests. A fee of \$3.00 per room will be incurred for this service. To request pre-key, please read through the below guidelines:

- The names of guests selected for pre-key must be provided to your CSM within five (5) days of their arrival date to allow special requests to be pre-blocked.
- A fee of \$3.00 per room will be incurred for this service
- Pre-key service is for no more than 50 rooms

## **GUEST SERVICES**

Guest services is available at Hard Rock Hotel & Casino Atlantic City to assist each guest with valet services, luggage assistance & storage and wheelchair or scooter rentals. Guest services offers the following amenities:

- Porterage: This service is available to assist your group in delivering luggage automatically to guest rooms upon check-in. Upon departure, our Guest Services team will then remove the luggage from each room at a predetermined time as specified by the meeting planner. To arrange these services please notify your CSM. Fees may apply.
- Room Deliveries: Guest Services can deliver items to group attendees at specified times. Guest Services can place items inside the room. To arrange deliveries, please contact your CSM.

## **GUEST ROOM | SUITE POLICIES**

Hard Rock Hotel & Casino Atlantic City offers a dynamic array of suites with various amenities. To offer the best guest room/suite product to you and your guests we ask that you read through the below policies:

- The removal, dismantling or moving of suite furniture is not permitted without the consent of Hard Rock Hotel & Casino Atlantic City Management.
- Exhibiting or selling of goods and products in guest rooms/suites are not allowed, unless permission is received from Hard Rock Hotel & Casino Atlantic City Management.
- Each guest room/suite is equipped with 20 AMP 110-volt outlets. Exceeding this amount will result in failure in flow of electric to the room/suite.
- The hotel can deliver items to guest rooms/suites if the weight of the items does not exceed 200 pounds. Fees will apply.

## **GUEST ROOM | SUITE AMENITIES**

Upon check-in a Front Desk Agent will ask for a method of payment and a valid government ID. If the room charge is paid for, the guest will have two (2) options for their incidental deposit. If the room charges are not paid for, the guest will be responsible for the room, taxes, and \$100.00 incidental deposit. \$100.00 per day deposit will allow the guest to charge back to their room/suite in addition to other hotel amenities.

## **HOTEL OCCUPANCY TAX**

- The current hotel occupancy fee in Atlantic City is \$3.00.
- The current Atlantic City Tourism Fee is \$2.00 plus applicable taxes.
- The current Casino Room Occupancy Fee is \$2.00 plus applicable taxes.
- The current New Jersey state tax is 6.625%.
- The current Atlantic City luxury tax is 3%.
- Taxes are subject to change without notice.

## **RESORT FEE**

Rates do not include a daily resort fee of \$25.00 plus applicable tax per night, payable upon check-in. The Resort Fee includes: access to the fitness center, pool and in-room/suite Wi-Fi. Exclusions may apply.

## GROUP SERVICE PRICING

Please find below a schedule of fees for the additional services. Please contact your CSM if you are interested in any of these services:

### Front Office & Concierge

- Generic or name specific handout at check-in.....\$2.00 per item

### Group Hotel Services

- Pre-Key..... \$3.00 per room
- This service is available to groups with less than 50 rooms.

### Guest Service

- Flower Arrangements ..... \$1.00 per room
- Letter / Envelope Delivery ..... \$3.00 per room
- Generic Gift Bag Delivery ..... \$4.00 per room
- Personalized Gift Bag Delivery ..... \$5.00 per room
- Delivery for Convention/Other Items ..... \$5.00 for up to 4 items
  - › For 5 or more please refer to Freight / Package Assistance for pricing
- Porterage (upon arrival only) ..... \$3.50 per guest
- Porterage (round trip).....\$7.00 per guest
- Freight / Package Assistance ..... \$25.00 per bell cart
- Private Luggage Storage ..... \$35.00 per hour, per bellman

### Housekeeping

- Standard Turndown Service ..... \$3.00 per room/suite1.0



# TRANSPORTATION

**PLEASE FORWARD TO YOUR CSM YOUR TRANSPORTATION PLAN WITH THE FOLLOWING INFORMATION INCLUDED:**

- Name of transportation company that you have selected
- Telephone number for transportation company
- Key contact on-site for shuttle buses
- Number of buses being utilized on the property
- Number of routes that will be running
- Schedule of dates and hours of the shuttle service
- Hours of peak traffic: inbound and outbound
- For private charter loading and unloading, please contact your CSM
- For groups that will utilize Destination Management Companies (DMC), please provide the name of the contact
- All shuttles should be restricted to the assigned pick-up and drop-off area
- Any extra shuttles/buses will be staged in a designated area
- Any request for transportation must be approved by your CSM

# SHIPPING | RECEIVING & PARCEL MANAGEMENT

## **RECEIVING PACKAGES**

Our Concierge Desk handles all package receiving for hotel guests. Fees will apply.

In cases where a drayage company or decorator is required, all shipments and freight related to the groups' program must go through the contracted drayage company. Shipments of any kind will not be accepted at the property.

Should an exhibitor require items be shipped back to their location, arrangements must be made through the contracted drayage company.

## **RECEIVING INSTRUCTIONS FOR CLIENTS (ONLY)**

There is limited storage space for shipments sent by local carriers, and delivery schedules must be arranged and approved in advance. Your CSM will coordinate the appropriate arrangements, at least fourteen (14) days prior, with the Receiving Dock Master Foreman and Security to ensure a successful delivery of your items to HARD ROCK HOTEL & CASINO ATLANTIC CITY. Shipments arriving without prior authorization from your CSM may be refused by HARD ROCK HOTEL & CASINO ATLANTIC CITY.

Packages will not be accepted more than three (3) working days prior to your program date commencement.

Please do not ship any items to the attention of the CSM.

A manifest with tracking numbers must be provided to your CSM upon shipping.

## **TERMS AND CONDITIONS**

Receiving, delivery and storage charges are payable at the time of delivery. Recipient may be required to present government-issued photo identification and sign for delivery. Shipper must comply with all applicable local, state, and federal laws, including those governing packaging, marking, labeling, and shipping. OBTAIN FIRE, CASUALTY AND ALL OTHER INSURANCE ON PACKAGE CONTENTS PRIOR TO SHIPPING. HARD ROCK HOTEL & CASINO ATLANTIC CITY does not provide such insurance. Neither the hotel, nor the employees, nor the agents or contractors will be liable for any damages, whether direct or indirect, relating to or arising out of any loss or damage to any package or its contents. By sending your package to the hotel, sender agrees to be bound by any additional terms and conditions that the hotel may establish from time to time for receiving and delivering packages.



PACKAGE LABELING STANDARDS

**HOLD FOR:       'CONVENTION NAME' (DATES OF PROGRAM)**  
**C/O BANQUETS**  
**HARD ROCK HOTEL & CASINO**  
**1000 BOARDWALK**  
**ATLANTIC CITY, NJ 08401**

**BOX \_\_\_\_\_ OF \_\_\_\_\_**

# INSURANCE & SPECIAL PERMITS

## **INSURANCE | INDEMNIFICATION AND LIABILITY**

The organization, your exhibitors, and any third party outside authorized contractors hired, must provide Hard Rock Hotel & Casino Atlantic City:

1. Workers' Compensation Insurance in accordance with applicable state or local law covering the employees of the foregoing, respectively.
2. Employers' Liability Insurance in accordance with applicable state or local law in minimum limits of two million dollars (\$2,000,000) per occurrence.
3. Commercial General Liability Insurance including blanket contractual liability and personal injury coverage with limits of liability and personal injury coverage with limits of liability of at least two million dollars (\$2,000,000) in any one occurrence.
4. Commercial Automobile Liability Insurance insuring any owned, non-owned, and hired vehicles to be used in and out of the hotel facilities in the amount of two million dollars (\$2,000,000) in any one occurrence.

Please know that higher limits may be necessary depending upon the event. Without this certificate(s) on file with Hard Rock Hotel & Casino Atlantic City, move-in cannot commence. Please refer to your CSM for further requirements, if any.

- All issuing companies must have authorization to do business in the State of New Jersey.
- All insurance coverage required hereunder shall be primary coverage regardless of any coverage maintained by the hotel for any qualifying incident arising hereunder and shall be issued by companies authorized to do business in the State of New Jersey.
- The Organization, its exhibitors, and any third party outside authorized contractors shall have completed by its insurance agent a Certificate of Insurance and/or separate certificates for New Jersey Workers' Compensation.

- Organization, its exhibitors, and any third party outside authorized contractors shall deliver such completed Certificates of Insurance any applicable additional insured endorsements to the hotel at least sixty (60) days prior to the beginning of the license period.
- All required insurance policies shall name as additional insured, Hard Rock Hotel & Casino Atlantic City and each of their parent subsidiaries and affiliates and each of their officers, directors, agents, employees as respects the conduct of the named insured(s) in or about the property of Hard Rock Hotel & Casino Atlantic City.

#### **POLICY CANCELLATIONS OR PROVISIONS**

- All non-insurance policies shall provide a clause that the insurance carrier will give written notice to the hotel at least fifteen (15) days prior to any material change in, cancellation, or non-renewal of the policy.
- The Organization's failure to provide such certificates or policies for organization, its exhibitors, and any outside authorized contractors, as the case may be, within the period specified herein will constitute a breach of the Organization's duties and obligations hereunder.
- The Organization, its exhibitors, and any outside authorized contractors shall obtain and maintain during the license period, insurance policies on all personal property owned, leased, or hired by, or in the care, control, or custody of the Organization, its exhibitors, and any outside authorized contractors during the license period.
- The certificate must list the total number of days licensing the facility and include the above coverage required.

#### **SERVICE ANIMALS**

Under New Jersey's Law Against Discrimination and the federal Americans with Disabilities Act (ADA), people with disabilities may bring their service animals to all "public accommodations," such as hotels, restaurants, stores, museums, and more. These laws also require those who operate transportation services to allow service animals.

- Service animals must be kept in persons' custody at all times.
- Service animals staying in the hotel must be registered when making a hotel reservation and confirmed at the time of check-in.
- Emotional support, therapy, comfort, or companion animals are not considered service animals under the ADA law. These terms are used to describe animals that provide comfort just by being with a person. Because they have not been trained to perform a specific job or task, they do not qualify as service animals under the ADA.

## **AUTOMOBILE | FUEL-POWERED VEHICLES INSIDE FACILITY**

All requests for placement of automobiles, trucks, motorcycles, and other motorized vehicles must be approved in advance by Senior Management of Hard Rock Hotel & Casino Atlantic City before being submitted to the Atlantic City Fire Departments Fire Prevention Bureau. All requests need to be submitted 60 days in advance. All requests will be reviewed in a timely manner.

The official decorator/exhibit/production company you select is responsible for, and must submit a floor plan of, the proposed location of any automobiles, trucks, motorcycles, and other motorized vehicles to the Atlantic City Fire Departments Fire Prevention Bureau for approval thirty (30) days prior to the event.

A \$500.00 per vehicle car purge fee will be applied to all events with a vehicle(s) in the event space.

## **ASCAP | BMI | SESAC BROADCASTS AND PUBLICATIONS**

Hard Rock Hotel & Casino Atlantic City does not regulate, control, approve, or disapprove any broadcast, performance, or publication of music or any other audio or visual presentations. If the Licensee, or an exhibitor, wishes to use copyrighted material, it will be necessary for you to make arrangements with ASCAP, BMI, or SESAC for a license to perform such copyrighted music or material or otherwise qualify for an exemption.

For more information regarding copyrighted material please contact the following:

- **ASCAP**  
American Society of Composers Authors and Publishers  
General Information: 800-952-7227  
Licensing Information: 800-505-4052
- **BMI**  
Broadcast Music, Inc.  
Telephone: 800-925-8451
- **SESAC**  
Telephone: 800-826-9996

# SIGNAGE & PROMOTIONAL MATERIALS

## **ADVERTISING**

All public advertising, promotion, direct marketing, collateral, or Internet marketing materials which mention Hard Rock Hotel & Casino Atlantic City by name and/or use of our logo or intellectual property must be approved in advance by the Brand Marketing Department. All requests will be reviewed in a timely manner. Please consult your CSM for contact information.

## **SPONSORSHIP**

Sold Exhibitor sponsorships and/or promotional items for catered events (i.e. Logo cups, napkins, lobby banners, signage, publications, column wraps, decals, or clings) within the hotel need to be approved by your CSM.

## **BANNER AND SIGNAGE POLICY**

All banners or signs hung or suspended from the ceiling or against walls must be hung by Hard Rock Hotel & Casino Atlantic City AV + Production Services. Please note that banners are not allowed in public areas of the hotel.

1. Hard Rock Hotel & Casino Atlantic City provides electronic reader board postings outside all meeting rooms and hotel event directory locations.
2. All meeting room signage should be 22" x 28", professionally made and approved by Hard Rock Hotel & Casino Atlantic City.

3. Hard Rock Hotel & Casino Atlantic City will provide printed signage for the conference area with 30 days advanced notice. Fees will apply & are subject to change.
  - a. Custom 22x28 one-sided poster board signage \$30 per sign.
  - b. Custom 22x28 one-sided poster board signage with Velcro arrow \$40 per sign.
  - c. Custom 22x28 one-sided foam core signage \$45 per sign.
  - d. Custom 22x28 one-sided foam core signage with Velcro arrow \$55 per sign.
4. Association signage is permitted in Hard Rock Hotel & Casino Atlantic City at the discretion of your CSM. Signage for functions of affiliate or sponsoring groups will be limited to one sign outside the meeting room their function will be held in.
5. Signage is not permitted in the casino, hotel lobbies, sleeping room hallways, or in guest elevator banks. Group signage is prohibited outside Hard Rock Live at Etes Arena without prior authorization.
6. In the event multiple groups are using the hospitality floor, the hotel will consolidate signage by using its best judgement. The decision regarding sign consolidation made by the hotel is final and binding upon all parties.
7. Easels for exhibitors in trade shows must be obtained from the exhibit service company, show decorator, Drayage Company, General Contractor, or CSM (as supply allows).
8. Banners are not to be hung outside of meeting rooms without approval from your CSM.
9. All banners are to be hung by Hard Rock Hotel & Casino Atlantic City AV + Production Services. For all signage, banners, etc. that will be hung from the ceiling inside the ballrooms or meeting rooms, the load is not to exceed 50 lbs. per running foot. A labor charge in the amount of \$65.00 /hang will be assessed for the hanging of signs and banners.
10. Signs or banners may not be posted, nailed, screwed, taped, stapled, tacked, or otherwise affixed to any hotel doors, walls, columns, or other parts of the building or furnishings.
11. Any damages that may occur from the promotion will be the responsibility of the client to whom the space is leased. Any such damages will be billed to the client to whom the space was rented when the violation occurred.
12. Permanent facility signage is located throughout Hard Rock Hotel & Casino Atlantic City and may not be visibly blocked in any manner. This signage includes directional graphics, emergency exits, restrooms, exhibit hall/ballroom signs, etc. Show signs and/or decorations may not be attached to the permanent facility signage. The removal of such signage is strictly prohibited.

### **DISTRIBUTION OF PRINTED MATERIAL**

- All approved convention-related brochures, magazines, flyers and similar printed materials to be delivered to guest rooms/suites in Hard Rock Hotel & Casino Atlantic City shall be delivered exclusively by Hard Rock Hotel & Casino Atlantic City Team Members.
- All convention publications must be approved in advance by the Client and by Hard Rock Hotel & Casino Atlantic City.
- Hard Rock Hotel & Casino Atlantic City may consolidate one (1) or more items comprising convention publications for purposes of any and all deliveries.

### **PROMOTIONAL MATERIAL**

- Nothing shall be posted, nailed, screwed, taped, stapled, tacked, or otherwise attached to columns, walls, floors, or other parts of the building furniture.
- Distribution of gummed promotional stickers or labels by the Group, Exhibitors, or Affiliates is strictly prohibited. Any actions necessary for the protection and/or repair of the premises, equipment, or furnishings will be at the expense of the Client to whom the space was originally contracted.

### **FILMING | PHOTOGRAPHY | MEDIA REQUESTS**

Hard Rock Hotel & Casino Atlantic City has a longstanding commitment to support our in-house groups and their related media activities. Please inform your CSM at least 30 days prior to your event if you are planning to include any filming, photography and/or media activities during the scope of your event.

Please note that filming and photography throughout the hotel (outside your contracted meeting space) is prohibited without prior consent. Filming approval is subject to legal approvals, location agreements, insurance requirements and trade out agreements if applicable. In the event your guests, clients, exhibitors and/or vendors have any individual filming needs, please make all requests in writing to your CSM.

## **DIGITAL SIGNAGE OPPORTUNITIES**

Hard Rock Hotel & Casino Atlantic City features a number of digital signage opportunities available to Show Management for advertising/ sponsorship purposes. For more information, please contact your CSM. Subject to pricing packages.

- \$500.00 per day for static digital signage that can be displayed on up to 3 screens
  - › \$50.00 per day for each additional screen
  - › Vertical screen - 1080x1920 JPG
  - › JPG must be submitted 30 days in advance
- \$250.00 per day for static digital signage behind the Convention Registration Desk
  - › Horizontal screen - 1920x1080 JPG
  - › JPG must be submitted 30 days in advance

## **PROGRAM HANDOUTS**

- If you would like Hard Rock Hotel & Casino Atlantic City to place convention related programs or handouts in the seats or at the place settings of your function, please provide information on these items with your meeting requirements.

## **PUBLIC AREAS**

Hard Rock Hotel & Casino Atlantic City public areas offer your guests a setting at the world famous, iconic Atlantic City boardwalk. With this in mind, please adhere to the following policies:

- A. Hard Rock Hotel & Casino Atlantic City does not allow exhibits, banners, or displays in public spaces; they must be inside a function room with prior approval.
- B. Registration Desk location must be approved in advance by your CSM.



# TELECOMMUNICATIONS

POLYCOM CONFERENCE PHONE.....\$150.00 per day

High-quality conference phone providing optimized sound, quality, range and mobility. Includes hands-free ability and accommodates up to 15 people in rooms as large as 15' x 20'.

T-1 LINE | HIGH-SPEED .....\$1,250.00 per line

Hardwired high-speed internet access, other than \$350.00 installation per line access provided.

Fees subject to change.



ATLANTIC CITY