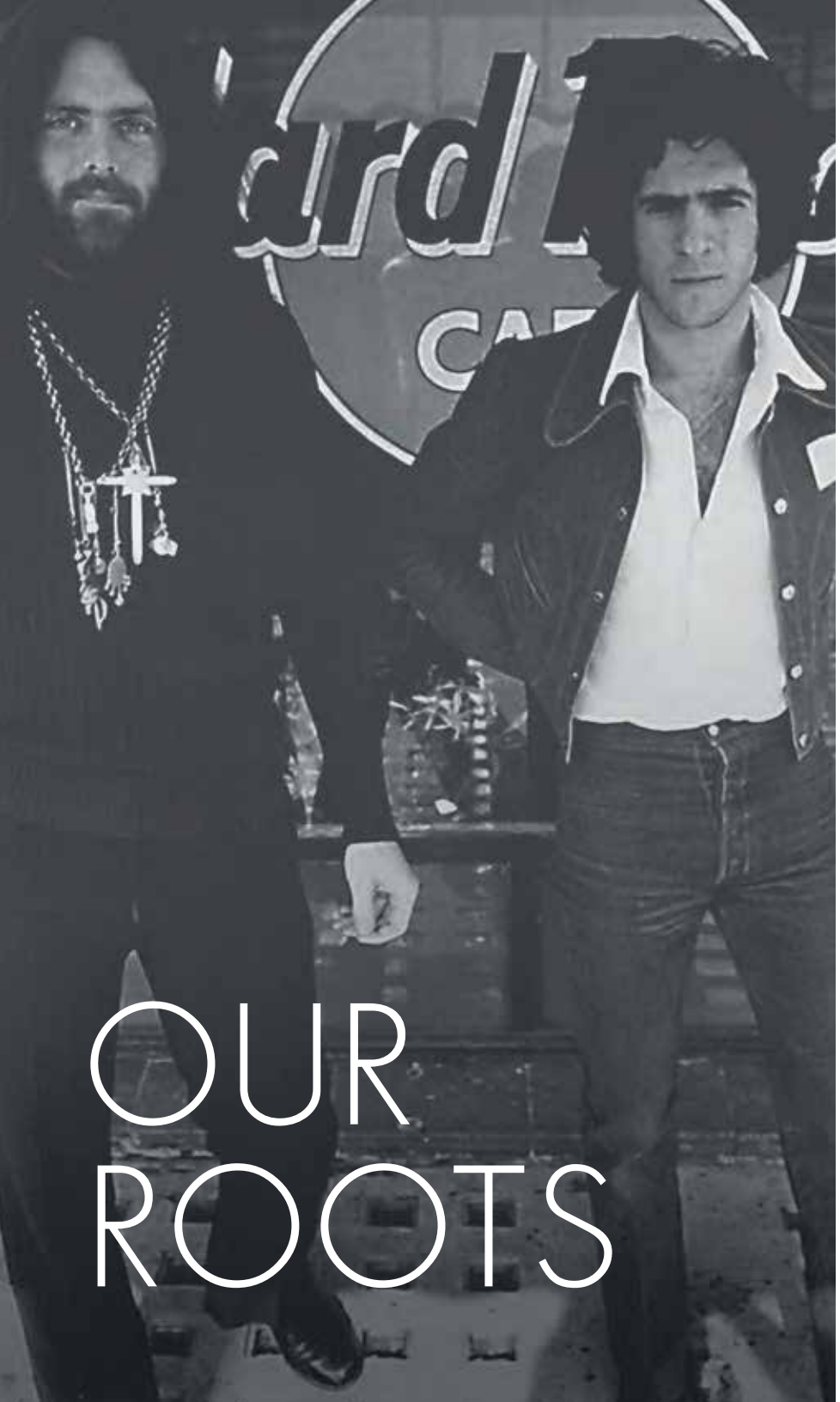


HARD ROCK
MEETINGS & EVENTS

Hard Rock HOTEL PENANG



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 rock star 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 more than 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 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 uniquely designed with the purpose to inspire and engage.

- Unparalleled service and accommodations
- Contemporary, luxury design
- Expert AV and technological integration
- Dynamic event facilities
- A fully equipped business centre
- 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.











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

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

SOUND BODY

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.
And this is an event performance like no other.







Located in the Pearl of the Orient, Hard Rock Hotel Penang is iconic, bringing the diversity of Penang to new heights with it's authentic Hard Rock Experience.

With a variety of indoor and outdoor function venues including a unique marquee ballroom with banquet style seating for 280 guests, three meeting rooms and a full service business centre, this sanctuary is popular among meeting planners and attendees. Modern non-conventional design and cutting edge technology permeates Hard Rock Hotel Penang's 530 square meters of meeting space.

Experience Hard Rock as it was meant to be.

+60 4 881 1711 • hotel.hardrock.com/penang • Batu Ferringhi Beach 11100 Penang, Malaysia







"Thank you so much
for everything, you guys are
the best. The moment we step
in until we leave, you guys
never let us down."
-Salinder


ENJOY A TALENT THAT
SETS US APART



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:

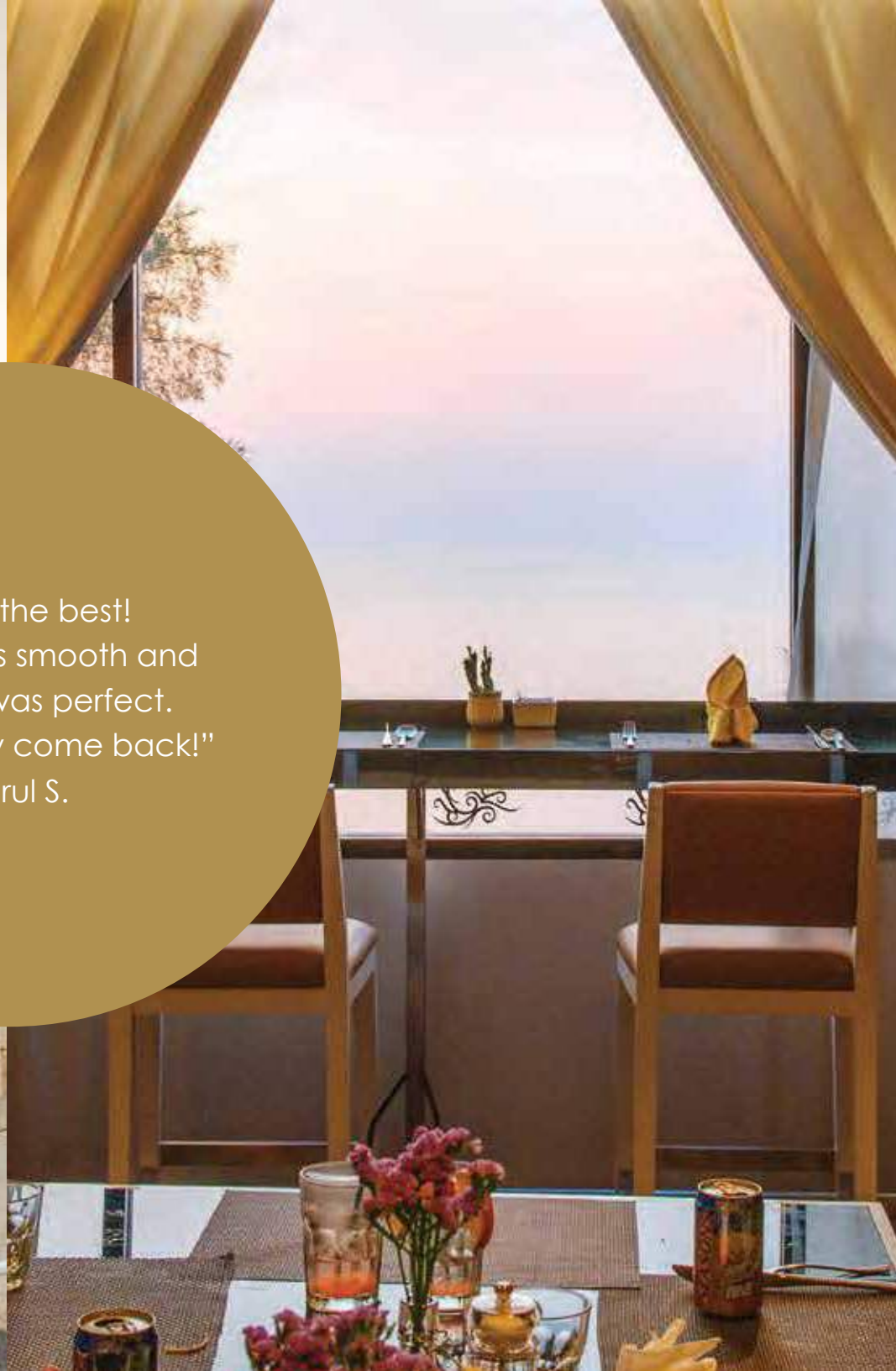
TRACKS
Upon check-in, you'll get a download code for one of three distinct ten-song iTunes playlists.

MIX
If pre-selected playlists aren't your thing, our Mix program lets you be your own DJ, spinning the songs of your choice on equipment furnished by Native Instruments.

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



"Always the best!
Check-in was smooth and
the room was perfect.
Will definitely come back!"
- Nurul S.




CULINARY
DISTINCTION
PERFORMED DAILY

TEXTURE AND TASTE FORM THE PERFECT DUO

Here, the food is a one-of-a-kind experience. The highest caliber culinary creations add to the mystique and underscore the fact that this venue is like no other.

An array of tasteful restaurants and banquet options that cater to any-size group and room service that brings delicious food to your doorstep are all part of the scene. Each has been expertly curated by our Director of Food & Beverage.

We know that when it comes to success, customization is key. That's why our team is here to help create a variety of choices that can be tailored to your group's every demand.

RODRIGO BENEDICTO

Director of Food & Beverage
Rod oversees the entire food & beverage department of our five-star hotel, including menu development, operations, staffing and training. With more than a decade of international experience where he learned his trade from traveling and cooking around the world, he brings that expertise to us, and together with his dedicated team, strives to create unique experiences that sets him apart as a true performer.



CUSTOM MENU

SCAN TO VIEW
MEETINGS & EVENTS

SCAN TO SCHEDULE
YOUR SHOW IN PENANG







We offer a plethora of food options to suit everyone. 6 food and beverage venues to choose from including the world famouse Hard Rock Cafe, Starz Diner, Pizzeria by day and LENA at Pizzeria by the evening, The Shack swim-up pool bar, Sand Bar and the Lobby bar to get the party started straight away.

LOBBY LOUNGE

Commanding an unsurpassed panoramic view of the Andaman Sea, sit back, relax and enjoy the stunning sunset view of Penang from the lounge. It's a unique Reception and bar concept where you can enjoy a drink while checking in.

STARZ DINER

Designed in a contemporary and simple setting, boasting a capacity of 200, Starz Diner is open for breakfast and dinner serving Asian and International cuisine. The restaurant features two show kitchens, where one can enjoy watching chefs in action and food served straight from the pan.

PIZZERIA

Sit by the poolside or beachside and savour a wide variety of delicious Italian inspired food in a relaxing setting. It's one of the best pasta and pizza joints in Penang!

HARD ROCK CAFE

It's the place to jam any time of the day in Penang. The cafe features the same delicious American cuisine made famous by Hard Rock Cafes across the globe, live bands and a Rock Shop that offers Hard Rock's latest and limited edition merchandise.





SAND BAR

A rustic beach bar that overlooks a stunning sunset. Imagine music and zest all day long, a beer in your hand and your feet in the sand. It's a perfect chill out place to end your day.

THE SHACK

Enjoy a cocktail while half-submerged in the pool. This swim-up bar serves a variety of international and local beverages in a unique setting.

LEÑA AT PIZZERIA

A concept restaurant that comes to life in the evening.

Elevate your evenings at LEÑA at Pizzeria, a concept restaurant named after the Spanish word for firewood. Indulge in wood-fired pizzas and Mediterranean delights while sipping wine in the company of waves.

Our dynamic blackboard menu reflects the seasons, ensuring fresh and diverse culinary experiences. Come savour the moment and joy of the voyage for your senses.


SURROUND
YOURSELF
WITH THE BEST

Stunning views, wall-to-wall luxury and modern amenities. Turn your business trip into a fun-filled vacation and let our band members entertain you with an amplified rock star experience. 250 rooms and 11 room categories to choose from to suit your preference.

HILLVIEW DELUXE

A chic space featuring tricked up rooms with a panoramic view of the hills. The only room category that has a cosy reading nook with comfortable cushioned window seat as you unwind with a book or a cuppa.

POOLVIEW DELUXE

The perfect pristine accommodation if you wish to enjoy an exceptional view of the largest free-form swimming pool in northern Malaysia.

SEAVIEW DELUXE

Wake up to an unprecedented view of the sea and outdoor pool. Be enthralled by an opened or closed bathroom wall and modern amenities.

LAGOON DELUXE

First of its kind in Penang, this room category features a deck which allows you to dive right into the largest free-form swimming pool in northern Malaysia and get a tan on the sun bed without leaving your room.

Check out our official website for more room categories and promotional packages.





ROCK ROYALTY LOUNGE

Elevate your status with Rock Royalty and take VIP to a new level with room upgrades including access to our exclusive Rock Royalty Lounge.

OUTDOOR POOL

The largest free-form pool in Northern Malaysia - 26,000 sqft in total. There is always something going on at the poolside to keep you entertained or you can simply reserve a private cabana, enjoy the music and drinks served at the swim up bar or have fun at the water slides.

THE ROCK SPA®

Rejuvenate your body and soul where treatments are done in the spa bungalow or four luxurious private villas by the sea, with two of the villas walled for privacy with an outdoor shower and an open air bathtub. Enjoy the sound of waves and sea view while being pampered by our team of skilled therapists.

ROCK SHOP®

Never go home empty handed. Find all you need with a vast selection of private label tees, accessories, collectibles and even garments designed by music legends.

BODY ROCK® GYM

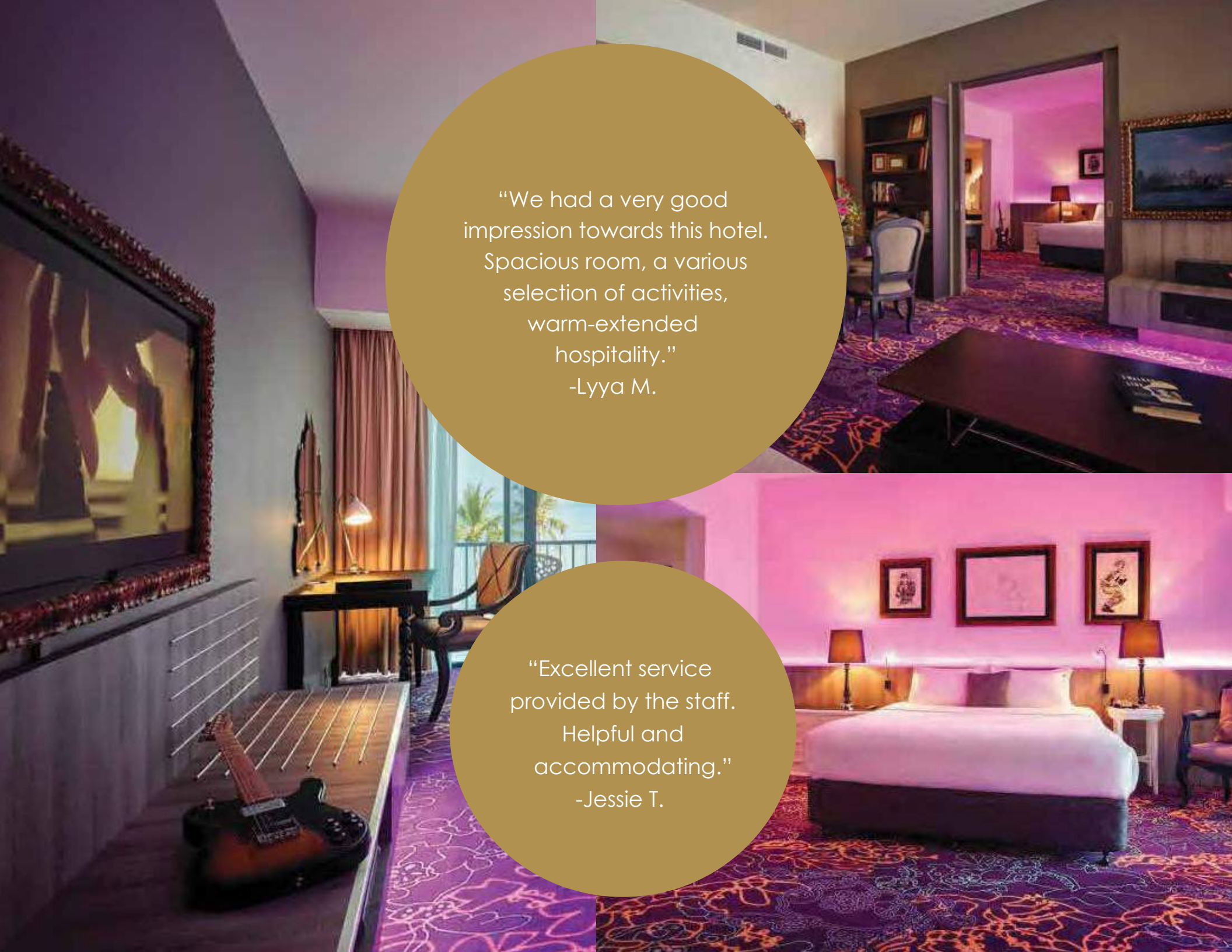
A sound body ensures your best performance. We offer you sleek, innovative training systems just steps from your room, so you can sweat to the beat!

Your expectations will be exceeded in ways you never would have imagined.





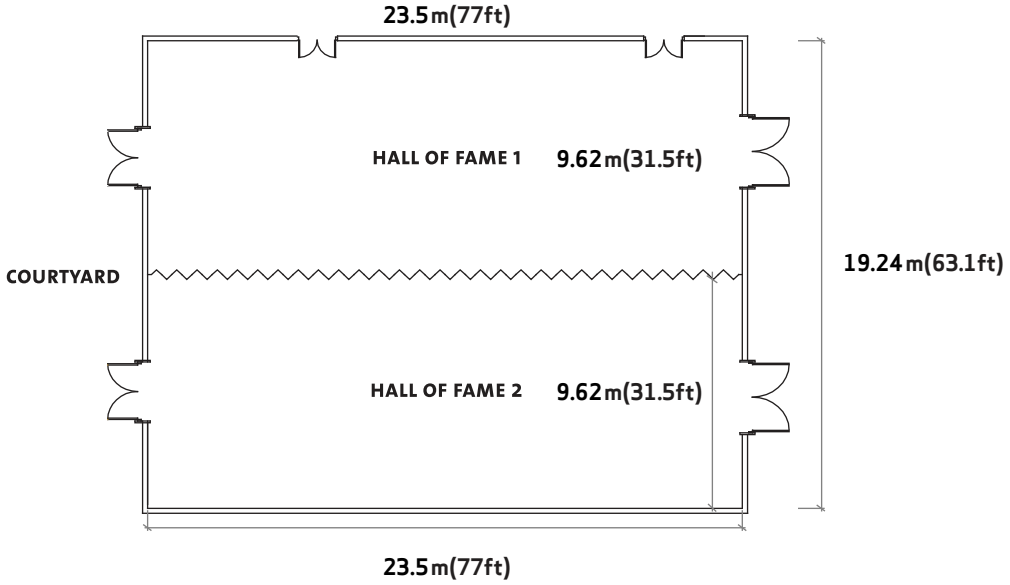




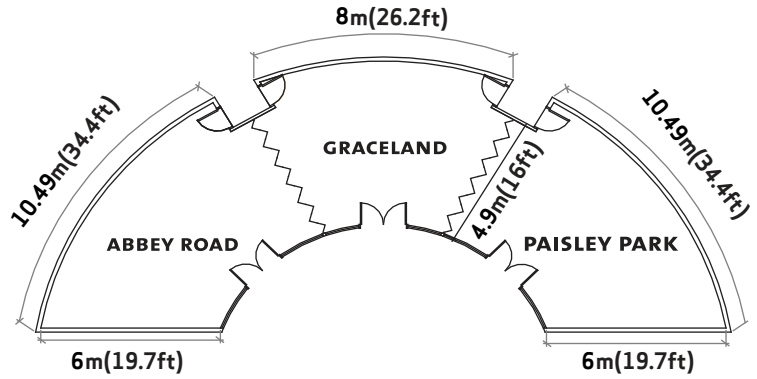
"We had a very good impression towards this hotel. Spacious room, a various selection of activities, warm-extended hospitality."
-Lyya M.

"Excellent service provided by the staff. Helpful and accommodating."
-Jessie T.

MEETING VENUES



LEVEL 1 **HALL OF FAME**



LEVEL 2 **MEETING ROOMS**

Venues	Dimensions	Square Meter	Theatre	Banquet	Classroom	U-Shape	Cocktail	Double U	Fishbone
Hall of Fame	**23.5m x 19.24m**	**453sqm**	**330**	**260**	**150**	**63**	**350**	**90**	**300**
Hall of Fame 1	**23.5m x 9.62m**	**226sqm**	**150**	**100**	**60**	**45**	**150**	**60**	**150**
Hall of Fame 2	**23.5m x 9.62m**	**226sqm**	**150**	**100**	**60**	**45**	**150**	**60**	**150**
Abbey Road 1	**6m x 22.9m**	**138sqm**	**80**	**60**	**33**	**24**	**80**	**-**	**-**
Abbey Road	**6m x 7.8m**	**47sqm**	**30**	**20**	**15**	**15**	**30**	**-**	**-**
Graceland	**6m x 7.3m**	**44sqm**	**20**	**20**	**12**	**9**	**20**	**-**	**-**
Paisley Park	**6m x 7.8m**	**47sqm**	**30**	**20**	**15**	**15**	**30**	**-**	**-**
Hard Rock Cafe	**13m x 17m**	**295sqm**	**60**	**120**	**24**	**21**	**200**	**-**	**-**

For more information, please call our Sales Associates at +60 4 886 8015, or email sales.penang@hardrockhotels.net



HARD ROCK
MEETINGS & EVENTS

Hard Rock HOTEL PENANG

STEP OUTSIDE AND STEP IT UP

Your business trip can be fun and exciting! Head out on your own to some of the local adventures around the hotel including Escape Theme Park, Entopia by Penang Butterfly Farm, Tropical Spice Garden, Penang Batik Factory, Tropical Fruit Farm, Teluk Bahang Dam, Teluk Bahang Recreational Park and many more exhilirating sites to discover.

You may also hop right on the bus at the bus stop in front of the hotel for an adventurous spin around the Pearl of the Orient.

GETTING HERE

From Penang International Airport
Distance: Approximately 32km
Travel time: Approximately 46 to 70 minutes drive by car
or 2 hours and 38 minutes by bus #102

From Sungai Nibong Bus Terminal
Distance: Approximately 25.4km
Travel time: Approximately 40 to 60 minutes drive by car
or 2 hours and 31 minutes by bus #102

From Weld Quay Bus Terminal/Pangkalan Raja Tun Uda Ferry
Distance: Approximately 18.4km
Travel time: Approximately 35 to 50 minutes drive by car
or 1 hour and 19 minutes by bus #101

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Hard Rock HOTEL

PENANG

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