

# H'Up

HYBRID EVENT HUB

Get in. Perform & stream. H'UP is a multifunctional event venue with a built-in yet adaptable streaming studio. All set up and ready to go for ONLINE, HYBRID and LIVE events. The perfect setting for live, digital and analogue communication.

[www.hup.events](http://www.hup.events)

**event it**  
people. experience. software.



Deutsche Messe



# READY TO PLAY. ANY TIME.

The space's infrastructure and permanently installed event and streaming technology are perfect for both ad hoc livestreams and carefully planned brand and product events.

The 3,250 m<sup>2</sup> hall offers event spaces you can style however you like, as well as different studio sets.





**LIVE**

Live events **up to 1,400 people (indoor)** possible.



**ADAPTABLE**

**Different sets** are ready for you to start rolling.

A wide range of available in-house service options.



**FULL-SERVICE**

We offer an event space of up to **3,250 square metres.**



**GENEROUS**



# FROM HANOVER TO THE WORLD

H'Up is more than just a streaming studio. It's also an attractive venue with a unique ambience for any event:  
URBAN – CREATIVE – TIMELESS.

A permanent exhibition forms the visual highlight of the hall, which features industrial-style columns.

## **“From Hanover to the world”:**

Go beyond the tourist hotspots to discover fascinating insights into the city and its people,  
both of which are spotlighted by H'Up.



# THE STAGE

THE STAGE boasts 50 m<sup>2</sup> of stage space with a high-resolution LED panel at the rear. The permanent installed lighting technology ensures that your video streams are always perfectly lit. It also means that THE STAGE is fully equipped for professional light shows.

- Stage: 50 m<sup>2</sup>
- High-resolution LED panel: 4 x 10 m

Other equipment may be added as required.







## THE LOUNGE

Combining industrial architecture with a modern ambience, this stylish backdrop is perfect for hosting discussions and interviews in a relaxed lounge atmosphere.

- Floor area: 50 m<sup>2</sup>
- Lounge design and accessories
- Furniture: lounge & bar furniture

Other equipment may be added as required.





# THE PRODUCT

Products can be presented on a separately floodlit area against the H'Up industrial-style backdrop. The reinforced floor and large entrances allow cars, lorries and even buses to be exhibited.

- Floor area: 150 m<sup>2</sup>
- Adaptable

Other equipment may be added as required.





## CHECK-IN AREA

This generous welcome space features an urban industrial-chic style. The 30-metre-long check-in area is fully equipped with registration and cloakroom equipment.

- Floor area: 350 m<sup>2</sup>
- Fully equipped check-in and cloakroom area
- Ambient lighting & decorative lighting
- Display screens
- Furniture: counters, shelves, cloakroom equipment



## AUDIENCE AND EVENT SPACE

Situated right in the middle of H'Up, the audience and event space forms the venue's creative heart. The open architecture and columns give the art the room it needs to unfold, adding an inspirational touch to any event. The space can be subdivided and segmented to accommodate different group sizes.

- Floor area: 1,800 m<sup>2</sup>
- Ambient lighting & effect lighting

Other equipment may be added as required.







At H'Up, you will have a range of digital event services at your disposal.

As specialists in live communication and online event portals since 2004, we offer your event an online event platform.

From invitation management to the digital coordination of a complex hybrid or online event,

## **THE POSSIBILITIES ARE LIMITLESS.**

Customised additional modules help us make your event more interactive and enhance communication among participants no matter how distant their locations.

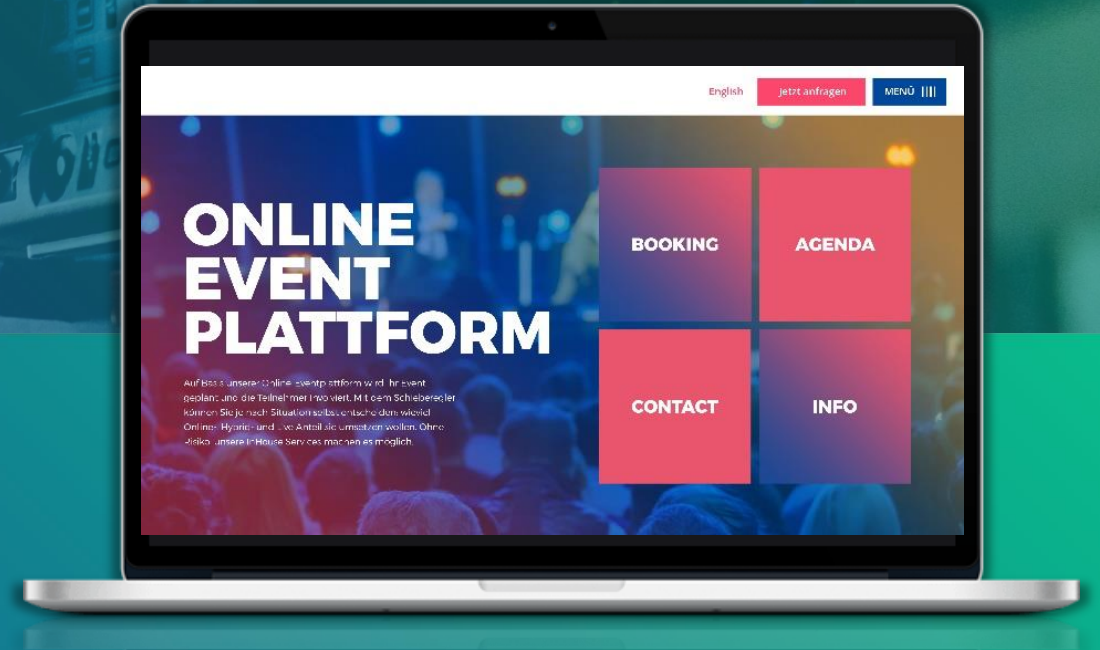


# OPTIONAL EXTRAS

- Production offices and artist dressing rooms
- Expanded broadband capacity
- Wi-Fi infrastructure
- Catering
- Participant management
- Accreditation system and implementation

- Streaming platform
- Staff:
  - Coordinators
  - Hostesses/hosts
  - Cleaning staff
  - Security staff

Many other services available on request.





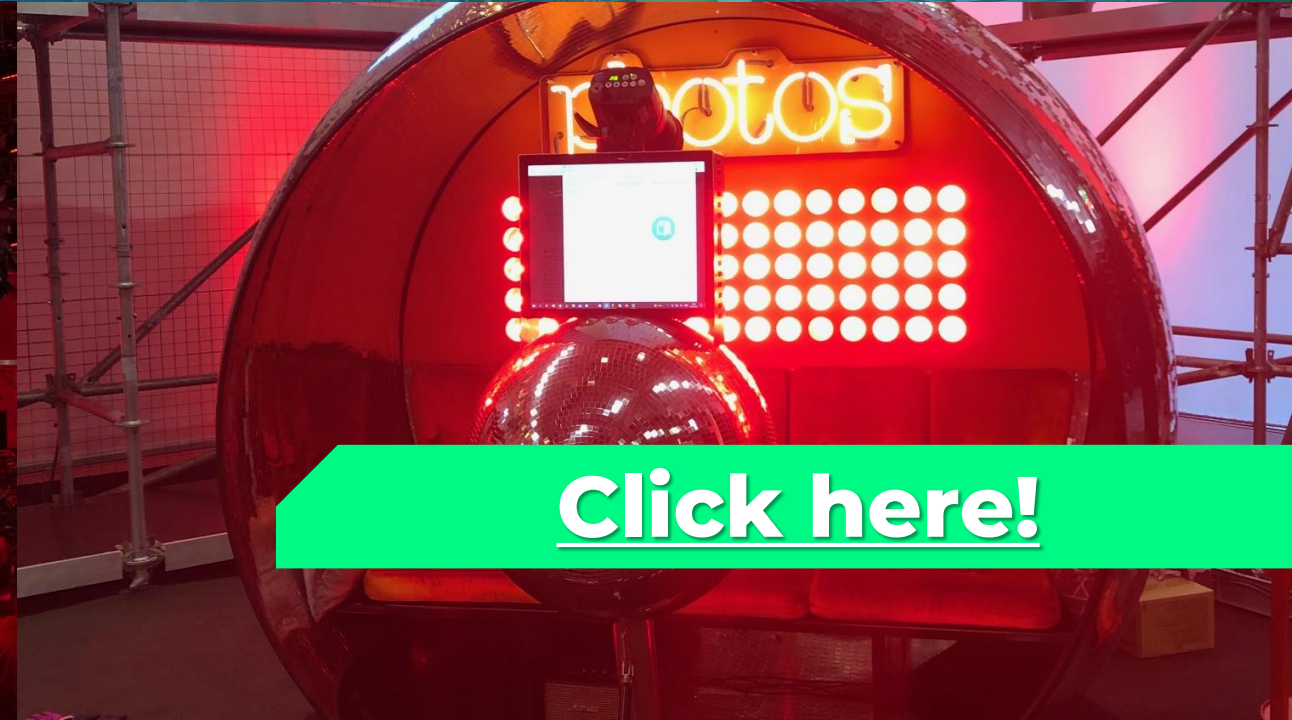
# USE CASES

Examples & Impressions





# Rossmann – Azubi Club Days



[Click here!](#)



# IAA Transportation



[Click here!](#)



# TUI – Leadership Conference



[Click here!](#)



# Continental Press Event



[Click here!](#)



# IdeenExpo digital



[Click here!](#)



# Charity Event – Viva con Agua



[Click here!](#)



# OUR PARTNERS



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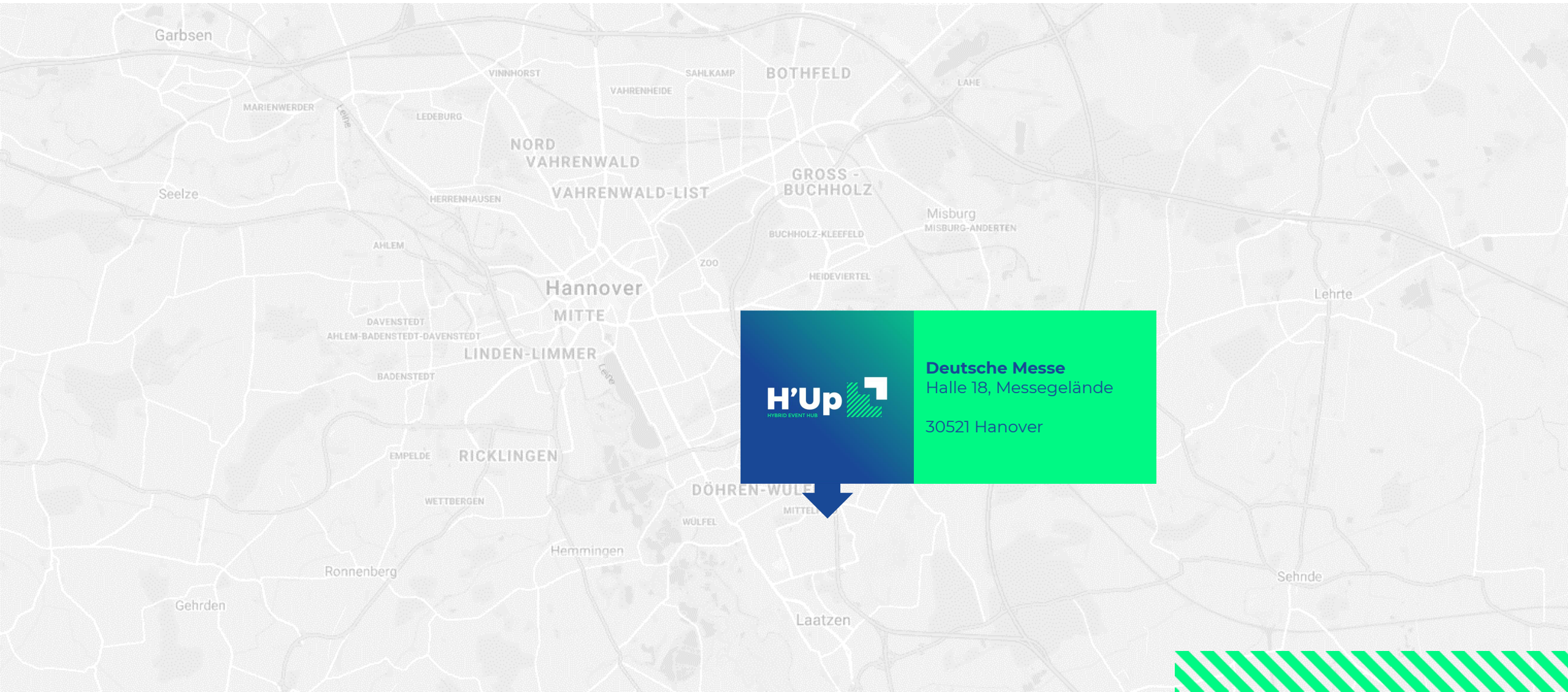
  
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# HOW TO FIND US





# CONTACT US



## H'UP - TEAM



+49 511 866 846 0



[hup@eventit.ag](mailto:hup@eventit.ag)

