

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



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 m² hall offers event spaces you can style however you like, as well as five studio sets.





HYBRID

Hybrid events
**Accommodates between
100 and 300 people**
(indoors) in compliance with
social distancing rules.



ADAPTABLE

Five 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 m² 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 m²
- High-resolution LED panel: 4 x 10 m
- Stage lighting & effect lights
- Broadcasting technology, incl. streaming hardware
- Audio, video and camera technology
- Furniture: lounge chairs and side tables

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: 80 m²
- Lounge design and accessories
- Stage lighting
- Broadcasting technology, incl. streaming hardware
- Audio, video and camera technology
- Furniture: lounge & bar furniture

Other equipment may be added as required.

THE TALK

THE TALK is a changeable set that is particularly suitable for interview situations. Backdrops are available in the H'Up industrial design, as a green screen and in a clean concrete style.

- Stage: 25 m²
- Rear wall of stage available in three formats (neutral, green, grey)
- White stage lighting
- Broadcasting technology, incl. streaming hardware
- Audio, video and camera technology
- Furniture: counters & bar stools

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 m²
- Stage lighting
- Broadcasting technology, incl. streaming hardware
- Audio, video and camera technology
- Adaptable

Other equipment may be added as required.

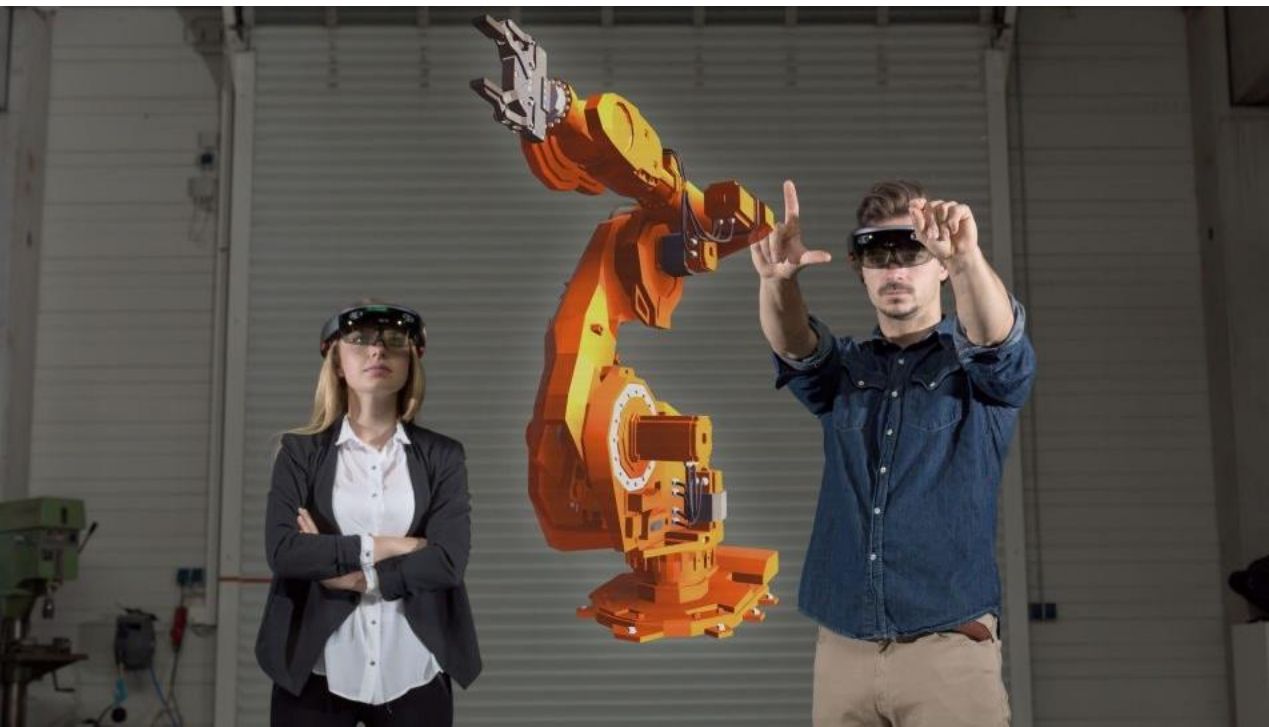


THE MR

THE MR provides a space where holograph technology and augmented and virtual reality can be integrated.

- Floor area: 40 m²
- 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 m²
- Fully equipped check-in and cloakroom area
- Ambient lighting & decorative lighting
- Display screens
- Furniture: counters, shelves, cloakroom equipment

Other equipment may be added as required.



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 m²
- Ambient lighting & effect lighting
- Furniture: seating

Other equipment may be added as required.

CHECK-IN

EVENT SPACE

THE MR

THE TALK

THE PRODUCT

EVENT SPACE

THE STAGE

ENTRANCE

THE LOUNGE





IN-HOUSE LOCATION & DIGITAL EVENT SERVICES FROM ONE PROVIDER.

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.

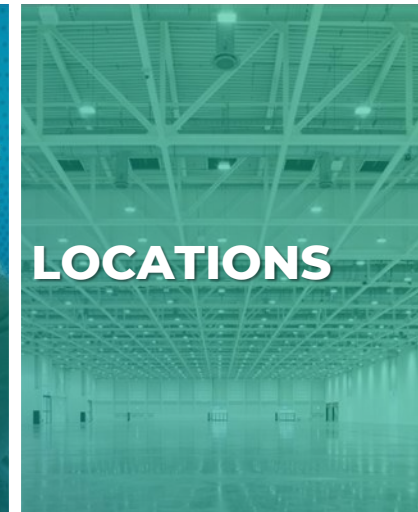
From invitation management to the digital coordination of a complex hybrid or online event,

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.

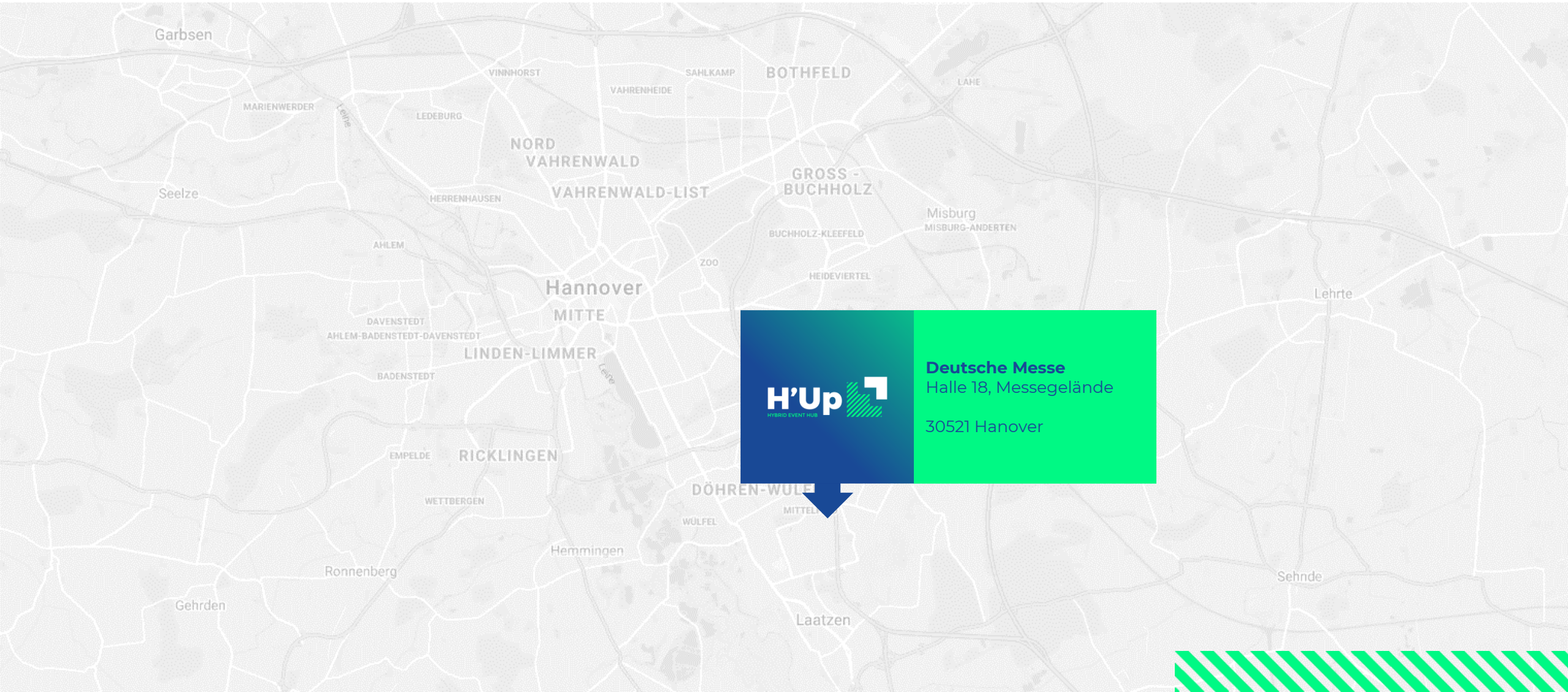
OUR FLEXIBLE IN-HOUSE SERVICES



OUR PARTNERS



HOW TO FIND US



H'Up
HYBRID EVENT HUB

Deutsche Messe
Halle 18, Messegelände
30521 Hanover

GET IN TOUCH



THE H'UP TEAM

+49 (0)511 – 866 846 169

kontakt@hup.events

