

HEIDELBERG[®]
FACT SHEET
CONGRESS

Back to the roots of event. Forwards.

2023 at last. The fancy Heidelberg Congress Center will open its doors. We at Heidelberg Congress are already openminded and ready. For new developments, trends and ideas. In the colourful world of new work. On Instagram, LinkedIn, TikTok. Or out of doors, on streets and public spaces. Because

there is one thing we don't do. Namely, what everyone is doing. We want to create truly relevant experiences, bring together diverse people and build up communities. Live on-site at hybrid events and 365 days a year on digital platforms. We are working it, downtown Heidelberg. Opposite to Ger-

many's oldest university, the poetic banks of the Neckar and the probably most famous castle ruins on the planet. Innovation is easy with so much inspiration.



Portfolio

Experience, increased.

Traditional events are no longer sufficient to provide relevant answers to costumers. Therefore, we are taking a broad approach and provide expertise in every significant variant of experience marketing. The most significant of our skills? Their interplay.

Strategy & Consulting

Our think tank. The basis for bonding. Together we create brand experiences tailored to the community. And to the crucial issues of tomorrow.

- trend- & market research
- innovation & transformation
- experience strategy
- community strategy

Community Building

Storytelling. Transformed. Into an interactive world of experience, 365 days a year. Motion pictures, podcasts, webinars, networking, social media. Perfectly comprehensive experience platforms.

- experience marketing
- story scaping
- content development
- digital platforms
- design framework
- data & analytics

Hybrid & virtual events

It is about time to see the world from a different perspective. And events, too. Dramaturgy, collaboration, open space, new ground. Live. On demand.

- physical event formats
- livestream
- virtual event formats
- virtual exhibitions
- video production
- event platform
- social media

Services

Events turn into community. From the larger whole to the tiniest detail. We conceive, cooperate, manage, realize, cater. We keep your safety in mind. And we care. In terms of sustainability, too.

- spatial concepts
- conception & realisation
- technology & equipment
- catering
- accommodation
- sustainability consultancy
- safety concepts

Locations

When new horizons open, indoor.

How do people want to share their ideas, learn from each other, be innovative jointly? We understand space as performance. Form follows people.

- **Heidelberg Congress Center**
- **Stadthalle Heidelberg**
- **SNP dome**

Heidelberg Congress Center

Heidelberg Congress Center. Free spaces first!

We believe in experiences. And we have a purpose-built edifice. The Heidelberg Congress Center is meant to offer opportunities. To give rise to new connections. To ignite creative teamwork. To be fun. And offer a place to our clients, where the

culture framework of their brands becomes tangible. By visionary architecture. Through creative space solutions. Through comprehensive conceptualization for hybrid events that enable sustainable community building. Obviously, construction

materials and building technologies of the Heidelberg Congress Center are sustainable as well. All new, from 2023 on.



Side view

Facts

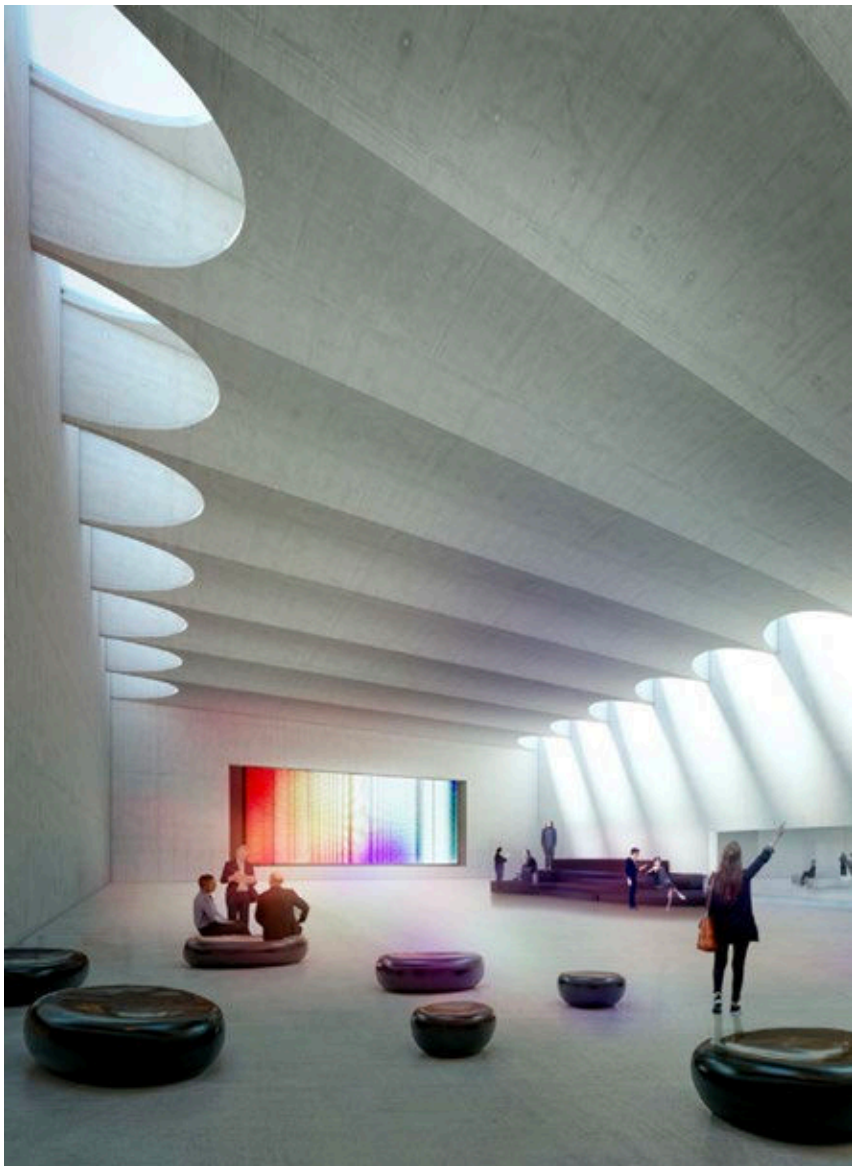
- flexible space solutions on 3 levels
- 10 halls or rooms for up to 3.800 seats
- innovative food & beverage ideas
- broadcasting studio for live streaming and video production
- WLAN and 5G throughout the building
- Two-storeyed parking garage with electric recharging points

Locations / Heidelberg Congress Center

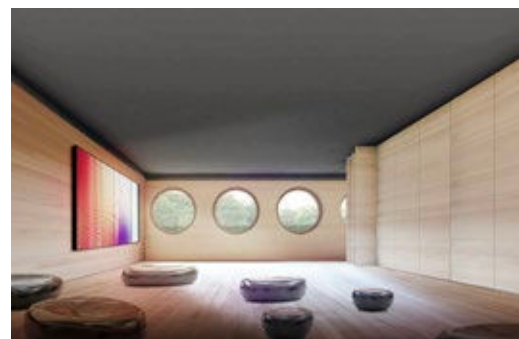
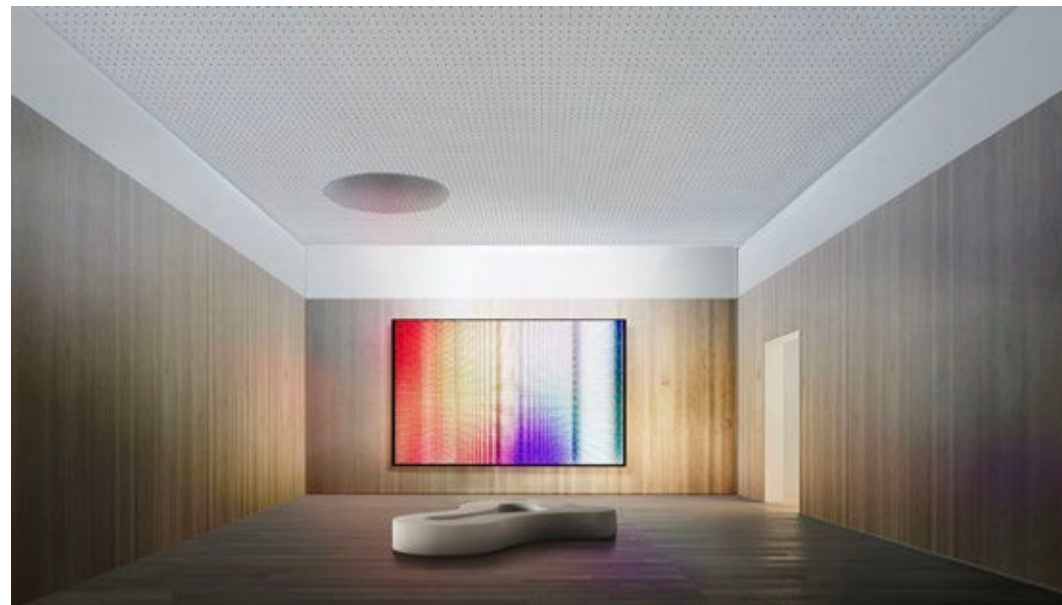


Main entrance

Locations / Heidelberg Congress Center



Left: Hall 1, below: Meeting Spaces





Studio

Locations / Heidelberg Congress Center

Below: The Kitchen, right: Foyer



Locations / Heidelberg Congress Center



Not started yet but already going down brilliantly.

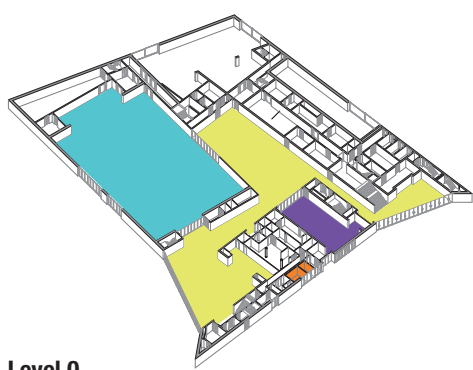
The Heidelberg Congress Center was awarded with the Gold- status by the German Sustainable Building Council (DGNB). The German Sustainable Building Council has developed the criteria together with the Federal Ministry of Transport, Building and Urban Development. Points are assigned for sustainable construction and the use of environmentally compatible materials. Or the econo-

mic efficiency throughout the whole life-cycle – through calculations during planning and process optimization during operation phase. But the users' healthiness and quality of stay are important categories as well.

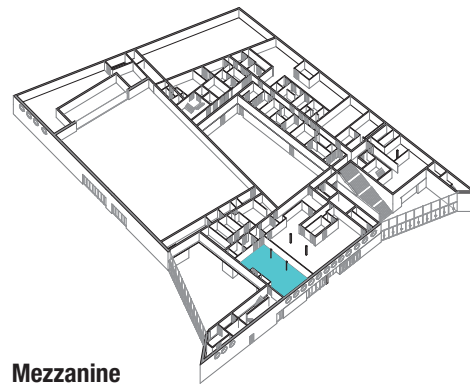
For the Heidelberg Congress Center this means in concrete terms:

- primary energy supply by district heating / cooling and photovoltaics
- health and environmentally compatible choice of materials
- optimization of the microclimate through a green roof and reduction of wastewater through infiltration of rainwater
- flexible usage and sustainable mobility through integration of numerous bike parking spaces, access to the public transport infrastructure and car parking with electric recharging points

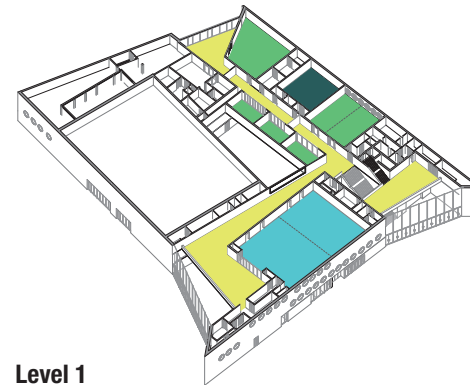
**We expand events to
thrilling dimensions.
Find four of them here.**



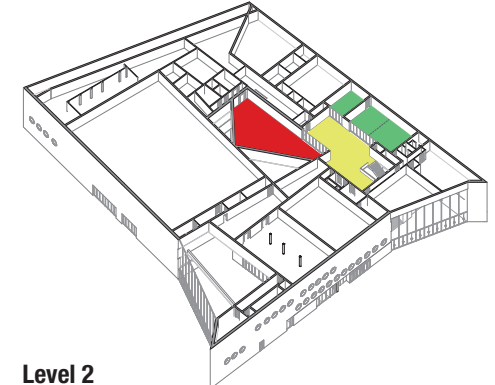
Level 0



Mezzanine

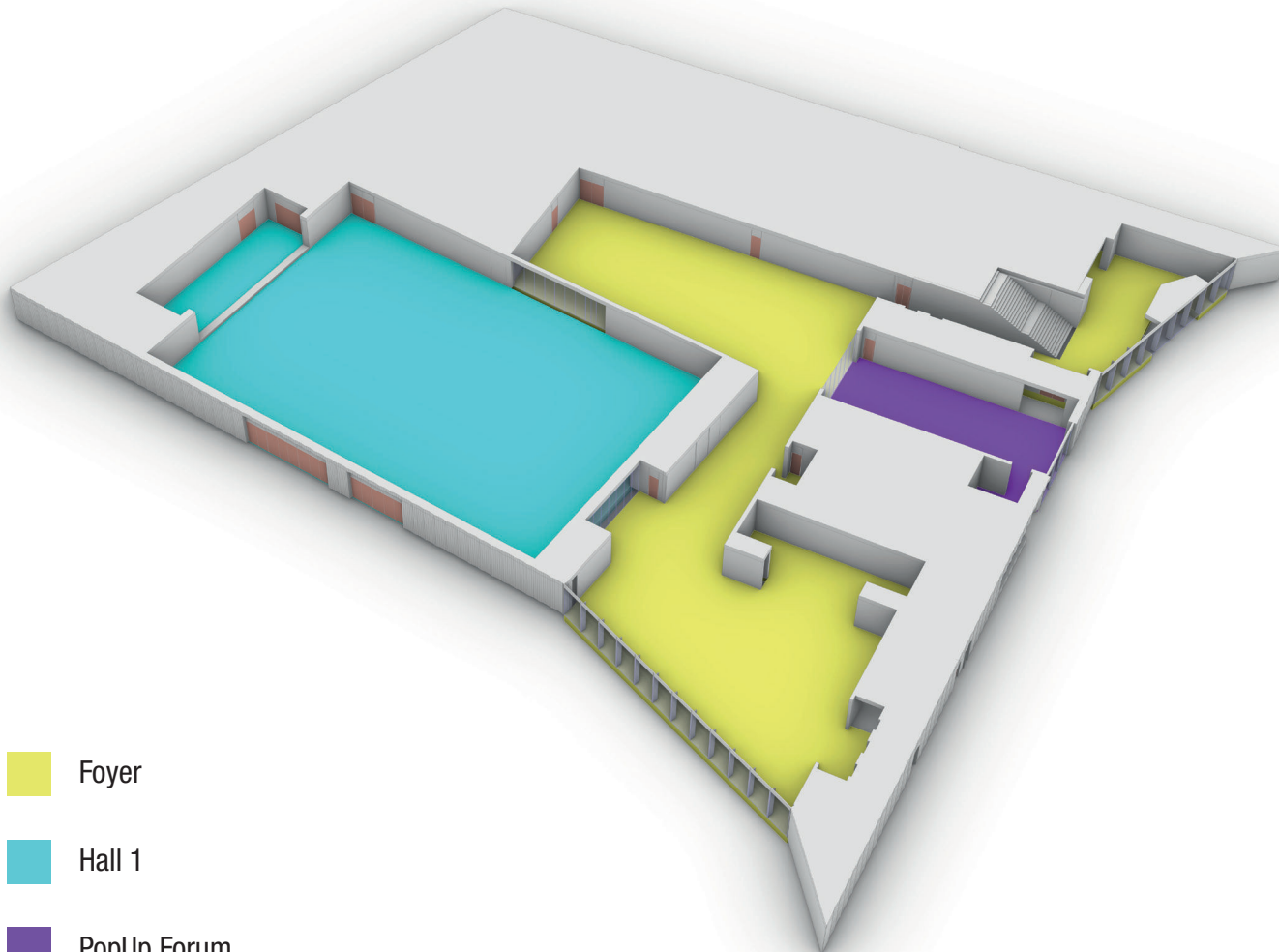





Level 1



Level 2

Level 0



-  Foyer
-  Hall 1
-  PopUp Forum

Hall 1

The new openness. Impressive 18 m high. Take a deep breath and get started. 1.500 sqm stylish playground for creative event formats and staging, representation, and emotional experiences. And 1.800 inspired participants.

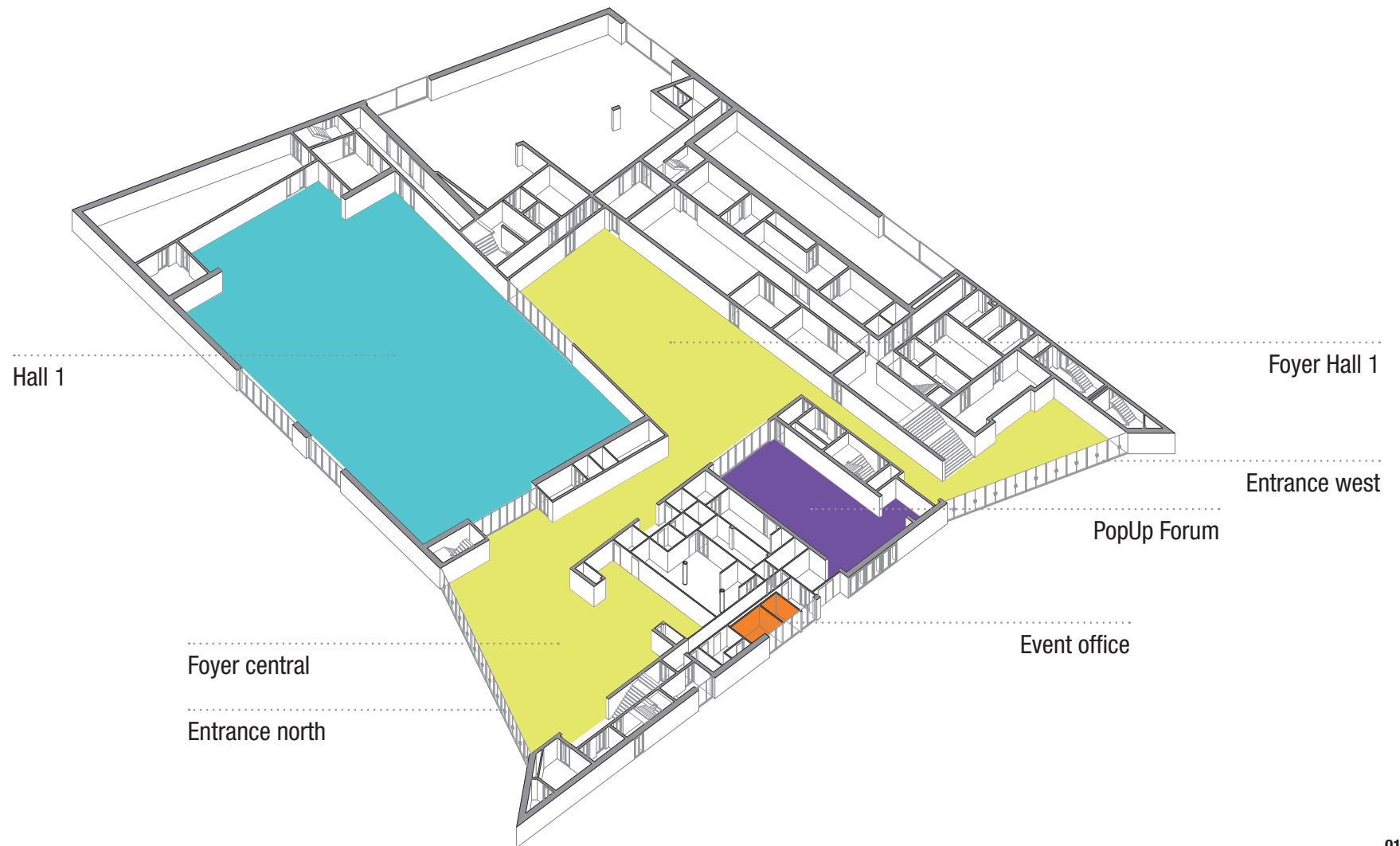
Foyer

Check-in, info point, wardrobe. But first and foremost: 1.300 sqm area for exhibition and catering. Or a cool cosmos for free encounters and individual diversity. Exceeding hierarchies and functions.

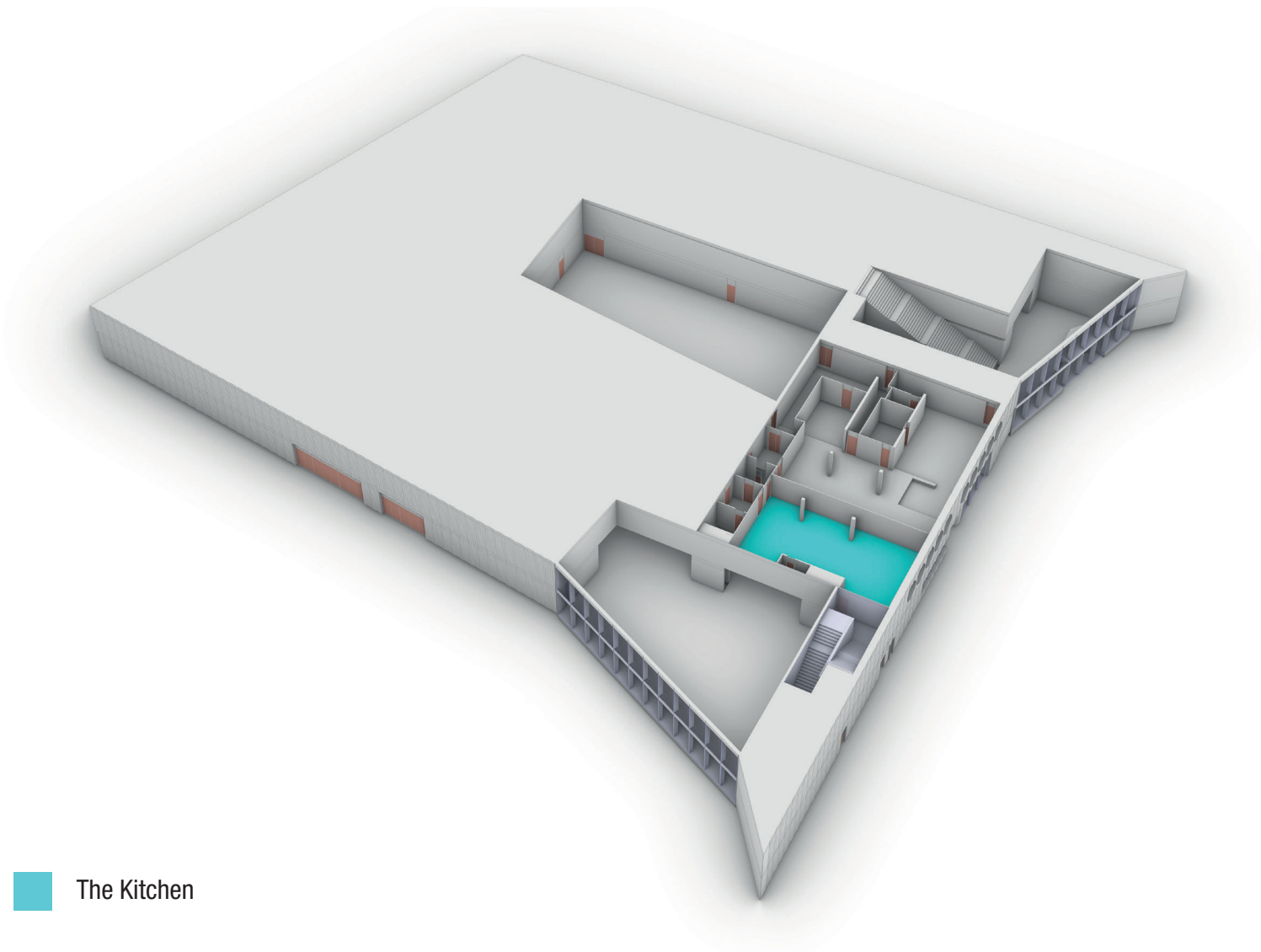
PopUp Forum

A flexible space for exhibition and catering. What else? Meeting point, chill out area, coffee bar, with living room feeling. For networking, chatting, working.

Level 0 / Top View



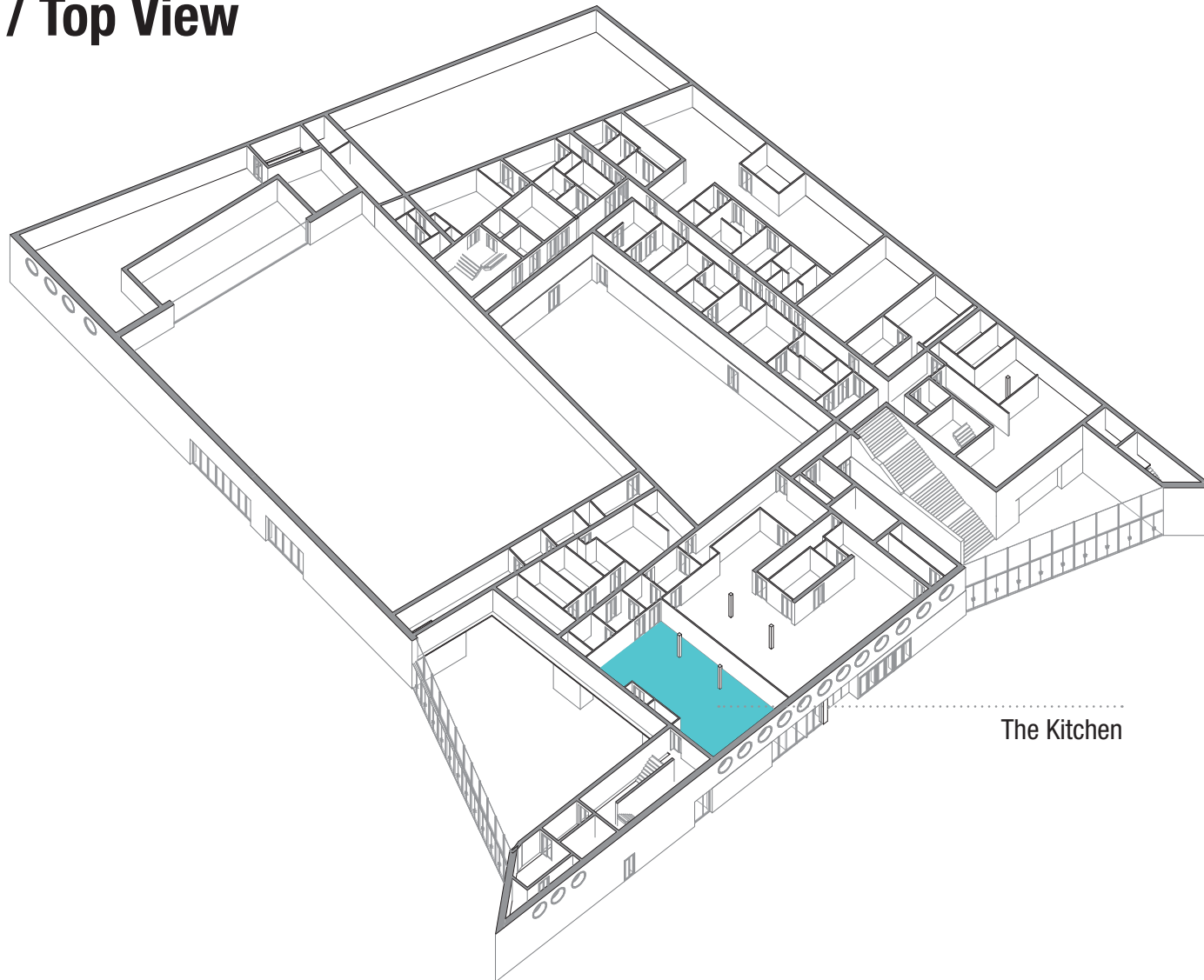
Mezzanine



The Kitchen

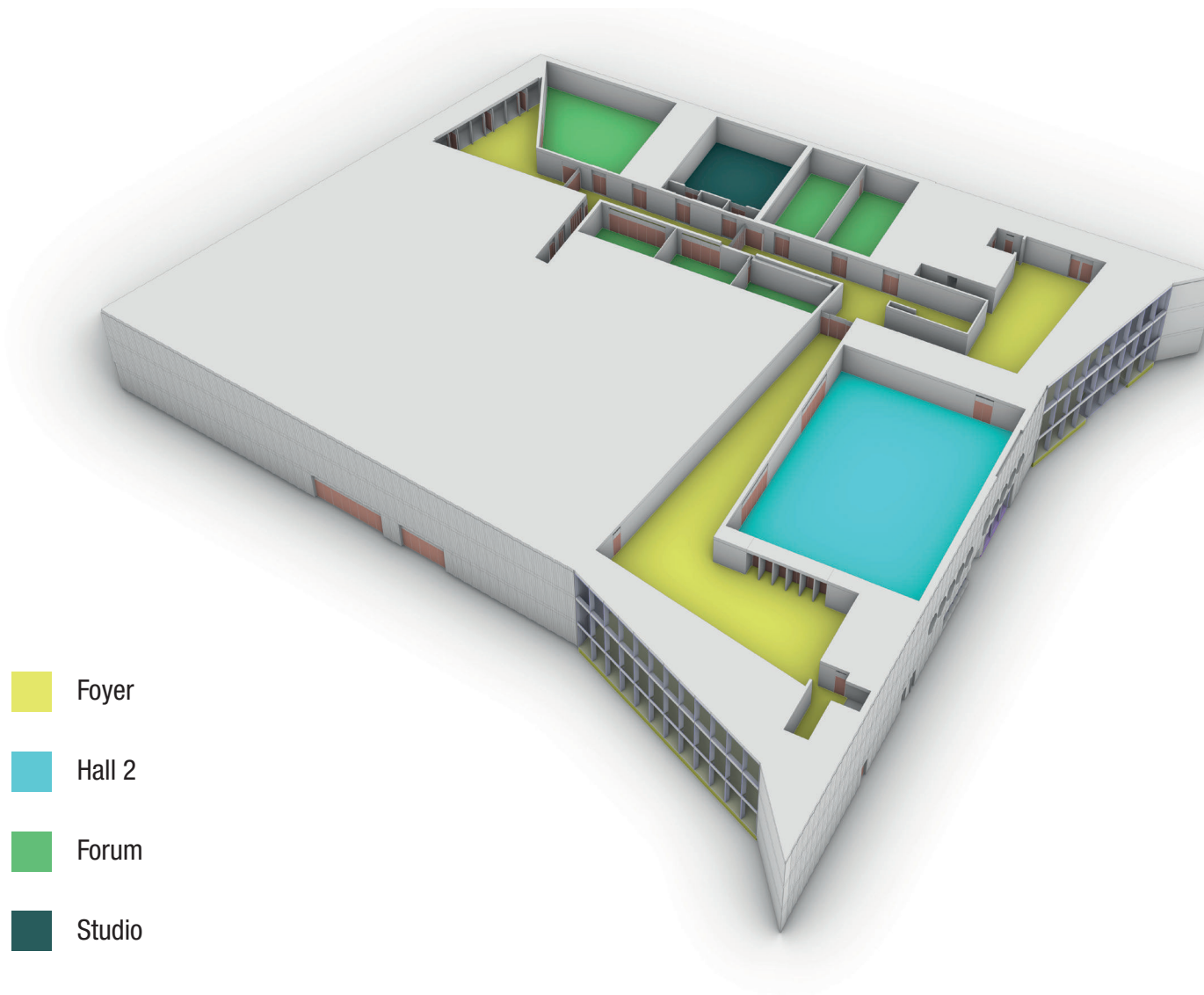
Hot! Our Chef's table for 50 guests. Amid the bustling production kitchen and far away from mainstream. So instagramable.

Mezzanine / Top View



The Kitchen

Level 1



Studio

A greenscreen broadcasting studio. Professional video, light and sound technology. Live stage direction. We have everything for the production and streaming of virtual and hybrid events. Or to produce on-demand content for the community platform: webinars, tutorials, podcasts, brand stories, snackable videos.

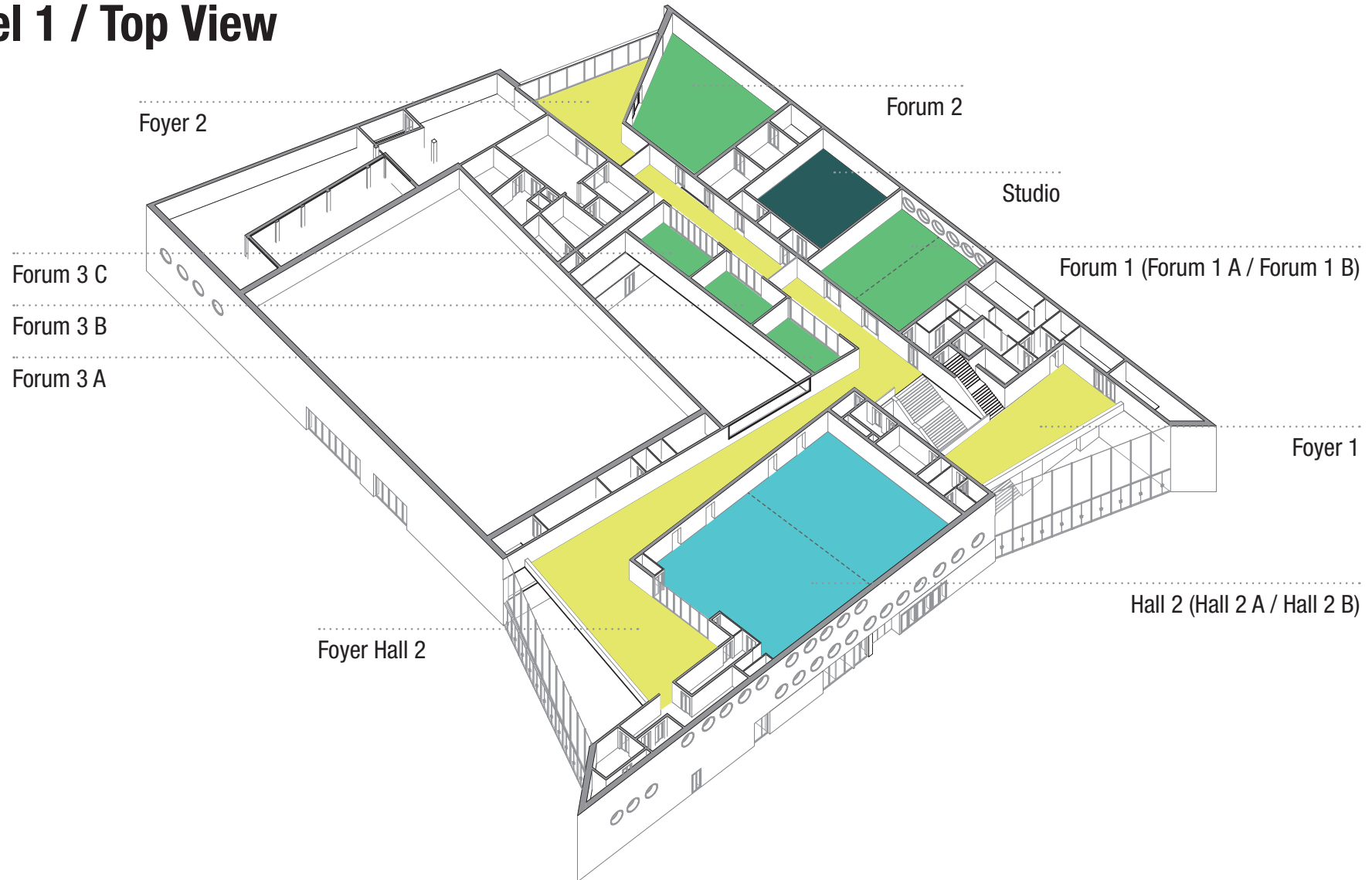
Hall 2

First choice in space solutions on an area of 645 sqm. Fully flexible – thanks to a partition system. Clean lines and well thought out design. For up to 800 participants.

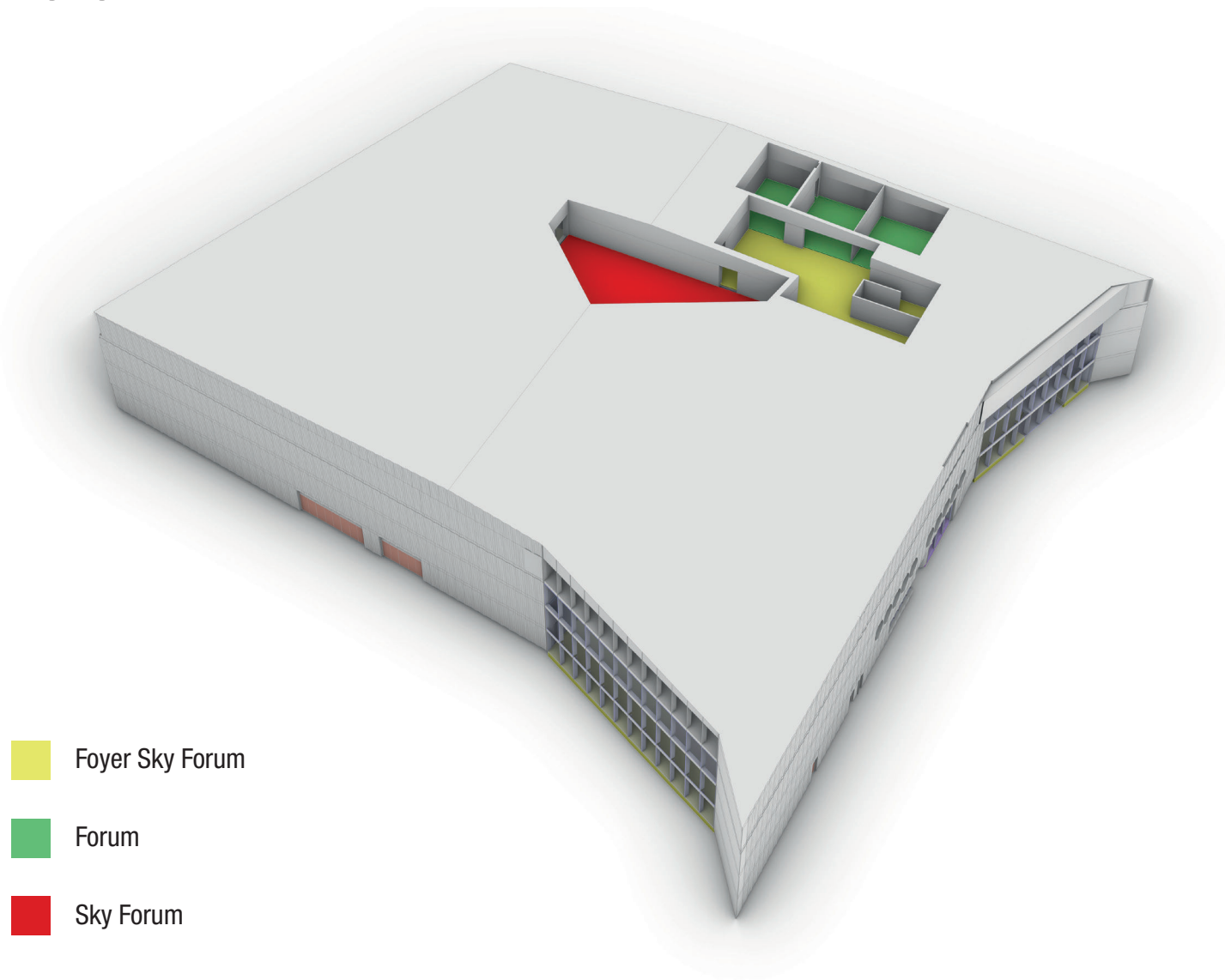
Forum 1 - 3

Perfect for creative and agile team working thanks to stylish design variants and modern new work settings. Welcome outside the box. Traditional settings? Clear anyway! 1 room with partition system, 3 rooms combinable.

Level 1 / Top View



Level 2



■ Foyer Sky Forum

■ Forum

■ Sky Forum

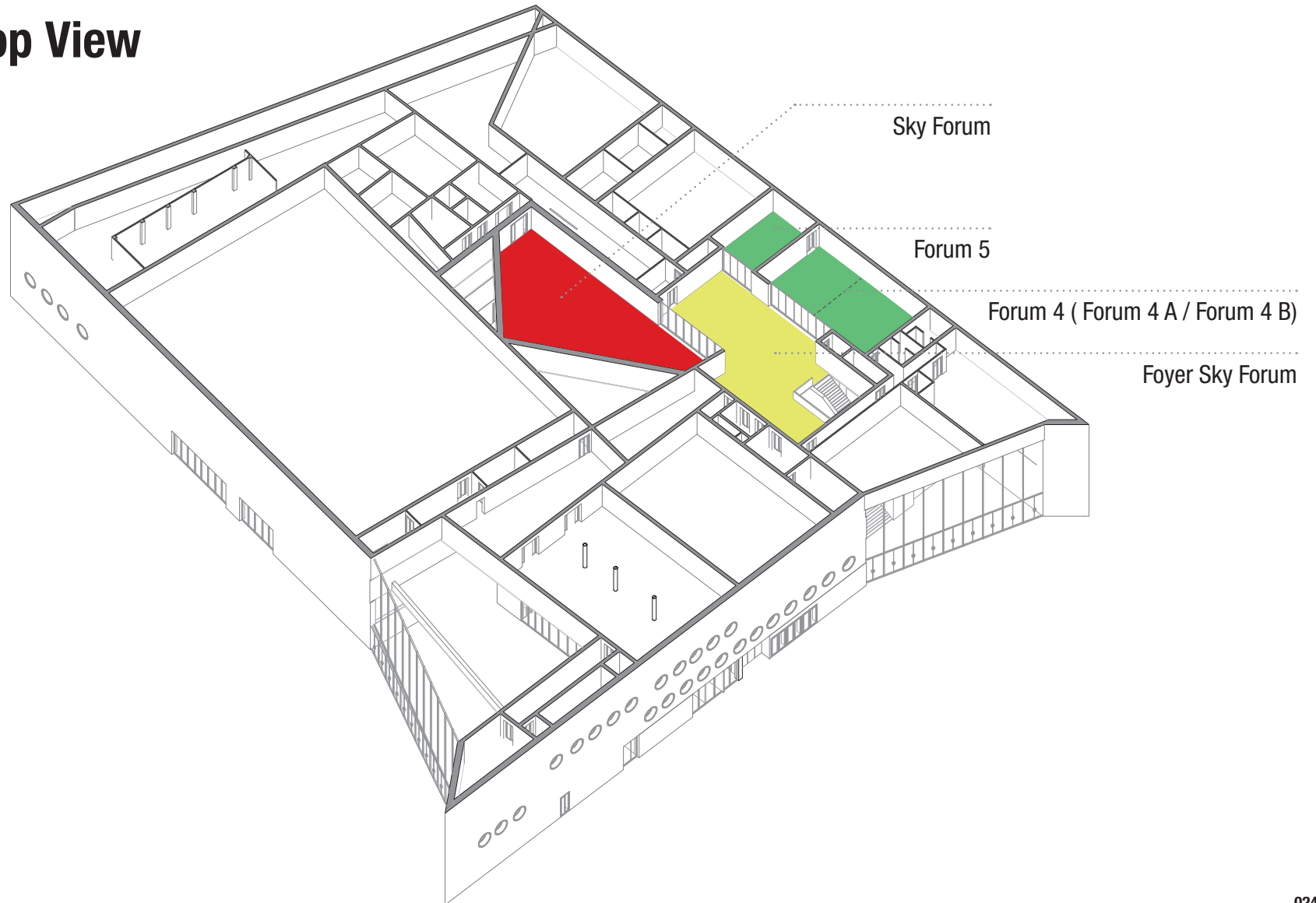
Forum 4 - 5

Inspiring designs. Plus, creative settings for agile workshops and collaborative meetings. Less of the predictable, more of the new. Or with classical seating? Set your own statement. Two rooms, one divisible.

Sky Forum

Free space, literally – uppermost on the roof of the Heidelberg Congress Center. Take a breath. Network. Or have creative collaborative experiences on the grandstands. Chic & easygoing.

Level 2 / Top View



Rooms, spaces and capacities, the traditional way.

Level	Room	Gross area sqm	Theatre	Parliamentary	Banquet round (8-seater tables)
Level 0	Hall 1	1.425	1.804	790	720
	PopUp Forum	246	250	100	-
	Entrance north	170	-	-	-
	Foyer central	1.057	-	-	-
	Entrance west	260	-	-	-
	Foyer Level 0, total	1.487	-	-	-
Mezzanine	The Kitchen	185	50	-	-
Level 1	Hall 2	642	808	332	240
	Hall 2 A	322	392	153	-
	Hall 2 B	320	356	158	-
	Forum 1	220	261	118	-
	Forum 1 A	110	115	58	-
	Forum 1 B	110	115	58	-
	Forum 2	224	280	126	-
	Forum 3	181	225	66	-
	Forum 3 A	62	75	22	-
	Forum 3 B	58	75	22	-
	Forum 3 C	60	75	22	-
	Studio	156	-	-	-
	Foyer Hall 2	495	-	-	-
	Foyer 1	332	-	-	-
	Foyer 2	146	-	-	-
	Foyer Level 1, total	973	-	-	-
Level 2	Forum 4	167	208	82	-
	Forum 4 A	83	96	34	-
	Forum 4 B	84	96	34	-
	Forum 5	69	75	29	-
	Sky Forum	153	ca. 60	-	-
	Foyer Sky Forum	263	-	-	-

Stadthalle Heidelberg

Innovative ideas, new experiences. Driven by tradition.

Between Wilhelminian style and art nouveau – and amid Heidelberg's old town. Hello from the Stadthalle. It was built in 1903. As an assembly house and a venue for the citizens. After an extensive renovation, the Stadthalle will follow its democratic vision from 2024 onwards: variety, personal encounters, inspiration. At receptions, festive evening events or meetings. Writing history. Typical Heidelberg.

Benefits: The dream of romanticism. In the Stadthalle Heidelberg the dream comes true. With inspiring exchange and magnificent views: of the Neckar. The historical highlight is the Grand Hall. 700 sqm for stylish evening events. Thanks to movable floors it is flexibly usable for speeches as well as performances on stage. The Merian Event

Hall shines bright at receptions for up to 330 participants – with stucco ceiling and gorgeous gold platings. But there is more to it: 10 historical halls and rooms from 30 to 440 sqm. Always original. Always convenient and eco-friendly: with the local public transport, from Heidelberg main station to the Stadthalle. In only 15 minutes, door- to- door.

Facts

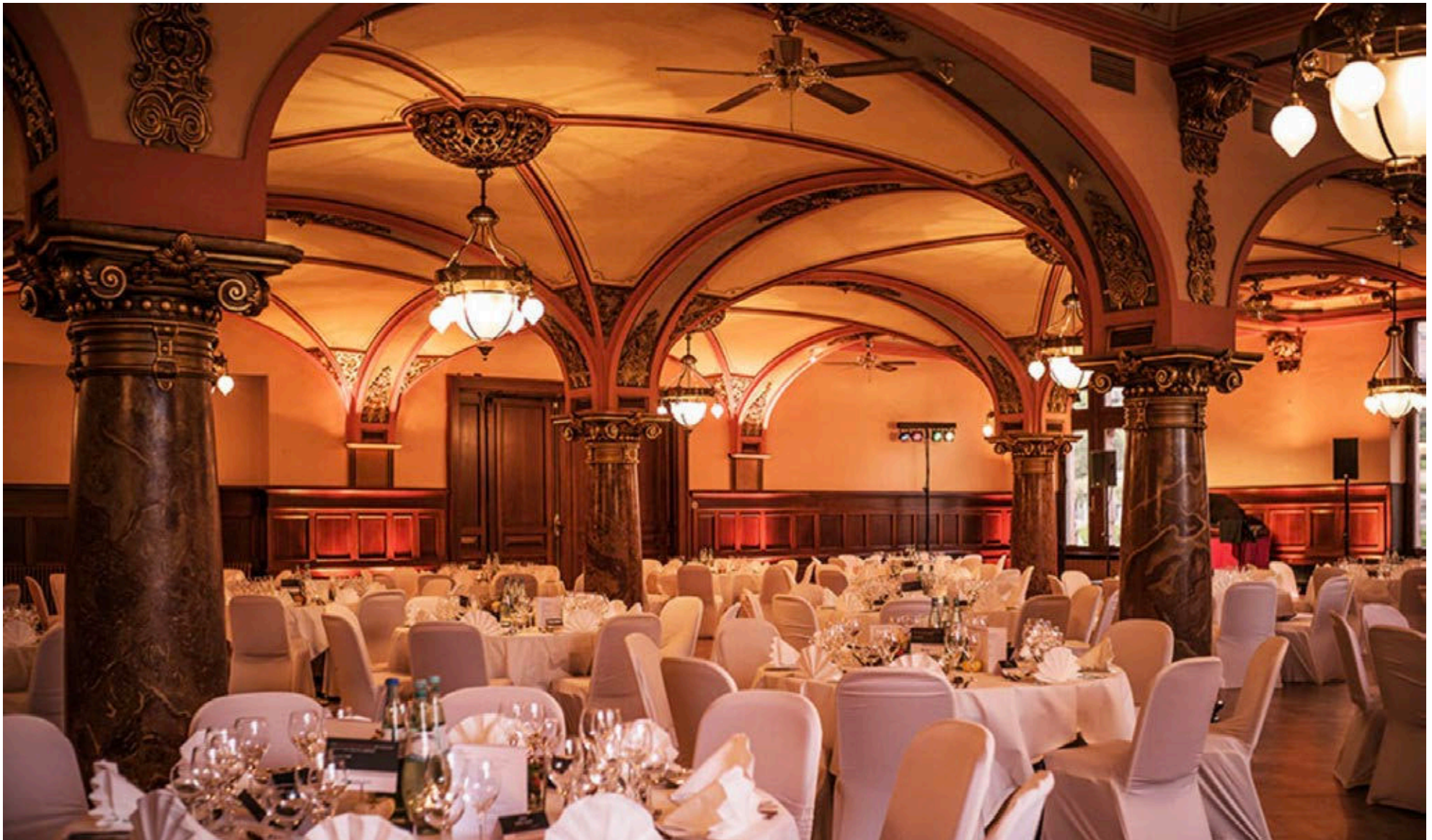
- historical building in original state
- events for up to 1.250 participants
- 2.500 sqm of experience areas
- energy rehabilitation until 2024
- completely barrier-free
- perfect starting position to reach Heidelberg's hotspots
- a wide range of accommodations within walking distance
- integrated parking garage



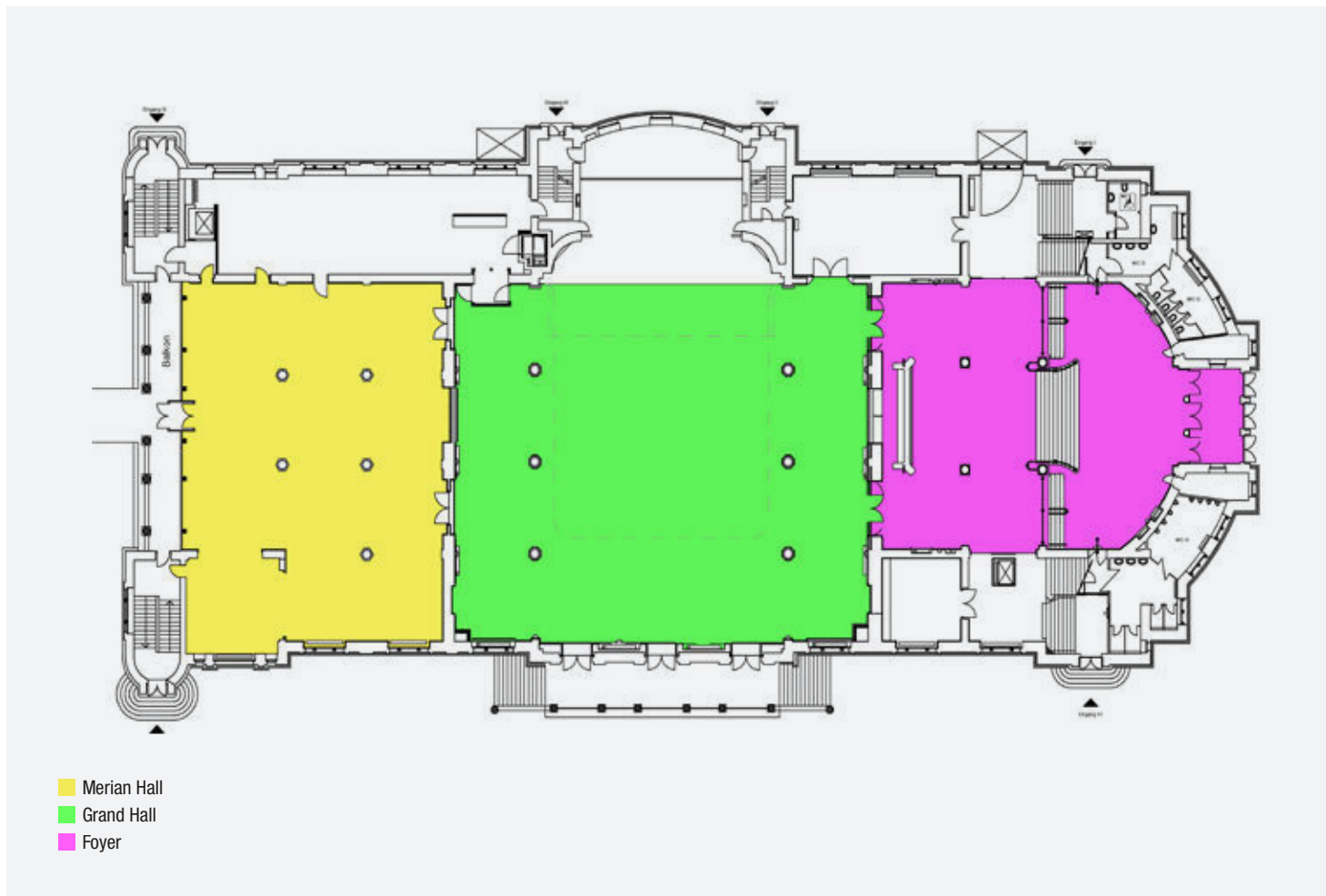


Locations / Stadthalle Heidelberg

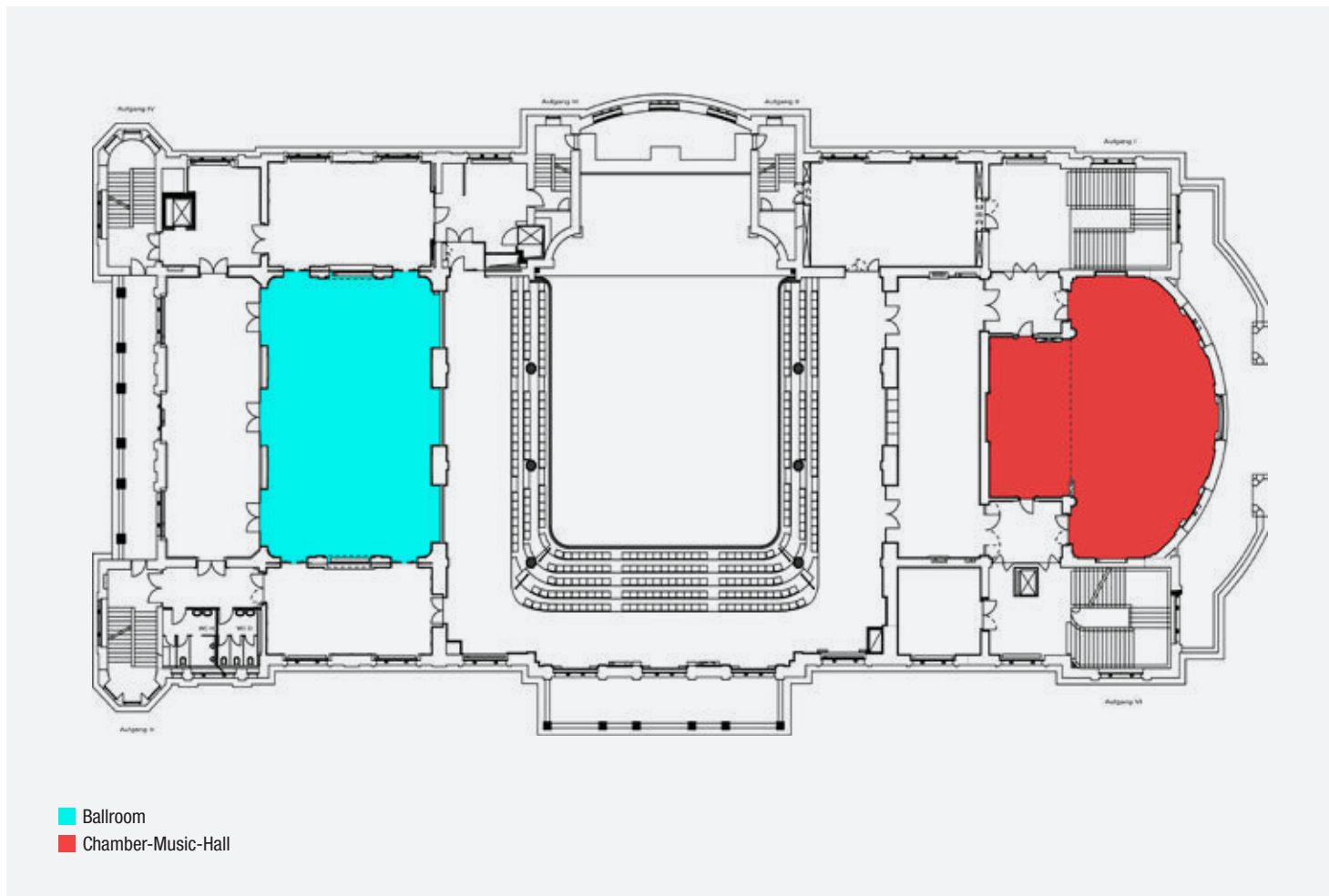




Groundfloor



Obergeschoss



Rooms, spaces and capacities, the traditional way.

Room	Gross area m ²	Theatre style	Parliamentary style	Banquet (long tables)	Banquet (round tables)	unseated
Grand Hall (incl. Gallery)	700	1.146	300	620	440	1.350
Merian Event Hall	440	—	100	300	260	—
Ballroom	200	200	100	200	120	—
Chamber-Music-Hall	200	200	100	140	120	—
Ground floor complete	—	—	—	—	—	1.700
First floor complete	—	—	—	—	—	1.200

SNP dome

SNP dome. Trading faster, higher, farther. For creative, versatile, activating.

Sports give way. The excitement stays. In the SNP dome, Heidelberg's super fresh playing field for the real big things. Jubilees, visions, innovations. And the trappings? Architecture, flexibility, event technique: wow! The verve, too. The community meets. Full of energy.

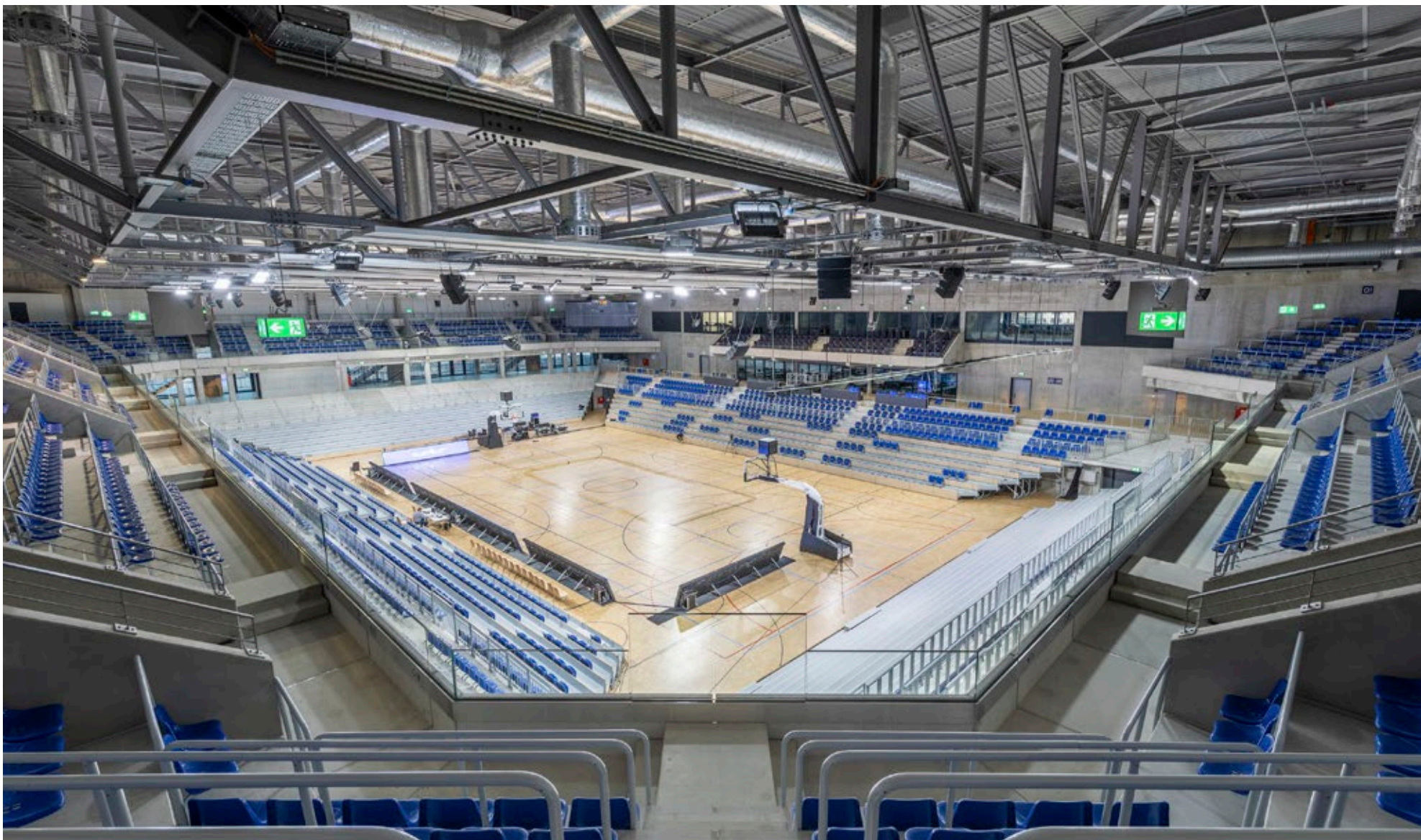
Benefits: Touchdown! For performances, parties, presentations, or kick-off events. The SNP dome offers sporty spirit and magnificent chances for staging at an XXL format. Four telescopic seating stands create atmosphere and flexibility. Agility also in the interior: 1.111 sqm for performance or

individual seating variants. Including an exclusive business club. With 250 seats and a spectacular view on the interior. Using a head platform, there's space for 4.000 participants. Outside the arena: direct access to the public transport. You never walk alone.

Facts

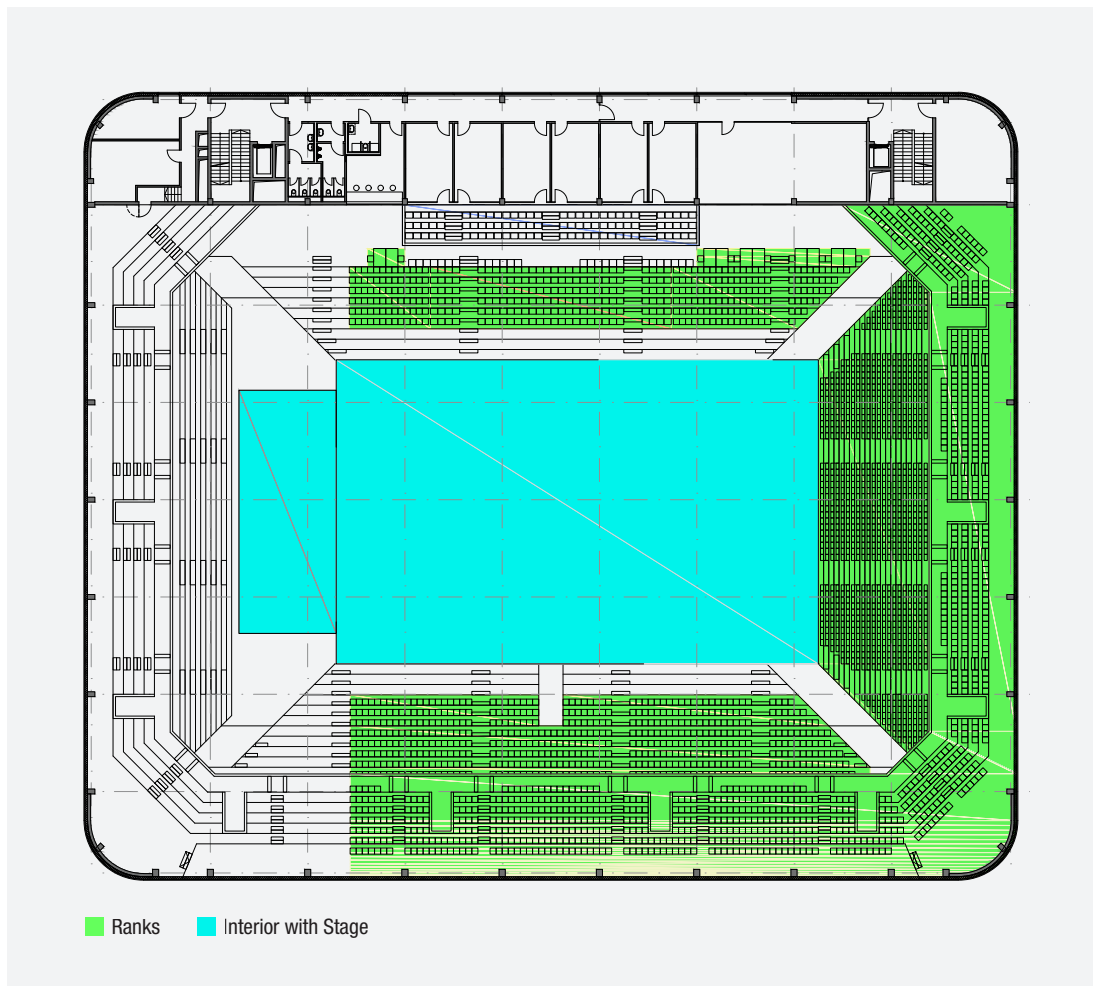
- 10.890 sqm gross area
- capacity: 4.008 seats (1.512 in the inner space)
- ceiling height: 13,5 m
- ultramodern LED screens
- completely barrier-free
- highly efficient building
- direct access to main station and highways







Top View



Spaces & Capacities

Room	Gross area m ²	Theatre Style
Interior (with Stage)	1.000	1.512
Ranks	—	2.496

Destination Heidelberg

A classic. In an exciting new interpretation.

One huge, fascinating museum. Yes, that, too. But first and foremost, Heidelberg is an innovative, urban, cosmopolitan city. And what a green one. The very special is not created in random places.



Excellent science.

Founded 1386, by Elector Ruprecht I. The first one on German ground. Today the University of Heidelberg is an internationally renowned center of science and one of the leading research universities in Europe. With 11 Nobel prize winners, over 30.000 students and more than 160 academic subjects in humanities, social sciences, and law. Plus, natural

and life sciences, including medicine. By the way, subjects and disciplines can be combined smartly. Even beyond the city borders. As with HEIKA, the strategic partnership between the Karlsruhe Institute for Technology. Staying with the motto: working on key problems throughout disciplines and thus assume social responsibility, as a comprehensive

university with excellent research strength. The University Heidelberg was awarded as University of Excellence for the concept of Comprehensive Research University. Once again.

Interdisciplinary research.

The University Heidelberg is a core player of a high-ranking research network, with lots of research and educational institutions, outside university – in Heidelberg and the region. Among them: the Euro-

pean Molecular Biology Laboratory, the Kidney Center Heidelberg, the National Center for Tumor Disease Heidelberg. And on top 4 Max-Planck-Institutes. Academic excellence, spirit of innovation,

sharing knowledge, establish contacts – in the end, what do you get out of it? Groundbreaking research and new, aspiring spin- offs over and over.



Cluster of expertise. Life science.

Not only do many biotech specialists encounter in Heidelberg. But moreover, entire sectors and branches network with each other creatively. Turning Heidelberg into one of the most innovative places of Life Sciences. Extremely hot: startups of the gaming branche cooperate with stakeholders of the biotechnology, medical technology and health

sector in the brand-new GamesHub. Together they develop serious games for education, rehabilitation and further education. Global players as BASF, Merck or Roche Diagnostics find the right free space for future projects in the Technologiepark Heidelberg. And right beside the Heidelberg Congress Center: the research and laboratory center

SkyLabs. With distinctive architecture and innovative players, as for example Heidelberg Engineering, a developer of high-tech solutions for ophthalmology. Or Reckitt Bensicker, global leader within the health, hygiene and householding sector.

Economic power.

Smart thinkers, best makers, unrestricted power of innovation. This is the Heidelberg DNA. And so typical for the whole region. No wonder, the Rhine-Neckar-region is one of Germany's most important economic locations. Did you know? 10 out of 100 of the most powerful listed companies have their

headquarters here. Global companies like BASF, SAP, Roche, Heidelberger Druckmaschinen, HeidelbergCement, KSB or Fuchs Petrolub are at home here. Furthermore, there are many middle-sized companies and hidden champions. And the Rhine-Neckar-region does not stop moving. Initiatives,

coworking spaces, networking platforms: startups find best conditions here and with creativity and spirit of transformation they assure that Heidelberg remains a thrilling place for ideas.



Plenty of experiences.

The worldfamous castle ruin and its magnificent Renaissance façade. The picturesque Old Town with its alleys and squares, the numerous cafés, authentic restaurants, and cultural offers. The romantic banks of the Neckar. The Old Bridge. The poetic Philosopher's Path and its fantastic panorama view

on the city, the river, and surrounding mountains. In no time at all you reach every hotspot – being always in touch with the Heidelberg way of life. The feeling for yesterday. And the desire for today. Heidelberg is beautiful, elegant, and cultivated. This does not come about by chance. It is due to

the people, who enjoy being here. A lively, colorful, and tolerant university town that loves its past and celebrates the urban lifestyle. Somewhere between cult and cool. But always in the here and now.

Smart City.

For some it is revolutionary. For us it is future oriented. Heidelberg's youngest quarter, Bahnstadt. Save energy, recharge energy. In one of the world's largest passive house settlements. The whole world is facing huge challenges – in Heidelberg sustainability is not a buzzword. Numerous initiatives and projects focus on a resource-saving eco lifestyle, more and more green spaces, local variety of pro-

ducts, smart mobility. Something is happening down here..

- 2015: Heidelberg becomes Global Green City. The distinction is awarded by the United Nations – for extraordinary approaches in communal sustainability.

- 2019 Heidelberg wins the UNESCO prize on education for sustainable development – for the fifth time.
- 2020: Fairtrade Germany acknowledges once again Heidelberg's status as a Fairtrade-Town. Awarded cities give preference to fair trade products.



Mobility with a future.

Motion tip? On two wheels through Heidelberg. In other places, this can easily become an annoying hurdle race, here it is a lot of fun. Obviously, thanks to the many beautiful city motives, accompanying you pedaling. And lots of green spaces. But it is also due to numerous rental stations and the gro-

wing attractivity of Heidelberg's network of cycle paths. It was extended to 480 km during the last years. Opening plenty of one-way-streets to bikers and allowing the transport of bicycles on busses and trains. It is running quite beautifully for cyclists in Heidelberg. Germany is blown away all over and

has voted Heidelberg for the third place as a bicycle-friendly city in the big ADAFC bicycle climate test in 2020 among cities with 100.000-200.000 inhabitants.

Urban Diversity.

Diversity makes us stronger. The population of Heidelberg knows this ever since. Obviously, being Germany's oldest university city. Curiosity and free thought are everywhere in Heidelberg. Not only in the lecture halls. The rainbow flag is fluttering. Queer life is lived and loved. Since 2020 also offi-

cially. Since then, Heidelberg belongs to the Rainbow Cities Network. This is an international network of 30 cities, who commit to the acceptance of gay, lesbian, bisexual and transgender or intergender people. The Queer Festival is the highlight of Heidelberg's LGBTI*-calendar every year. Since 2009

a colorful platform for queer art and culture. The first format of its kind in Germany – with more than 5.000 visitors and cultural professionals from all over Europe.



CAVE

18

August 31

More than accommodation.

Contemporary design, yet cozy. Hideaway, but in an exciting surrounding. Young, stylish and most of all, urban. An inspiring place. Individual and unconventional. Having sustainability in mind.

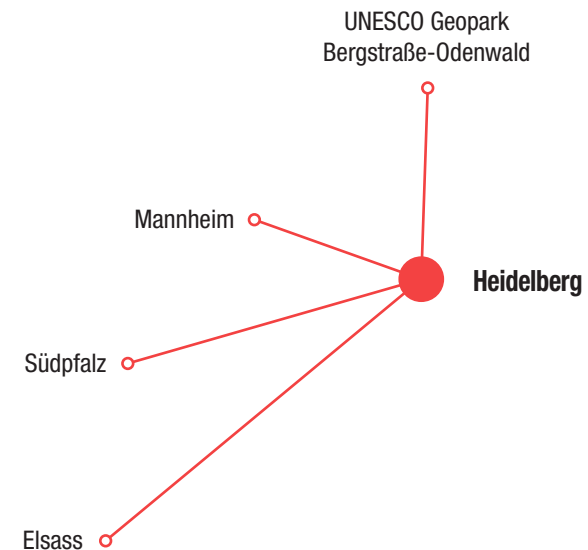
Neighborhood feeling instead of feeling like a tourist. Amid the bustling Old Town. Or the accommodation, situated right between the Heidelberg Congress Center and the main station. Hotels can

differ in many aspects but there is one thing they all have in common: the Heidelberg flow. For the community. More information on accommodation in Heidelberg: reservation@heidelberg-marketing.de

In a top location.

Romatic flair, intellectual verve. Heidelberg is refreshingly different. And it is located in a region that has quite a lot to offer. Refreshingly natural: the UNESCO Geopark Bergstraße-Odenwald. Fruit meadows, gentle peaks. Absolutely worth visiting. And those who prefer being faster on the trail, can wonderfully go by bike. The atmosphere is open-minded, jovial and communicative – in the Southern Palatinate. With its picturesque wine villages and authentic food festivals. Shopping, museums and

Kiez culture. Our neighboring city Mannheim lives the big city lifestyle. Go beyond borders? Easy. The French Alsace is close to us. Extraordinary cultural and culinary heritage, in one of Europe's most beautiful landscapes. Allez, hop! And an absolute pleasure: The Black Forest. Where locals give their Bollenhut and cuckoo clock a new drive and make their magnificent nature the protagonist. Excellent to rediscover, be out of doors, chill. Sounds lovely, doesn't it?





Next stop? Heidelberg.

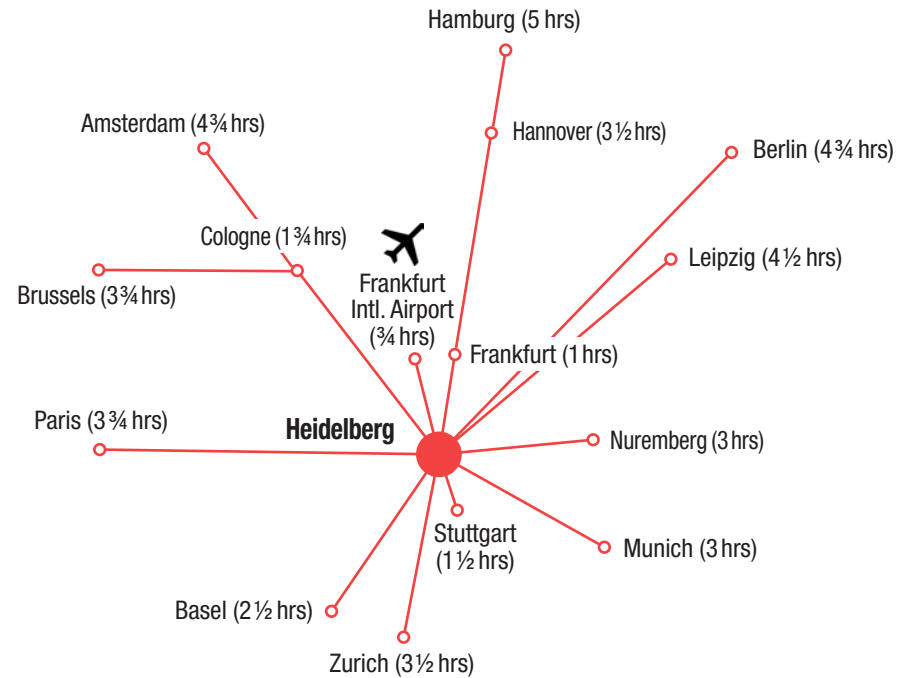
Heidelberg lies in the center of Europe. Therefore, your route to us is short. Wherever you start from.

By train

Fast, comfy, eco-friendly: Heidelberg is an ICE stop. And connected to Mannheim, an ICE hub, by the light rail every thirty minutes.

By airplane

Land at Germany's largest airport, Frankfurt. Get to Heidelberg in only 45 minutes by train. Direct



THANK YOU.

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