

BRANDING PLAN 2018

CONFERENCE & EVENT BRANDING PRICING



GRAND ATRIUM + EAST ATRIUM

ITEM & AREA PRICING 2018 PAGE ONE

Given the Hilton Anatole's versatile facilities that allow for a dynamic mix of event sizes on any given day, our tiered branding pricing allows each group to either focus their branding within specific areas of the property or maximize their presence more economically with tailored **package pricing**.

	UNIT PRICING PER DAY	AREA PRICING PER DAY	PACKAGE PRICING PER DAY		
ATRIUM ENTRANCE					
Porte Cochere					
Fascia Panels (3)	\$7,000 ea	\$12,000	\$15,000		
Pillars (4)	\$4,000 ea				
Doors & Windows (43 panes)					
Side Door Sets (4) - 1 door, 5 windows each	\$1,000 ea	\$6,000			
Revolving Center Door Set - 3 doors, 9 windows	\$2,000 ea				
Sliding Door Set - 2 doors, 5 windows	\$2,000 ea				
Exterior Graphics					
Wall - Large GoBo Light	\$3,500 ea	\$6,000			
Wall - Large Banner	\$5,000 ea				
GRAND ATRIUM + EAST ATRIUM					
Atrium Entrance Lobby					
Wall - Front Door Header	\$2,000 ea	\$10,000	\$45,000		
Wall - Front Desk "Art Frames" (2)	\$2,000 ea				
Wall - Front Desk Front Panels	\$2,000 all				
Wall - Video Wall - Full Day*	\$6,000 ea				
Wall - Video Wall - 1-hr Time Slot*	\$1,000 ea				
Wall - Video Wall - 1 hr in Rotation* (30 sec. every 10-min.)	\$1,000 ea				
Wall - GoBo Light	\$2,000 ea				
Wall - Concierge Desk Front Panels	\$1,000 all				
Pillars (5)	\$2,000 ea				
Floor - Door Area Graphic (up to 100 sf)	\$1,500 ea				
Floor - Concierge Area Graphic (up to 100 sf)	\$1,500 ea				
*Materials must be received at least 72 hours prior to display to avoid a \$500 late-setup fee. *Hotels will have ability to utilize (3) 15-minute time frames during a group buyout. *Based on availability. Options may not exceed 24 hours per day.					
Elevators & Escalators					
Elev. Door Marble Surround - Lobby Level (6)*	\$1,500 ea			\$15,000	
Elev. Door Marble Surround - Mezzanine Level (6)	\$1,000 ea				
Elev. Cab Mirror/Glass - Interior (8)*	\$2,000 ea				
Escalator Walls & Pillar	\$1,000 ea				
*replacement costs for existing hotel graphics may apply					
Convention Registration					
Wall - Doorway Header	\$2,000 ea	\$3,000			
Floor - Entryway Graphics (up to 100 sf)	\$1,500 ea				
East Atrium					
Wall - Brick Panels (4+)	\$2,000 ea	\$10,000			
Floor - Center Carpet Graphic	\$4,500 ea				
Windows - Carpenter (3 sets)	\$2,500 ea				
Floor - Imperial Corridor Marble Sections (5)	\$2,000 ea				
Wall - 3rd Floor Brick Fascia Panel	\$1,000 ea				
Grand Atrium					
Wall - Entry Portals (2)	\$3,000 ea	\$25,000			
Pillar - Breezeway to Tower	\$1,500 ea				
Floor - Breezeway to Tower Building	\$1,500 ea				
Floor - Main Corridor	\$10,000 ea				
Floor - Garden Lanterns 4-sided (23)	\$750 ea				
Reflecting Pool Floating Logos (up to 4 sf)	\$500 ea				
Reflecting Pool Logo Box on stand	\$1,500 ea				
Wall - Clock Tower Banner	\$3,000 ea				
Wall - Multi-Floor Banner (up to 7 floors tall)	\$7,500 ea				
Floor - Corridor to Grand Entrance	\$2,000 ea				
"Nebula" Kinetic Sculpture - custom color	\$2,000 ea				
Grand Entrance (36 panes)					
Door Sets (2) - 6 doors, 12 windows each	\$4,000 ea			\$6,000	
Grand Atrium Mezzanine					
Wall - Mezzanine Marble Fascia Panels (5)	\$1,500 ea	\$5,000			
Wall - Pillar and Beam Area at Escalator Landing	\$2,000 ea				

HILTON ANATOLE BRANDING POLICIES

Branding Space...

- is rented branding/advertising space within the hotel's public space. Groups can brand inside their contracted meeting rooms and without fees, and one professionally printed 22"x28" sign is allowed directly outside their meeting room on an easel.
- pricing is daily and for the rented branding/advertising space only - it does not include, and the hotel is not responsible for, branding costs and service issues related to design creative, production or installation.
- must be commensurate to the group's contracted guest rooms and meeting or event space.
- video wall materials must be received at least 72 hours prior to display to avoid a \$500 late-setup fee. Hotel will have ability to utilize (3) 15-minute video wall time frames during a group buyout. Video wall options are based on availability and may not exceed 24 hours per day.
- must be approved by hotel management and coordinated by Event Management against adequate information, eligibility and specific pricing prior to purchase.
- requests and plans must be submitted to Event Management and approved at least 45 days prior to your program.
- plans must include the requested setup and removal dates, floorplan locations and item descriptions.
- items include but are not limited to: registration/info desks, kiosks, technology stations, electronic sign/display content, entrance units, meter boards, banners, directional signs, column wraps, escalator graphics, gobo lights, wall graphics, window graphics, light/lantern graphics, floor and carpet graphics.
- items must not obstruct emergency equipment or strobes, security cameras, fire extinguishers, emergency exits or hotel directional signage.
- items must be professionally printed - no hand-written signs or signs taped to doors or walls.
- non-approved stickers are prohibited on all hotel items or surfaces.
- items are in the public space and can legally be photographed and published by the hotel or public.
- clients are responsible to pay for damages or loss of use caused by their branding items, staff or vendors to the hotel's facilities, fixtures, furniture or property.

SAVE 15%! BY USING A PREFERRED VENDOR

Groups may receive 15% off final hotel branding fees when they use a Hilton Anatole preferred vendor for production or installation of their hotel-approved branding. Limit one discount per contracted event.*

Hilton Anatole Preferred Vendors:



*These services must be coordinated through your Event Manager to receive the discount.

Hilton Anatole is not responsible for branding costs and service issues related to design creative, production or installation.

Contact your Event Manager today at +1 214 761 7259 to start branding your event at the Hilton Anatole.



A La Carte Branding Items

	UNIT PRICING
Per Window/Glass Door Pane	\$500 ea
Wall - Misc. Graphics (up to 100 sf)	\$1,500 ea
Wall - Misc. Graphics (up to 10 sf)	\$500 ea
Floor - Misc. Graphics (up to 100 sf)	\$1,500 ea
Floor - Misc. Graphics (up to 20 sf)	\$500 ea
Floor - Misc. Graphics (up to 4 sf)	\$100 ea

Any items not listed in this Pricing Guide will be quoted individually by your Event Manager.

ITEM & AREA PRICING 2018 PAGE TWO

GROUP GUEST BRANDING

	UNIT PRICING PER DAY	AREA PRICING PER DAY	PACKAGE PRICING PER DAY
Reader Board & Meeting Room Signs - Logo/Message*		\$15,000	\$40,000
(8) Dual-Display Virtual Concierge Stations	\$1,500 ea		
50+ Meeting Room Event Signs	\$300 ea		
Guest Room*		\$25,000	
Voicemail Message - (per guest, per message sent)	\$2.00 ea		
TV Channel Video per channel (3) - (up to 24 hours)	\$5,000 ea		
TV Screen or Bathroom Mirror Cling - (starts at \$5 ea)	\$5.00 ea		
Restaurant & Bar Guest Items*		\$2,000	
Logo / Video on TV Screen - (per available TV, per event)	\$500 ea		
Branded coffee cups, napkins, etc. - (per event, per 1000)	\$500 ea		
Hotel Produced Guest Items*			
Guest Room Keys - (up to 2 per room)	\$7.00 ea		
Logo'ed Menus	\$5.00 ea		
Logo'ed Meal or Drink Voucher	\$1.00 ea		

*Minimum and maximum quantities and other restrictions apply.

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RESERVE YOUR BRANDING

Secure your branding package options today by contacting your **Event Manager** at **+1 214 761 7259**.

We look forward to seeing you and hosting your event at the Hilton Anatole!

BRANDING RESOURCES

available on
[AnatoleBranding.com](https://www.anatolebranding.com)

- IDEAS - inspiration photos
- GUIDE - branding area locations
- PRICING - items, areas, packages
- POLICIES - info, terms & conditions
- MAPS - full map & hotel sections