

BRANDING AND 2018

# CONFERENCE & EVENT BRANDING PRICING

  
**Hilton Anatole**  
DALLAS

WEST WING

# 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<br>PER DAY | AREA PRICING<br>PER DAY | PACKAGE PRICING<br>PER DAY |
|--|-------------------------|-------------------------|----------------------------|
| <b>WEST WING*</b>                                |                         |                         | <b>\$10,000</b>            |
| <b>Interior Entry</b> (near elevators)           |                         |                         |                            |
| Wall - Wood Portal G1                            | \$3,000 ea              |                         |                            |
| Floor - Area Graphics (up to 100 sf)             | \$1,500 ea              |                         |                            |
| <b>Corridor</b> (66 panes)                       |                         |                         |                            |
| Door Set G2 - 2 doors, 11 windows                | \$2,000 ea              |                         |                            |
| Window Sets (2) G3, G4 - 12 windows each         | \$2,000 ea              |                         |                            |
| Door Set G5 - 2 doors, 7 windows;                | \$1,000 ea              |                         |                            |
| Window Sets (3) G6, G7, G9 - 8 windows each      | \$1,000 ea              |                         |                            |
| Door Set G8 - 4 doors, 11 small windows          | \$1,000 ea              |                         |                            |
| Door Set G10 - 2 doors, 7 small windows          | \$1,000 ea              |                         |                            |
| <b>Foyer/Lobby</b>                               |                         |                         |                            |
| Pillars - Wood G11, G12                          | \$2,000 ea              |                         |                            |
| Wall - Gobo Light                                | \$2,000 ea              |                         |                            |
| Floor - Area Graphics (up to 100 sf)             | \$1,500 ea              |                         |                            |
| <b>Exterior Entrance</b> (16 panes)              |                         |                         |                            |
| Door Sets (2) G13, G14 - 4 doors, 4 windows each | \$3,000 ea              |                         |                            |
| Floor - Area Graphics (up to 100 sf)             | \$1,500 ea              |                         |                            |

| <b>GROUP GUEST BRANDING</b>                                  |            |  | <b>\$40,000</b> |
|--|------------|--|-----------------|
| <b>Reader Board &amp; Meeting Room Signs - Logo/Message*</b> |            |  |                 |
| (8) Dual-Display Virtual Concierge Stations                  | \$1,500 ea |  |                 |
| 50+ Meeting Room Event Signs                                 | \$300 ea   |  |                 |
| <b>Guest Room*</b>   |            |  |                 |
| 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  |  |                 |
| <b>Restaurant &amp; Bar Guest Items*</b>                     |            |  |                 |
| Logo / Video on TV Screen - (per available TV, per event)    | \$500 ea   |  |                 |
| Branded coffee cups, napkins, etc. - (per event, per 1000)   | \$500 ea   |  |                 |
| <b>Hotel Produced Guest Items*</b>                           |            |  |                 |
| Guest Room Keys - (up to 2 per room)                         | \$7.00 ea  |  |                 |
| Logo'd Menus   | \$5.00 ea  |  |                 |
| Logo'd Meal or Drink Voucher                                 | \$1.00 ea  |  |                 |

\*Minimum and maximum quantities and other restrictions apply.

## 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
- 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.



## 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