CONFERENCE & EVENT
BRANDING GUIDE

ENTIRE HOTEL
“The Hilton Anatole gives us the opportunity to brand the hotel in such a way that helps us create a unique and inviting atmosphere for our Cotton Bowl guests.”

~ Rick Baker, President & CEO, Goodyear Cotton Bowl Classic

Create a grand first impression that includes a “wow” for attendees...

The Anatole offers amazing opportunities to express your message to your audience!

BRANDING REACH
1,606 guest rooms
128,600 sq ft of exhibit space
Over 600,000 sq ft of meeting & event space
4 restaurants, 5 bars and in-room dining
Private 7-acre park with resort pool
1.9 million sq ft of air conditioned walking space
With a legendary distinction for grand design, devoted hospitality and enduring style, the Hilton Anatole’s abilities in branding its spaces are just as amenable. Whether hosting product launches or national conventions, sales meetings, trade shows or sporting events, the Anatole’s extensive open-atrium architecture and lobby networking areas offer the perfect landscapes for groups and their affiliates to pen their creative marks and cultures throughout its campus.

See where all your ideas fit as you review the following **branding areas** at the Hilton Anatole.
MAKE A BIG IMPRESSION

Start creating the ideal branding plan for your group’s event using these three documents. Contact your Event Manager early in the process to check availability, requirements and make space reservations.
**BRANDING AREAS 2020**

**ATRIUM ENTRANCE**

Initial and prominent exterior graphics capture attention and make for a bold sense of arrival at the Anatole’s Atrium Main Entrance.
BRANDING AREAS 2020

ATRIUM ENTRANCE LOBBY
Three 100-sq-ft art frames greet every guest checking-in to the hotel’s Atrium guest rooms.
**BRANDING AREAS 2020**

**ATRIUM ELEVATORS & ESCALATORS**

Atrium Lobby Elevators serving 892 guest rooms. Atrium Escalators transport attendees to the third-floor Imperial Ballroom and Atrium Mezzanine Level meeting & breakout rooms.
ATRIUM CONFERENCE REGISTRATION
Dedicated registration facility in the heart of the Atrium Lobby welcomes every attendee.
BRANDING AREAS 2020

EAST ATRIUM MEETING & EVENT SPACE
Brick branding panels overlook the floor and lobby of the 14-story East Atrium, which also houses the Imperial Ballroom.
BRANDING AREAS 2020

GRAND ATRIUM PORTALS
The two Grand Atrium portals welcome every guest into the heart of the Anatole and are very popular branding locations.
GRAND ATRIUM MAIN CORRIDOR

Popular with full-house groups, branding the main corridor in the Grand Atrium ensures your brand statement reaches everyone and helps them feel they own the hotel.
BRANDING AREAS 2020

GRAND ATRIUM REFLECTING POOLS, LANTERNS & KINETIC SCULPTURE

Grand Atrium Reflecting Pool with Logo Box on stand

Grand Atrium Reflecting Pool with Floating Logos

Grand Atrium Garden Floor Lanterns 4-sided (23) and “Nebula” Kinetic Sculpture
GRAND ATRIUM MULTI-FLOOR BANNER

Shown hanging over the portal leading to the hotel’s Tower Building, banners (up to seven-floors tall) can be placed in several locations around the perimeter of the Grand Atrium.
BRANDING AREAS 2020

GRAND ENTRANCE & CORRIDOR

36 glass panes within 2 door sets - 6 doors, 17 windows each. Corridor from Grand Entrance into Grand Atrium. LED lighting system illuminating the hotel’s 100’x50’ “Nebula” kinetic sculpture can reflect your company, event or team color.
GRAND ATRIUM MEZZANINE

Banner and wall graphics hanging at landing exiting escalator on mezzanine level in the Grand Atrium, near breakout restrooms and readerboards.
BRANDING AREAS 2020

TOWER ENTRANCE

Initial and prominent exterior graphics capture attention and make for a bold sense of arrival at the Anatole's Tower Entrance.

Tower Exterior Entrance Side Door Sets (2 of 4), Revolving Center Door Set and GoBo Light

Tower Entrance Porte-Cochere Fascia Panels (1 of 3), Pillars (2 of 4) and GoBo Light

Large 4-Panel Tower Lobby Exterior Window
BRANDING AREAS 2020

TOWER ENTRANCE LOBBY & ELEVATORS
Tower Front Desk and six elevators service the hotel’s 714 Tower guest rooms
CHANTILLY BALLROOM FOYER PILLARS & GLASS RAILING

Eight two-story red marble pillars and glass railing surround the foyer to the hotel’s renowned Chantilly Ballroom.
BRANDING AREAS 2020

TOWER PILLARS

Fourteen tan marble pillars standing 14-foot tall offer a bold branding presence throughout the Anatole’s Tower & Chantilly Ballroom Prefunction Areas. Twelve tan half-pillar/pillar facades are also available in this area.
BRANDING AREAS 2020

TOWER MARBLE STAIRCASE
Elegant marble stairs lead your attendees to and from the Tower’s lobby level and Mezzanine.

Tower Marble Staircase to Mezzanine, near Gossip Bar
CHANTILLY ENTRANCE

One exterior and one interior door sets - with 4 doors and 8 windows each. The Chantilly Entrance leads directly into the Chantilly prefunction space, then to the Chantilly Ballroom Foyer - a popular location for branded registration desks.
BRANDING AREAS 2020

TOWER MEZZANINE PILLARS & GLASS RAILING

Seven 12-foot tan marble pillars provide a strong sense of ownership for groups utilizing the mezzanine and great message cohesion for group breakouts.
TOWER PARK ENTRANCE DOORS
The first bank of doors leading to the seven-acre Anatole Park for special events, as well as the Verandah Health Club, VSpa and Jade Waters Resort Pool.
BRANDING AREAS 2020

WEST WING

Interior Entry - hard wood portal G1 near Tower elevators
Corridor - 66 glass panes: 10 doors, 56 windows G2-G9
Foyer/Lobby - two prominent hardwood pillars G11, G12,
floor space and park access door set G10
Exterior Entrance - 24 glass panes: 2 door sets G13, G14
TRINITY CORRIDOR
AT GOSSIP PATIO

44 glass panes in 4 sets - A1, A2, A3, A4

Next to the hotel’s two sections of the Berlin Wall, these windows overlook the Gossip Bar Patio and the Anatole’s seven-acre park and new Resort Pool. It is used by most groups that brand within the hotel.
TRINITY CORRIDOR CONNECTOR PORTAL

This hard-wood beam portal A5 and corridor, with floor-to-ceiling windows, boldly introduces the events held in the 128,000-sq-ft Trinity Exhibit Complex.
BRANDING AREAS 2020

TRINITY CORRIDOR CONNECTOR BEND
40 glass panes in 4 sets - C1, C2, C3, C4
This bend shows a portion of the Trinity Corridor which leads to the

TRINITY CORRIDOR ROTUNDA & PREFUNCTION CONNECTOR
Rotunda D1, D2, D3 - 48 glass panes in 3 sets
Connector Right E4 - 30 glass panes in 30 windows
Connector Left E1 - 32 glass panes in 2 doors & 28 windows
Window sets E2, E4 - 14 glass panes in 2 doors & 10 windows
HOTEL READER BOARDS & MEETING ROOM SIGNS

8 Dual-display Virtual Concierge Stations
Over 50 Meeting Room Event Signs
BRANDING AREAS 2020

BRANDED KEY CARDS & KEY PACKETS

1,606 Guest Rooms
Two keys per guest room
Use of Hilton-approved key card vendor required.
An estimated 5-6 weeks minimum lead production time is also required.
BRANDING AREAS 2020

GUESTROOM TELEVISIONS

1,606 Guest Rooms
3 Open TV Channels
Clear Static Clings in top corner of TV Screens

*TV screen size may vary by room type
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

IDEAS - inspiration photos
GUIDE - branding area locations
PRICING - items, areas, packages
POLICIES - info, terms & conditions
MAP - full facility planning map