

BRANDING AREAS 2020

# CONFERENCE & EVENT BRANDING PRICING



ENTIRE HOTEL

# ITEM & AREA PRICING 2020 PAGE ONE

## ATRIUM ENTRANCE

### Porte Cochere

Fascia Panels (3)	\$7,000 ea
Pillars (4)	\$4,000 ea

### Doors & Windows (43 panes)

Side Door Sets (4) - 1 door, 5 windows each	\$1,000 ea
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
Wall - Large Banner	\$5,000 ea

## GRAND ATRIUM + EAST ATRIUM

### Atrium Entrance Lobby

Wall - Front Door Header	\$2,000 ea
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
Elev. Door Marble Surround - Mezzanine Level (6)	\$1,000 ea
Elev. Cab Displays (all) - (10) 6-sec. images, all day**	\$1,000 ea
Elev. Cab Displays (all) - (10) 6-sec. images, custom**	\$1,500 ea
Escalator Walls & Pillar	\$1,000 ea

\*Replacement costs for existing hotel graphics may apply

\*\*Still images required. No audio. Materials must be received at least 72 hours prior to display to avoid a \$500 late-setup fee.

\*\*\*Custom programming limited to 3 scheduled blocks per 24-hr period.

### Convention Registration

Wall - Doorway Header	\$2,000 ea
Floor - Entryway Graphics (up to 100 sf)	\$1,500 ea

### East Atrium

Wall - Brick Panels (4+)	\$2,000 ea
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
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 6 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
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### Grand Atrium Mezzanine

Wall - Mezzanine Marble Fascia Panels (5)	\$1,500 ea
Wall - Pillar and Beam Area at Escalator Landing	\$2,000 ea

UNIT PRICING PER DAY	AREA PRICING PER DAY	PACKAGE PRICING PER DAY
		<b>\$15,000</b>
		<b>\$12,000</b>
		<b>\$6,000</b>
		<b>\$6,000</b>
		<b>\$45,000</b>
		<b>\$10,000</b>
		<b>\$15,000</b>
		<b>\$3,000</b>
		<b>\$10,000</b>
		<b>\$25,000</b>
		<b>\$6,000</b>
		<b>\$5,000</b>

## 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 and elevator display materials must be received at least 72 hours prior to display to avoid a \$500 late-setup fee. Video wall and elevator 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.
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- 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.
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## 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:

**FREEMAN®**

**PSAV**  
PRESENTATION SERVICES

**FedExOffice™**  
Print & Ship Services

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### A La Carte Branding Items

Per Window/Glass Door Pane	UNIT PRICING \$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 2020 PAGE TWO

## TOWER ENTRANCE

	UNIT PRICING PER DAY	AREA PRICING PER DAY	PACKAGE PRICING PER DAY
<b>Porte Cochere</b>		<b>\$12,000</b>	<b>\$15,000</b>
Fascia Panels (3)	\$7,000 ea		
Pillars (4)	\$4,000 ea		
<b>Doors &amp; Windows (32 panes)</b>		<b>\$6,000</b>	
Ext. Side Door Sets (2) - 1 door, 5 windows each	\$1,000 ea		
Int. Side Door Sets (2) - 1 door, 3 windows each	\$1,000 ea		
Revolving Center Door Set - 3 doors, 12 windows	\$2,000 ea		
<b>Exterior Graphics</b>		<b>\$6,000</b>	
Window - Large 4-Panel Exterior	\$3,500 ea		
GoBo Light	\$3,500 ea		

## TOWER

	UNIT PRICING PER DAY	AREA PRICING PER DAY	PACKAGE PRICING PER DAY
<b>Entrance Lobby</b>		<b>\$10,000</b>	<b>\$45,000</b>
Wall - Front Desk Windows (4)	\$1,500 ea		
Wall - Front Desk Front	\$2,000 ea		
Wall - Concierge Desk Front	\$1,000 ea		
GoBo Light	\$2,000 ea		
Floor - Door/Chandelier Area Graphic (up to 100 sf)	\$1,500 ea		
Floor - Front Desk Area Graphic (up to 100 sf)	\$1,500 ea		
<b>Elevators &amp; Escalators</b>		<b>\$15,000</b>	
Elev. Door Marble Surround - Lobby Level (4)*	\$1,500 ea		
Elev. Cab Mirror/Glass - Interior (6)*	\$2,000 ea		
Floor - Elevator Landing Graphic (up to 100 sf)	\$1,500 ea		
*replacement costs for existing hotel graphics may apply			
<b>Chantilly Ballroom Foyer &amp; Prefunction</b>		<b>\$15,000</b>	
Pillars - Red Two-Story Marble (8)	\$3,000 ea		
Wall - Glass Railing Sections (5)	\$1,500 ea		
Per glass railing pane	\$500 ea		
Marble Baradari Pavilion - Chantilly Foyer	\$7,500 ea		
Pillars - Tan Marble (14)	\$2,000 ea		
Wall - Half-Pillar/Pillar Facade (12)	\$1,000 ea		
Floor - Marble Stairs (3 flights)	\$2,000 ea		
<b>Chantilly Entrance (24 panes)</b>		<b>\$6,000</b>	
Door Sets (2) - 4 doors, 8 windows each	\$4,000 ea		
Floor - Entry Area Graphic (up to 100 sf)	\$1,500 ea		
<b>Tower Mezzanine</b>		<b>\$10,000</b>	
Pillars - Tan Marble (7)	\$2,000 ea		
Wall - Glass Railing Sections (4)	\$1,500 ea		
Per glass railing pane	\$500 ea		
<b>Park Entrance Doors (21 panes)</b>		<b>\$6,000</b>	
Door Set F3 - 5 doors, 9 windows	\$4,000 ea		
Revolving Door Sets (2) F1, F2 - 3 doors, 4 windows ea	\$2,000 ea		
Floor - Entry Area Graphic (up to 100 sf)	\$1,500 ea		

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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

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# ITEM & AREA PRICING 2020 PAGE THREE

## WEST WING\*

	UNIT PRICING PER DAY	AREA PRICING PER DAY	PACKAGE PRICING PER DAY
<b>Interior Entry</b> (near elevators)		<b>\$3,000</b>	
Wall - Wood Portal G1	\$3,000 ea		
Floor - Area Graphics (up to 100 sf)	\$1,500 ea		
<b>Corridor</b> (66 panes)		<b>\$5,000</b>	
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>		<b>\$4,000</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)		<b>\$6,000</b>	
Door Sets (2) G13, G14 - 4 doors, 4 windows each	\$3,000 ea		
Floor - Area Graphics (up to 100 sf)	\$1,500 ea		

## TRINITY CORRIDOR\*

	UNIT PRICING PER DAY	AREA PRICING PER DAY	PACKAGE PRICING PER DAY
<b>Gossip Patio</b> (44 panes)		<b>\$6,000</b>	<b>\$10,000</b>
Door Sets (4) A1, A2, A3, A4 - 2 doors, 9 windows ea	\$2,500 ea		
<b>Connector</b> (23 panes)		<b>\$4,000</b>	
Wall - Large Wood Portal Beam Set A5	\$2,000 ea		
Window Sets (2) B1, B3 - 8 windows each	\$1,500 ea		
Door Set B2 - 2 doors, 5 windows	\$1,500 ea		
<b>Connector Bend</b> (40 panes)		<b>\$4,000</b>	
Window Sets (2) C1, C2 - 8 windows each	\$1,500 ea		
Window Sets (2) C3, C4 - 12 windows each	\$2,000 ea		
<b>Rotunda</b> (48 panes)		<b>\$2,000</b>	
Window Sets (3) D1, D2, D3 - 16 windows each	\$1,500 ea		
<b>Connector to Trinity Prefunction</b> (84 panes)		<b>\$3,500</b>	
Door Set E1 - 2 doors, 28 windows	\$3,000 ea		
Door Sets (2) E2, E3 - 2 doors, 10 windows each	\$1,500 ea		
Window Set E4 - 30 windows	\$3,000 ea		

\* references sets from map "Branding Locations - Trinity Corridor & West Wing"

## GROUP GUEST BRANDING

	UNIT PRICING PER DAY	AREA PRICING PER DAY	PACKAGE PRICING PER DAY
<b>Reader Board &amp; Meeting Room Signs - Logo/Message*</b>		<b>\$15,000</b>	<b>\$40,000</b>
(8) Dual-Display Virtual Concierge Stations	\$1,500 ea		
50+ Meeting Room Event Signs	\$300 ea		
<b>Guest Room*</b>		<b>\$25,000</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>		<b>\$2,000</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'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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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

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# PACKAGE & BUY-OUT PRICING 2020

Clients have the option to maximize their branding presence within and around the hotel with affordable top-tier **package pricing** as detailed earlier, and an exclusive **hotel buy-out** option, eligible when contracting their event and branding options.

	PACKAGE PRICING PER DAY
<b>ATRIUM ENTRANCE</b>	<b>\$15,000</b>
EAST ATRIUM**	\$25,000
GRAND ATRIUM***	\$35,000
<b>EAST &amp; GRAND ATRIUMS</b>	<b>\$45,000</b>
<b>TOWER ENTRANCE</b>	<b>\$15,000</b>
TOWER	\$45,000
WEST WING*	\$10,000
TRINITY CORRIDOR	\$10,000
<b>TOWER + WEST WING + TRINITY</b>	<b>\$60,000</b>

\* Includes entrance in that area \*\* Includes shared lobby and elevator space

**ENTIRE HOTEL** **\$85,000**  
**Buy-out**

Activating the **Buy-out** offer saves you an additional \$50,000 or **37%** over Package Pricing

## MAKE A BIG IMPRESSION

Make the hotel your own.

One Brand. One Message. One Price.

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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

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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

MAP - full facility planning map