Hilton Orlando Lake Buena Vista

BRANDING Guide
Located in the heart of the magic, in the Walt Disney World® resort, Hilton Orlando Lake Buena Vista offers some of the best opportunities to host meetings that “wow”. From our light and bright meeting spaces to our well-sized breakouts, the hotel has the ability to create an inspiring environment for attendees. Meeting spaces were designed with the client in mind, offering a variety of open spaces, floor to ceiling wall spaces and so much more. Whether here for a small meeting or a large conference, Hilton Orlando Lake Buena Vista offers branding solutions that will make your attendees feel at home.

This guide demonstrates some of the capabilities of the hotel’s meeting spaces. Feel free to reach out to our branding partners if you have any specific questions as they relate to this guide.
For an eye-catching and immersive sense of arrival, the entry to the hotel presents many opportunities for branding. Under a covered driveway, attendees can be greeted by their company logos and branding via outdoor vinyl wall covers. The entry doors can be covered with vinyl translucent graphics and, above them, illuminated Plexiglas panels can be changed to reflect colors matching those of your brand.
The expansive lobby with views looking to the Mezzanine level above offers a wide variety of opportunities to showcase your brand. The open atrium becomes a large canvas to display a welcoming message that will inspire attendees. The grand column structures located in front of the front desk can be fully or partially covered.

5A:
(1x) Vinyl column wrap (above)
(2x) Vinyl column wrap (side only)
(2x) Cling (front desk and concierge)
(7x) Floor graphic [square and round]

5B:
(1x) Vinyl column wrap (above)
(8x) Vinyl column wrap (sides)
(2x) Cling (canvas)
(2x) Floor graphic [square and round]
(13x) Cling (glass on stairs, and Mezzanine)

5C:
(9x) Cling (glass on stairs)
(5x) Cling (windows)
(2x) Vinyl wall cover (Mezzanine)
(6x) Cling (Mezzanine)
(3x) Floor graphic [square and round]
Gobos provide a greater sense of branding without the use of vinyl graphics. Utilizing a light source, gobos can be switched quickly if needed. Gobos can be set up individually or in groups, as well as produce large or small graphics. Color disks can also be added to dramatically change the appearance of the projection.

6A:
(1x) Gobo
(18x) Cling (windows and doors)
(2x) Cling (Mezzanine)
(1x) Vinyl wall cover (Mezzanine)

6B:
(1x) Gobo
(1x) Vinyl column wrap (above)
(2x) Vinyl column wrap (side)
(3x) Floor graphic (round)
Creating an immersive arrival for attendees begins at reception. Unlike most hotels, Hilton Orlando Lake Buena Vista has the ability to welcome attendees with your brand color illuminated across our front desk. Meeting planners have the ability to select colors matching branding efforts in the main lobby area, creating a sense of ownership that is truly unmatched.

7A:
(1x) Vinyl column wrap (above)
(2x) Vinyl column wrap (side)
(3x) Floor graphic [square and round]

7B:
(6x) Build out (front desk color range)

With the ability of the front desk to be illuminated in different colors, planners can use clear or transparent vinyl utilizing the desk's color to accent a design.

7B - Each of these six (6) images show the variety of colors that the front desk can display.
The entry point to the convention area offers vast wall and floor space, making it the ideal location for branding. Separated away from the lobby by John T’s bar, groups can achieve a greater sense of ownership and privacy. As the primary entry point to the space, branding options enhance the welcoming feel.

8A:
(2x) Vinyl column wrap  
(4x) Vinyl wall cover  
(3x) Floor graphic [square and round]

8B:
(1x) Vinyl column wrap  
(4x) Vinyl wall cover  
(4x) Floor graphic [square and round]

8C:
(8x) Vinyl wall cover  
(3x) Floor graphic [round]

CONVENTION ENTRANCE

BRANDING guide

GRAPHICS KEY
- Vinyl Wall Cover or Column Wrap  
- Cling  
- Floor Graphic

8A - From the corner of John T’s Bar looking towards the west elevators and the convention hall
8B - Facing the west side of John T’s
8C - Looking towards lobby from John T’s
The International Ballroom foyer is the perfect location for a wide variety of branding options. Showcase your branding across the windows in front of the ballroom and utilize a large amount of space using build outs such as cubes, meter boards and retractables.

**9A:**
(34x) Cling (windows and doors)
(1x) Vinyl wall cover (above windows)
(1x) Build out (cube stack)

**9B:**
(7x) Vinyl wall cover
(3x) Vinyl wall cover (doors)
(3x) Floor graphic [round]
(1x) Digital take over screen
(1x) Build out (retractable)

**9C:**
(6x) Vinyl column wrap
(3x) Vinyl wall cover
(3x) Floor graphic [round]
The vast open space of the Grand Ballroom foyer becomes a perfect location to showcase your brand. With options to fully take over space, from the registration desks to the clings on the window and vinyl wall covers, space lends to creating an environment all your own.

**10A:**
- (9x) Vinyl wall cover (walls)
- (4x) Vinyl wall cover (below ceiling)
- (4x) Floor graphic (square and round)

**10B:**
- (38x) Cling (windows and doors)
- (3x) Floor graphic (round)
- (1x) Vinyl wall cover

**10C:**
- (6x) Vinyl wall cover (doors)
- (3x) Floor graphic (round)

**10D:**
- (1x) Vinyl wall cover
- (1x) Banner
- (3x) Vinyl wall cover
- (3x) Floor graphic (square and round)
Florida weather makes for stunning outdoor events and receptions. Why limit your branding to indoors? There are even possibilities for placing your logo at the bottom of the pools. Speak with our meeting planner professional to also discuss decor options organized by our DMC partners.

Speak with your meeting planner about outdoor events and bring that extra “wow” with build-outs, stages, lighting, live music and so much more.

11A:  
(2x) Vinyl wall cover  
(1x) Cling (window)

11B:  
(3x) Vinyl wall cover (above windows)  
(3x) Floor graphic

11C:  
(24x) Cling (window)  
(8x) Vinyl wall cover  
(6x) Floor graphic
The west elevators and hallway leading to Palm Ballroom offer great opportunities to welcome attendees to the ballroom space. Two large pillars welcome you to the entrance of the elevator banks, leading to the outdoor walkway to Palm Ballroom. Groups utilizing Palm Ballroom may brand this area to create a sense of arrival for attendees. Floor graphics can also be utilized to lead guests to and from the meeting space.

**12A:**
- (2x) Vinyl wall cover (elevators)
- (1x) Vinyl wall cover (above door)
- (2x) Vinyl column wrap (side)
- (6x) Floor graphic [round]

**12B:**
- (7x) Vinyl column wrap
- (4x) Floor graphic [round]

**12C:**
- (8x) Vinyl column wrap
- (4x) Floor graphic [round]
The Palm Patio offers expansive outdoor space, perfect for evening receptions or round tables for an outdoor lunch. In the evening, the patio totally transforms into a private sanctuary, perfect for cocktail hours or outdoor receptions. Branding in this area can be customized to include large drop banners suspended from light poles to a full window cover. Our DMC partners have the ability to bring in customized lighting and furnishings to make the space truly unique.

**13A:**
(9x) Cling (windows)
(1x) Vinyl wall cover

**13B:**
(8x) Banner (light poles)

Speak with your meeting planner about connecting with our Destination Management Company for props, string lights, outdoor furniture or even themed items.
The Palm Ballroom east foyer is a recently renovated space featuring expansive walls and tall ceiling heights that make it truly unique. Floor to ceiling windows and oversized hanging lights make for a bright and inviting space. Applications for branding are abundant here with the ability to use vast wall spaces, floor decals, and even a full window cover without sacrificing loss of light.

GRAPHICS KEY
- Vinyl Wall Cover or Column Wrap
- Cling
- Floor Graphic

14A:
(7x) Cling (windows and doors)
(2x) Cling (digital boards cover)
(5x) Vinyl wall cover
(1x) Vinyl column wrap
(4x) Floor clings [3 circle, 1 square]

14B:
(3x) Vinyl wall cover
(1x) Vinyl column wrap
(3x) Cling (windows and doors)

14C:
(3x) Vinyl wall cover
(4x) Floor clings [3 round, 1 square]
(1x) Vinyl column wrap
(24x) Cling (windows and doors)
Meeting on the corner of the east foyer, the north foyer overlooks the walkway to Disney Springs®. Planners can take advantage of the wall to wall windows for clings and large panels to showcase their brand or event. Large open floor space also provides a home for floor graphics. Large spaces around the doorways invite the use of vinyl wall cover to highlight key meeting locations.

15A:
(2x) Cling (mirrors)
(1x) Vinyl wall cover (doors)
(1x) Vinyl wall cover (door surround)
(1x) Cling (digital boards cover)
(3x) Floor graphic [round]

15B:
(18x) Cling (windows and doors)
(3x) Vinyl wall cover
(3x) Floor graphic [round]

15C:
(3x) Floor graphic [round]
(2x) Cling (mirrors)
The second-floor Mezzanine, open to the lobby below, is a perfect gathering location for attendees before or after breakout sessions. The seventeen meeting rooms on this level, with a central meeting area, create an intimate feel with a great flow of space, where groups feel at home. Branding opportunities in this space include taking over pillars, windows on the north side of the hall, and stairwells leading down to the lobby level. Plenty of floor space provides opportunity for floor graphics to showcase your event. Build out stacks of cubes make a great option in this space to create a big impact.

**16A:**
- (2x) Vinyl wall cover
- (2x) Cling (glass)

**16B:**
- (9x) Vinyl column wrap (side)
- (2x) Vinyl column wrap
- (7x) Floor graphic [round]
- (2x) Cling (glass)

**16C:**
- (5x) Full column wraps
- (2x) Floor graphic [round]
At Hilton Orlando Lake Buena Vista, we make small meetings come alive. With affordable options to make a big impact, the Small Meetings Package allows you to go bold with color and showcase your brand. The flexibility of options includes retractable banners, vinyl wall cover for the doors, digital screen takeovers and so much more.
Digital signage creates a level of customization that is unmatched. With a quick setup, digital screen signs can be taken over for specific areas or the entire hotel. Large display virtual concierge boards can display custom logos or graphics as well as provide vital information to your attendees about your event. Individual meeting boards can display individual meeting events or alternatively can be taken over to display customized graphics and meeting titles. In the elevators, digital screens keep messaging consistent at all times during the event.
“Wow” your attendees by providing customized room keys with your branding when they check into the hotel. Issued to all of the attendees at arrival, this piece of branding has the ability to be seen by every attendee. Solutions also include the ability to provide customized key packets which can include important conference information such as general session times, or reception locations. Please note that custom room keys must be requested a minimum of 6 weeks prior to arrival. Speak with your meeting planner to find out more information.

Broadcasting to all 814 guest rooms, in-room television can be one of the best ways to communicate directly with guests. Three open television channels open the possibility to provide attendees with messaging directly to their room. These channels have the ability to rotate still slides, video or conference information, so attendees can stay up-to-date. Guest room televisions also have direct access to the event information on the digital concierge displays.

Guest room televisions have 3 channels available for group takeover.

Customized key cards and packets