Digital Branding
Meeting Room Signs

Existing meeting room sign displays meeting information atop a standard background image. Meeting information will leverage existing Hilton San Francisco Union Square event listings.

• Event name can be up to 40 characters
Meeting Room Signs

Custom background behind existing data

This will leverage the existing event listings on the sign with an updated background. Meeting information will leverage existing Hilton San Francisco Union Square event listings.

File must be created with the placement of the meeting information in mind (white text covers an 1280x500 area located in the center of the screen) and keeping in mind that the text is white so backgrounds should be dark for the text to be readable.

Files must be sent at the following specs:

- 1280 px wide by 1024 px high created at 96 DPI
- Saved in .jpg or png. format
Meeting Room Signs

Full screen takeover
Your image and information in a single file.
Multiple files may be provided to support different times of day. If multiple files are used each must be accompanied by information about which sign to display on and the date(s) and time(s) of display.
Files must be sent at the following specs:
• 1280 px wide by 1024 px high created at 96 DPI
• Saved in .jpg or .png format
Existing readerboards display meeting information atop a standard background image. Meeting information will leverage existing Hilton San Francisco Union Square event listings.
Single Vertical Readerboards

Custom background behind existing data

This will leverage the existing event listings and a map file on the sign with an updated background. Meeting information will leverage existing Hilton San Francisco Union Square event listings.

File must be created with the placement of the meeting information in mind (meeting information is housed in a 910 px by 1586 px vertical space in the center of the sign) and keeping in mind that the text is white so backgrounds should be dark for the text to be readable.

Files must be sent at the following specs:

• 1080 px wide by 1920 px high created at 96 DPI
• Saved in .jpg or .png format
Single Vertical Readerboards

Full screen takeover
Your image and information in a single file.

Multiple files may be provided to support different times of day. If multiple files are used, each must be accompanied by information about which sign to display on and the date(s) and time(s) of display.

Files must be sent at the following specs:
• 1080 px wide by 1920 px high created at 96 DPI
• Saved in .jpg or .png format
Dual Vertical Readerboards

Existing readerboards display meeting information, a property map and a brandable space atop a standard background image. Meeting information will leverage existing Hilton San Francisco Union Square event listings.
Dual Vertical Readerboards

Brandable space only
Your content in the brandable space at the bottom of the right screen.
Files must be sent at the following specs:
• 1047 wide by 578 px high created at 96 DPI
• Saved in .jpg or .png format
Custom background behind existing data

This will leverage the existing event listings and a map file on the sign with an updated background. Meeting information will leverage existing Hilton San Francisco Union Square event listings.

File must be created with the placement of the meeting information in mind (meeting information is housed in a 910 px by 1586 px vertical space in the center of the sign) and keeping in mind that the text is white so backgrounds should be dark for the text to be readable.

Files must be sent at the following specs:

- 1080 px wide by 1920 px high created at 96 DPI
- Saved in .jpg or .png format
Dual Vertical Readerboards

**Full screen takeover**

Your image and information in a single file.

Multiple files may be provided to support different times of day. If multiple files are used each must be accompanied by information about which sign to display on and the date(s) and time(s) of display.

Files must be sent at the following specs:

- 2160 px wide by 1920 px high created at 96 DPI
- Saved in .jpg or .png format
Existing video wall content displays have options for a single panoramic image/video or three standard size images/videos playing together.
Hotel Lobby Video Wall

Single panoramic video or image
The video wall display can support still images, video or a combination of both.
A series of images may be displayed, if this is the desire each file must be clearly labeled with the order and duration of play.

Image files must be sent at the following specs:
• 5760 px wide by 1080 px high created at 96 DPI
• Saved in .jpg or .png format

Video files must be sent at the following spec:
• 5760 px wide by 1080 px high
• Video at 30 FPS, save as mp4 file with H.264 encoding
Hotel Lobby Video Wall

Standard sized videos or images

The video wall display can support still images, video or a combination of both. A series of images may be displayed, if this is the desire each file must be clearly labeled with the order, screen location and duration of play.

Image files must be sent at the following specs:
• 5760 px wide by 1080 px high created at 96 DPI
• Saved in .jpg or .png format

Video files must be sent at the following specs:
• 5760 px wide by 1080 px high
• Video at 30 FPS, save as mp4 file with H.264 encoding
Grand Ballroom Level

Grand Ballroom A&B

Green room

Key:
- Meeting Room Signs
- Single Readerboard
- Dual Readerboard
- Video Wall
Fourth Floor - Union Square

Readerboard to the right of the door:
- 1
- 3
- 5
- 7
- 8
- 9
- 11
- 14
- 17
- 19
- 22
- 23
- 24
- 25

Readerboard to the left of the door:
- 2
- 4
- 6
- 10
- 12
- 13
- 15
- 16
- 18
- 20
- 21

Key:
- Meeting Room Signs
- Single Readerboard
- Dual Readerboard
- Video Wall

1 Elevator
Foyer
• Branding space is rented branding/advertising space within the hotel’s public space.
• Comprehensive hotel/convention branding is available to groups of 850+ rooms on peak nights.
• Branding space must be commensurate to the group’s contracted guest rooms and meeting/event space.
• Installation and strike of graphics should be accomplished over the group’s contracted peak nights and/or when the group has full control of the meeting space. Installation dates/times should be coordinated with the Event/Catering Manager.
• Branding space must be approved by hotel management and coordinated by Event Management against adequate information, eligibility and specific pricing prior to purchase.
• Branding space requests and plans must be submitted to Event Management and approved at least 45 days prior to your program.
• Branding space plans must include the requested setup and removal dates, floorplan locations, and item descriptions.
• Branding space items are in the public space and can legally be photographed and published by the hotel or public.
# Pricing Grid

<table>
<thead>
<tr>
<th>Type</th>
<th>Branding Opportunities</th>
<th>Branding Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meeting Room Signs</strong></td>
<td>Custom background behind existing data</td>
<td>$150/each</td>
</tr>
<tr>
<td></td>
<td>Full screen takeover</td>
<td>$300/each</td>
</tr>
<tr>
<td><strong>Single Vertical Readerboards</strong></td>
<td>Custom background behind existing data</td>
<td>$500/each</td>
</tr>
<tr>
<td></td>
<td>Full screen takeover</td>
<td>$750/each</td>
</tr>
<tr>
<td><strong>Dual Vertical Readerboards</strong></td>
<td>Brandable space only</td>
<td>$500/each</td>
</tr>
<tr>
<td></td>
<td>Custom background behind existing data</td>
<td>$750/each</td>
</tr>
<tr>
<td></td>
<td>Full screen takeover</td>
<td>$1500/each</td>
</tr>
<tr>
<td><strong>Video Wall</strong></td>
<td>Single panoramic video/image</td>
<td>$5,000 entire wall</td>
</tr>
<tr>
<td></td>
<td>Multiple standard sized videos/images</td>
<td>$2,000 per screen</td>
</tr>
</tbody>
</table>