

The **DIPLOMAT**
BEACH RESORT



Branding Guide

HOTEL BRANDING GUIDELINES

- 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 professionally printed sign is allowed directly outside their meeting room on an easel.
- Comprehensive Hotel/Convention branding is available to groups of 850+ rooms on peak nights (s).
- Branding Space pricing is per installation 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/ installation, and removal.
- Branding Space must be commensurate to the group's contracted guest rooms and meeting or event space.
- Installation and strike of graphics should be accomplished over the groups 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.
- All precautions must be taken to avoid any kind of damage to the textured walls, and painted surfaces of the property. For adhesives, a non-residue static clings is preferred and the lowest possible grade of adhesive should always be used. Direct taping/adhesion to the paint finish is strictly prohibited. *Please refer to resort guidelines for additional information pertaining to public areas and banners. (Page 10)
- 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 must not obstruct emergency equipment or strobes, security cameras, fire extinguishers, emergency exits or hotel directional signage.
- Branding Space items must be professionally printed - no handwritten signs or signs taped to doors or walls. Non-approved stickers are prohibited on all hotel items or surfaces.
- Branding Space items are in the public space and can legally be photographed and published by the hotel or public.
- Branding Space 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.
- ** Pricing is subject to 24% service charge and 7% sales tax***



Area of Branding Opportunity:		Branding Cost	Area of Branding Opportunity:		Branding Cost
A1A Overhead Walking Bridge (Exterior)		\$10,000	Floor Clings		
A1A Overhead Walking Bridge (Interior)		\$2,500	Hotel Main Lobby		\$5,000
Elevators		\$6,000 Per Elevator Bank	Breeze Way 1st Floor		\$2,500
Elevator Door - Lobby level		\$1,500 Per Door	Breeze Way 2nd Floor		\$2,500
Elevator Door - 2nd Floor		\$1,000 Per Door	Convention Lobby		\$2,000
Elevator Door - Interior		\$1,000 Per Door	BR Level Foyers		\$1,500
Elevator Door - Guest Room Floor		\$500 Per Door	Great Hall Level Foyers 4,5,6 / 1,2,3 or 1&2 Foye		\$2,700
Escalators			Lower Conventional Lobby		\$1,500
Lower Lobby to Main Lobby		\$2,500	Other		
Main Lobby to BR Level		\$3,500	Meeting Space Plasma Screens		\$1,000 Per Day
BR Level to GH Level		\$4,000	LCD Screens on Breakout Rooms		Custom Pricing
Escalator Glass Railing		\$3500 Per Floor	Please Contact your Event/Catering Manager for pricing on additional spaces not noted in the guidelines		
Escalator Glass Gym Wall		\$3,500			
Escalator Wall Lobby to BR		\$3,000			
Escalator Wall BR to GH		\$3,500			
Main Hotel Lobby					
Main Entrance Overhead		\$7,000.00			
Lobby Door Vestibule		\$3,500			
Lobby Floor Clings		\$5,000	A1A Pedestrian Banners must be provided by the Hotel's Exclusive Vendor: AAA Flag & Banner Contact: Neca Logan Tel: 305.474.7600 neca@aaaflag.com (In-House) Fedex Office Contact: Gregory Spain Jr. Tel: 954.218.2129 Email: Gregory.spain@fedex.com		
Hotel Bar, Main Lobby		10,000			
LED Wall - Behind Front Desk		Custom Pricing			
Gobo Over Front Desk		\$2,500			
Porte Cochère/Lower Main Lobby					
Entrance Door/ Surrounding Glass Panels (5 Sets)		\$2,500 Per Door			
Large Glass Mirror		\$1,500 Each			
Columns		\$1,500 Each			
Lower Lobby CC Floor Cling		\$3,500			
Column Wraps					
Main Lobby/Front Desk Area		\$2,000/EA			
Convention Center Main Lobby		\$1,500/EA			
Lower Convention Center Lobby		\$750/EA			
Ballroom Level		\$1200/EA			
Great Hall Level		\$1200/EA			

Note: Pricing noted is a premium for branding opportunities and does not include product, installation or removal.

**** Pricing is subject to 24% service charge and 6% sales tax*****

All information herein subject to change without notice



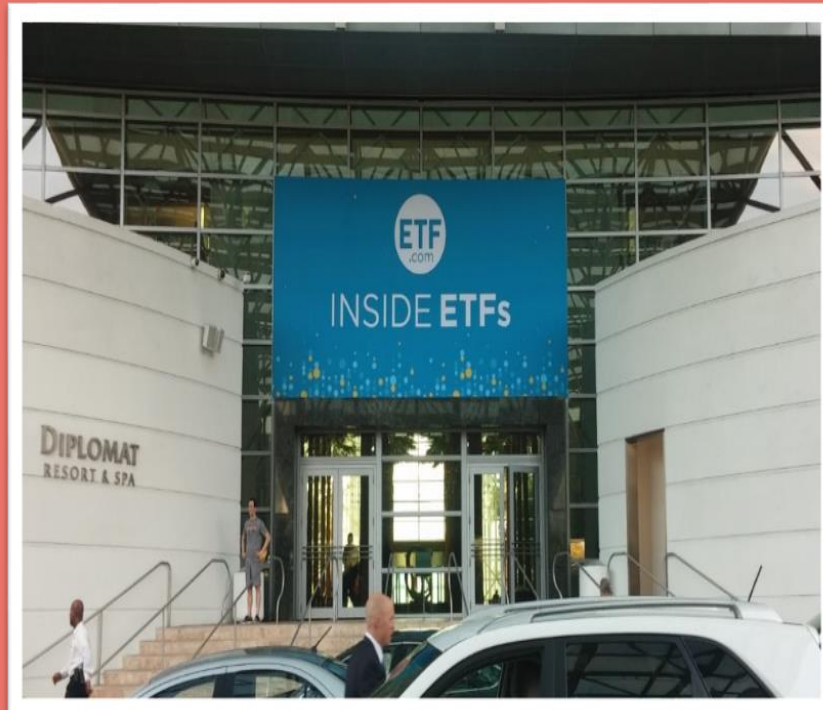
A1A OVERHEAD WALKING BRIDGE



ELEVATORS



MAIN HOTEL LOBBY





THE HOTEL BAR





DIGITAL BOARD BEHIND FRONT DESK STILL IMAGE LAYOUT



Technical Specifications:
Minimum Image Size - HD – 1920 px | 1080 px
Full-screen Image Size - HD – 3840 px | 1080 px
Logo Vector Art - .AI, .EPS or .SVG



DIGITAL BOARD BEHIND FRONT DESK INCORPORATE EXISTING CLIENT VIDEO



Technical Specifications:

Minimum Image Size - HD - 1920 px | 1080 px

Minimum Video Size - HD - 1920 px | 1080 px

Full Screen Video Size - 4K - 3840 px | 1080 px

Logo Vector Art - .AI, .EPS or .SVG

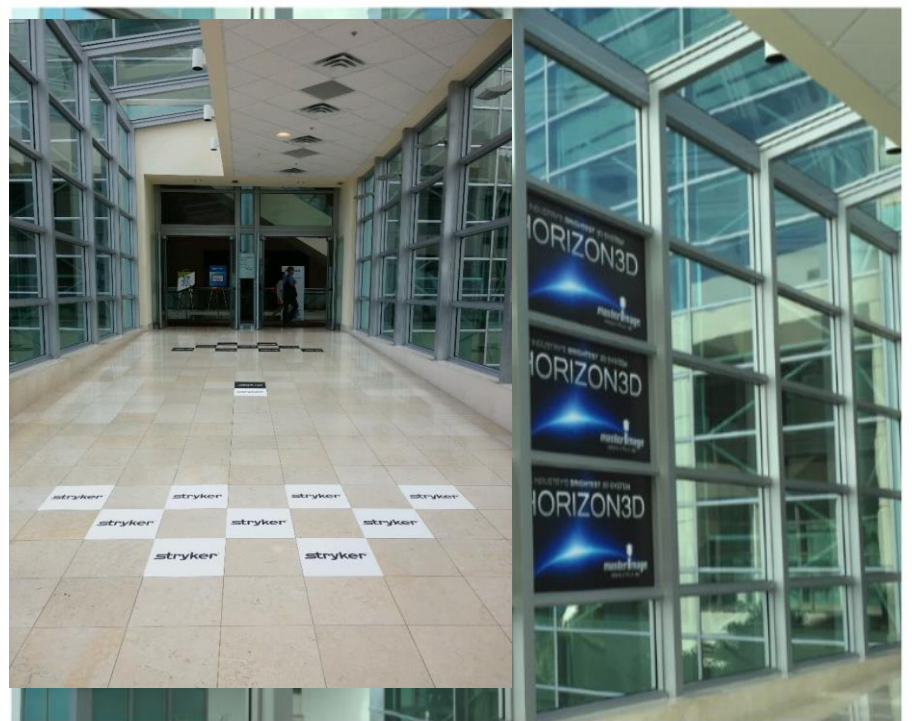
JANUS COMPUTERIZED EVENT DISPLAYS



The JANUS Multimedia Controller (JMC) is designed to provide the ultimate multimedia engine for displaying your group's conference information. Suddenly, even normal scheduling of event information takes on a whole new dimension. All of our displays have the ability to be customized with your group's logo and/or pictures. JANUS adds a professional flare to every group display by using our original LCD Displays. Live video, animation, and rich, colorful graphics - it's all possible with JANUS Plasma & LCD displays! Your information will definitely make a lasting impression on all of your attendees.



CONVENTION CENTER





CONVENTION CENTER





CONVENTION CENTER



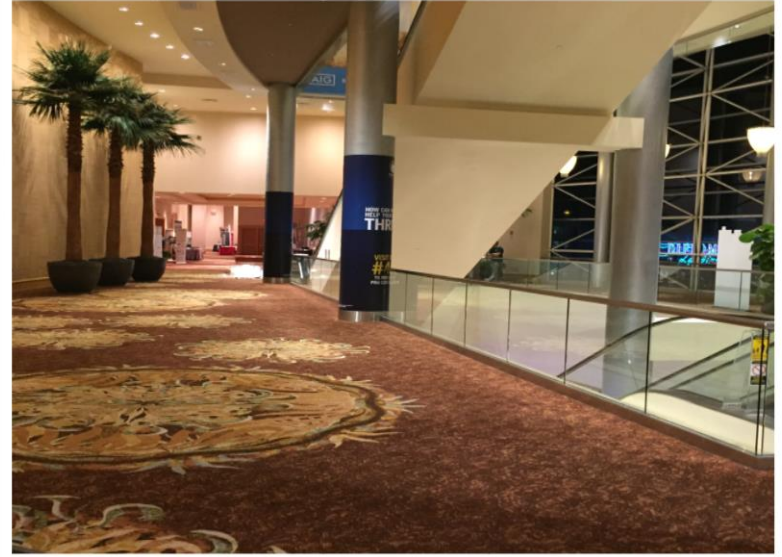


ESCALATOR GLASS GYM WALL





CONVENTION CENTER





CONVENTION CENTER



Bus Lobby Windows

Windows Can be sold in (4) Sections or as individual Panels



Bus Loading Zone (Outdoor)- 6 Columns



LOWER LOBBY CONVENTION CENTER / PORTE COCHERE

Bus Entrance Lobby:



Bus Entrance Lobby: Column Wraps (6 Total)

Suggested Sizes:

Option #1 200"W x 180"H

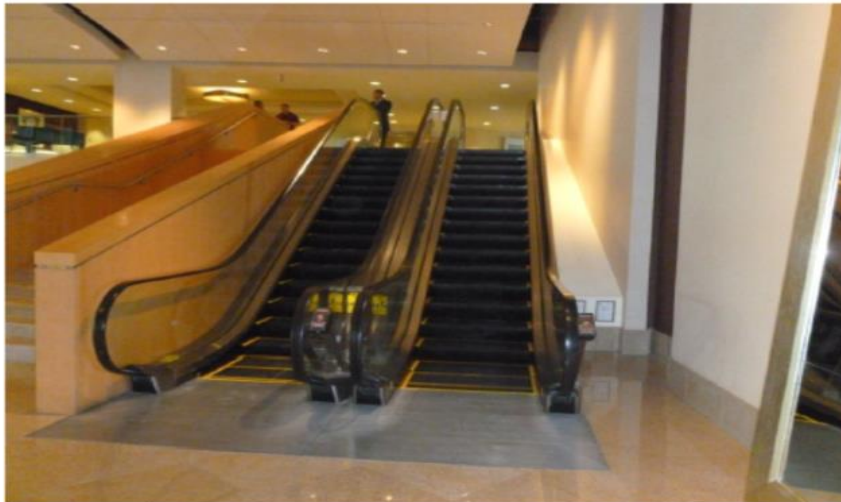
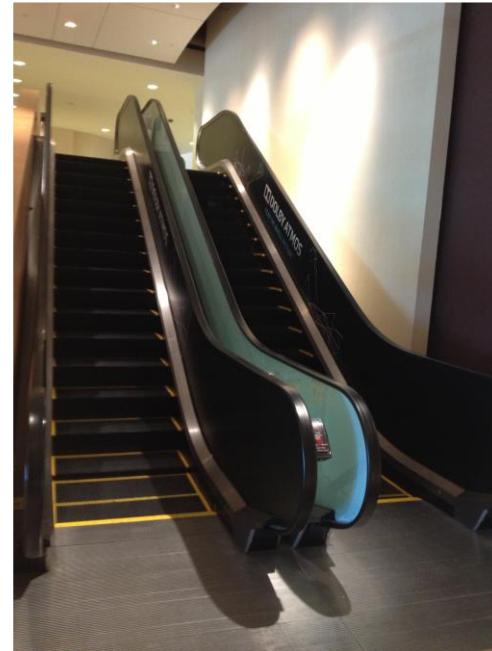
Option #2: 200"W x 120"H



LOWER LOBBY CONVENTION CENTER / PORTE COCHERE



Stairs



Escalators from Ground Level to Level 1

(4) Single Sided Panels





MISCELLANEOUS ESCALATOR WALL BETWEEN GREAT HALL & BALLROOM LEVEL

