

# SIGNAGE & BRANDING



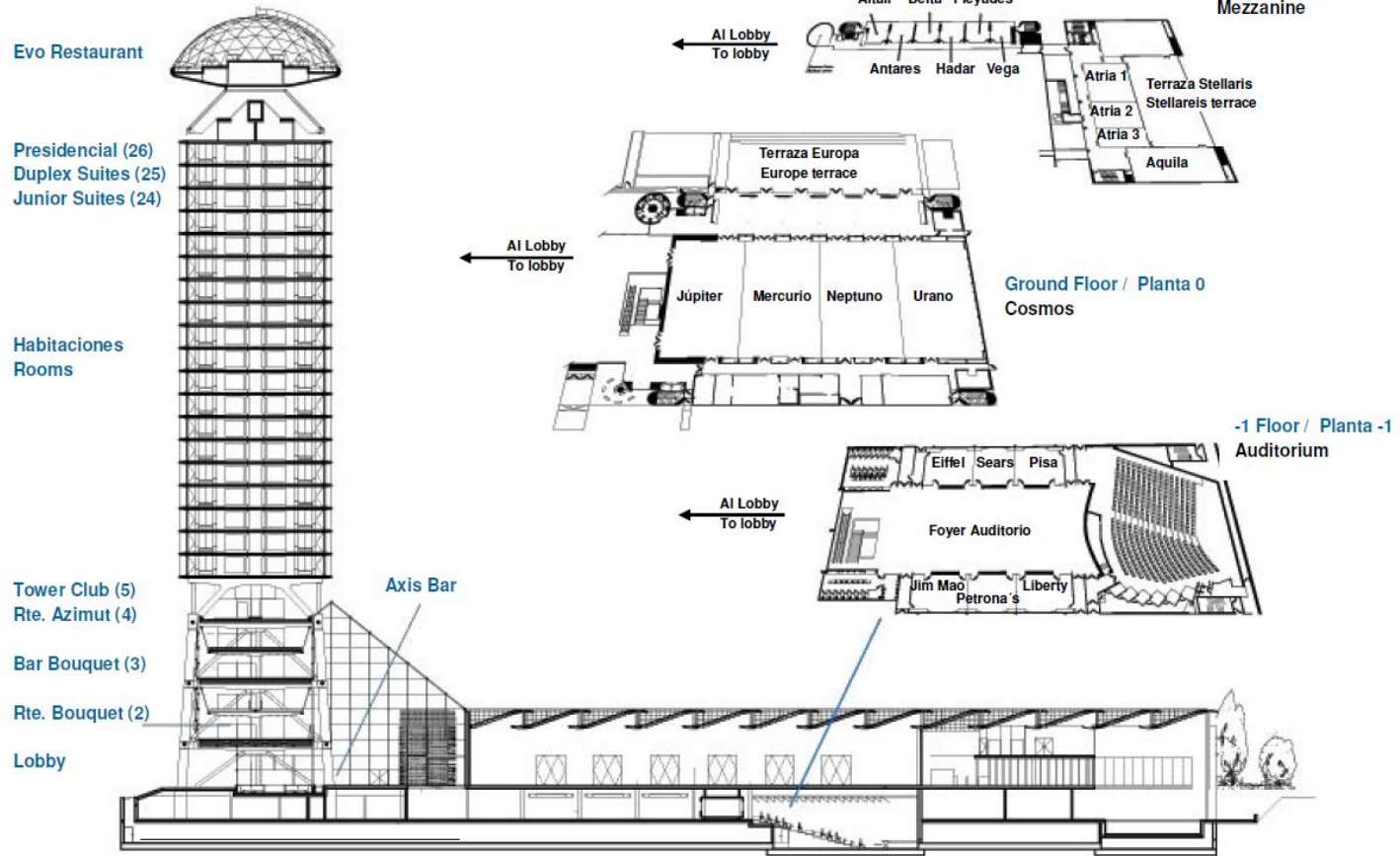
## HESPERIA TOWER

Hotel & Convention Center

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# HOTEL FLOORPLAN

## The Dome (29)



# AUDIOVISUAL SIGNAGE



**Hesperia Tower**

★★★★★

★★★★★

HESPERIA TOWER



# LOBBY WALL

## DIMENSIONS

5m (width) x 4m (height)

## FORMAT

JPG image or video

## RATES

350€ / day

UNITS **1**



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HESPERIA TOWER

# SIGNAGE

AUDIOVISUAL

LOBBY  
WALL



Lobby | Floor 0

# LCD TV

## DIMENSIONS

TV LED 60" (152 cm)

## FORMAT

JPG image or video

## RATES

250€ / day

UNITS 1



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HESPERIA TOWER

# SIGNAGE

AUDIOVISUAL



Lobby | Floor 0

# LCD TVs

## DIMENSIONS

TV LED 42" (107 cm)

## FORMAT

JPG image or video

## RATES

500€ / 1 day

750€ / 2 days

1.000€ / 3 or more days

UNITS **280**

\*This option allows you to have brand visibility in all the guest rooms of the hotel



**Hesperia Tower**

★★★★★

★★★★★

# SIGNAGE

AUDIOVISUAL



## Guest Rooms

RELEASE OF YOUR MARK / EVENT IN THE 280 GUEST ROOMS

# GRAPHICS SIGNAGE



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# SIGNS

## DIMENSIONS

DIN A4 Horizontal  
(210 x 297 mm)

## FORMAT

PDF document or JPG image

## RATES

Free

UNITS **TBC**



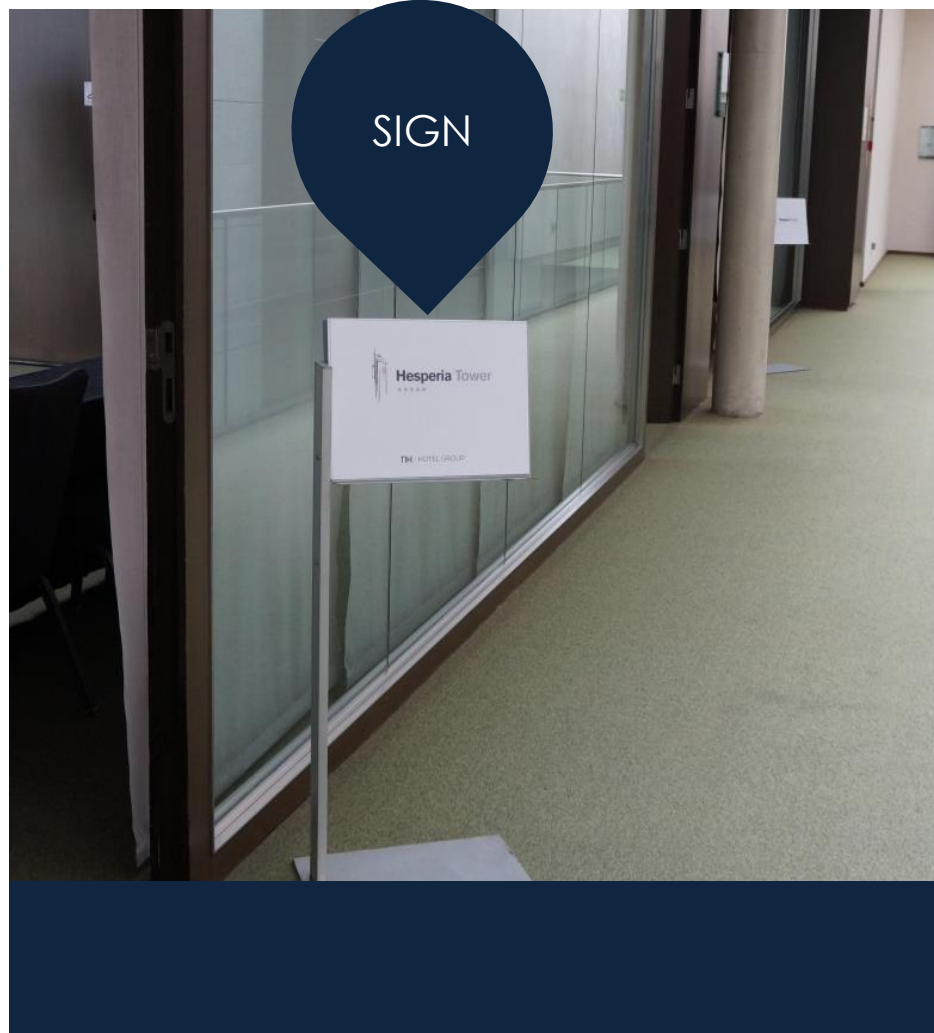
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HESPERIA TOWER

# SIGNAGE

## GRAPHICS





# EASEL

## DIMENSIONS

1m (width)  
x 1,5m (height) maximum

## FORMAT

Foam or poster board

## RATES

Free

UNITS **TBC**



**Hesperia Tower**

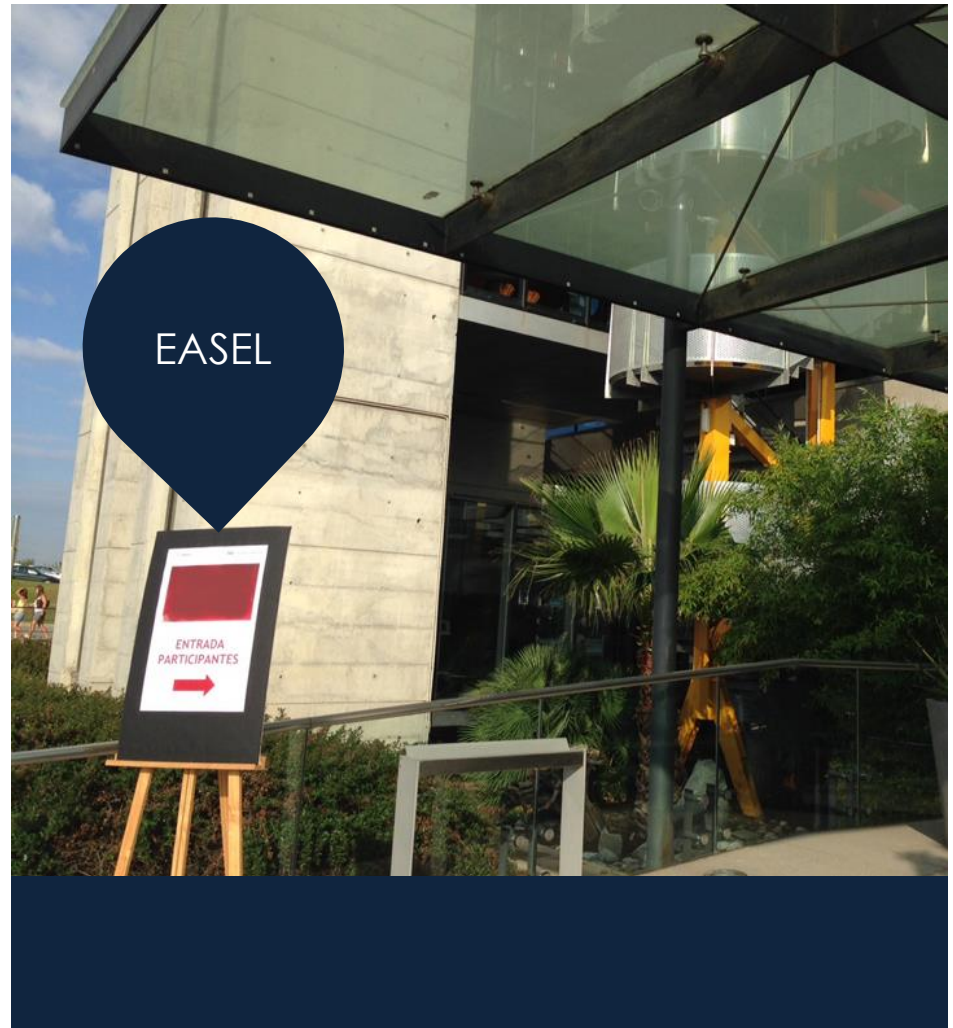
★★★★★

★★★★★

HESPERIA TOWER

# SIGNAGE

## GRAPHICS



# HOSPITALITY DESK

## DIMENSIONS

Glass plate  
79cm (height) x 98cm (width)

## FORMAT

Foam or vinyl

## RATES

Free

UNITS **TBC**



**Hesperia Tower**

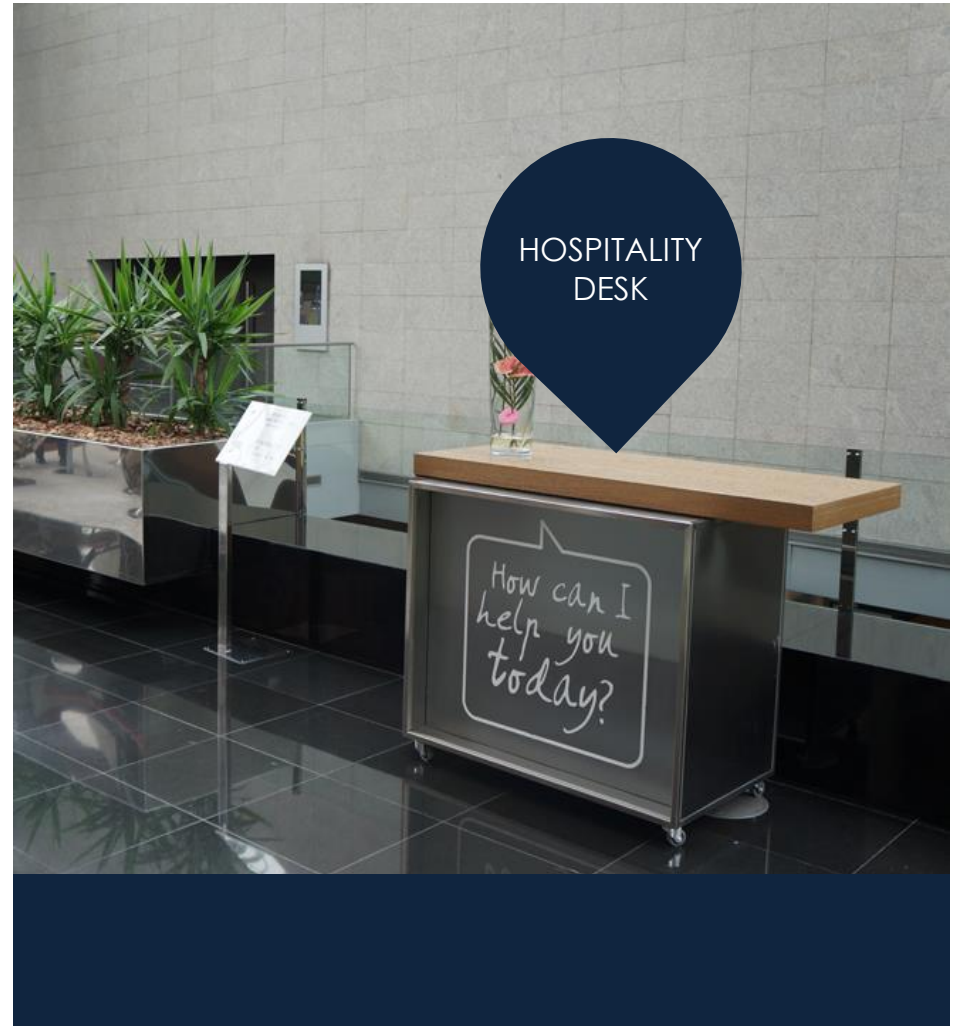
★★★★★

★★★★★

HESPERIA TOWER

# SIGNAGE

## GRAPHICS



# LECTERN

## DIMENSIONS

Wood lectern Plate  
29,5 cm (height) x 29cm (width)

Lectern Auditorium Plate  
65,5 cm (long) x 14,5cm (width)

## FORMAT

Foam or vinyl

## RATES

Free

UNITS **TBC**



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# SIGNAGE

## GRAPHICS



# COLUMNS

## DIMENSIONS

51 cm (width)  
x 43 cm (depth)

## FORMAT

Foam or vinyl

## RATES

Free\*

UNITS **13**

\* If space is used for exhibition, the cost for using the columns is € 300 / event



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★★★★★

# SIGNAGE

## GRAPHICS

PILARS



Foyer Sedna | Floor 0

# LIFTS

## DIMENSIONS

2,40m (height) x 1,20m (width)

## FORMAT

Vinyl

(Possibility of visibility on both sides, inside and outside, in 2 of the elevators)

## RATES

250€ / 1 day\*

400€ / 2 days\*

500€ / 3 or more days\*

UNITS **4**

\* Rates per lift



**Hesperia Tower**

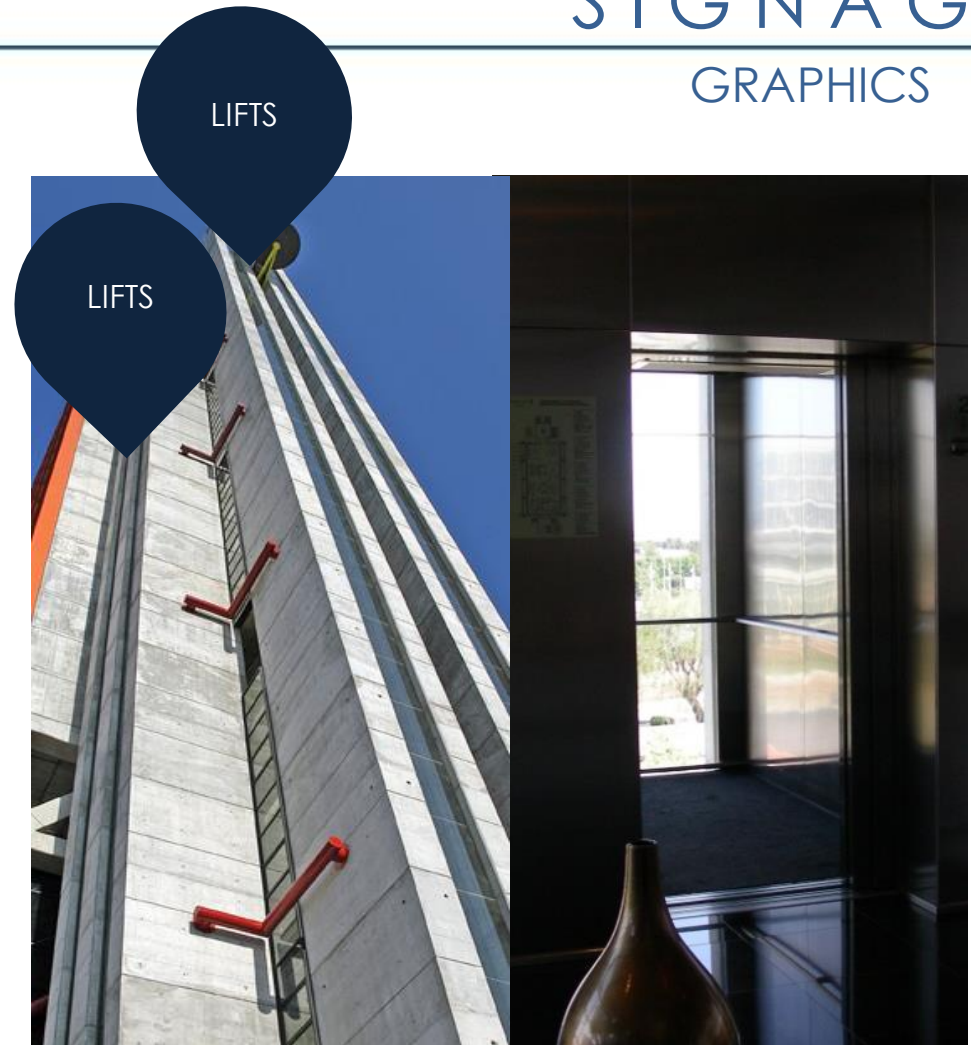
★★★★★

★★★★★

HESPERIA TOWER

# SIGNAGE

## GRAPHICS



Lobby | Floor 0

# GLASS FLOOR

## DIMENSIONS

3,9m (width) x 6,20 (long)

## FORMAT

Vinyl, canvas, advertising items, etc. (It is permitted to brand glass surface or placed special assemblies on the surface below the glass floor. Max. height 0.50m)

## RATES

300€ / 1 day\*

400€ / 2 days\*

650€ / 3 or more days\*

UNITS 1



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★★★★★

HESPERIA TOWER

# SIGNAGE

## GRAPHICS



Lobby | Floor 0

# STAIRS

## DIMENSIONS

Central step  
53cm (height) x 72cm (width)  
Steps  
12cm (height) x 72cm (width)

## FORMAT

Foam or vinyl

## RATES

250 € / event

UNITS **TBC**



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# SIGNAGE

## GRAPHICS



Foyer Auditorium | Floor -1

# AUDITORIUM WALL

## DIMENSIONS

0,90m x 2,60m each glass plate  
Total: 13m (width)  
x 2,60m (height)

## FORMAT

Canvas or vinyl

## RATES

350€ / event  
(whole wall)

UNITS **1**

\* The wall is divided into 12 different panels



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★★★★★

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# SIGNAGE

## GRAPHICS



Foyer Auditorium | Floor -1



# HOSPITALITY DESK

DIMENSIONS

FORMAT

Logos, effigies, flags, banners,  
billboards, etc.

RATES

300€ / day\*

UNITS **TBC**

\* Rate does not applicable to cars on display



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# SIGNAGE

GRAPHICS



Hotel Outside | Floor 0

# CAR SHOWROOM

## DIMENSIONS

5,70m (long) x 4,20m (width)

## FORMAT

Cars

## RATES

700€ / 1 day\*

1.200€ / 2 days\*

1.500€ / 3 or more days\*

UNITS **TBC**

\* Rates per car



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# SIGNAGE

## GRAPHICS



Hotel Outside  
Terrace

# DIGITAL SIGNAGE



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# LIFTS HOSTING

## DIMENSIONS

32" Screen  
(40cm x 71cm)  
1024x1240 Resolution

## FORMAT

PPT document

## RATES

Free

UNITS **1**\*

\* This tool will be shared if there is any other group within the hotel at the same time



**Hesperia Tower**  
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# SIGNAGE

DIGITAL



Foyer Sedna | Floor 0

# HOSTING BUSINESS CENTER

## DIMENSIONS

32" Screen  
(40cm x 71cm)  
1024x1240 Resolution

## FORMAT

PPT document

## RATES

Free

UNITS **1**\*

\* This tool will be shared if there is any other group within the hotel at the same time



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# SIGNAGE

DIGITAL



Business Center | Floor 1

# HOSTING COSMOS

## DIMENSIONS

17" Screen  
(35,56cm x 26,67cm)

## FORMAT

JPG image  
300 pxl

## RATES

Free

UNITS **4\***

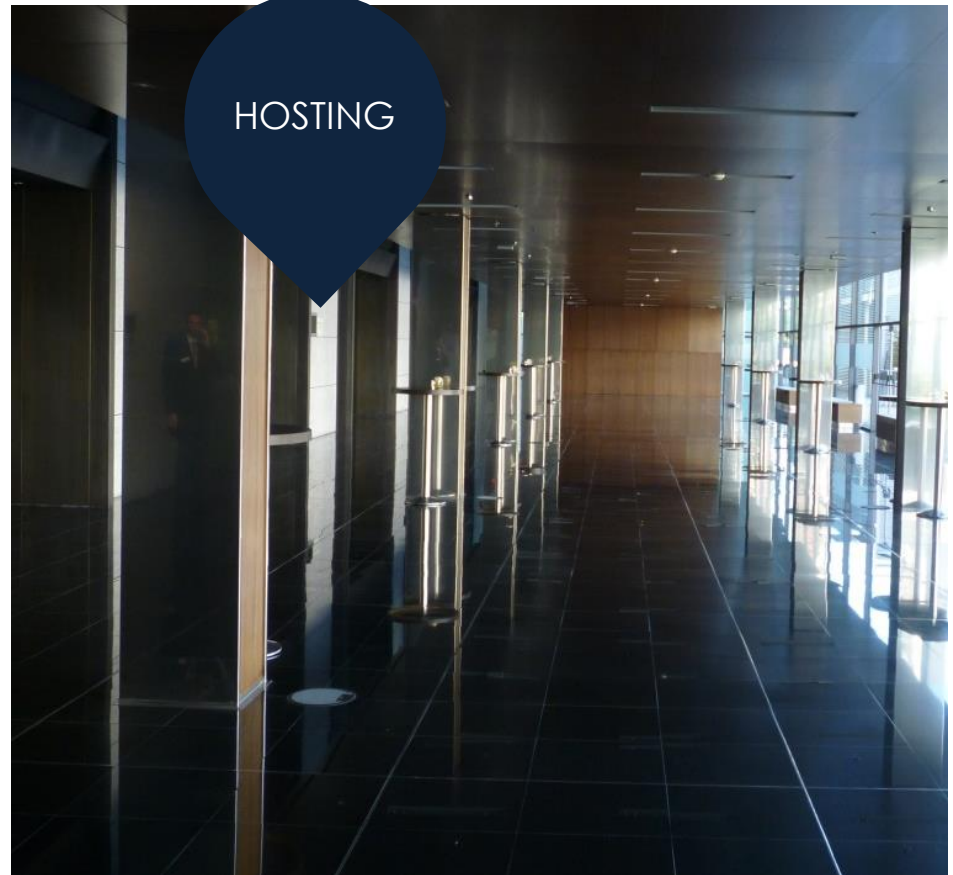
\* One screen per meeting room



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★★★★★

# SIGNAGE

DIGITAL



**Foyer Sedna |** Floor 0

# HOSTING FLOOR -1

## DIMENSIONS

19" Screen  
(35,56cm x 26,67cm)

## FORMAT

JPG image  
300 pxl

## RATES

Free

UNITS **6\***

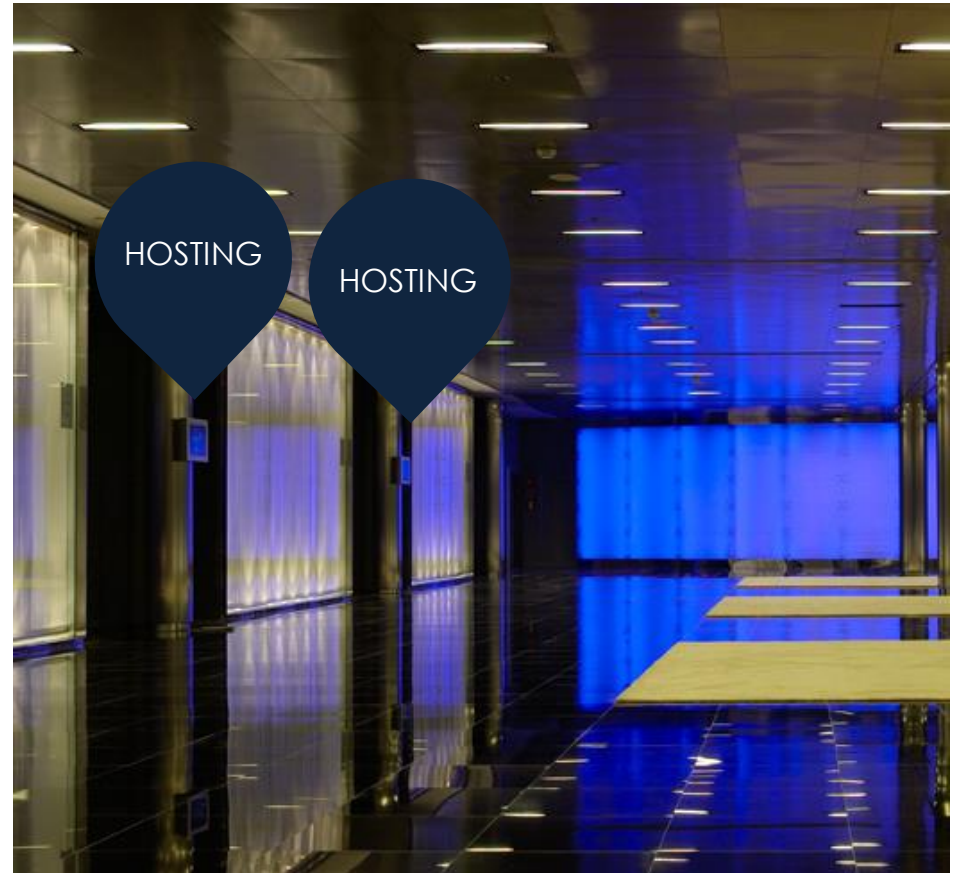
\* One screen per meeting room



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# SIGNAGE

DIGITAL



Foyer Auditorium | Floor -1

# TERMS OF SALE

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Design, production and placement of any element which requires signaling outsourcing (service not offered by the hotel) will be charged to the customer.

Any placement of external signaling element (vinyl, posters, flags, etc.) must not damage or deteriorate the hotel facilities.

If damage or extra service for removal happens, the incurred costs will be charged to the customer.

Graphic, digital or audiovisual material should be provided with a minimum of 10 days prior to holding the event to ensure good management of the display.

All free media branding and signage (including services by the hotel) are on request and subject to availability.

All prices indicated in the document are net, subject to VAT and valid until the end of 2016.

For other options not specified in the document, please contact with the hotel to receive a tailored quote adapted to your requirements



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★★★★★

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HESPERIA TOWER Hotel & Convention Center

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