



# SHERATON

EST. 1937



powered by  SUBTA

## SubSummit 2023 **Hotel Branding Catalog**

Note: Prices listed DO NOT include cost of printing, graphics production, installation/removal.



# GENERAL INFORMATION AND GUIDELINES

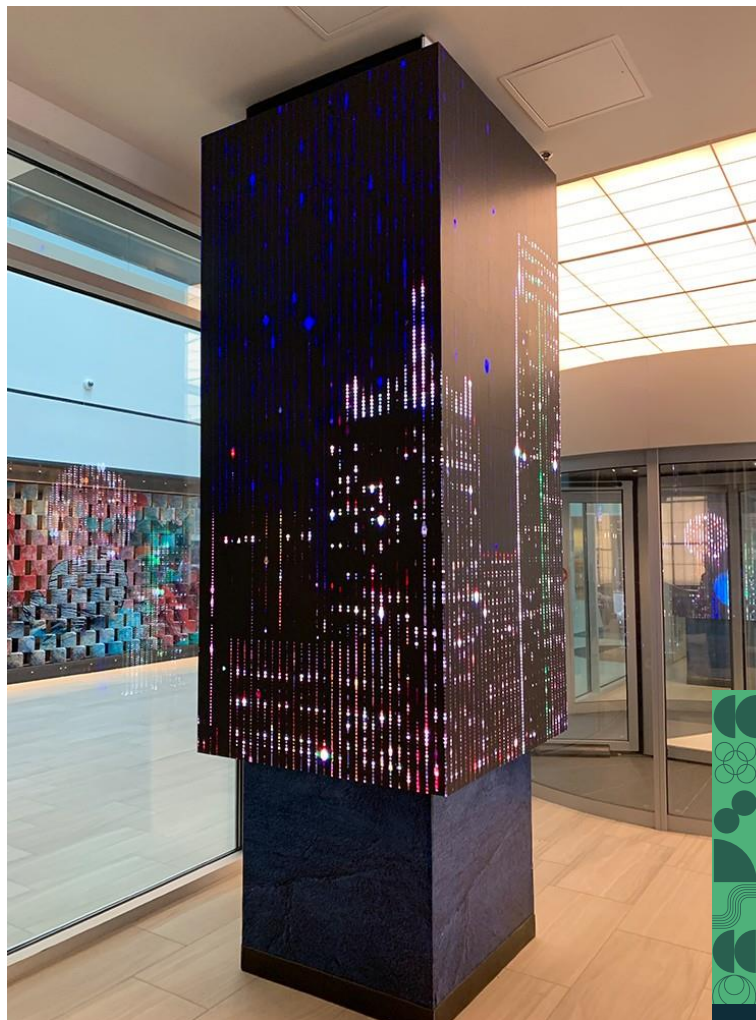
- Location approval is NOT guaranteed, all requests must be submitted by SUBTA to the Sheraton Meeting & Event Manager for hotel leadership consideration and approval.
- There is NO branding allowed on the lobby level of the hotel with the exception of the digital columns and front desk monitors.
- Sponsor must submit all final artwork to SUBTA and the Sheraton Meeting & Event Manager, prior to production to obtain final approval.
- All installation and removal must be done based on the timeline approved by Sponsor, SUBTA & The Sheraton Meeting & Event Manager
- Sponsor is responsible for any and all damage /cleaning as the result of any residue left behind.
- All charges will be billed by SUBTA directly to the sponsor.
- Charges listed in the document are for space use only and do not include any production and installation / removal fees.
- Price for FedEx printing services is \$20/sq ft.



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Branding Fee:

**\$2,000**  
per column / per day

DOES NOT include cost of graphics production



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## DIGITAL COLUMNS AT FRONT DRIVE

*Please see your event manager for instructions and programming fees.*

*Note: There are 2 digital columns*

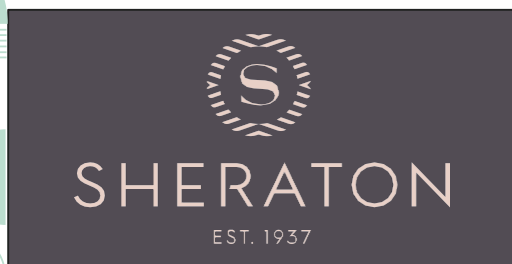


Branding Fee:

# \$2,000

per column / per day

DOES NOT include cost of graphics production



## MONITORS AT FRONT DESK

*Content must be submitted in pdf format for portrait presentation.*

*Note: There are 2 Monitors*



Branding Fee:  
**\$500+**  
 per area/ per day

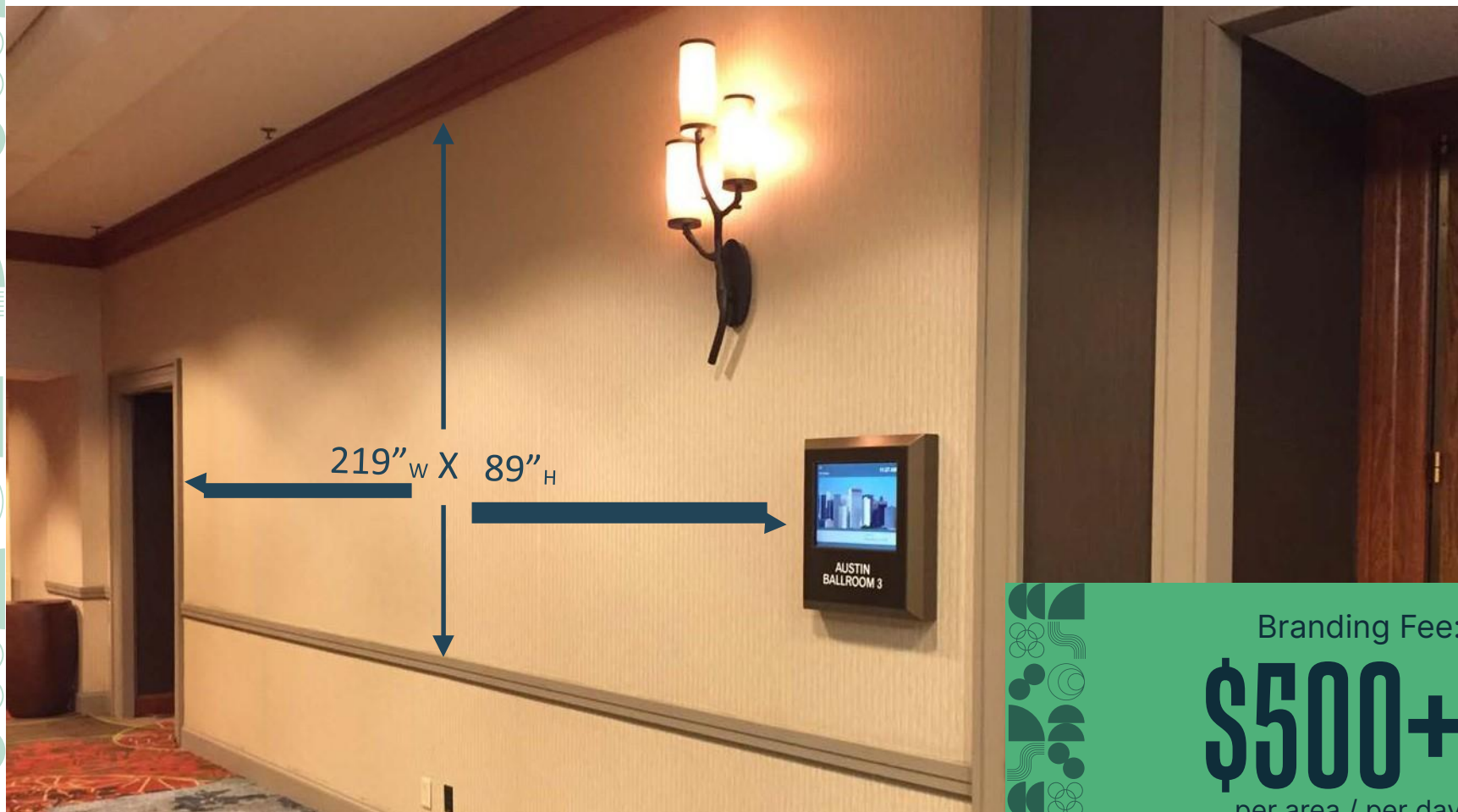


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**2ND FLOOR HOTEL HALLWAY**  
*From Elevators to Skybridge and Ballroom*

*Note: Various open wall space for branding*

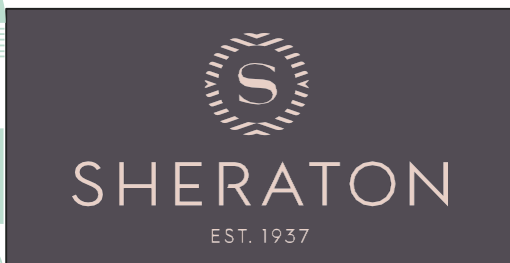




Branding Fee:

**\$500+**

per area / per day



**2ND FLOOR HOTEL HALLWAY**  
*From Elevators to Skybridge and Ballroom*

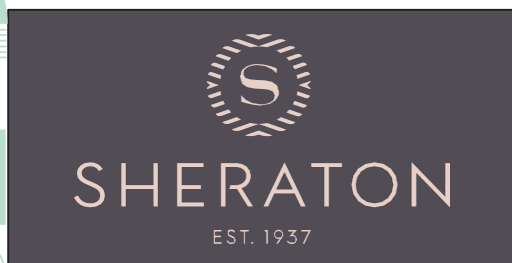
*Note: Various open wall space for branding*



Branding Fee:

**\$5,000**

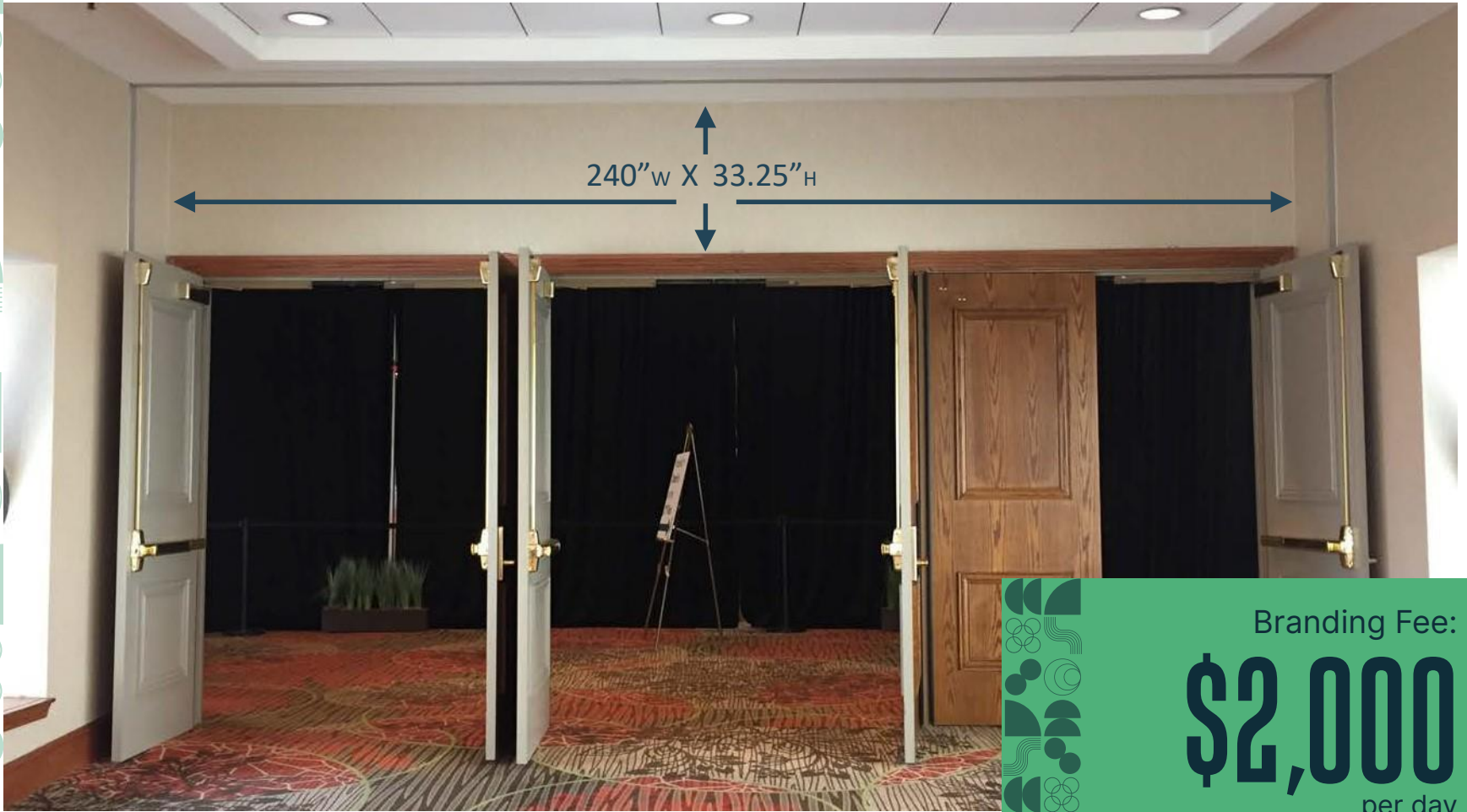
per side / per day



## 2ND FLOOR SKYBRIDGE

*From Hotel before Skybridge and Ballroom*

*Note: 13 Windows each side*



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## 2ND FLOOR SKYBRIDGE

*From Hotel Entering Ballroom*

Note:





Ask SUBTA for Template

Branding Fee:

**\$500**

per door / per day



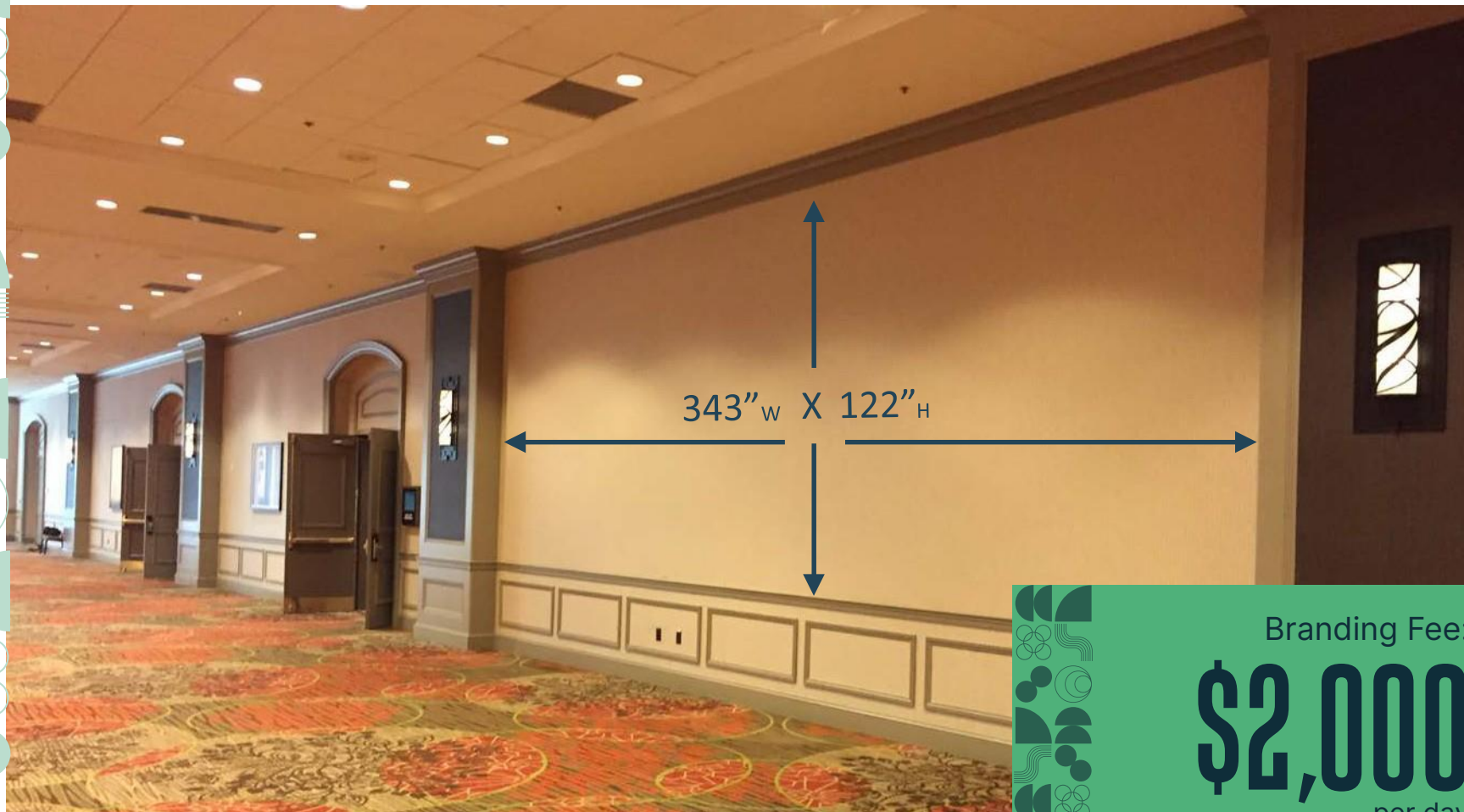
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## 1ST FLOOR DALLAS BALLROOM - ABOVE DOORS

*Ballroom Pre-function Space*

*Note: 8 Total Doors*



Branding Fee:  
**\$2,000**  
 per day



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**1ST FLOOR DALLAS BALLROOM - ABOVE DOORS**  
*Pre-Function Space Entering Ballroom*

*Note: 1 Large wall in the center of Ballroom Entrance*



97" <sub>W</sub> X 131" <sub>H</sub>

Visual Height is 116"

Branding Fee:

**\$1,000**

per panel / per day



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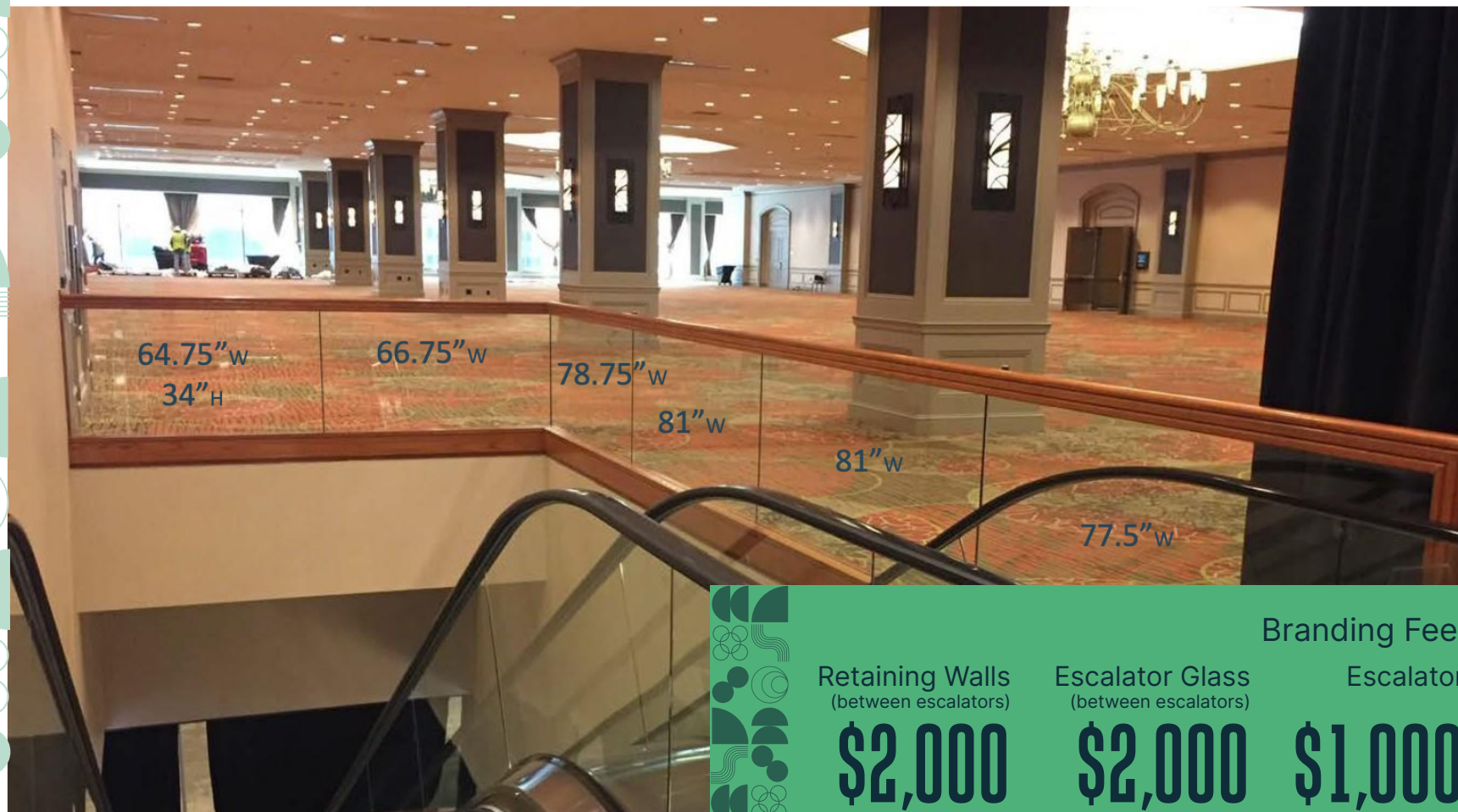
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## 38TH FLOOR OF HOTEL - CHAPARRAL WINDOWS

*Outside of Elevators in Foyer Space (13 Total Windows)*

*Note: 1st Window 6'11" w and Access Windows 46.5" w X 101" h*





Retaining Walls  
(between escalators)

**\$2,000**  
/ per day

Escalator Glass  
(between escalators)

**\$2,000**  
/ per day

Branding Fee:

Escalator

**\$1,000**  
/ per day



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## 2ND FLOOR LONE STAR BALLROOM - RETAINING WALL

*Ballroom Pre-function Space*

*Note: All 34" high. Can be single or double sided*