The Swissôtel is proud to showcase your event for your sponsors and partners during your meeting or event. This document outlines the numerous pre-approved areas and surfaces of the hotel for branding. If you do not see a specific area you are interested in branding please inquire with your Sales, Catering or Convention Service Manager with your request.

Branding fees apply and will be quoted by your Sales, Catering or Convention Service Manager.

Any incorporated branding will require a conversation with your Sales, Catering or Convention Services Manager, to review the scope of the project.

- A marketing plan with mark-ups and sample images is requested for hotel approval prior to installation.
- Based on your request, branding fees will be charged for rental on the scope of the areas and surfaces selected.
- A pre-walk and post-walk will be performed pre-installation and post removal of materials. Any damage or necessary cleaning will be at the expense of the contractor or main group as noted in the required Hold Harmless document.
- Nothing shall be posted, nailed, screwed or otherwise attached to furniture, columns, walls, floors or any other part of the building. With the exception of approved non adhesive cling material.
- Distribution of promotional gummed stickers or labels is strictly prohibited.
- Please note that hotel assistance is required when hanging any banners or signs. Please consult with your Banquet, Catering or Convention Services manager, prior to attempting any installations.
- Plasmas/Televisions in lobby | Amuse Bar – are not available for content branding.

**ALL Branding placement is subject to Fire Marshall approval.**
The entire lobby has been measured for video mapping. Our existing template can be adapted to custom content. The following surfaces have are included in the projection areas.
Main Lobby – Video Mapping
Custom Lighting

Assign a color to match your brand. Front desk wall glow lights – inquire on the set of colors available.

Using existing digital screens in the hotel space and adding some imagery with branding.
No branding is allowed in the Front Desk Registration area of the lobby. Branding is allowed as illustrated above, towards the end of the Bell stand area and then towards the Event Centre Lobby.
Main Lobby

Easels and signs may be positioned in this area as well, up against the wall.
Event Centre Entrance

Easels and signs may be positioned in this area as well, up against the wall.
Event Centre Entrance

Sample of Event Centre branding. Floor adhesives are also approved.
Event Centre

Custom Signage, Column wraps, floor clings, etc.
Escalator and floor clings.
Custom Entrance build-out, Charge station
Zurich Foyer – Social Media Wall

Social Media Wall & Branding

VISUAL STIMULATION
Catch your audience's attention by utilizing our large screen visualization.

ENGAGE YOUR AUDIENCE
Turn your event into an interactive experience. Let attendees post to your Social Media formats. Connect with the crowd and build a personal relationship with attendees. Creating an interactive sponsorship opportunity.

GENERATE EXPOSURE
Use the Power of Social Media to extend your “reach” in your industry. Brand your meeting or event. See your Sales or Event Manager for pricing.

@swissotelchi
@swissotelchi
Facebook.com/swissotelchicago

Event Centre - Zurich Foyer
Zurich Ballroom Foyer

Wrap existing hanging art, custom signage and build-outs
Table Top Display inside registration desk
Zurich Registration Desk - Exterior

Free standing structure, custom surround.
Zurich Registration Desk – Exterior

*Measurements are precise within a margin of error. It is strongly encouraged to measured per specific project.
Digital Mapping – Projection
Custom template, multi option graphics, dynamic display projected onto the wall

Zurich Ballroom Main Entrance Doors
Podiums

-46” tall x 24” wide
-Swissôtel logo 6” tall x 24” wide
-lectern part 15” tall x 24” wide

**Quantity:** 8

-47.5 inches tall
-29 inches wide
-Metal base is 19”x20”

**Quantity:** 3