

Hilton
SAN FRANCISCO
UNION SQUARE

Conference & Events BRANDING GUIDE

Updated January 1, 2026

Table of Contents

FACILITIES MAP	4
ENTRANCE & EXTERIORS	5
MAIN LOBBY	6
TOWER 3 LOBBY	7
BALLROOMS	8
LOUNGES	9
ELEVATORS AND ESCALATORS	10
DIGITAL BRANDING	11
ADDITIONAL BRANDING OPPORTUNITIES	12
APPROVED VENDORS	13
BRANDING POLICIES	14
PRICING	15
CLIENT EXAMPLES	16



Hilton
SAN FRANCISCO
UNION SQUARE

Your Golden Gateway to Bold Events

Impress attendees with endless opportunities to express your unique branding and messaging.

Branding Reach

- 1,921 guest rooms
- 135,804 square feet of meeting space
- 3 on-property dining options

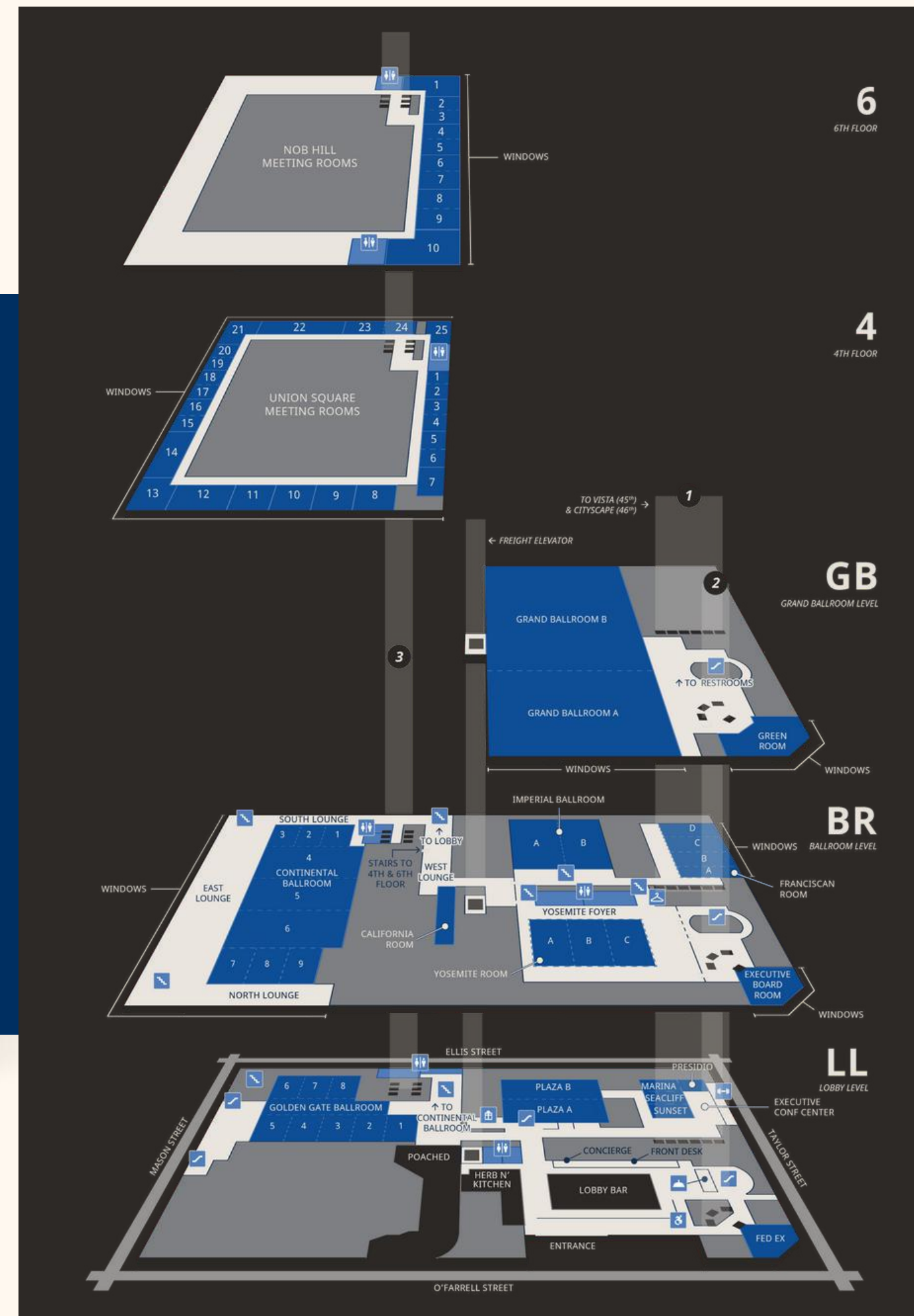
CITYSCAPE SKY BAR - TOWER 1, 46TH FLOOR

Facilities Map

Alive with the same innovation and energy that bring visitors from all over the world to San Francisco, our hotel inspires exploration and discovery.

- Branding opportunities including (but not limited to) the lobby, ballrooms, and elevators.
- 135,804 square feet of meeting space

Additional branding opportunities not listed.
Subject to Hotel approval.



Entrance & Exteriors

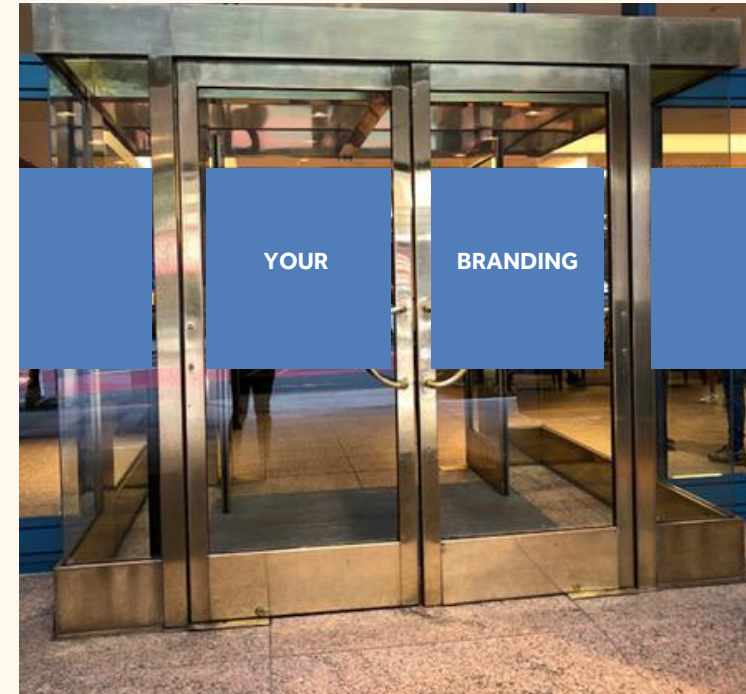
Entrances

Window clings

- Front entrance: option of branding up to 8 doors
 - Full door including the inside, or just the outside panels

Lobby Entrance

- Lobby steps



Front Entrance on O'Farrell Street



Lobby Steps



Taylor Street Entrance

Main Lobby

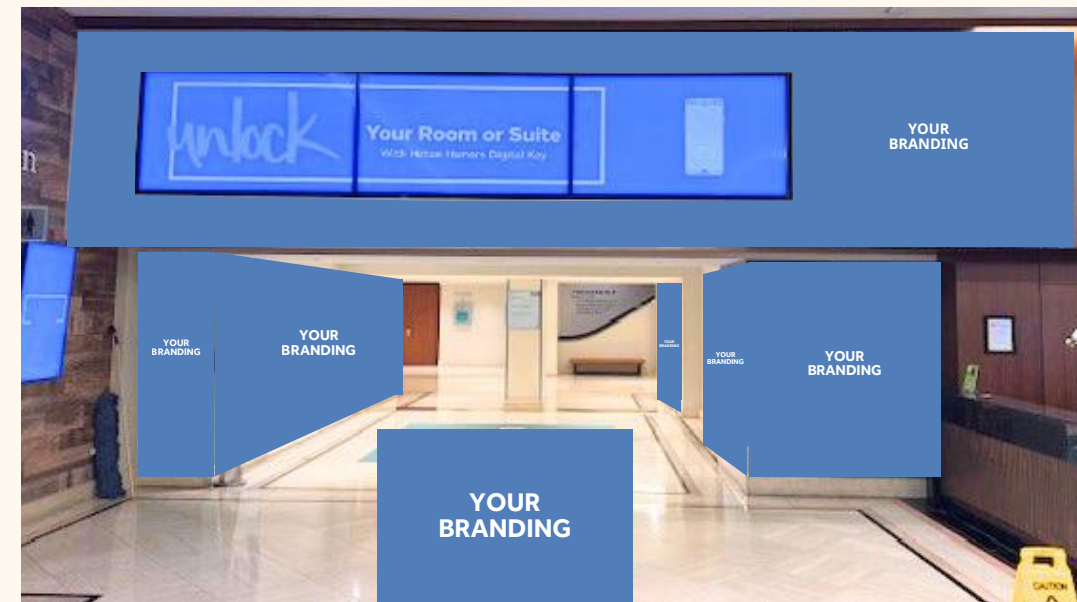
- Column Wraps
 - 5 Columns in the Lobby
- Floor Clings
- Wall and Floor Clings by the Concierge Desk
- Branding on Hotel Directional Signage



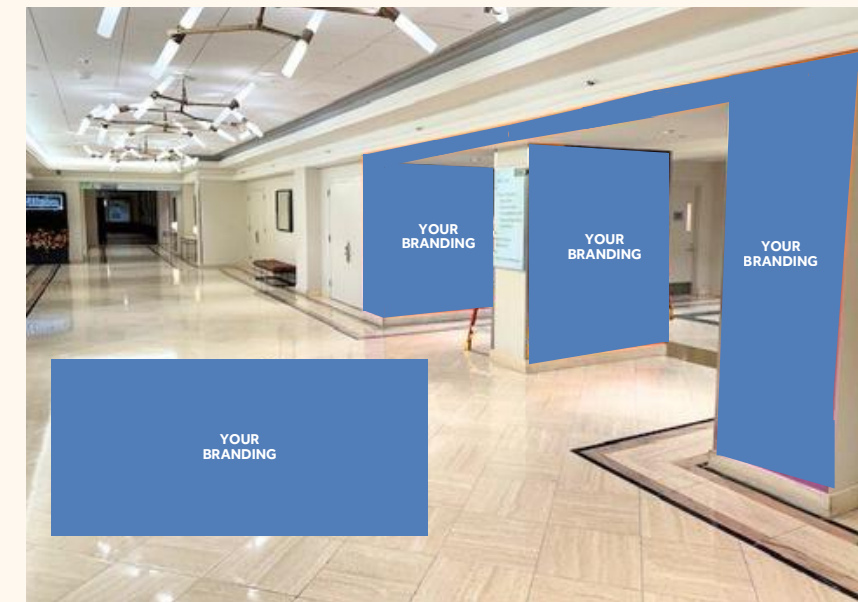
Lobby Column Wraps



Lobby Floor Clings



Lobby Wall and Floor Clings by the Concierge Desk



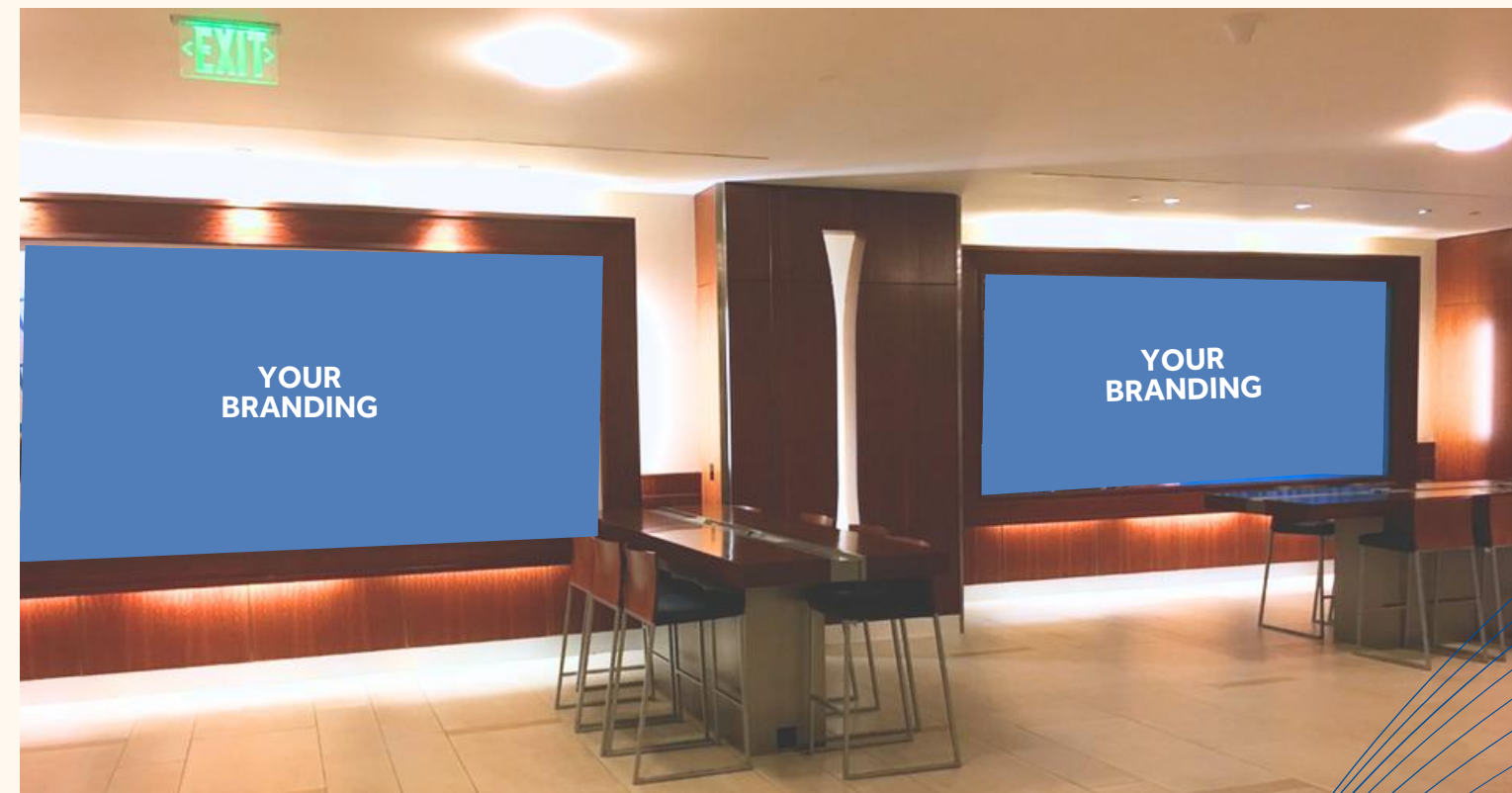
Tower 3 Lobby

- Wall Inserts
 - 3 wall inserts in Tower 3 lobby
- Floor Clings



Floor Clings

FLOOR CLINGS

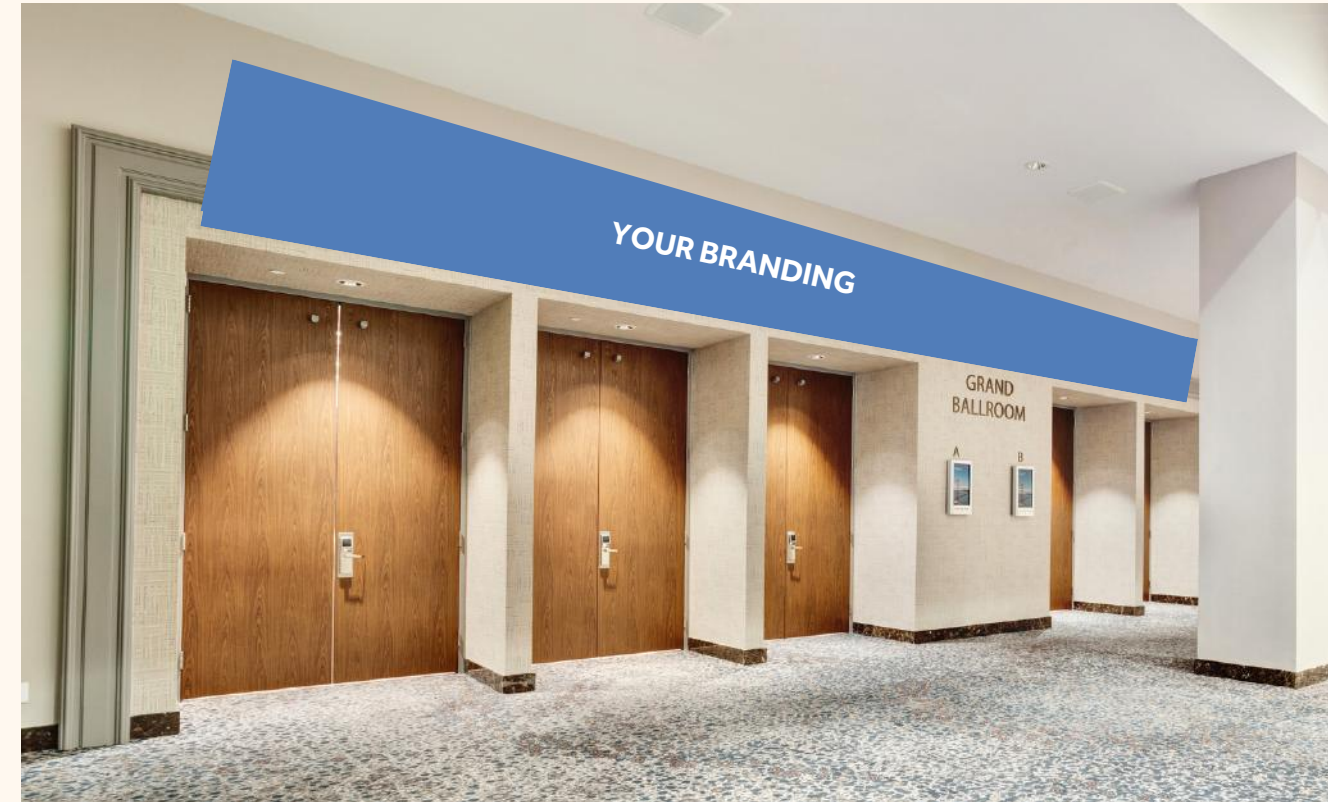


Wall Inserts

Ballrooms

On Grand Ballroom 'GB' Level and Ballroom 'BR' Level

- Entrance Branding



Banner Hanging



Column Wraps

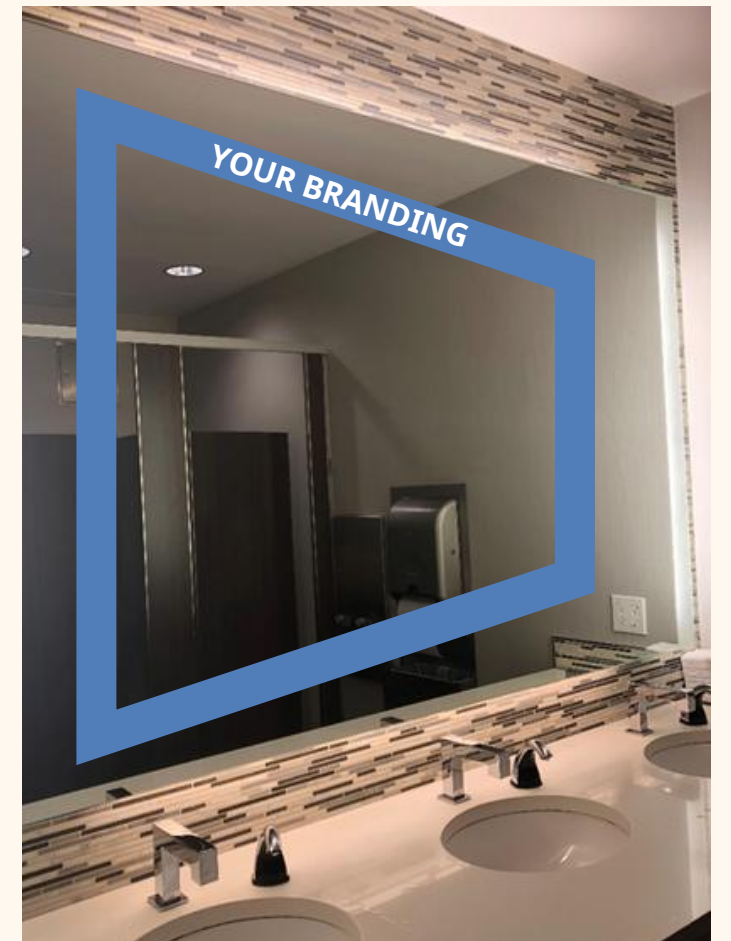
Lounges

North, South, East and West Lounges on Ballroom 'BR' Level

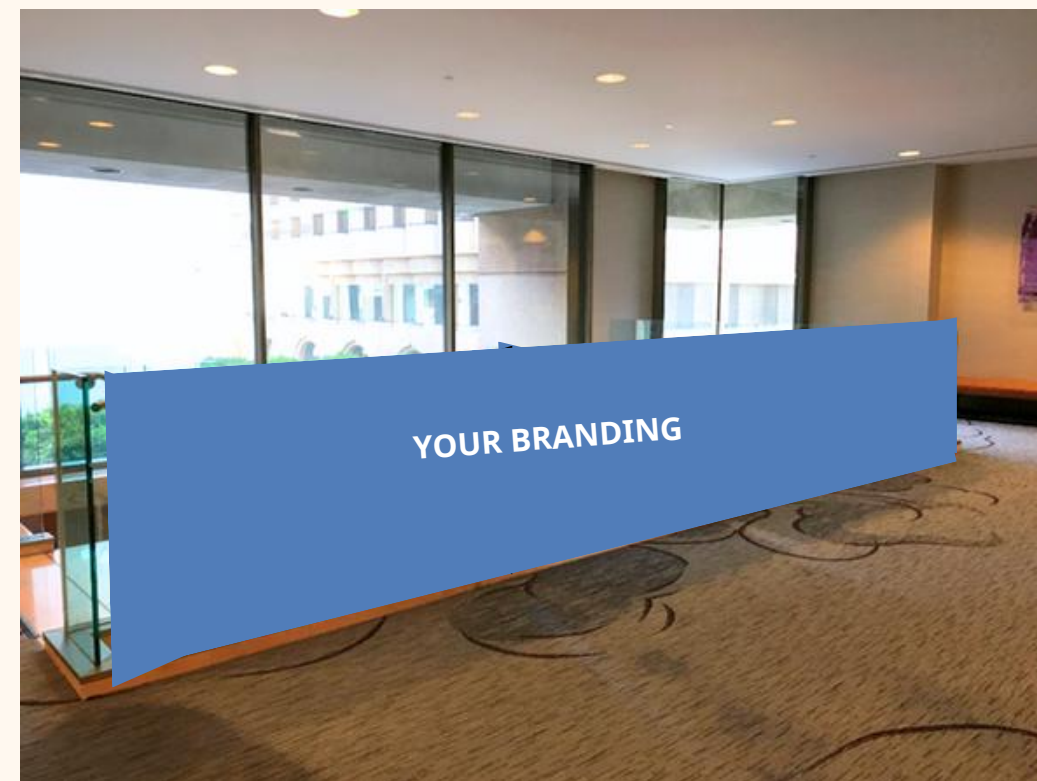
- Glass Railing Clings
- Window Clings
- Mirror Clings



Window Clings



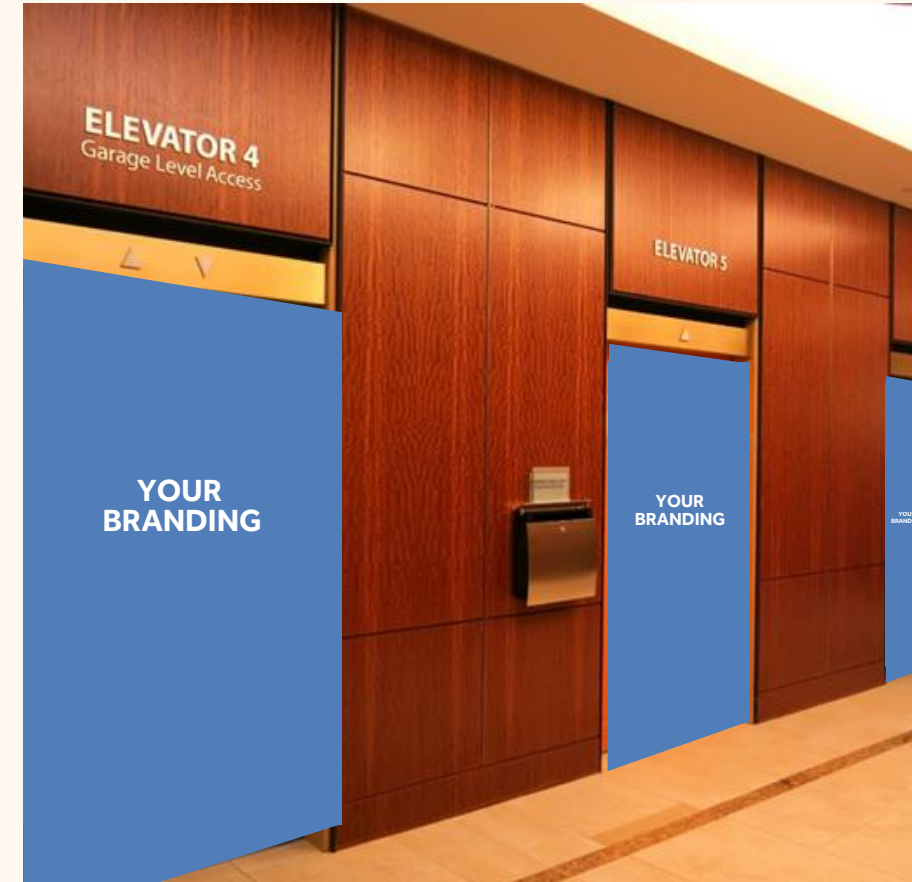
Mirror Clings



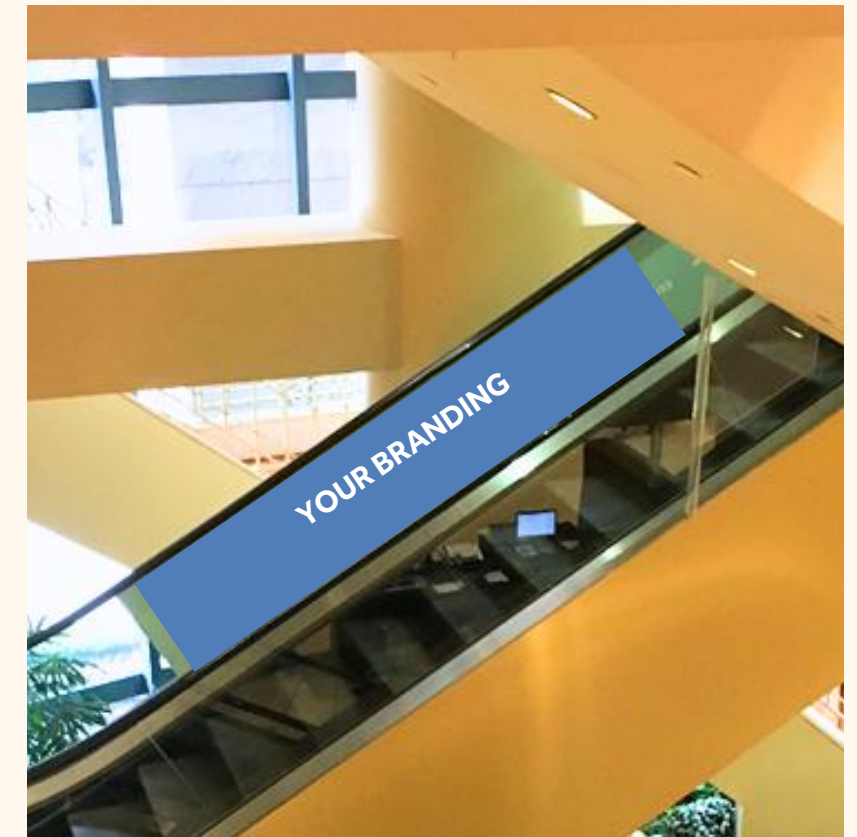
Glass Railing Clings

Elevators & Escalators

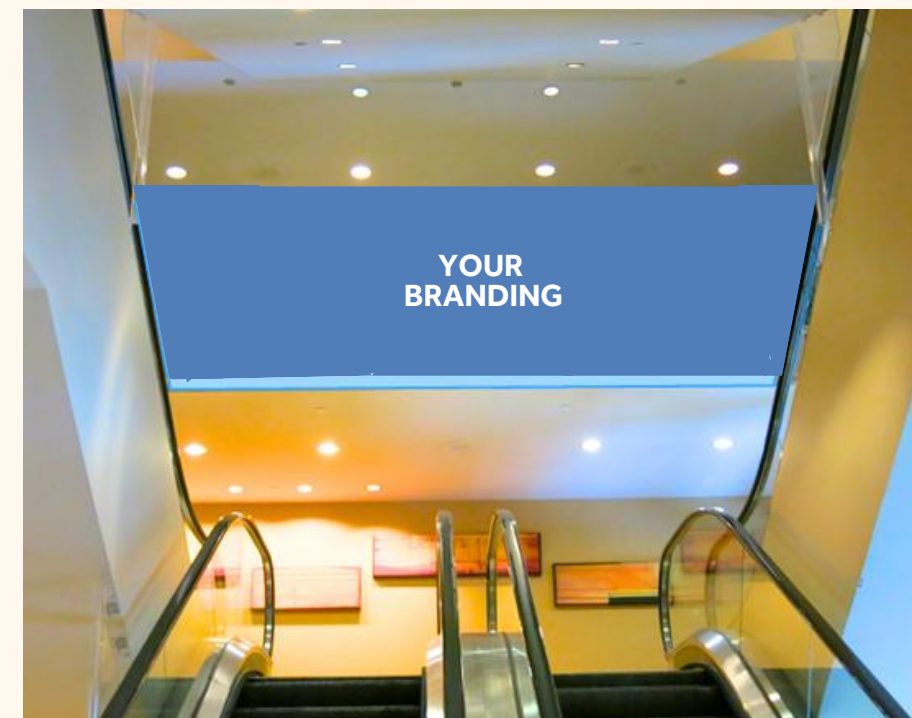
- Elevator Clings
- Escalator Clings
- Wall Clings



Elevator Clings



Escalator Clings



Wall Clings

Digital Branding

Video Wall

In the Main Lobby

Three screens that can either be combined or show separate graphics.

- For additional details and options, please see the separate digital branding brochure.



Additional Branding Opportunities

Branding

- Personalized key cards/key card packets**
- Room drops
- Door hangers
- Custom Gobos
- Banquet Server Attire

*Client to provide, ask your event manager to connect you with our preferred vendors

**PLI is the exclusive Hilton supplier for keycards and key card packets



Custom Key Cards

Approved Vendors

Our approved vendors will assume the responsibility in case of damage caused by their materials and teams.

For any questions regarding pricing, design and logistics, please contact:

F R E E M A N[®]

LYSA LEWIN

Client Relationship, Vice President

📞 +1-415-793-2154

✉️ lysa.lewin@freeman.com



TARIA HOWELLS

Event Solutions Consultant

📞 +1-415-319-4283

✉️ taria.howells@fedex.com

Branding Policies

- Branding space is rented within the hotel's public space. Group is allowed to one professionally printed 22"x28" sign directly outside their meeting room on an easel and directional meter boards at approved location.
- Branding space must be commensurate to the group's contracted guest rooms and meeting or event space.
- Branding space must be approved by hotel management, and coordinated by Event Management for adequate information, eligibility, and specific pricing prior to purchase.
- All branding requests and plans must be submitted to Event Management and approved at least 45 days prior to your program.
- Plans must include the requested setup and removal dates, floorplan of locations and item descriptions.

- Branding space items include but are not limited to: electronic sign/display content, entrance units, meter boards, banners, directional signs, column wraps, escalator graphics, gobo lights, wall graphics, window graphics, light/lantern graphics, floor and carpet graphics.
- All items must not obstruct emergency equipment or strobes, security cameras, fire extinguishers, emergency exits or hotel directional signage.
- Items must be professionally printed - no handwritten signs or signs taped to doors or walls.
- Non-approved stickers/clings are prohibited on all hotel items or surfaces.
- Branding items are in the public space and can legally be photographed and published by the hotel or public.
- 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

Pricing is for the duration of the event 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 creation, production, installation or removal.

Entrance & Exteriors	Price per Unit
Taylor Street Entrance - Large Exterior Window Clings	\$1,300
Taylor Street Entrance - Window Cling Above Entrance	\$650
Front Entrance - Two Outdoor Window Clings on Doors Only	\$1,300
Front Entrance - Full Window Clings on Outside and Inside	\$3,250
Main Lobby	Price per Unit
Individual Lobby Column Wraps	\$1,950
All 5 Lobby Column Wraps	\$11,050
Floor Clings - Half Lobby	\$5,200
Floor Clings - Full Lobby	\$10,400
Main Lobby Package - Floor Clings and All 5 Columns	\$19,500
Around the Videowall	\$2,000
Underpass, Not Including the Floor Cling	\$1,000
Tower 3 Lobby	Price per Unit
Tower 3 Floor Clings	\$4,550
Tower 3 Column	\$1,300
Wall Inserts (Option of 3 Total)	\$3,250
Tower 3 Lobby Package - Floor Clings and All 3 Wall Inserts	\$11,050

Lounges	Price per Unit
Window Clings (Per Set of 3 Windows)	\$1,950
Floor Clings	\$650
Elevators & Escalators	Price per Unit
Tower 3 Elevators - Lobby Level, Each	\$260
Tower 3 Elevators - Lobby Level, 3 Elevators	\$650
Tower 3 Elevators - Lobby Level - All Elevators (6 Total)	\$1,300
Tower 3 Elevators - Ballroom Level, Each	\$260
Tower 3 Elevators - Ballroom Level, 3 Elevators	\$650
Tower 3 Elevators - Ballroom Level - All Elevators (6 Total)	\$1,300
Tower 3 Elevators - Fourth Floor, Each	\$150
Tower 1 and Tower 2 Elevators - Lobby Level	\$260
Tower 3 Elevator Landing Floor Cling	\$650
Tower 2 Escalator Clings	\$1,300
Tower 2 Large Banner Over Escalators	\$2,600
Additional Branding Opportunities	Price per Unit
Personalized Key Cards	\$3.00
<ul style="list-style-type: none">Client to provide custom keys, branding fee does not include production cost	

POST/CON 24

CLIENT EXAMPLES

Hilton

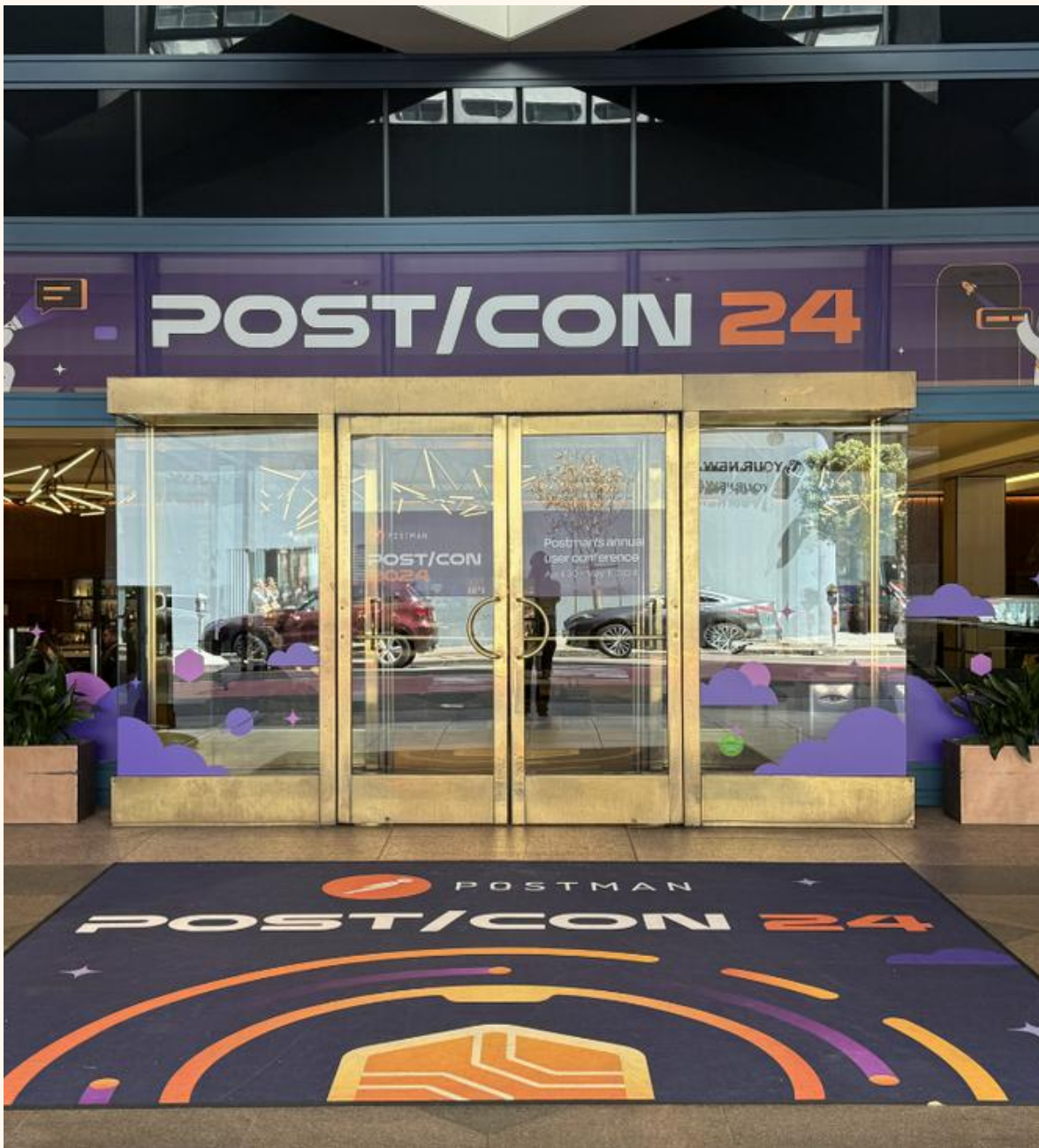
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UNION SQUARE

POST/CON 24

Entrance & Exteriors Examples



Front Entrance on O'Farrell Street



Front Entrance on O'Farrell Street

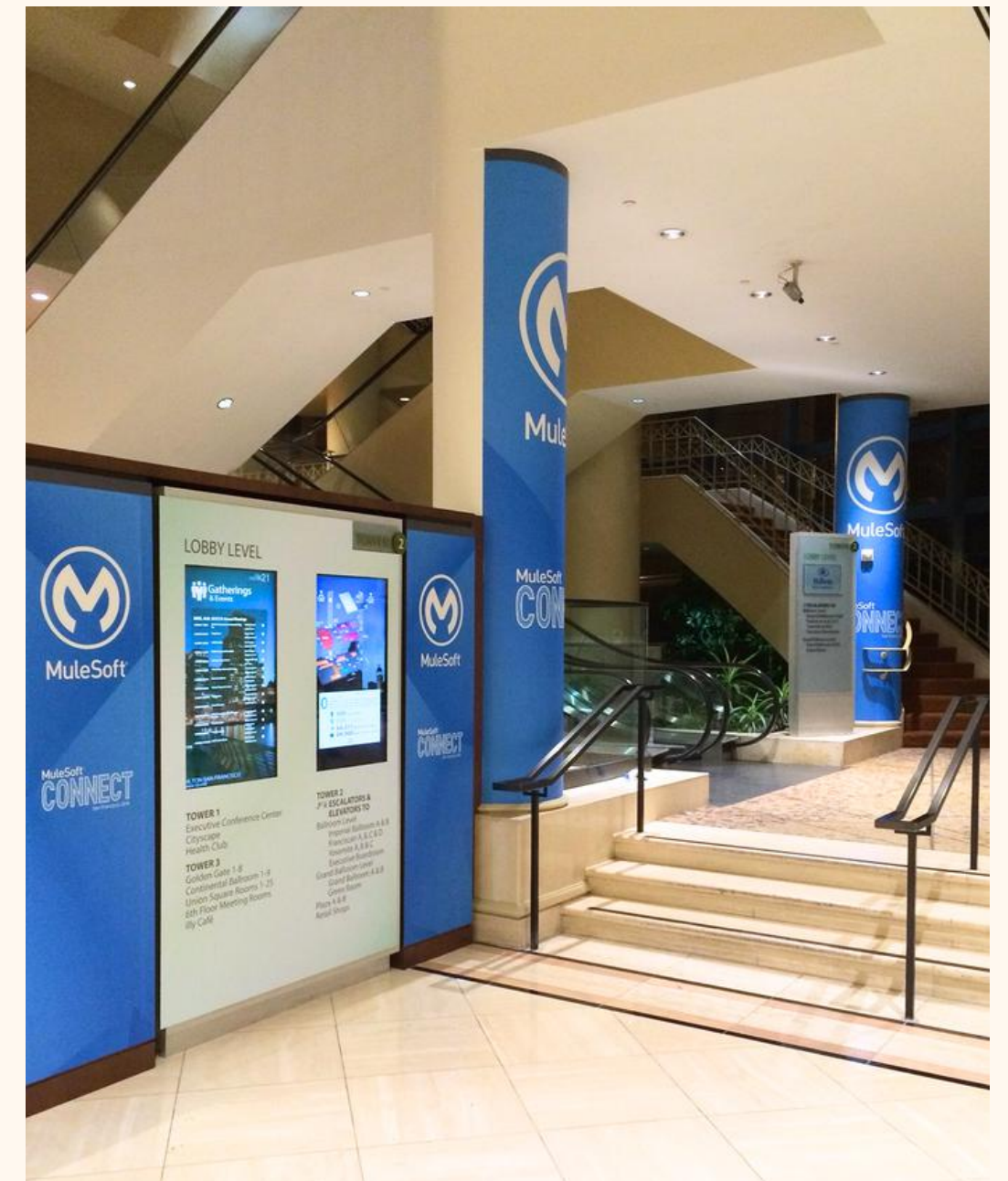


Lobby Steps

Main Lobby Examples

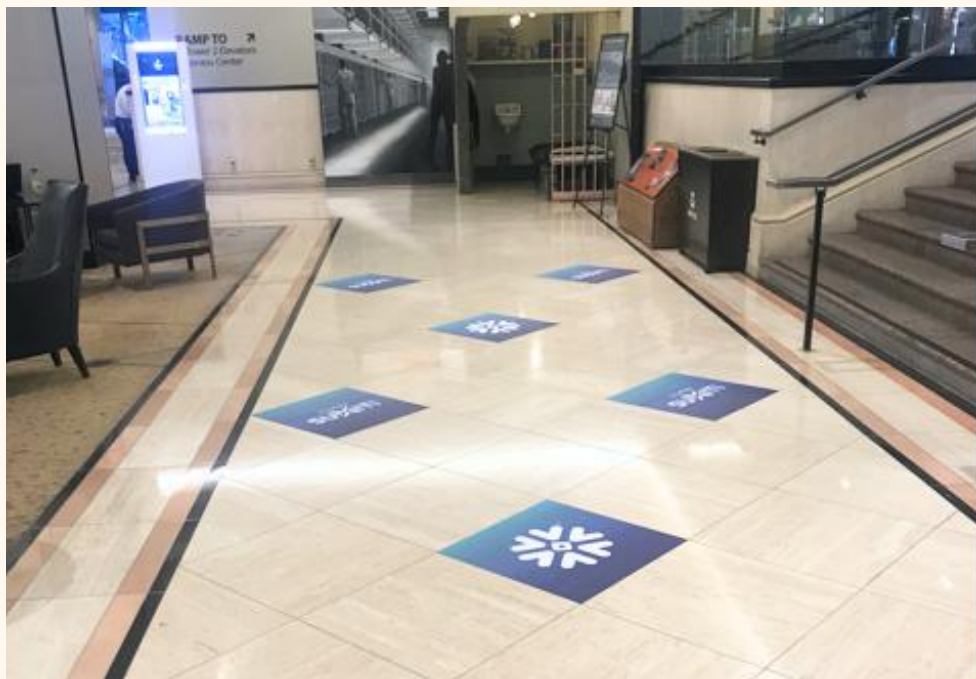


Column Wraps - 5 Columns in the Lobby



Main Lobby Branding on Directional Board

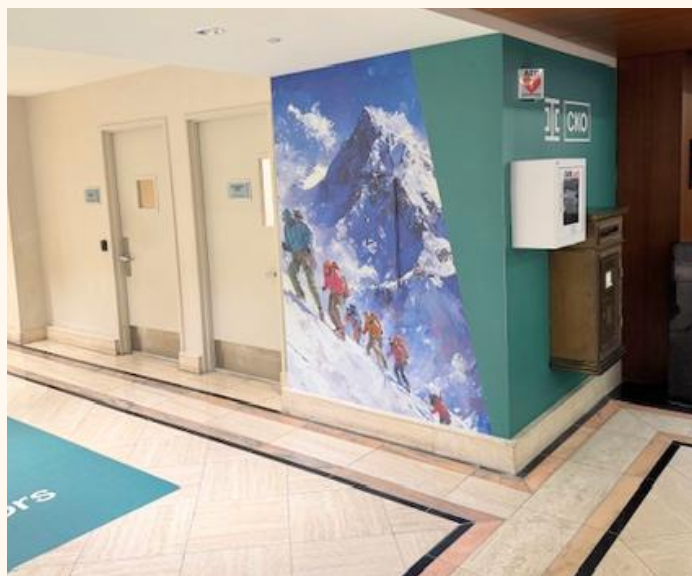
Main Lobby Examples Pt. 2



Lobby Wall and Floor Clings



Lobby Wall and Floor Clings



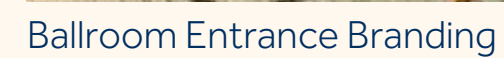
Tower 3 Lobby Examples



Wall Inserts (3)



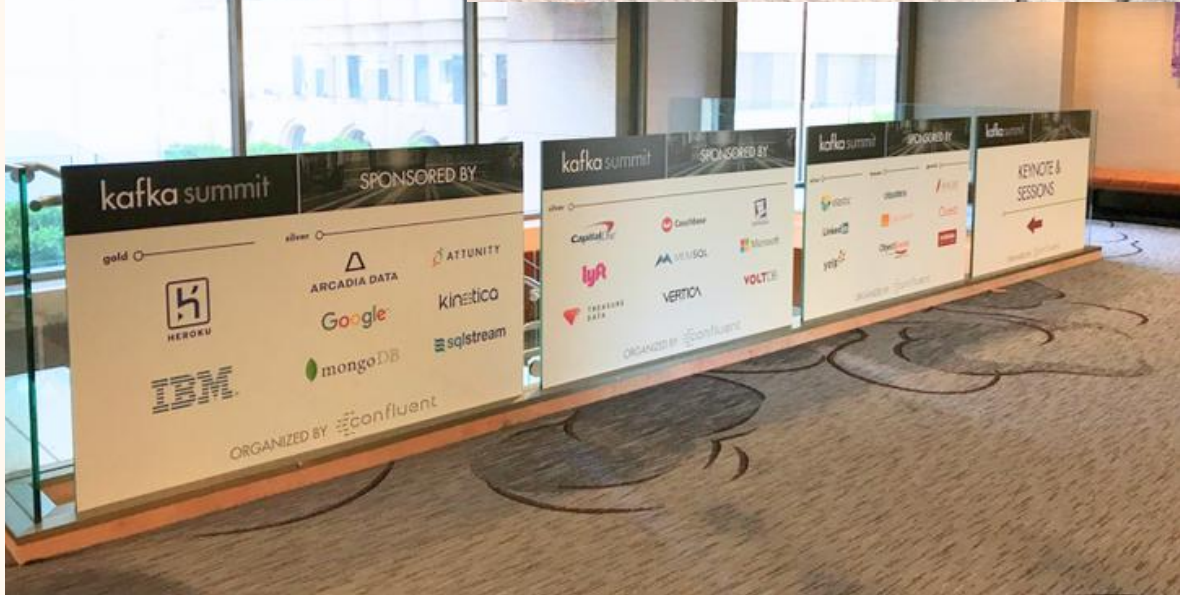
Floor Clings in front of Golden Gate Ballroom



Lounges Examples



Window Clings



Glass Railing Clings

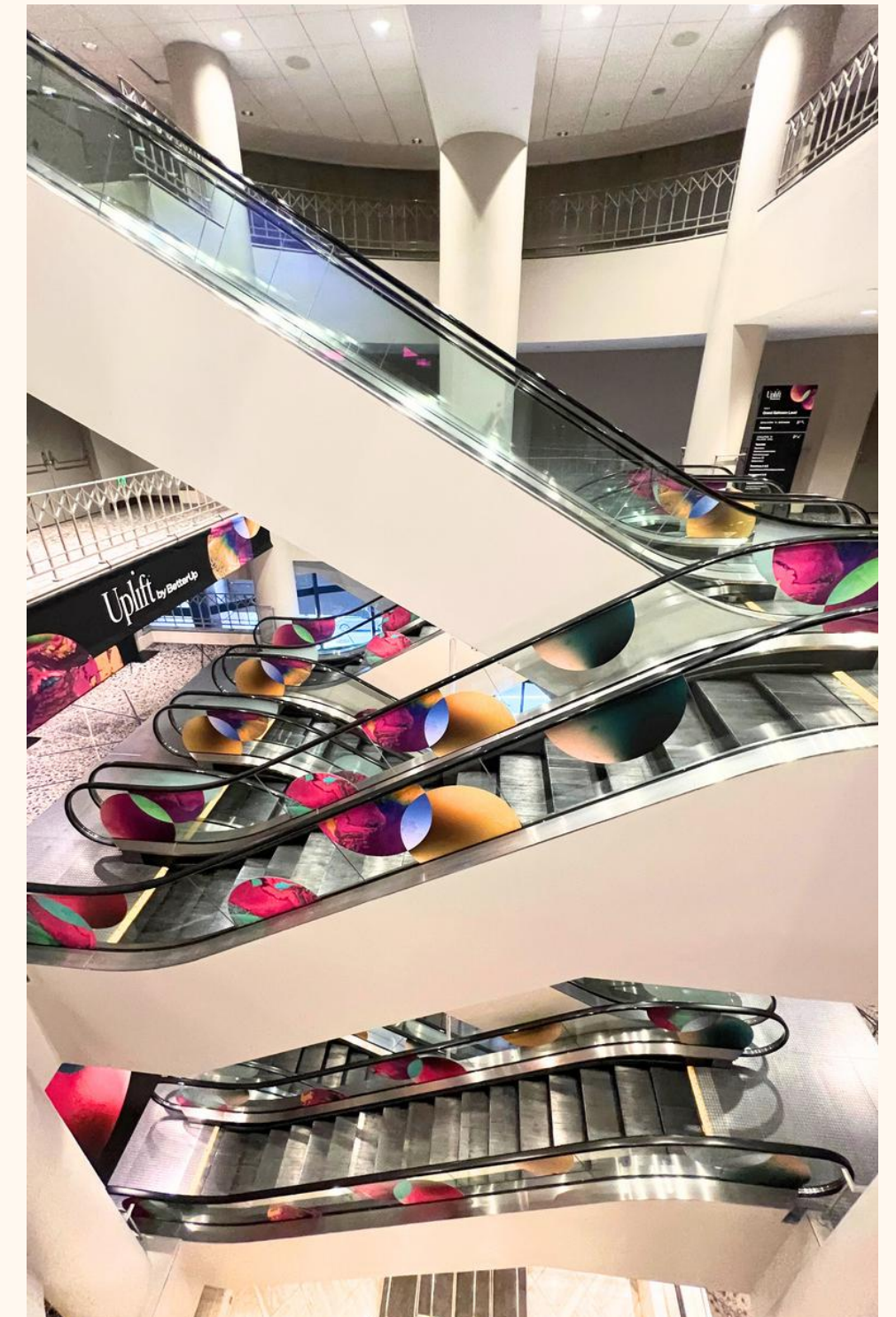
Elevators & Escalators Examples



Elevator Clings



Wall Clings



Escalator Cling

Digital Branding



Video wall with separate graphics



Video wall with combined graphics

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