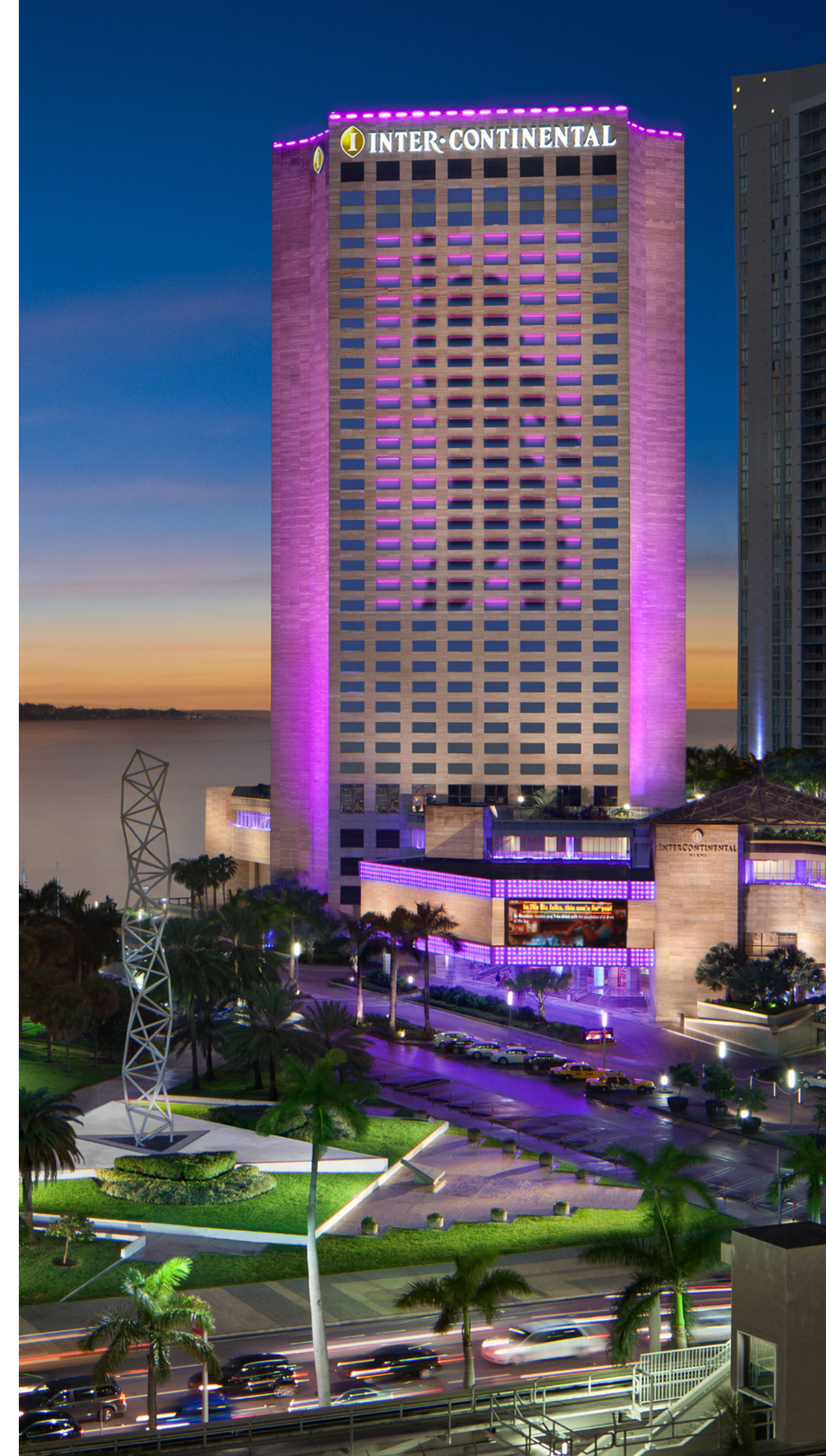




Digital Branding

Bring Your Brand To Life



New Digital Branding Platform

Allow InterContinental Miami welcome your guests and tell your story.

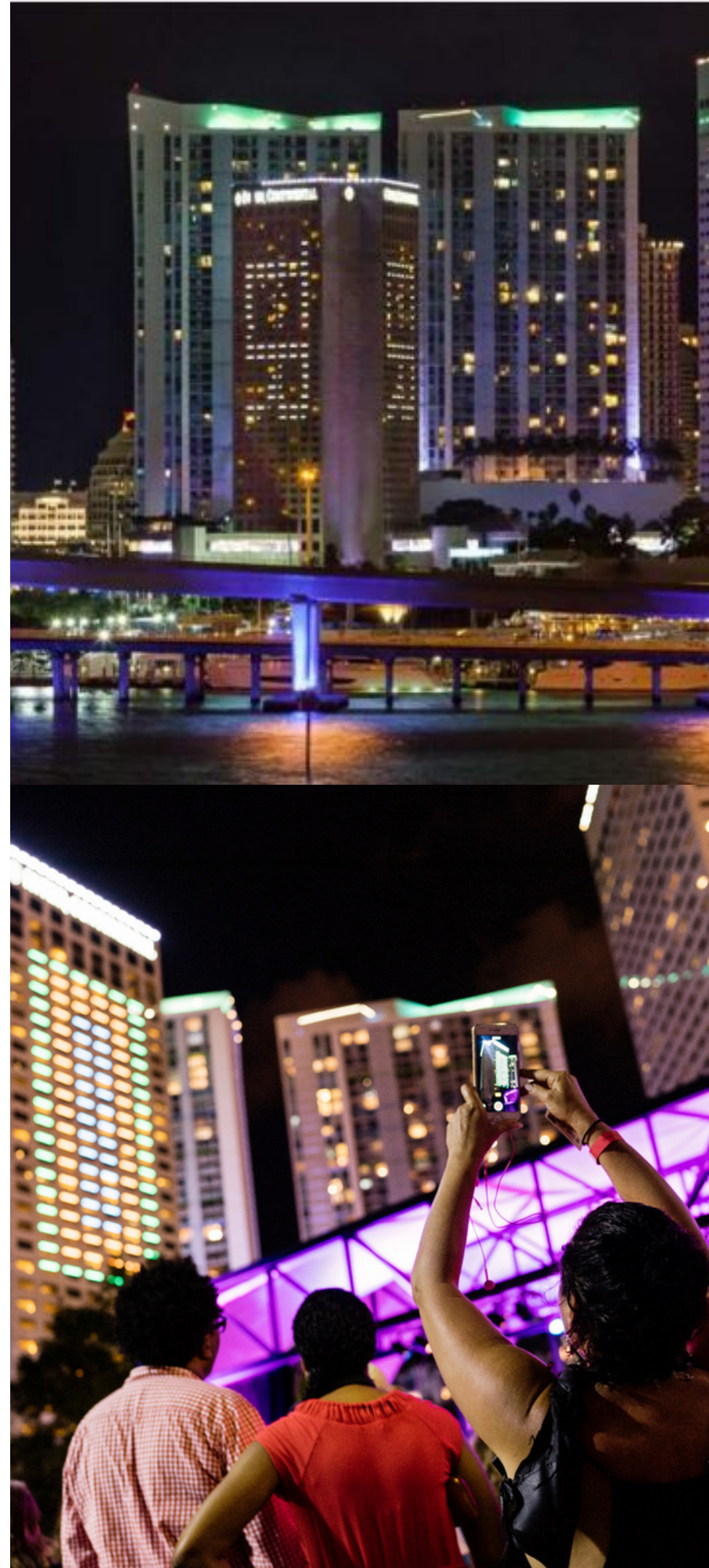
Increase your awareness & motivate your team during your special event.

Stunning video walls and lighting elements deliver your brand message and custom colors throughout the hotel.



Digital Canvas

Takeover the City



Bring Your Brand to
Life.

Large text + animated imagery can
be seen by your attendees and the
city of Miami as we light up the
skyline.

Video Experience
City Takeover

[View Sample here](#)

Inquire for Rates*

Elevator Lobby Video Wall



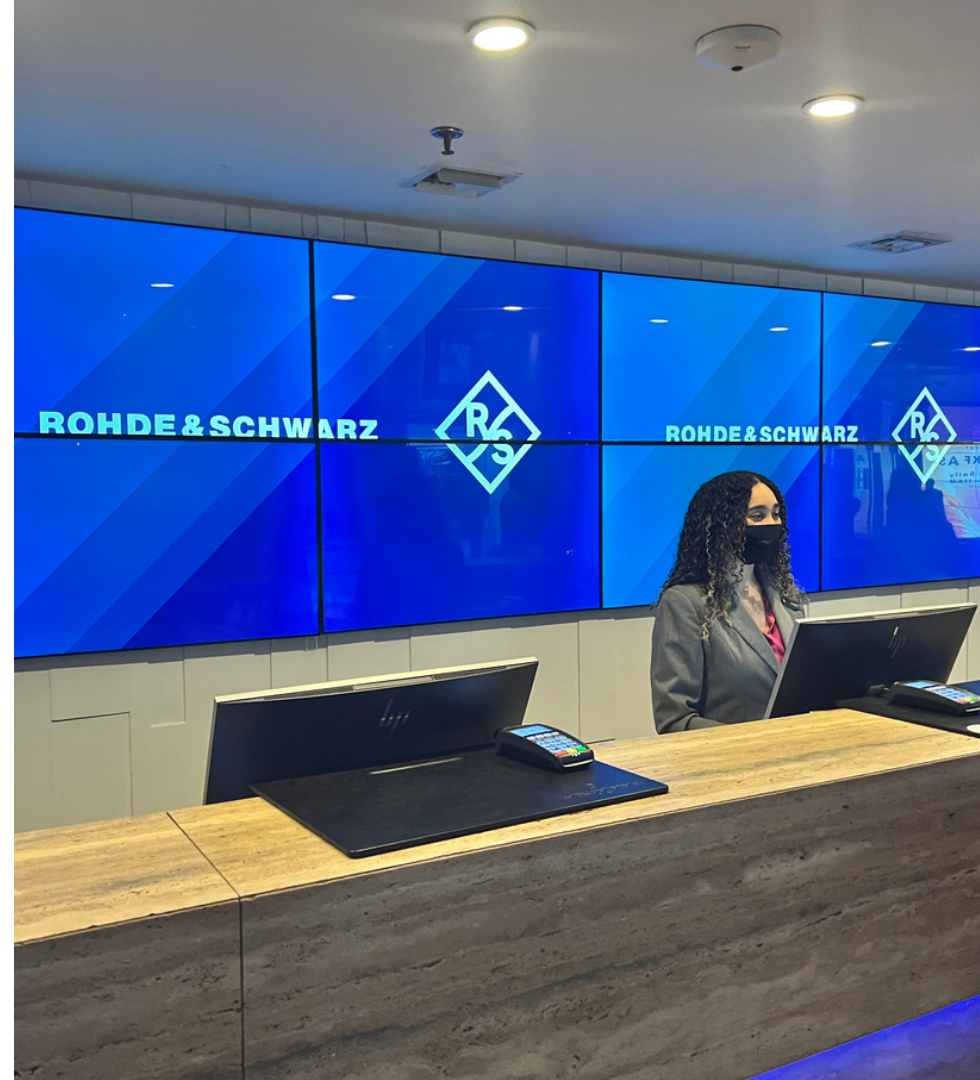
A Big Welcome

- Static or animated, tell your story on a 18' platform that sits (2) monitors wide x (5) monitors tall
- Can be seen by guests as they enter / exit elevators
- Graphics / videos need to be portrait or vertically oriented
- Ideal for logos or short impactful videos

Starting from

\$2,000 per day*

Hotel Registration Video Wall



Impactful Welcome

- Hotel check-in desk offers (6) monitors wide by (2) monitors tall
- Seen by guests at check-in and check-out
- Can be configured as horizontal canvas or (3) screens side-by-side

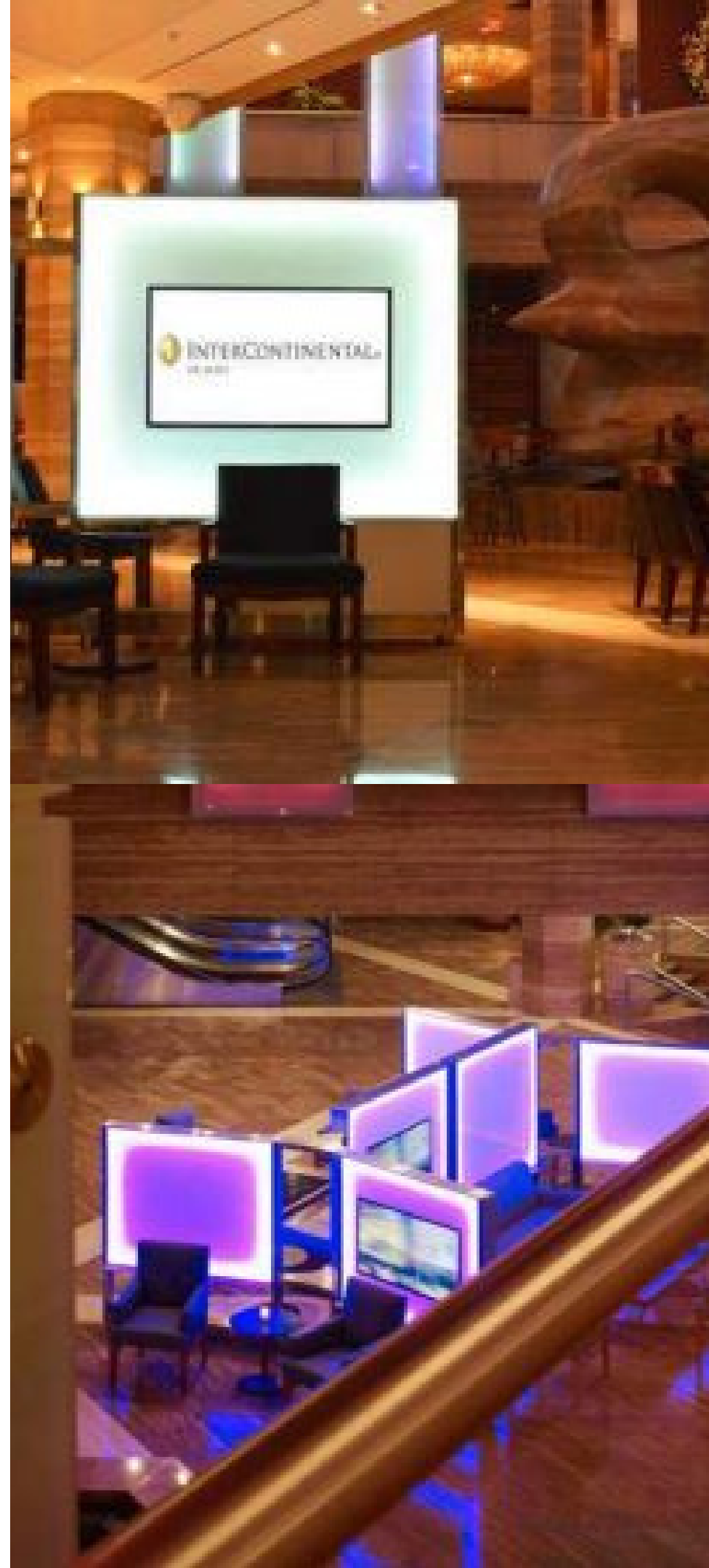


Starting from

\$2,000 per day*

Lobby Art Walls

AKA Pods



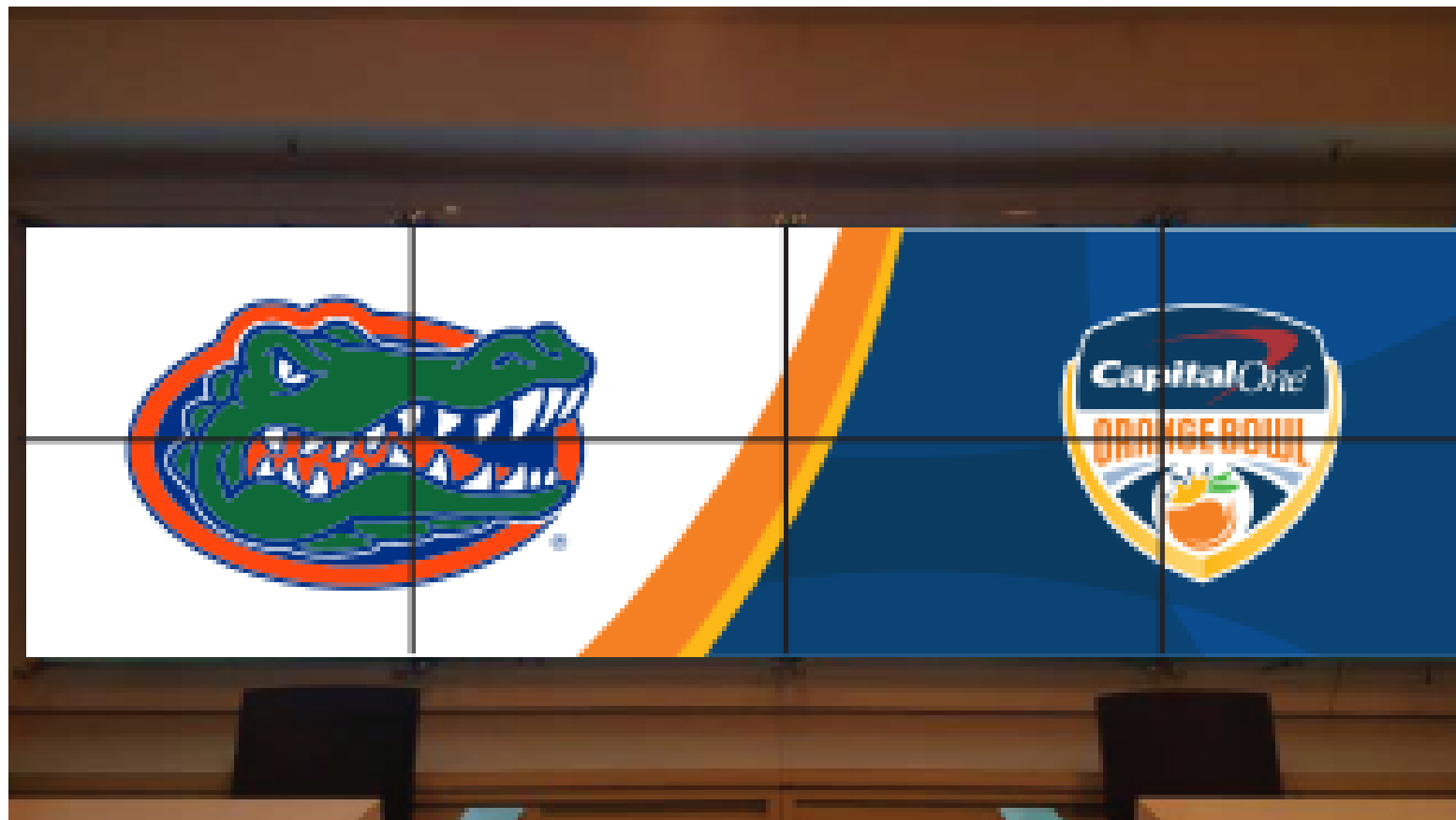
Light up the Lobby

- Each lobby art wall has (2) 46" monitors in large soft lit panels
- Can be seen throughout the day / night while guests are walking thru lobby, sitting at Toro Toro lounge or having a coffee
- There are a total of 11 art wall pods
- Monitors are 1920x1800

Starting from

\$4,250 per day*

Mezzanine Video Wall



Dedicated For Your Event

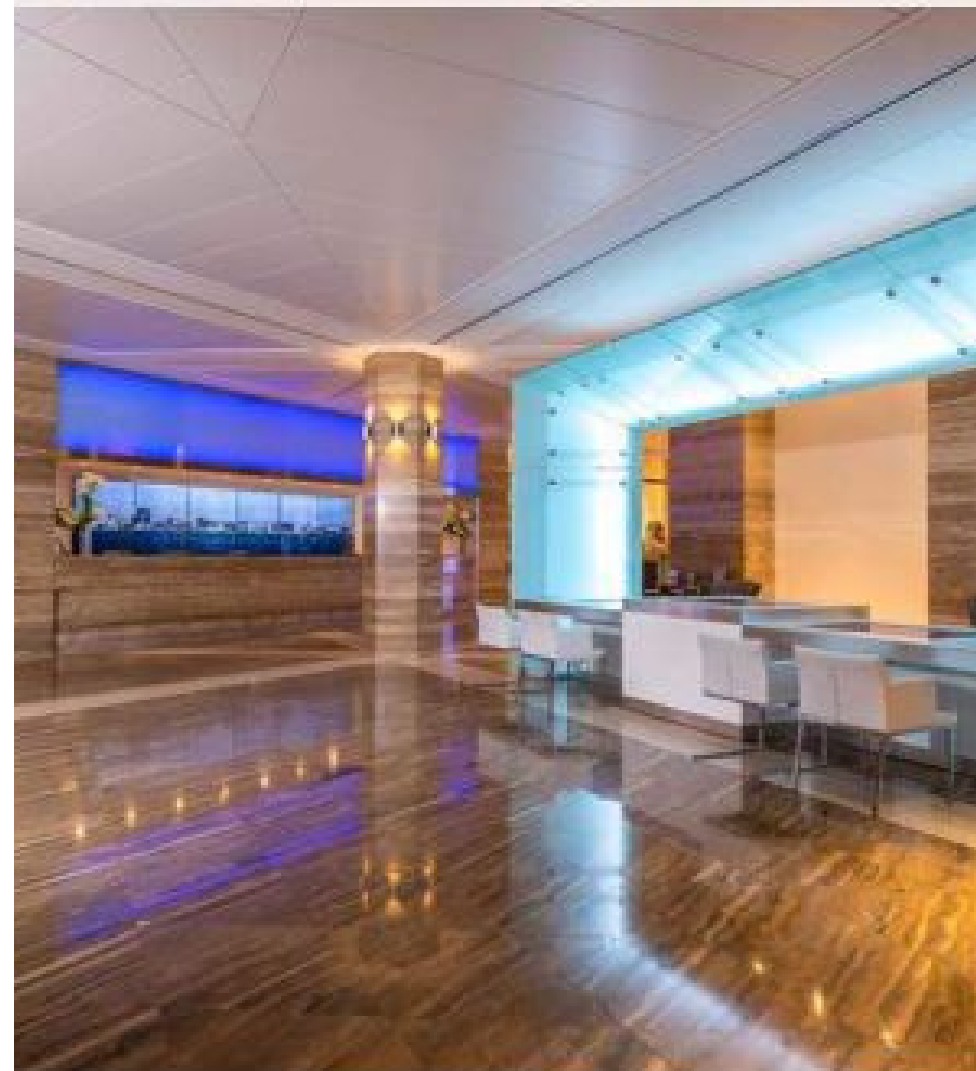
- Wall features (4) monitors wide x (2) monitors tall
- Seen by all event attendees when they exit from or go to the mezzanine level elevators
- Custom content includes logos or short impactful video
- Specs 3840 x 1080



Starting from

\$1,500 per day*

Interior Lighting Options



Brand color customization

- Light up our lobby with your branded color to tie together your marketing efforts
- Registration desk, Concierge Desk, Elevator Lobby, Atrium Panels and lobby pod cases



Starting from

\$1,250 per day*

Runs for 24 hours

Digital Canvas Lighting Option

Showcase your brand colors

- Display your brand colors which can be programmed on the vertical up-lighting on the sides of our hotel
- Apply your custom color on the apex which beam vertically on the left and right side of hotel tower
- Runs dusk to dawn from \$1,000* per day





INSTALL ATION	RE S O L U T I O N (Pixel Width x Pixel Height)	MEDIA OPPORTUNITIES	RUNNING TIME	FEE
Exterior Skyline (Digital Canvas)	19-story LED Screen 172 x 364	Animation or Scrolling Texts (10 to 20 secs long)	Scrolling Texts Interspersed 50% of Time (Dusk until Dawn)	Inquire on Custom Rates
Interior Lobby Art Walls (11)	Interior 8 LED Monitors 1920 x 1080	Landscape Video, Photos, Graphics, Logos	Content Runs Exclusively for 24 hrs.	From \$4,250 per day
Interior Elevator Lobby Video Wall	Interior 2 x 5 Video Wall (1920 x 2700)	Portrait-Oriented Video, Photos, Graphics, Logos	Short Videos Interspersed 50% Of Time, 22 Hours a Day	From \$2,000 per day
Interior Registration Desk Video Wall	Interior 6 x 2 Video Wall 5760 x 1080	Landscape Video, Photos, Graphics, Logos	Short Videos Interspersed 50% Of Time, 22 Hrs a Day	From \$2,000 per day
Interior Mezzanine Video Wall	Interior 4 x 2 Video Wall 3840 x 1080	Portrait-Oriented Video, Photos, Graphics, Logos	Your Content Runs Exclusively 12 - 22 Hrs a Day	From \$1,500 per day
Exterior Lighting Package	Hotel Tower Vertical Up Lighting	Paint The Hotel Exterior With Your Brand Colors	12 Hours from Dusk to Dawn	From \$1,000 per day
Interior Lighting Package	Lobby Art Walls, 18 Atrium Panels + Other Lobby Lighting Zones	Paint The Hotel Interior With Your Brand Colors	24 Hours A Day	From \$1,250 per day

Multiple installation and multiple day packages are available.
Please Note: A 24% Hotel Service Fee + 7% Tax will be added to your invoice.



Thank You

For more information, please contact Gina Genna,
gina.genna@ihg.com or call (305) 372-4751.

*Taxes & fees additional based on final artwork quote

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icmiamihotel.com

