InterContinental
BERLIN

EMBRACE THE LUXURY OF SPACE IN THE HEART OF BERLIN

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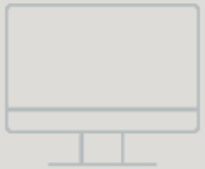
BRANDING POSSIBILITIES FOR YOUR NEXT EVENT

TAILORED OPTIONS

Elevate your event and reinforce your brand identity with a range of customizable branding options at the InterContinental Berlin. Our Venue offers creative solutions to personalize every aspect of your event experience, ensuring a memorable and impactful occasion.



Event Room Branding

Transform your event space with branded banners, movable props, column cladding, and more, creating the ideal atmosphere for your event.

Lobby & Entrance Branding

Make a grand entrance with personalized banners, flags, signage, and dynamic digital displays at key entry points.

F&B Outlet Branding

Extend your brand presence with custom menus, branded décor, and other tailored elements.

Accommodation Branding

Immerse your guests in your brand experience with personalized in-room welcome messages on TVs, branded keycards, or unique décor.

BRANDING FORMATS

You can utilize a variety of materials and formats to bring your vision to life, including:

- Flagging
- Banners
- Movable Props
- Column Cladding
- Digital Displays
- Foiling
- Floor Sticker
- Others

FLAGGING

YOUR LOGO
YOUR LOGO
YOUR LOGO
YOUR LOGO
YOUR LOGO
YOUR LOGO

BDO
YOUR LOGO
YOUR LOGO

BANNERS

YOUR LOGO
YOUR LOGO
YOUR LOGO

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INTERCONTINENTAL
YOUR LOGO
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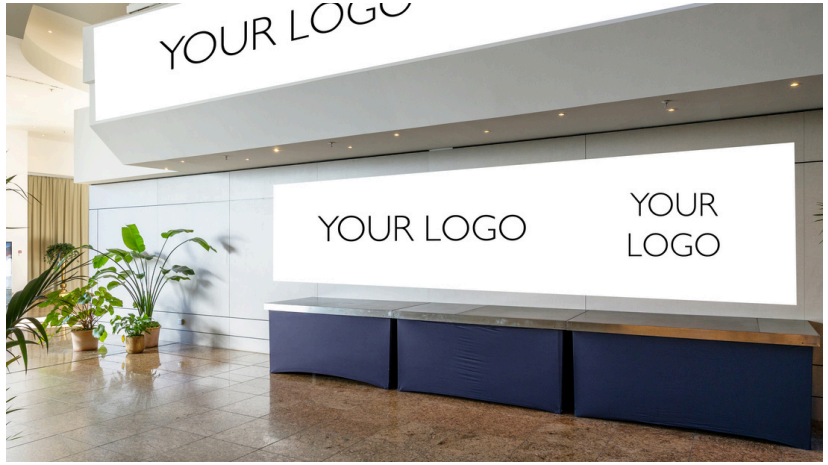
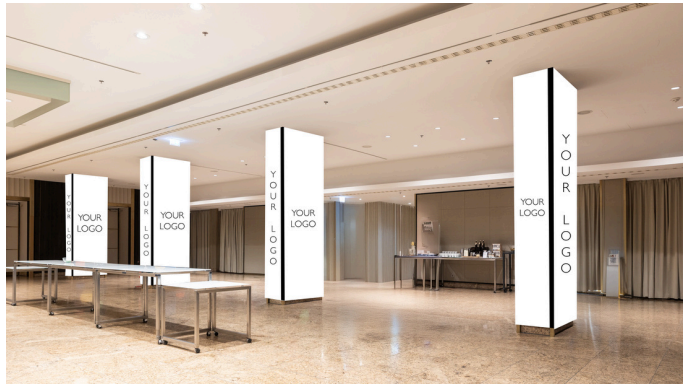
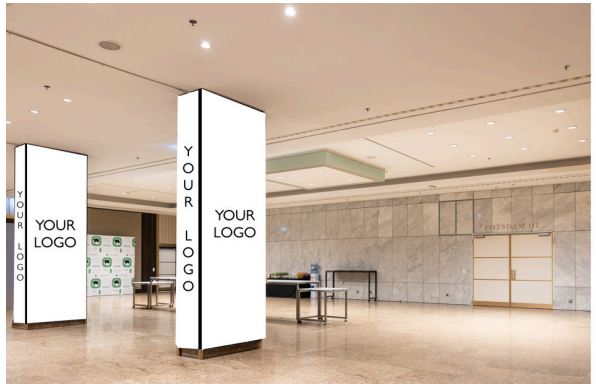
MOVABLE PROPS

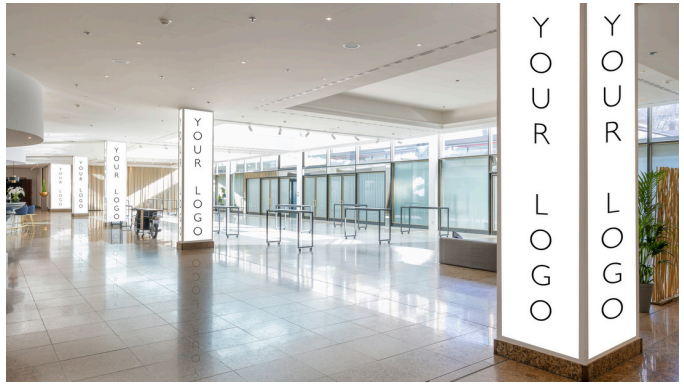
(BACKWALLS, BOOTHS, ROLL-UPS, BEACH FLAGS ETC.)



COLUMN CLADDING





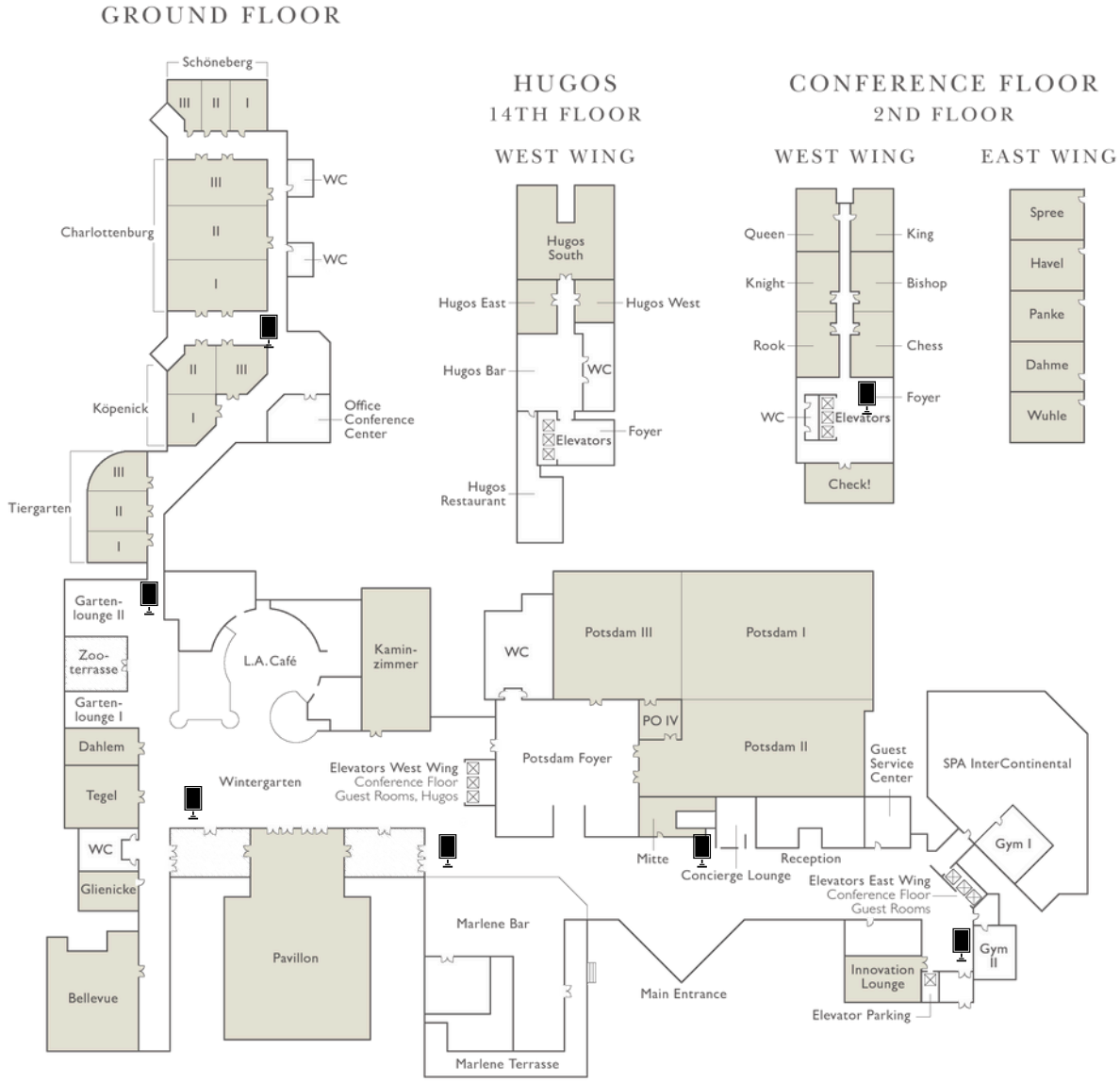


DIGITAL DISPLAYS

(WAYFINDERS)

Full-Screen Use of Wayfinder by a Single Organizer

- 7 Digital Wayfinders in the whole Hotel
- This applies to the use of the Wayfinder with slides provided by the event organizer
- Full-screen usage is only possible when no other events are taking place in the venue or in designated exclusive-use areas (e.g., Parkside, 2nd West Wing)
- If used exclusively by an organizer, public areas (e.g., restrooms) will no longer be displayed



DIGITAL DISPLAYS

(PRICING AND CONTENT SUBMISSION DEADLINES)

Example of Wayfinders

Video Content

- Preview submission: 8 days before the event
- Final format submission: 5 days before the event
- Pricing:
  - Day 1: €50 per screen, from the 2nd update €5 per screen
  - From Day 2: €40 per screen, from the 2nd update €5 per screen

Multiple Slides

- Submission deadline: 5 days before the event
- Pricing:
  - Day 1: €40 per screen, from the 2nd update €5 per screen
  - From Day 2: €35 per screen, from the 2nd update €5 per screen

Static Image (Single Slide)

- Submission deadline: 5 days before the event
- Pricing:
  - Day 1: €30 per screen, from the 2nd update €5 per screen
  - From Day 2: €20 per screen, from the 2nd update €5 per screen

Displaying Multiple Events on the Wayfinder

- Modifications via the Business Center (logos, text, room information)
- From 2nd Room Changes & Modifications: €5 per update.

DIGITAL DISPLAYS

(SIGNAGES TO THE CONFERENCE ROOMS)

General Information

To ensure proper display, please provide your signage requests 4 days before the event. This allows us time for file format checks and adjustments. For video content, please submit files 1 week in advance.

OPTION 1 - STANDARD LAYOUT

Send event name, text, logo (optional). We'll add room/time to a fixed layout.

Logo Specifications:

- File: JPG, PNG
- Resolution: min. 500 x 220 pixels
- Background transparent
- For logo visibility, ensure contrast against the standard layout's dark background

Text Specifications

- The event name can contain up to approx. 35 characters
- The event text can contain up to approx. 175 characters

OPTION 2 - YOUR LAYOUT

Send your 1920x1080 pixel layout. You control design and content.

Specifications:

- File: JPG, PNG
- Format: 1920 x 1080 Pixel (ratio: 16:9)
- PowerPoint slides won't save in 1920x1080 JPG/PNG, preventing full-screen display.

Naming and sorting of files

Name your files clearly with the time and room name, e.g.:

- Tiergarten1_1630-1830
- Schöneberg _1200-1400
- Dahlem_0800-1800

Please sort multi-day events by date.

OPTION 3 - YOUR LOGO

We will receive a logo from you

Specifications:

- File: JPG, PNG
- Resolution: at least 800 pixels wide
- Transparent Background
- For logo visibility, ensure contrast against the standard layout's dark background

OPTION 4 - YOUR VIDEO

We will receive a video from you.

Specifications:

- File: MPEG1, MPEG2, MPEG4,
- AVI (recommended codecs: XviD, DivX, On2 VP6, Intel Indeo)
- For the best possible display, we recommend MPEG2 and MPEG4
- Format: 1920 x 1080 px (ratio: 16:9)
- Maximum file size: 20 megabytes

Naming and sorting of files

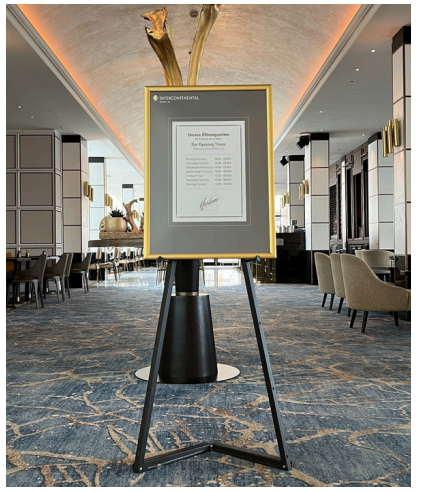
Name your files clearly with the time and room name, e.g.:

- Tiergarten1_1630-1830
- Schöneberg _1200-1400

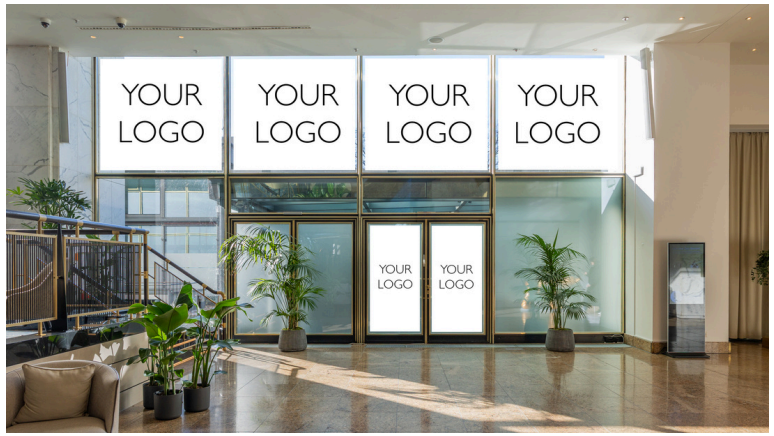
Please sort multi-day events by date.

DIGITAL DISPLAYS

(ROOM SIGNAGE AND WAYFINDERS)



FOILING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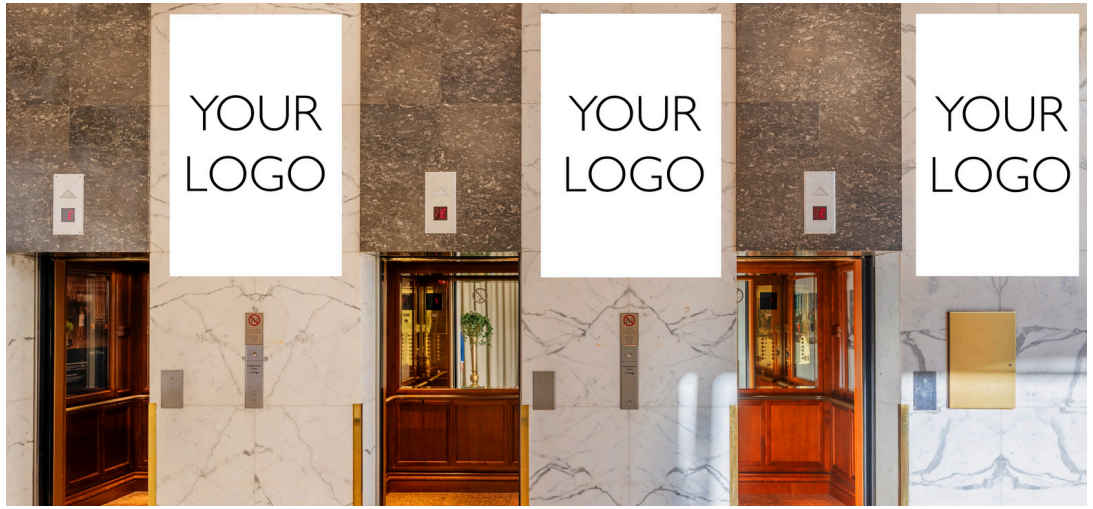
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FLOOR STICKER

OTHERS

Charlottenburg Vitrinen (showcases)

OTHERS

Guest Rooms - TV Displays

Elevator showcases

SUPPLIER ASSISTANCE

To facilitate the production and installation of your branded materials, we can connect you with our recommended suppliers.

IMPORTANT INFORMATION

All branding options are subject to prior consultation and approval. We will collaborate with you to ensure your concept aligns with our hotel guidelines and is feasible for execution, guaranteeing a seamless and impactful experience. Please note that additional costs will apply depending on the scope of your branding requirements.

Prices will be provided upon request and will vary based on the type and extent of the branding.

SUPPLIER ASSISTANCE

Messeservicebau www.messeservicebau.com	**Offering a variety of services for events, including stands and branding solutions**
TEM Festival GmbH www.t-e-m.de/EN	**Providing event staging, technical production, and branding**
Phoenix Entertainment www.phoenix-entertainment.de	**Specializing in high-end event and media production, including interactive branding options**
Kaluza + Schmid www.kaluza-schmid.de	**Offering premium, high-quality solutions for large-scale events, with extensive branding and design options**
Flores y Amores www.floresyamores.de	**Specializing in private event furniture, decor, and floristry for a personal touch in event branding**
Assa Abloy Global Solutions www.assaabloyglobalsolutions.com	**Providing high-quality, customizable key cards for the hospitality industry**
FDV GmbH https://www.fdv.de/	**Offering professional printing services for high-quality booklets for key cards**

InterContinental
BERLIN

Thank you

For further information and dimensions, please don´t hesitate to contact us. Kindly note that all measurements are provided for reference only and are without guarantee.

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