Production Specs and Cost Estimates

Production services provided by FedEx Office

Westin St. Francis San Francisco

Note: PI stands are not allowed at this property

Prototype due by February 1, 2027

All advertising concepts are subject to approval by the AAD and Hotel Management

Final Ad Materials Deadline February 8, 2027

Payment for production services payable to Ascend Media

- 50% of total due with materials on February 8, 2027
- balance due by March 1, 2027

TENTATIVE: Install to be completed by 8am on Thursday, March 18, 2027

Dismantle begins after 3pm on Sunday, March 21, 2027



Front Desk Digital Signage

Put your brand on the big screen!

Located behind the front desk, this large digital sign is visible from throughout the lobby.

One exclusive advertiser will rotate with hotel branding. Advertiser messaging rotates every 120 seconds.

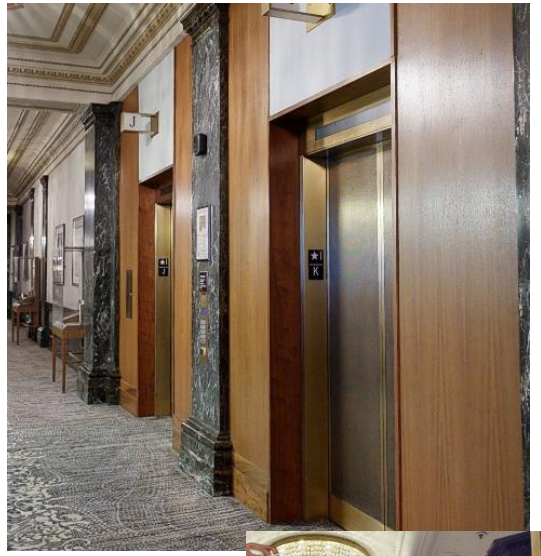
Video or static images. No audio. Video wall is on 24/7.

5632 x 768 pixels full screen

no additional fees as long as digital files are submitted to the correct specs

Screen can also be used in 1/3 size increments for multiple branding messages - 1/3 image size is 1706 x 768 pixels. Approved file formats are mp4, 60hz, jpeg or png; delivered via digital transfer portal

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Landmark Elevators



Tower Elevators

Guest Elevator Clings

Your brand meets attendees often as they travel to and from their rooms and the lobby.

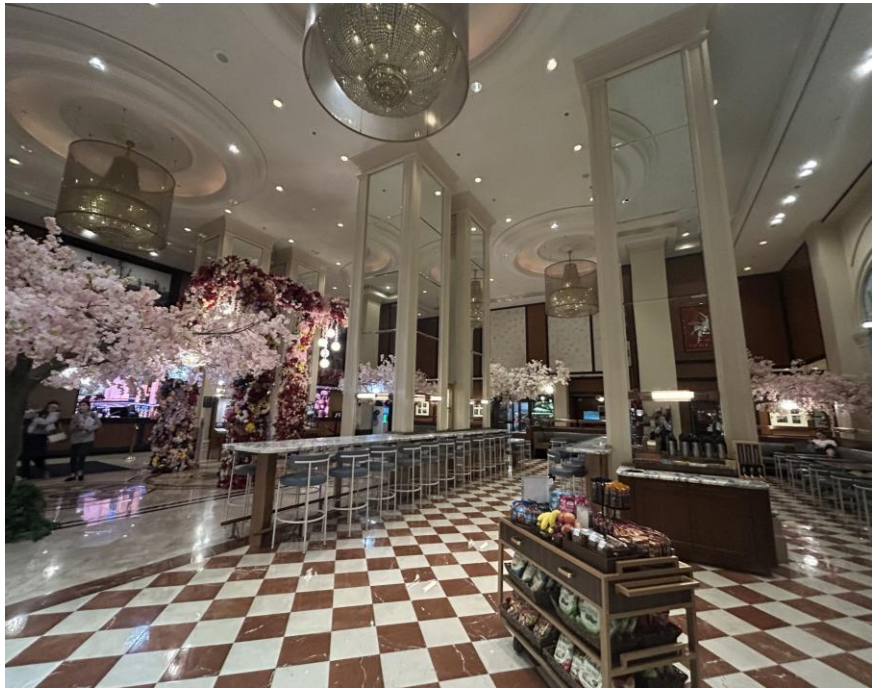
Hotel has two sets of five elevators, with branding allowed on the front of each.

Doors are 45”w x 86”h – each side is 22.5”w x 86”h

Estimated production cost $9,610.00 per set

Price includes bank of 5 elevator doors.

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Lobby Columns

Striking visibility for your brand on these columns in the center lobby.

Mirror clings on three sets of columns (A small bottom portion of two columns may be covered by display cases. See photos.)

Each side is 42"w x 255"h

Estimated production cost $11,345.00 per set

Branding available on 3 sides of each column only, as inner side of each column faces its companion column, limiting visibility as well as application ability.



Main Entrance Branding

Put your message on the Main Entrance doors for consistent exposure throughout the meeting.

These are the doors where most taxis and rideshares will drop off.

Branding is available below the crash bars on three doors and above the doors on a large glass panel.

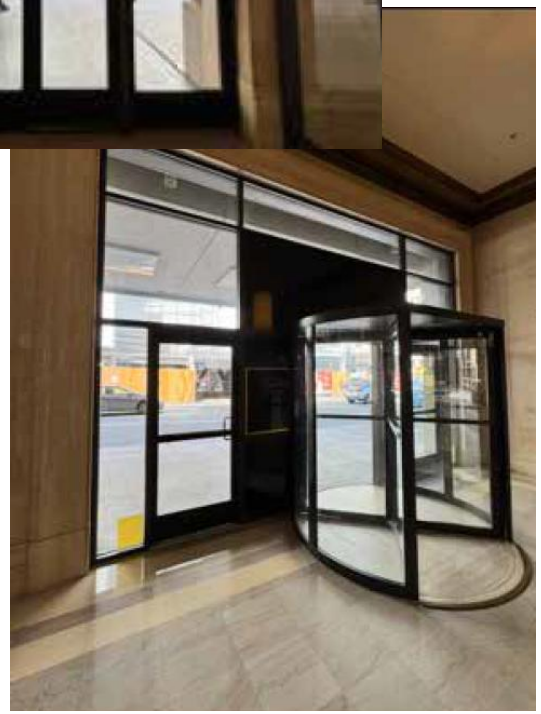
Door panels 49"w x 28"h
Overhead glass panel 110”w x 37”h

Estimated production cost $6,865.00

Price includes clings on doors & overhead panel
Clings are double-sided. Advertiser can choose what to brand.

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Shuttle Bus Doors

Get your message to attendees as they wait for the shuttle bus or reenter the hotel after drop off.

This Post Street door is available only for shuttle pick-up and drop-off.

Double-sided glass clings available on six stationary doors and the glass above.

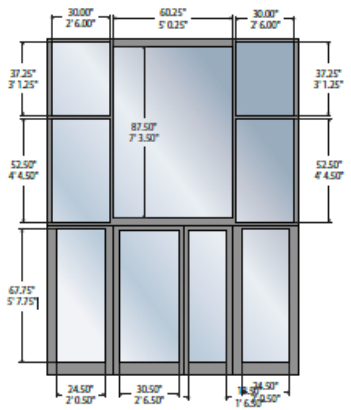
Revolving door is not available for branding due to visibility & safety concerns

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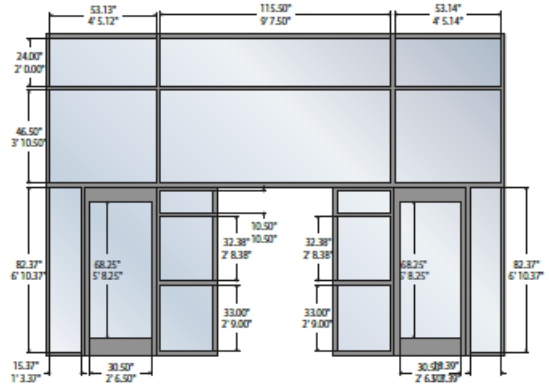
Panels vary in size – see CAD below

Estimated production cost $18,800.00

Advertiser can choose what to brand.



EXIT DOOR
MATERIAL: GLASS APPEAL



SHUTTLE BUS DOORS
MATERIAL: GLASS APPEAL

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Valet Doors

Great visibility for your brand on these sliding doors that can be seen throughout the lobby.

Valet doors are located next to the hotel's main entrance.

Brand six panels facing into the hotel lobby and two side panels that face the main entrance.

Door panels 31"w x 77"h
Side panels 45”w x 65”h
Facing main entrance panels 67”w x 65”h

Estimated production cost $13,835.00

Full-size branding is permitted on the sliding doors, but graphics must be printed on transparent window clings to maintain guest visibility.
Side glass panels can be branded on the lower half only, transparent clings not required.
Advertiser can choose what to brand.

Exterior entry doors available at an additional cost

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