Wayne County Airport Authority
Communications & External Affairs

Welcome Banners
&
Meet and Greet Operations

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Welcoming Guests to the Region

Overview

The Wayne County Airport Authority (WCAA) wants to assist you in welcoming your guests arriving at Detroit Metropolitan Wayne County Airport (DTW). This document is intended to provide an overview of the guidelines for displaying welcome messages and conducting meet and greet operations inside the DTW terminals.

About Detroit Metropolitan Wayne County Airport (DTW)

Detroit Metropolitan Wayne County Airport (DTW) welcomed more than 31 million passengers in 2023. As one of the world's leading air transportation hubs, DTW offers service from 17 scheduled passenger airlines. Michigan's largest airport offers approximately 800 flights per day to and from more than 125 nonstop destinations on three continents. With two award-winning passenger terminals, six jet runways, and an onsite AAA Four-Diamond Westin Hotel, DTW is among the world's most efficient, customer friendly and operationally capable airports in North America. Detroit Metropolitan Wayne County Airport earned Airports Council International's 2020 and 2022 Airport Service Quality Award for Best Airport by Size and Region (25 to 40 million passengers per year in North America). DTW also ranked #1 in Customer Satisfaction among Mega Airports in the J.D. Power 2023 North America Airport Satisfaction Study and scored highest among the following study factors: Security Check, Food/Beverage and Retail Services, and Terminal Facilities. DTW is operated by the **Wayne County Airport Authority**, which also operates nearby **Willow Run Airport** – an important corporate, cargo and general aviation facility. **The Airport Authority is entirely self-sustaining and does not receive tax dollars to support airport operations.** Visit www.metroairport.com for more information.

Application Process

♦ **Overview**

Each group must complete the necessary request forms to organize a meet and greet operation or display welcome messages at DTW. Before any activity taking place at DTW, these forms must be sent to external.affairs@wcaa.us for approval by WCAA.

♦ **Request Forms**

    o Welcome Banner Request Form (See Appendix A)

    o Meet and Greet Request Form (See Appendix B)

Welcome Banners

Locations

- **Evans Terminal**
    - Ticket Lobby
        - Above Doors #1 and #4
    - Ground Transportation Center (GTC)
        - On the pedestrian bridge
        - At the bottom of the escalators, on Level 1
    - Baggage Claim
        - On or near the meet and greet tables

- **McNamara Terminal**
    - Central Link – Digital Banner
        - Above the escalators going down to domestic baggage claim
    - Baggage Claim
        - On or near the meet and greet tables
    - International Arrivals Lobby
        - Next to the retail store, above the exit doors

- **Outdoor Billboard**
    - Northbound Rogell Drive, south of the I-94 entrance ramps
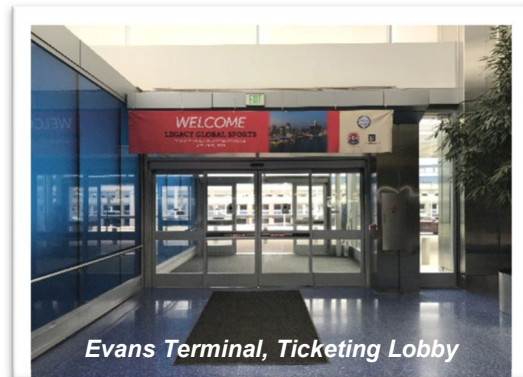
Evans Terminal, Ticketing Lobby
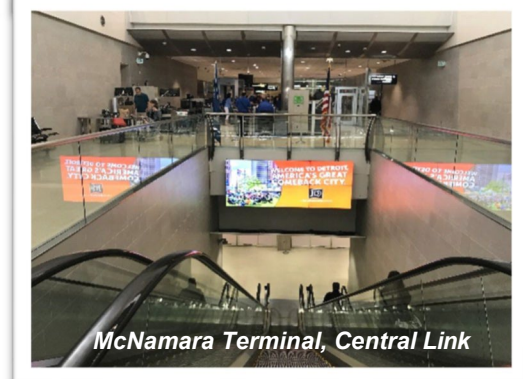
McNamara Terminal, Central Link

Outdoor Billboard
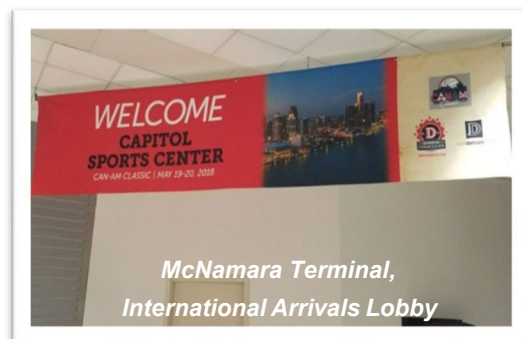
McNamara Terminal, International Arrivals Lobby

Banner Specifications

- ♦ **Messaging**
  - o The purpose of a welcome message is to welcome guests arriving at Detroit Metropolitan Wayne County Airport to the region.
  - o A company, service, association, organization, or group may not use the message to promote itself. Applicants wishing to self-promote are encouraged to purchase advertising.
    - ▪ Contact information for the Wayne County Airport Authority's advertising vendor can be found in the "Advertising Opportunities" and "Contacts" sections of this document.
  - o Welcome messages, such as *"[Name of organization] welcomes you to Detroit"* or *"Welcome to Detroit,"* must be included.
  - o The welcome message should not include any company slogans or addresses.
  - o Event logos that incorporate a presenting sponsor's name and logo may be considered. Artwork may need to be redesigned if numerous sponsors are displayed and/or the design is more consistent with advertising than a welcome message.
  - o Call to action language like "tickets sold at" and "call for more information" may not appear in the welcome message.
  - o The company's logo cannot be greater than 1/3 the size of the banner.
  - o A draft of the welcome message and image must be sent to the Wayne County Airport Authority for approval at least ten (10) business days before requested installation date.
  - o If a welcome message is found to violate any of WCAA's guidelines, the Airport Authority has the sole authority to deny the request.
  - o Final digital artwork and cloth/vinyl banners must be received by WCAA at least five (5) business days before installation date.
  - o The installation date must be approved by WCAA and cannot be guaranteed if deadlines are not met.

- ♦ **Design**
  - o All welcome messages must be professionally designed and produced.

- ♦ **Evans Terminal**
  - o **Ticket Lobby**
    - ▪ Cloth or Vinyl Banner
      - • Specs
        - o Each banner must have six (6) grommets at the top
        - o Each banner size must be 15' x 30"
        - o The company, group, or association logo may appear on the banner but cannot be larger than 30" x 30".
        - o Quantity = Two (2)
        - o One (1) banner will be placed above Door #1 on the North End of the Ticketing Lobby
        - o One (1) banner will be placed above Door #4 on the South End of the Ticketing Lobby
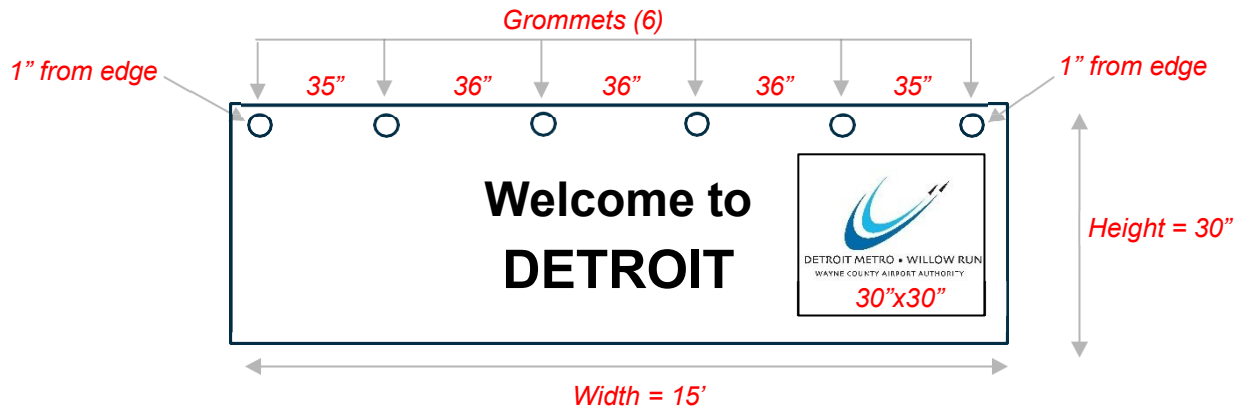
Due to space constraints, only two banners can be displayed at a time per door location. Requests will be processed on a first-come, first-served basis.

Digital Banners are not available at the Evans Terminal.

- ♦ **McNamara Terminal**
  - o **Central Link**
    - ▪ Digital
      - • Quantity = One (1)
        - o One (1) banner per organization can be displayed on the digital monitor above the escalators going down to domestic baggage claim.
        - o Welcome messages are shown for eight (8) seconds each.
      - • Specs
        - o File Type: **.jpg** format
        - o Size: **1920 x 1080**

- o **International Arrivals Lobby**
    - ▪ Cloth or Vinyl Banner
        - • Quantity = One (1)
            - o Above the exit doors, next to the New York Times store
        - • Specs
            - o Each banner must have five (5) grommets at the top
            - o Each banner size must be 14' 2" x 36"
            - o The company, group, or association logo may appear on the banner but cannot be larger than 30" x 30".
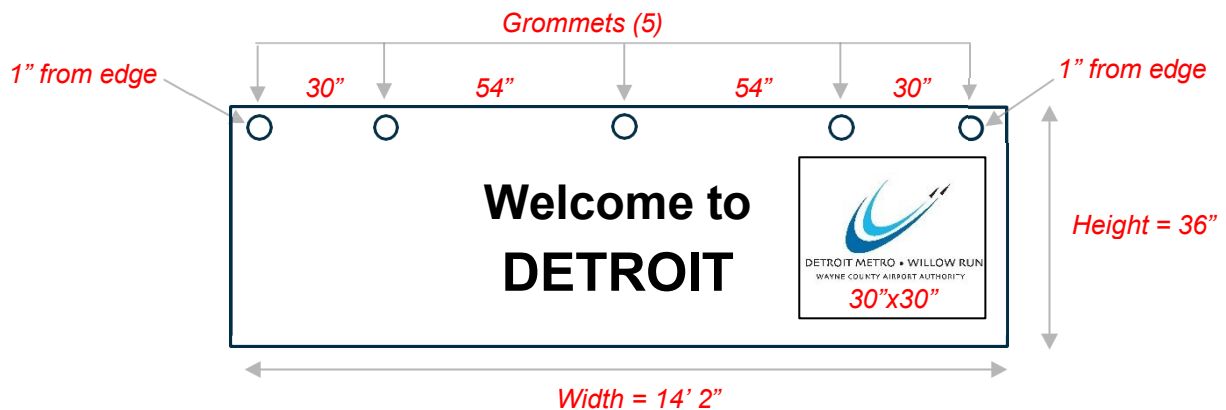
Due to space limitations, only one banner can be displayed at a time. Requests will be processed on a first-come, first-served basis.

- ♦ **Outdoor Billboard**
    - o Type of Banner
        - ▪ Digital
            - • Quantity = One (1)
                - o One (1) banner per organization can be displayed on the digital monitor located outdoors on northbound Rogell Drive, south of the I-94 entrance ramps.
                - o Welcome messages are shown for ten (10) seconds each.
            - • Specs
                - o Two options:
                    - ▪ Option 1 – The display will include a logo (120 x 112) for the event, no more than three lines of text, and no more than 100 characters.
                    - ▪ Option 2 – The display will include a predesigned welcome banner (360 x 112) created by the hosting organization.
                - o File type: **.jpg** or **.png**
                - o Banner display size: **360 x 112**
                - o Size of logo: **120 x 112**

- ♦ **Banner Delivery**
  - o Banners must be wrapped by terminal location and delivered to the Wayne County Airport Authority Berry Administration Building **at least five (5) business days** before scheduled installation.
  - o The following information must appear on the outer wrapper of each roll:
    - ▪ The name of the event
    - ▪ The location of where the banner is to be installed
    - ▪ The installation and removal dates
- ♦ **Banner Return**
  - o If the banner is to be returned to the owner, the owner must make arrangements to pick it up during regular business hours at the Wayne County Airport Authority Berry Administration Building.
  - o Any banners that are not picked up will be discarded.

Banners, signs, posters, or other items may not be attached to the walls or windows inside Detroit Metropolitan Wayne County Airport.

Advertising Opportunities

- ♦ **Clear Channel**

  There are a variety of digital and static locations throughout both terminals in which to place advertisements. This includes small-scale ads on Flight Information Display screens or large format displays over moving walkways and Baggage Claim. All advertising is managed through Clear Channel.

  Contact: Kyle Huddle
  Clear Channel, Vice President of Sales
  Kylehuddle@clearchannel.com
  (610) 674-6097

Miscellaneous

- ♦ **Ground Transportation**

  Some organizations recommend transportation options for their event attendees or arrange for discounted rates. When completing the Welcome Banner Request Form, please indicate if your organization is recommending any transportation providers or options or if the attendees will be on their own for transportation. This information will allow the Wayne County Airport Authority to anticipate increased passenger traffic in specific areas of the Ground Transportation Centers.

- ♦ **Statement**

  Wayne County Airport Authority management reserves the right to modify or allow exceptions to these guidelines as warranted.

Meet and Greet Operations

Locations

- **Evans Terminal**
  - Baggage Claim
    - A table and two chairs can be placed next to the information booth or between carousels #3 and #4.
      - Once the table and chairs are set up, they cannot be moved.
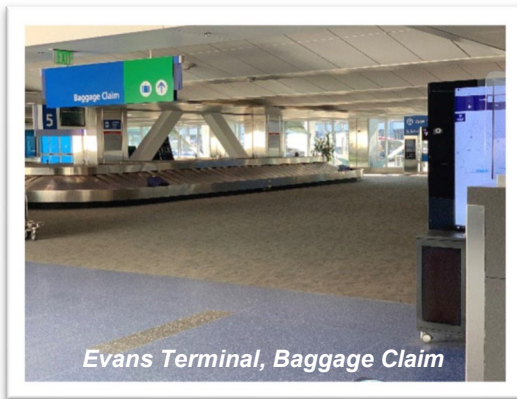
Evans Terminal, Baggage Claim

Evans Terminal, Baggage Claim Between Carousels 3 & 4

  - Ground Transportation Center (GTC)
    - Greeters can be placed on the pedestrian bridge on level 4 or at the bottom of the escalators on Level 1.

Evans Terminal, Pedestrian Bridge

Evans Terminal, Ground Transportation Center (GTC), Level 1
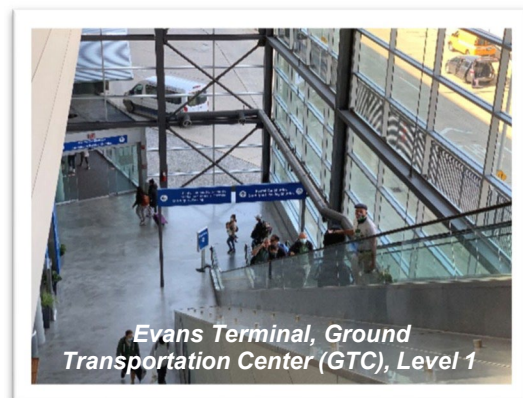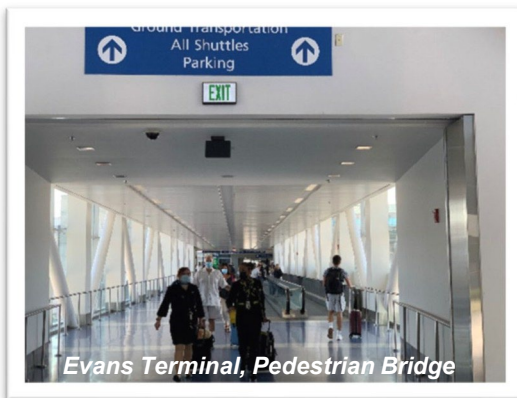
o Ticket Lobby
  ▪ Greeters can be placed in the ticket lobby near each TSA checkpoint.

Evans Terminal, Ticket Lobby
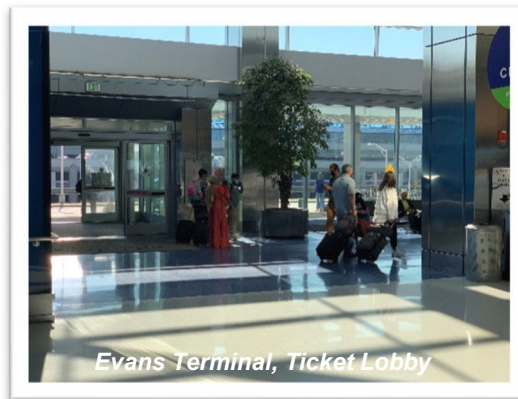
♦ **McNamara Terminal**
  o Domestic Baggage Claim
    ▪ A table and two chairs can be placed next to carousel #6, against the window.
      • Once the table and chairs are set up, they cannot be moved.
    ▪ Greeters can be placed under the Flight Information Display screens between carousels #5 and #6.
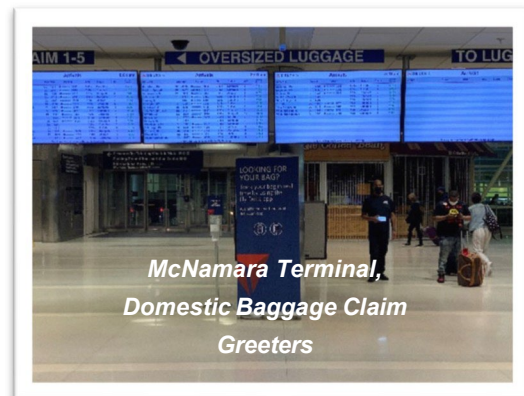
McNamara Terminal, Domestic Baggage Claim Table & Chair Set-Up

McNamara Terminal, Domestic Baggage Claim Greeters

- o Ground Transportation Center (GTC)
  - ▪ Greeters can be placed on the pedestrian bridge, on Level 4 of the Evans Terminal or Level 6 of the McNamara Terminal.

McNamara Terminal, Pedestrian Bridge
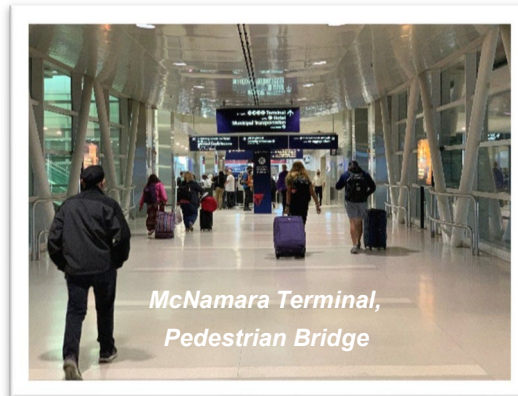
- o International Arrivals Lobby
  - ▪ A table and two chairs can be placed next to carousel #6, against the window.
    - • Once the table and chairs are set up, they cannot be moved.

McNamara Terminal, International Arrivals Lobby
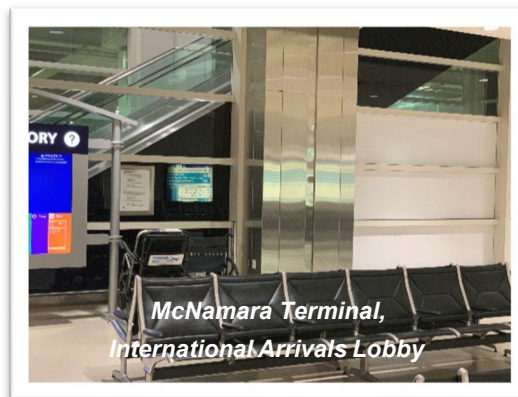
- ♦ **Special Requests**
  - o If there are any more locations you'd like to request, please specify them on your meet and greet request form.

Tables & Chairs

- ♦ **Equipment provided by WCAA**
  - o Each organization has the option of requesting one 8-foot table with two chairs per terminal.
    - ▪ Additional chairs may be requested as needed, with a maximum of four chairs per 8-foot table. This must be indicated on the meet and greet request form.
  - o The WCAA Maintenance Department will deliver the table and chairs the day before or the morning of the scheduled event.

- ♦ **Equipment provided by hosting organization**
  - o Table setup
    - ▪ A professional tablecloth provided by the hosting organization must be used to cover the table.
    - ▪ The table must be kept neat and free of boxes, bags, and other miscellaneous items.
    - ▪ The tablecloth and any materials belonging to the organization must be removed at the end of each day.
      - • Items must not be left on or under the table.
    - ▪ The Wayne County Airport Authority will dispose of any items left behind after completing the meet and greet operation.

Walkthrough

- ♦ Groups interested in conducting a meet and greet operation can schedule a walkthrough of each meet and greet location. Please check the appropriate box on the meet and greet request form if interested in a walkthrough. Walkthroughs will only be scheduled during regular business hours, Monday – Friday, 8:00 a.m.– 4:30 p.m. The Airport Authority will work with organizations to select a day and time that work best for all parties involved.

Identification

- ♦ **Meet and Greet Terminal Passes**
  - o Each greeter must have a terminal pass.
  - o Terminal passes must be worn on the outermost layer of clothing, above the waist, at all times.
  - o You can request a maximum of ten (10) terminal passes.
    - ▪ If your meet and greet operation will have more than ten (10) greeters over the course of the meet and greet operation, the passes will need to be shared.
  - o Terminal passes are only valid until the expiration date listed and are not valid beyond the security checkpoints.

DETROIT METRO • WILLOW RUN
WAYNE COUNTY AIRPORT AUTHORITY

DEPARTMENT OF LANDSIDE SERVICES

MEET AND GREET PASS

PUBLIC AREA ONLY

**NATIONAL ASSOC.
BLACK JOURNALISTS**

EXPIRATION DATE
08/03/2018

WEAR ON THE OUTERMOST GARMENT
ABOVE THE WAIST AT ALL TIMES

NOT VALID BEYOND SECURITY CHECKPOINTS

*I understand that this badge is valid through the expiration date
Listed and must be surrendered upon request by WCAA Staff.*

Sample

- ♦ **Meet and Greet Terminal Passes Pick Up Location**
  - o Terminal passes can be picked up at the Landside Department office on or before the first day of the meet and greet operation between the hours of 7:00 a.m. and 11:00 p.m. seven days a week.
    - ▪ McNamara Ground Transportation Center, Level 5
  - o Please contact the Landside Department to arrange for the terminal passes to be picked up.
    - ▪ (734) 247-3322
  - o Terminal passes do not need to be returned to the Landside office.
- ♦ **Uniforms**
  - o It is advised that all greeters wear identifiable clothing so that arriving guests can easily recognize them.

Meet and Greet Specifications

- ♦ **Purpose**
  - o Meet and Greet operations are to welcome guests arriving at Detroit Metropolitan Wayne County Airport to the region.
  - o Meet and Greet operations are not to be used for soliciting or advertising any company, service, association, or group.
  - o Anyone conducting a meet and greet operation without the proper approval will be asked to vacate the area immediately.
- ♦ **Personal Property**
  - o The Wayne County Airport Authority cannot be held responsible for damage or loss of any property brought onto airport grounds.
  - o Organizations must not leave any materials or personal property unattended overnight.
  - o Items must be removed by the organization daily, and anything left unattended by greeters for any length of time will be reported to Airport Police immediately.
  - o Organizations should not ask airport employees or volunteers to take responsibility for the organization's property in their absence.
- ♦ **Restrictions**
  - o If two or more groups from the same organization want to conduct a meet and greet operation at the same time, they will be required to work together due to space limitations.
  - o Information booths and podiums are the property of the Wayne County Airport Authority and are only to be used by Airport Ambassador Volunteers or Airport Police.
  - o Airport guests who include, but are not limited to, passengers, the public, greeters, and transportation operators are not permitted to use the

information booth, or counter space, electrical outlets, or chairs from the information booth at any time.

o   The information booth is also not to be used for the storage of boxes, luggage, coolers, jackets, or coats.

♦   **Statement**

Wayne County Airport Authority management reserves the right to modify or allow exceptions to these guidelines as warranted.

Landside

♦ **Ground Transportation**

    ○ Motor Coach Holding Lot (See Appendix C)

        ▪ North Motor Coach Holding Lot

- Located on the East Service Drive near the North Cell Phone Lot

- Look for the "Taxi/Sedan Motor Coach Holding" sign

        ▪ South Motor Coach Holding Lot

- Located on Eureka Rd, west of the airport entrance/exit

- Look for the "South Motor Coach Holding Lot" sign

    ○ Other forms of transportation or Special Arrangements

        ▪ If your organization plans to use alternative forms of transportation to pick up or drop off your guests, please contact the Landside Department to discuss your options.
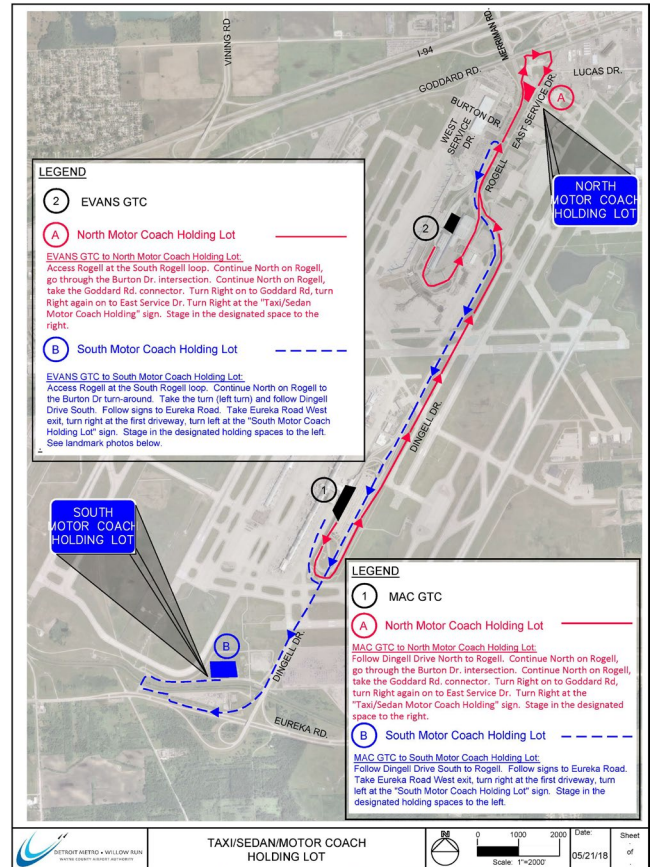
Contacts

- **Communications & External Affairs**

  External.Affairs@wcaa.us

  Matthew Virost
  Community Outreach Programs Manager
  Matthew.Virost@wcaa.us
  (734) 247-7052

- **Landside**

  Tracy Bangs
  Department Manager
  Tracy.Bangs@wcaa.us
  (734) 247-3322

- **Clear Channel**

  Kyle Huddle
  Vice President of Sales
  Kylehuddle@clearchannel.com
  (610) 674-6097

Appendix A: Welcome Banner Request Form

WELCOME BANNER REQUEST FORM

INSTRUCTIONS: Use this form to request Welcome Banners to be displayed at Detroit Metropolitan Wayne County Airport (DTW). Application must be typed or printed using ink and signed by the responsible party. Submit form to external.affairs@wcaa.us at least ten (10) business days before requested installation date.

APPLICANT INFORMATION

Official Name of Applicant/Organization

Mailing Address

Applicant's Contact Person

Phone	E-mail Address

EVENT INFORMATION

Name

Start Date	End Date	# of Attendees

GENERAL BANNER DISPLAY INFORMATION

Please select from the following checkboxes. Please note, for the Outdoor Digital Billboard you may only select Option 1 OR Option 2.

☐ Outdoor Digital Billboard – Option 1: Display includes a .jpg or .png logo (120 x 112) for event, no more than three (3) lines of text and no more than 100 characters.

OR

☐ Outdoor Digital Billboard – Option 2: Display includes a predesigned .jpg or .png welcome banner (360 x 112) created by the hosting organization

☐ Vinyl/Cloth/Pop-Up Banner – Evans Terminal
☐ Vinyl/Cloth/Pop-Up Banner – McNamara Terminal
☐ Digital Banner – McNamara Terminal: file type .jpg format 1920 x 1080

Requested Install Date	Work Order #		Date Artwork Received:	Artwork Approved? ☐ Yes ☐ No
Requested Removal Date	Work Order #		Date Banner(s) Received:	
Banner to be returned to Applicant:	☐ Yes	☐ No	Pick Up Notes:	

Event Logo	Three lines of text (100 characters max)

APPLICANT SIGNATURE

By signing below, the Applicant acknowledges they have read and understood the Welcome Banner Guidelines as set forth by WCAA.

Applicant's Signature	Date

Applicant's Printed Name	Title

Approved by Communications & External Affairs	Signature:
☐ Yes ☐ No Notes:	Printed Name:

Appendix B: Meet and Greet Request Form

MEET & GREET REQUEST FORM

INSTRUCTIONS: Use this form to request a Meet and Greet operation at Detroit Metropolitan Wayne County Airport (DTW). The application must be typed or printed using ink and signed by the responsible party. Submit form to external.affairs@wcaa.us at least ten (10) business days before requested date.

APPLICANT INFORMATION

Official Name of Business/Organization

Mailing Address *(Number, Street, City & Zip)*

Phone	E-mail Address

PRIMARY COORDINATOR INFORMATION | ONSITE CONTACT INFORMATION

Contact Name	Contact Name

Phone	E-mail Address	Phone

EVENT INFORMATION

Name of Event

Start Date	End Date	# of Event Attendees	# of Attendees @ DTW

LOCATION(S)

McNamara Terminal						Evans Terminal					
Date		**Start Time**		**End Time**		**Date**		**Start Time**		**End Time**	
Date		**Start Time**		**End Time**		**Date**		**Start Time**		**End Time**	
Date		**Start Time**		**End Time**		**Date**		**Start Time**		**End Time**	
Date		**Start Time**		**End Time**		**Date**		**Start Time**		**End Time**	
Date		**Start Time**		**End Time**		**Date**		**Start Time**		**End Time**	

The number of Meet & Greet Passes needed? (Max number of passes = 10)		Walkthrough needed?	☐Yes	☐No	Date

TABLE & CHAIRS

Table & Chairs Needed *One 8 ft. Table & Two Chairs*	McNamara Terminal?	☐ Yes	☐ No	Evans Terminal?	☐ Yes	☐ No	Special Instructions/Additional Notes:
	Work Order #			Work Order #			

TRANSPORTATION

Transportation Included?	Yes	No	Name of Transportation Provider

Type of Transportation	☐ Taxi/Cab	☐ Limo/Luxury Sedan	☐ Rideshare
	☐ Shuttle	☐ Motor Coach	☐ Van
	☐ Private Vehicle	☐ Other (Please Describe)	

Approved by Landside?	☐Yes	☐No	Notes:

SIGNATURES

By signing below, Applicant acknowledges that s/he has read and understands the Meet & Greet Guidelines as set forth by WCAA.
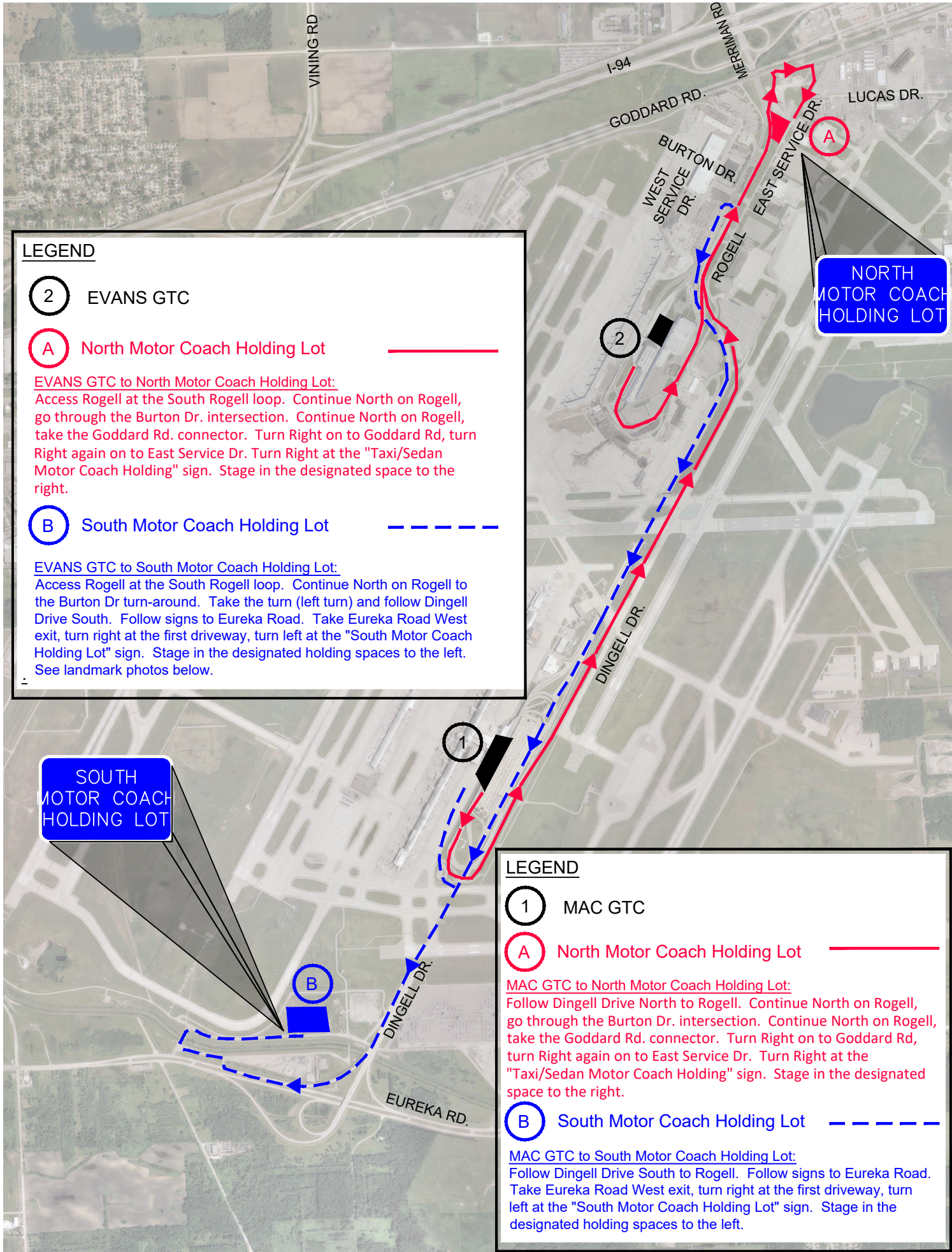
Applicant's Signature	Date

Applicant's Printed Name	Title

Approved?	☐ Yes	☐ No	Permit #:
Signature:			Approval Date:

Appendix C: Motor Coach Holding Lot

VINING RD
MERRIMAN RD.
I-94
GODDARD RD.
LUCAS DR.
BURTON DR.
WEST SERVICE DR.
EAST SERVICE DR.
ROGELL

A

NORTH MOTOR COACH HOLDING LOT

2

LEGEND

2 EVANS GTC

A North Motor Coach Holding Lot ————

EVANS GTC to North Motor Coach Holding Lot:
Access Rogell at the South Rogell loop. Continue North on Rogell, go through the Burton Dr. intersection. Continue North on Rogell, take the Goddard Rd. connector. Turn Right on to Goddard Rd, turn Right again on to East Service Dr. Turn Right at the "Taxi/Sedan Motor Coach Holding" sign. Stage in the designated space to the right.

B South Motor Coach Holding Lot – – – –

EVANS GTC to South Motor Coach Holding Lot:
Access Rogell at the South Rogell loop. Continue North on Rogell to the Burton Dr turn-around. Take the turn (left turn) and follow Dingell Drive South. Follow signs to Eureka Road. Take Eureka Road West exit, turn right at the first driveway, turn left at the "South Motor Coach Holding Lot" sign. Stage in the designated holding spaces to the left. See landmark photos below.
.

DINGELL DR.

1

SOUTH MOTOR COACH HOLDING LOT

B

DINGELL DR.

EUREKA RD.

LEGEND

1 MAC GTC

A North Motor Coach Holding Lot ————

MAC GTC to North Motor Coach Holding Lot:
Follow Dingell Drive North to Rogell. Continue North on Rogell, go through the Burton Dr. intersection. Continue North on Rogell, take the Goddard Rd. connector. Turn Right on to Goddard Rd, turn Right again on to East Service Dr. Turn Right at the "Taxi/Sedan Motor Coach Holding" sign. Stage in the designated space to the right.

B South Motor Coach Holding Lot – – – –

MAC GTC to South Motor Coach Holding Lot:
Follow Dingell Drive South to Rogell. Follow signs to Eureka Road. Take Eureka Road West exit, turn right at the first driveway, turn left at the "South Motor Coach Holding Lot" sign. Stage in the designated holding spaces to the left.

DETROIT METRO • WILLOW RUN
WAYNE COUNTY AIRPORT AUTHORITY

TAXI/SEDAN/MOTOR COACH
HOLDING LOT

N

0   1000   2000

Scale: 1"=2000'

Date: 05/21/18

Sheet
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of
.