



DETROIT METRO • WILLOW RUN
WAYNE COUNTY AIRPORT AUTHORITY

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) serviced more than 28 million passengers in 2022. As one of the world's leading air transportation hubs, DTW offers service from 16 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. DTW earned Airports Council International's 2020 and 2022 Airport Service Quality Awards for Best Airport by Size and Region (25 to 40 million passengers per year in North America). DTW also received the highest score among mega airports in the J.D. Power 2019 North America Airport Satisfaction Study. 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**

- Welcome Banner Request Form (See Appendix A)
- Meet and Greet Request Form (See Appendix B)

WELCOME BANNER REQUEST FORM

GENERAL INFORMATION

What is the name of your organization?

Meeting Name:

Meeting Location:

Meeting Date:

Meeting Time:

CONTACT INFORMATION

Name:

Cell Phone:

Office Phone:

Work Email:

GENERAL BANNER DISPLAY INFORMATION

Where will the banner be displayed? (Please specify the location and dimensions of the banner.)

Banner Dimensions: Length: _____ Width: _____

Banner Color: _____

Banner Text: _____

Banner Material: _____

Banner Orientation: _____

Banner Size: _____

Banner Weight: _____

Banner Length: _____

Banner Width: _____

Banner Height: _____

Banner Thickness: _____

Banner Weight: _____

Banner Length: _____

Banner Width: _____

Banner Height: _____

Banner Thickness: _____

APPROVAL INFORMATION

By signing this form, you certify that you have read and understand the WCAA Banner Submission and Display Policy.

Signature: _____

Date: _____

MEET & GREET REQUEST FORM

GENERAL INFORMATION

What is the name of your organization?

Meeting Name:

Meeting Location:

Meeting Date:

Meeting Time:

CONTACT INFORMATION

Name:

Cell Phone:

Office Phone:

Work Email:

MEET & GREET INFORMATION

Number of Meet & Greet Participants:

Age Group	Male	Female	Total
18-24			
25-34			
35-44			
45-54			
55-64			
65+			

APPROVAL INFORMATION

By signing this form, you certify that you have read and understand the WCAA Meet & Greet Submission and Display Policy.

Signature: _____

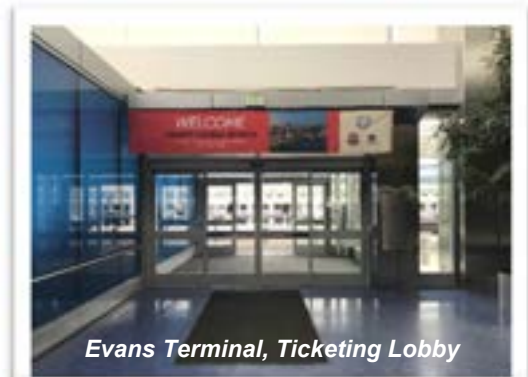
Date: _____

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



Evans Terminal, Ticketing Lobby

◆ 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



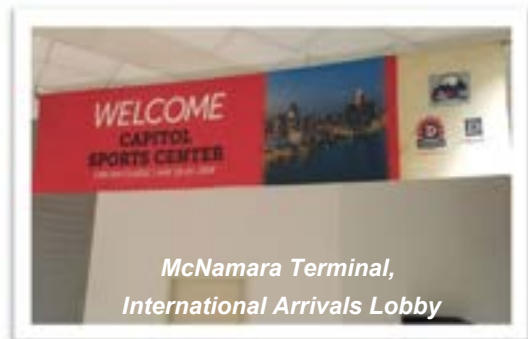
McNamara Terminal, Central Link

◆ Outdoor Billboard

- Northbound Rogell Drive, south of the I-94 entrance ramps



Outdoor Billboard



*McNamara Terminal,
International Arrivals Lobby*

Banner Specifications

◆ Messaging

- The purpose of a welcome message is to welcome guests arriving at Detroit Metropolitan Wayne County Airport to the region.
- Any company, service, association, organization, or group may not use the messages to promote itself.
 - Please let us know if you are interested in advertising and we will put you in touch with our advertising agency.
- Welcome messages, such as “[Name of organization] welcomes you to Detroit” or “Welcome to Detroit,” must be included.
- The welcome message should not include any company slogans or addresses.
- Sponsors are not permitted to be named in the welcome message.
 - Event logos that feature a sponsor’s name and logo will be considered.
- Phrases such as “sponsored by” and “presented by” may not appear in the message.
- Call to action language like “tickets sold at” and “call for more information” may not appear in the welcome message.
- The company’s logo cannot be greater than **1/3 the size of the banner**.
- 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.
- If a welcome message is found to violate any of the guidelines, WCAA has the sole authority to deny the request.
- Final digital artwork and cloth/vinyl banners must be received by WCAA at least five (5) business days before installation date.
- Installations dates must be approved by WCAA and cannot be guaranteed if deadlines are not met.

◆ Design

- All welcome messages must be professionally designed and produced.

◆ Evans Terminal

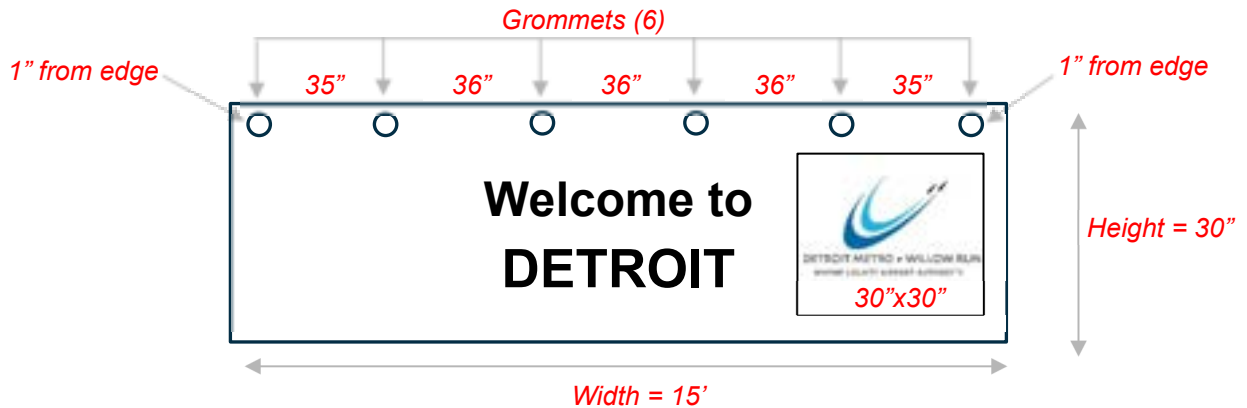
○ Ticket Lobby

▪ Cloth or Vinyl Banner

• Specs

- Each banner must have six (6) grommets at the top
- Each banner size must be 15’ x 30”
- The company, group, or association logo may appear on the banner but cannot be larger than 30” x 30”.

- Quantity = Two (2)
 - One (1) banner will be placed above Door #1 on the North End of the Ticketing Lobby
 - 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**

○ **Central Link**

▪ Digital

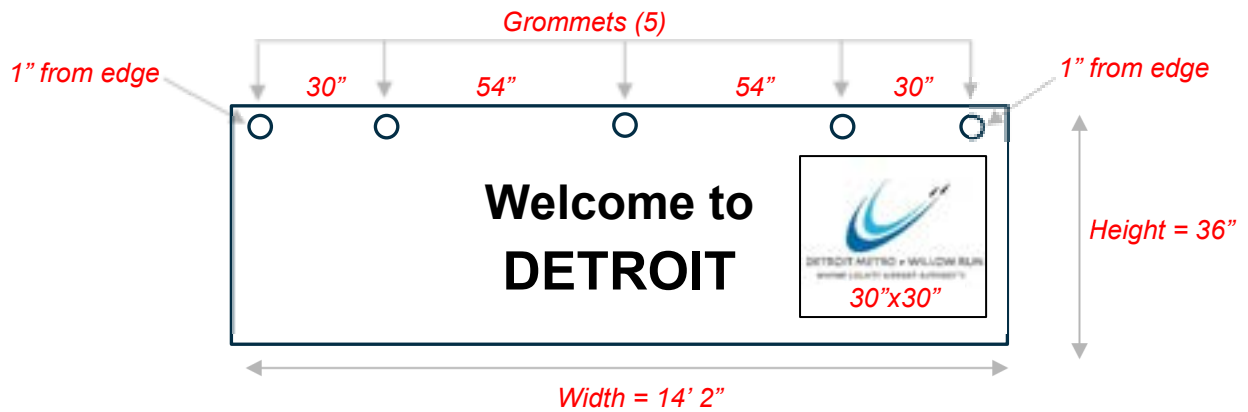
- Quantity = One (1)
 - One (1) banner per organization can be displayed on the digital monitor above the escalators going down to domestic baggage claim.
 - Welcome messages are shown for eight (8) seconds each.
- Specs
 - File Type: **.jpg** format
 - Size: **1920 x 1080**

○ **International Arrivals Lobby**

▪ Cloth or Vinyl Banner

- Quantity = One (1)
 - Above the exit doors, next to the New York Times store
- Specs
 - Each banner must have five (5) grommets at the top

- Each banner size must be 14' 2" x 36"
- 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

- Type of Banner
 - Digital
 - Quantity = One (1)
 - 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.
 - Welcome messages are shown for ten (10) seconds each.
 - Specs
 - 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.
 - File type: **.jpg** or **.png**
 - Banner display size: **360 x 112**
 - Size of logo: **120 x 112**

◆ Banner Delivery

- 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.

- 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**

- 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.
- 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

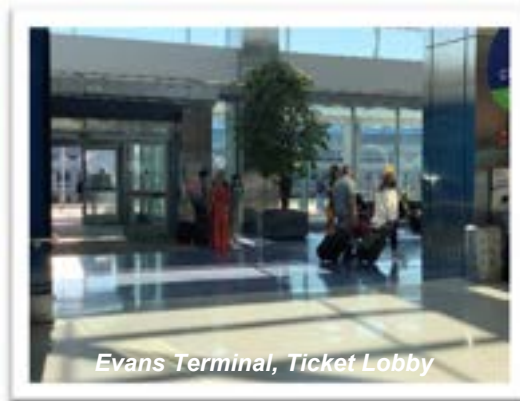
- Baggage Claim
 - A table and two chairs can be placed next to the information booth or between carousels #3 and #4.
 - Once the table and chairs are set up, they cannot be moved.



- 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.

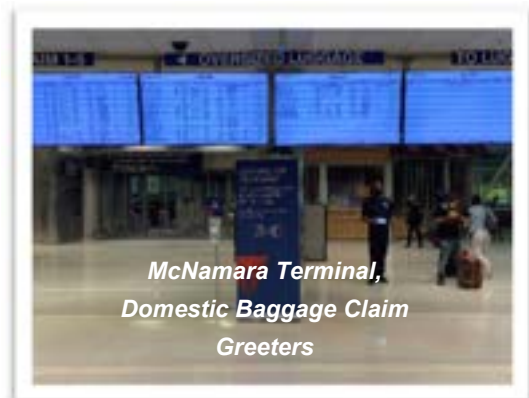


- Ticketing Lobby
 - Greeters can be placed in the ticket lobby near each TSA checkpoint.



◆ **McNamara Terminal**

- 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.



- 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.



- 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.



◆ Special Requests

- 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

- 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.
- 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**

- 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**

- Each greeter must have a terminal pass.
- Terminal passes must be worn on the outermost layer of clothing, above the waist, at all times.
- 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.
- Terminal passes are only valid until the expiration date listed and are not valid beyond the security checkpoints.



◆ **Meet and Greet Terminal Passes Pick Up Location**

- 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
- Please contact the Landside Department to arrange for the terminal passes to be picked up.
 - (734) 247-3322
- Terminal passes do not need to be returned to the Landside office.

◆ **Uniforms**

- It is advised that all greeters wear identifiable clothing so that arriving guests can easily recognize them.

Meet and Greet Specifications

◆ **Purpose**

- Meet and Greet operations are to welcome guests arriving at Detroit Metropolitan Wayne County Airport to the region.
- Meet and Greet operations are not to be used for soliciting or advertising any company, service, association, or group.
- Anyone conducting a meet and greet operation without the proper approval will be asked to vacate the area immediately.

◆ **Personal Property**

- The Wayne County Airport Authority cannot be held responsible for damage or loss of any property brought onto airport grounds.
- Organizations must not leave any materials or personal property unattended overnight.
- 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.
- Organizations should not ask airport employees or volunteers to take responsibility for the organization's property in their absence.

◆ **Restrictions**

- 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.
- 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.
- 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.

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

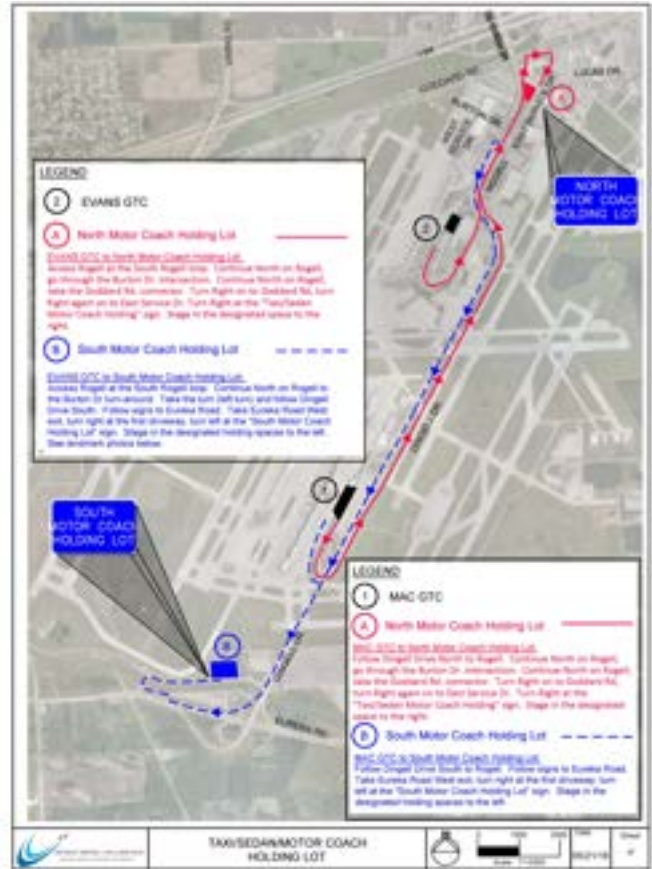
◆ **Statement**

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



DETROIT METRO + WILLOW RUN
WAYNE COUNTY AIRPORT AUTHORITY

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

The number of Meet & Greet Passes needed?
(Max number of passes = 10)

Walkthrough needed?

Yes

No

Date

TABLE & CHAIRS

Table & Chairs Needed <i>One 8 ft. Table & Two Chairs</i>	McNamara Terminal?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Evans Terminal?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Special Instructions/Additional Notes:
	Work Order #			Work Order #			

TRANSPORTATION

Transportation Included?	Yes	No	Name of Transportation Provider				
Type of Transportation	<input type="checkbox"/> Taxi/Cab		<input type="checkbox"/> Limo/Luxury Sedan		<input type="checkbox"/> Rideshare		
	<input type="checkbox"/> Shuttle		<input type="checkbox"/> Motor Coach		<input type="checkbox"/> Van		
	<input type="checkbox"/> Private Vehicle		<input type="checkbox"/> 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

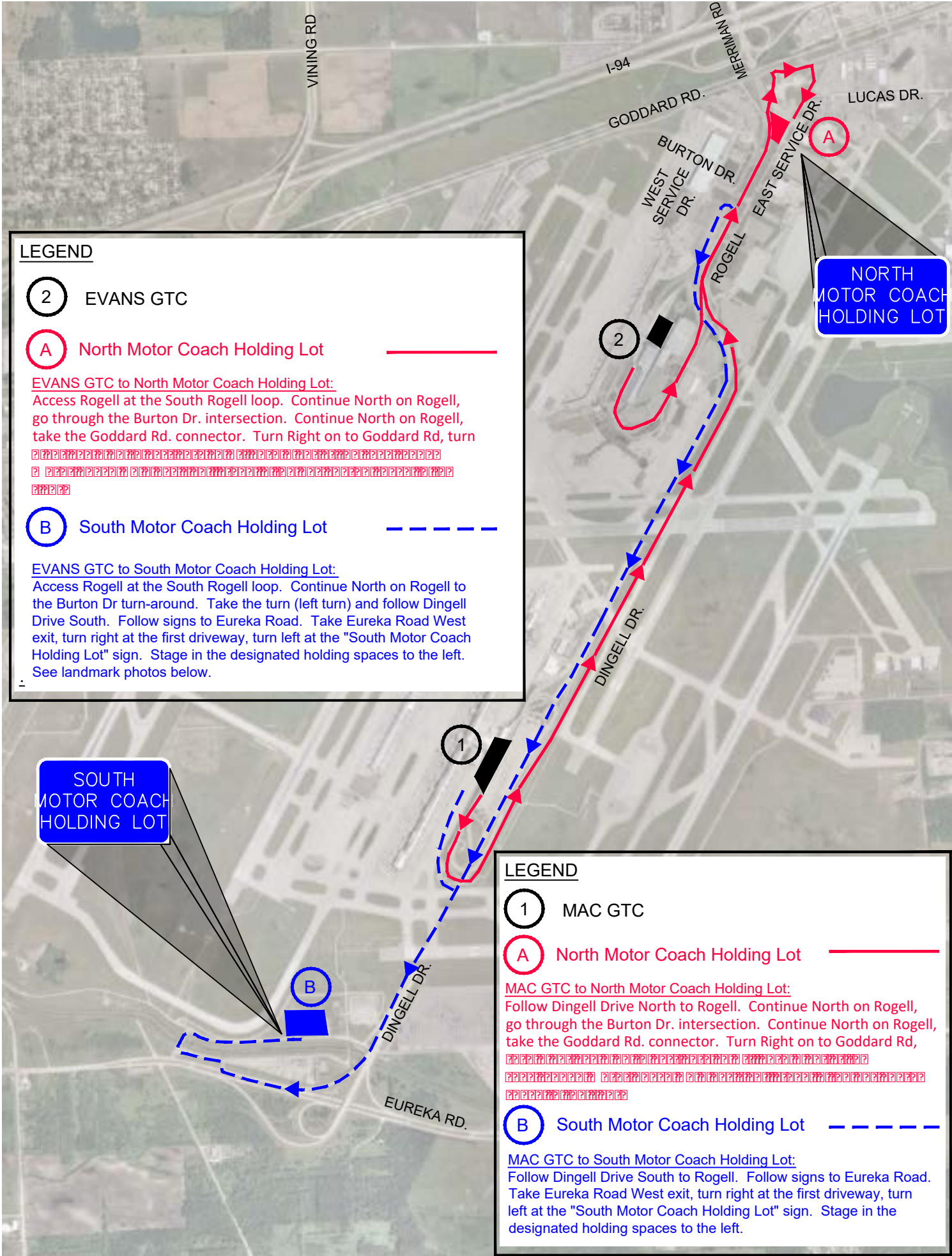
Approved? Yes No

Permit #:

Signature:

Approval Date:

Appendix C: Motor Coach Holding Lot



LEGEND

② EVANS GTC

Ⓐ 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

Ⓑ 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.

SOUTH MOTOR COACH HOLDING LOT

LEGEND

① MAC GTC

Ⓐ 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,

Ⓑ 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.