



AIRPORT ANNOUNCES NEW PARTNER

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Des Moines International Airport (DSM) officials are announcing the arrival of a new partner for advertising venues at the Airport. Aviation Director Craig Smith says, “We are extremely excited about what is being offered. A new look and possible healthier revenues will better position us for opportunities and make the gateway to central Iowa eye-catching to visitors.”

Interspace Airport Advertising (IAA) has been selected to partner with DSM International in the creation of a dynamic new “**Community Showcase**” Program to be featured throughout the Terminal. This distinctive program will offer local and regional businesses a chance to gain higher exposure levels.

In addition to the Airport’s recently developed external advertising venues of shuttle busses and shuttle shelters, IAA will update the interior marketing displays utilizing:

- **New technologies like Accu-Weather Display and Blue Tooth Click 2 Call**
- **Themed community wall wraps (Examples attached)**
- **Comprehensive, integrated reservation station.**

With the implementation of motion technology and spectacular wall murals the more than 2 million people who pass through the airport each year will be greeted with visual excitement.

IAA is the premiere advertising company in North America. Their programs serve as a catalyst for promoting tourism, economic development and community support for local airports. Interspace handles more than 190 airport programs throughout North and Central America, the Caribbean and the Pacific Rim. Interspace programs have won ten advertising awards over the past seven years given by **Airports Council International**.

For more information regarding Interspace, contact Ernie Dojack at 610-395-8002.