

Airport Advertising RFP Addendum

1) Do you have any trade spaces, or in-kind placements, currently in place or any existing obligations for non-revenue spaces? If so, what are they?

A. The Des Moines Airport has space allocated in the current Bag Claim area for Catch Des Moines to promote and welcome various conferences and organizations as they are in the Des Moines Area. There are plans to continue this in the New Terminal Bag Claim area.

2) Are there any advertisements currently displayed that are under expired contracts?

A. The Airport is unaware of any advertising displays not under contract.

3) What digital content management system do you currently use?

A. The Airport is in the process of consolidating everything to EVIDS solution, Stratacache ([Airports - Stratacache](#)) for when the New Terminal Opens.

4) What is your current airport/vendor revenue split?

A. The current contract privilege fee from gross receipts is split - 56% Airport, 44% Concessionaire

5) Size of each advertising recessed space

A. The locations are currently being finalized, and precise measurements will be provided to the awarded Proposer once the finishes have been installed. In the meantime, please refer to the provided diagram, which identifies each monitor size.

6) Can the Proposer change the number of screens within each dedicated space as long as the plugs in the back are covered? And, can the Proposer change digital locations into static locations (TFD's)?

A. No. DMAA requires a standardized appearance, and the configuration shown in the plans represents the required layout. Modifications to the number of screens are not permitted. Further, static locations are not an option in the New Terminal.

7) The spaces call for multiple screens and told they can work together or independently. Is there an Airport preference as to how these are utilized?

A. No preference.

8) Is 20 AMP, Cat 6 provided?

A. 15 or 20 amp and Cat 6 will be provided.

9) For the substructure - what's behind the mounting and how thick?

A. Plywood ¾" thick.

10) Pet Relief Area - What is the material that will be installed behind the advertisement? Is there a preferred material the Airport prefers for this other than it needs to be washable?

A. This area is still being finalized and finish materials have not yet been determined. The Airport does not have a specified preferred material at this time, other than that it must be washable. The Airport will review and approve the final product proposed prior to installation.

11) Can additional locations be proposed within the new terminal?

A. Respondents may propose additional advertising locations; however, acceptance of any proposed locations is solely at the discretion of the Authority.

12) Does DMAA have a preference of LED or LCD for the digital displays?

A. LCD displays have been called out in the plans.

13) Who will be reviewing the proposals?

A. A committee of DMAA staff will be reviewing the proposals.

14) BNIM QR codes are located in the new terminal on signage - is there a way to get these to the proposers?

A. These were provided by BNIM to help during tours; we do not have the files to share.

15) Would it be possible to send me the native files for the graphics/links placed on pages 4, 5, 11, 13, 14, 16, 18, 20, 21-28, 31? The readability of those pages is challenging and it's possible the native files (.eps, .jpg, .ai) will be better.

A. Please see attached files

16) Could you please provide current, high-resolution drawings and schematics of each recessed location, including finished dimensions and total available space?

A. Please see attached files, this is what we have available to share. The spaces were open for viewing and measuring during the tour.

17) From the slide deck you used in the pre bid meeting, could you please provide the native graphic files (e.g., .EPS, .JPG, .AI) for the images or links included on slides 4, 5, 11, 13, 14, 16, 18, 20, 21-28, and 31? The readability of these pages is limited, and access to the original files would be helpful.

A. Please see attached.

18) For locations that are not recessed into the wall, are there any size limitations for digital equipment or background graphics?

A. Any size beyond what is recessed would require approval from DMAA.

19) What are the power and data specifications for each location?

A. For the New Terminal - 15 or 20 amp and Cat 6 will be provided. For the existing A & C Concourses, 15 or 20 amp is provided.

20) What software platform will be utilized for the baggage claim area signage? I believe you mentioned EVIDS, but wanted to clarify.

A. Refer to answer provided to Question #3

21) Please share year-to-date revenue figures.

A. Please refer to the table below

Month '25	Gross Rev
JAN	\$50,519.05
FEB	\$54,181.80
MAR	\$56,731.80
APR	\$54,280.51
MAY	\$68,445.51
JUN	\$62,772.18
JUL	\$82,864.22
AUG	\$58,914.22
SEP	\$61,464.22
OCT	\$54,801.47

22) How will existing advertising contracts be managed in the event of a concessionaire transition? Will re-contracting with current advertisers be required?

A. Re-contracting will not be required, however several current advertisers have been long-term supporters of the Des Moines Airport, and the Airport would like to ensure they are given the opportunity to continue their advertising relationships.

23) Please include the Brand Style Guide for the new Des Moines International Airport logo unveiled earlier this year.

A. Please see attached.

24) Please share a list of all attendees (name and organization) that we present for the pre-bid meeting and site walk through

A. There were representatives from Varsity Group, Clear Channel, Departure Media, Lamar and QFactor.

25) Please clarify the revenue split of the current Agreement

A. Please refer to the answer provided to question #4

26) Can you please share what the level of local staffing is currently from the existing concessionaire (sales, installers/maintenance)?

A. To the knowledge of DMAA, the current advertiser utilizes a local installer as well as local staff to assist advertisers, conduct tours, etc.

27) If the current concessionaire is not selected, will they be obligated to share a list of their current advertisers at that time in an effort to maintain a smooth transition?

A. The current agreement allows the Airport to request current contracts.

28) Will the selected concessionaire be required to use the EVIDS solution, Stratacache (Airports - Stratacache) system or will the concessionaire be allowed to install their own media players and content management system of choice?

A. The Airport requests that concessionaire utilizes the systems as listed. Please also refer to the answer provided to Question #3.

29) Please provide the current Minimum Annual Guarantee (MAG) under the existing advertising concession contract.

A. The current MAG is \$225,000.

30) As noted, “Awards will be made to Proposers.” Please confirm whether it is the intent of the Authority to award a single advertising concession agreement or multiple concessions under this solicitation.

A. It is the intent of the Airport to award one advertising concession agreement. This will include space in the New Terminal, existing A & C Concourses and Rental Car Center.

31) Please clarify whether Respondents are permitted to propose additional advertising display locations beyond those illustrated in Exhibit A, both in the new terminal and the existing concourses A and C.

A. Please refer to the answer provided to Question #11

32) Please confirm that the five advertising locations and one sponsored Pet-Relief Area identified are the only designated locations within the new terminal’s post-security area. Additionally, please confirm whether Respondents may:

- **Propose additional locations beyond those identified, and/or**
- **Propose alternative display types (e.g., digital, tension fabric, backlit) for the designated locations.**

A. The 5 spaces allocated for advertising in Phase 1A as well as the Pet Relief area of the New Terminal are the only designated post-security locations in the New Terminal during this time. Please also refer to the answers to questions 6, 12 & 31.

33) Will the successful Proposer be permitted to sell and maintain advertising in the existing A & C Concourse locations during the terminal transition period?

A. The current contract ends October 31, 2026, therefore, the existing locations in the A & C Concourse are included in the new contract that will begin November 1, 2026.

34) Advertising locations are not identified on the maps provided in Exhibits A8–A10. Please confirm whether Respondents should propose a display plan and associated locations for these areas as part of their submission.

A. Please see attached

35) Article 1.1 - Please expand the exclusions listed under Article 1.1 to include amounts paid for telephone, data, and connectivity services, consistent with standard airport advertising concession agreements

A. The Airport declines to make this change

36) Article 2 - Will the Authority consider abatement or adjustment of the Minimum Annual Guarantee (MAG) in the event that a significant number of advertising locations are removed, resulting in a material reduction of the total potential revenue base?

A. The DMAA is not planning to remove any locations, but if that does occur during the term of the contract, we will address at that time.

37) Article 3.1 & 3.2 - Please clarify how the Interim Term and the Term will be amended based on the current DSM Advertising Concession RFP Timeline on page 2 of the RFP released October 16, 2025.

A. The new agreement will begin on November 1, 2026. Until beneficial occupancy of the New Terminal is granted, only the concession percentage will be collected on a monthly basis. The MAG will not commence until beneficial occupancy of the New Terminal.

38) Article 4.3 - Please consider allowing for an internal annual audit in place of an independent certified public accountant.

A. DMAA requires an independent certified public accountant, this is part of other concession contracts as well.

39) Article 5.1 Given the Authority's retention of the Minimum Annual Guarantee obligation, would the Authority consider revising or removing this provision to ensure that the Concessionaire is not penalized for temporary unsold inventory that remains part of the overall advertising program, particularly during market fluctuations, seasonal cycles, or airport construction impacts?

A. The contract has a clause that addresses a decrease in enplanements.

40) Section 6.2 - Given the high visibility and temporary nature of certain short-term and event-driven campaigns, would the Authority consider allowing limited-duration wall or window wraps for seasonal promotions, sponsored events or major sponsorship campaigns as limited use approved locations.

A. The Authority declines to make this change.

41) Option Term Duration – Will the Authority consider structuring the option term as one full three (3) - year extension, rather than three individual one (1)- year options?

A. The Authority declines to make this change.

42) MAG Adjustments – Will the Authority allow for a reduction in the Minimum Annual Guarantee (MAG) in the event that locations are removed or lost due to construction or other operational impacts? Additionally, will MAG reductions be considered in cases of significant traffic loss?

A. There is a clause in the Agreement regarding a MAG adjustment for enplanement fluctuations. If there is a reduction in locations during this agreement, we will address them at that time.

43) Power Supply Information – Will the Authority provide information regarding power supply availability for the designated advertising locations? Please confirm whether data on power sources and capacity available at each location.

A. Please refer to the answer provided to Question #8

44) Media Type Flexibility – Will proposing firms have the flexibility to recommend the type of media best suited for the most commercially viable locations, in order to meet the Aviation Authority's financial objectives? Please clarify whether proposers may specify their preferred media types for the locations discussed during the Pre-Proposal meeting.

A. Please refer to the answer provided to Question #6

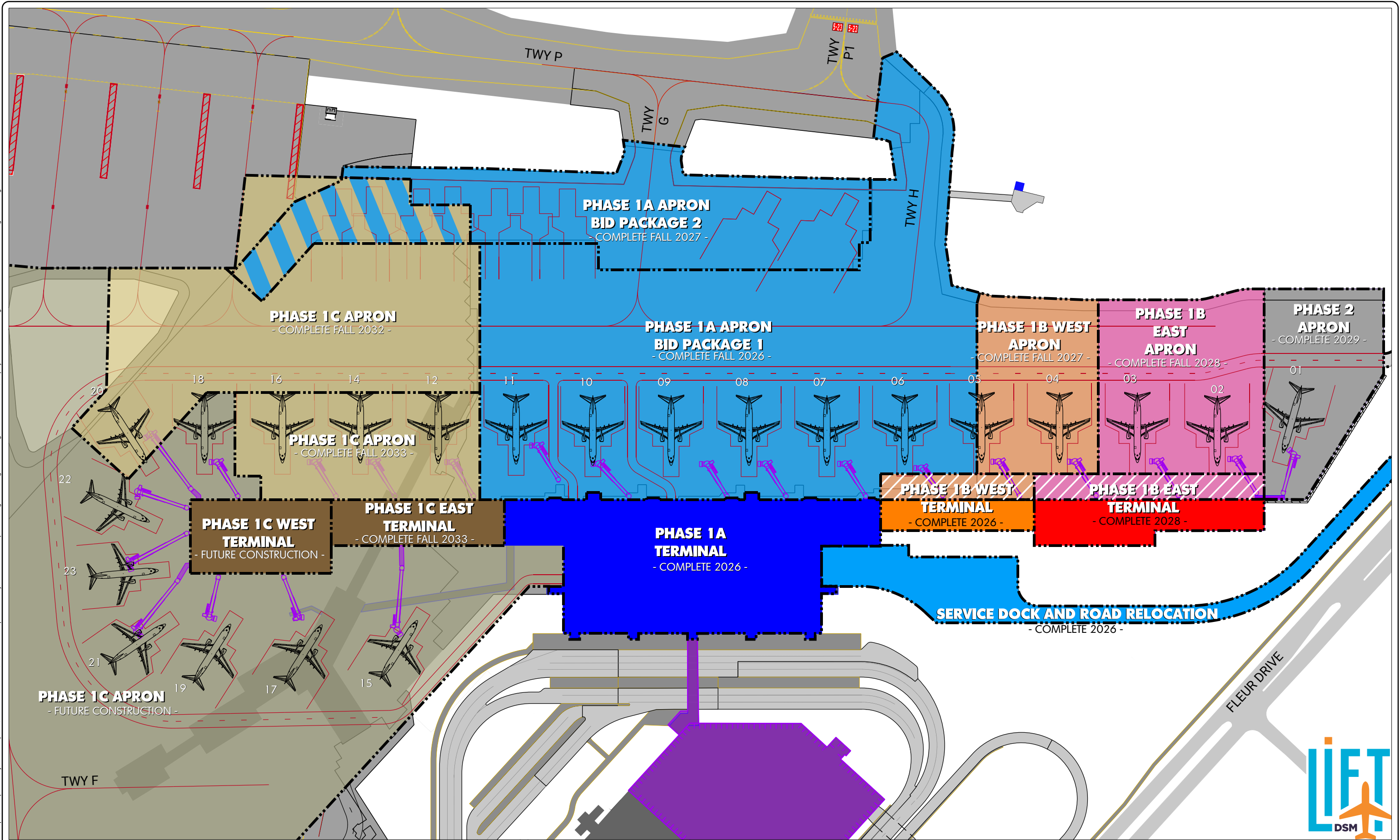
45) Please provide the current revenue share structure.

A. Please see the answer provided in Question #4

46) Content Management System (CMS) - will the Authority permit the successful proposer to utilize its own Content Management System (CMS) for managing and operating the advertising program?

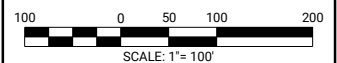
A. Please see the answer provided in Question #3, 20 & 28

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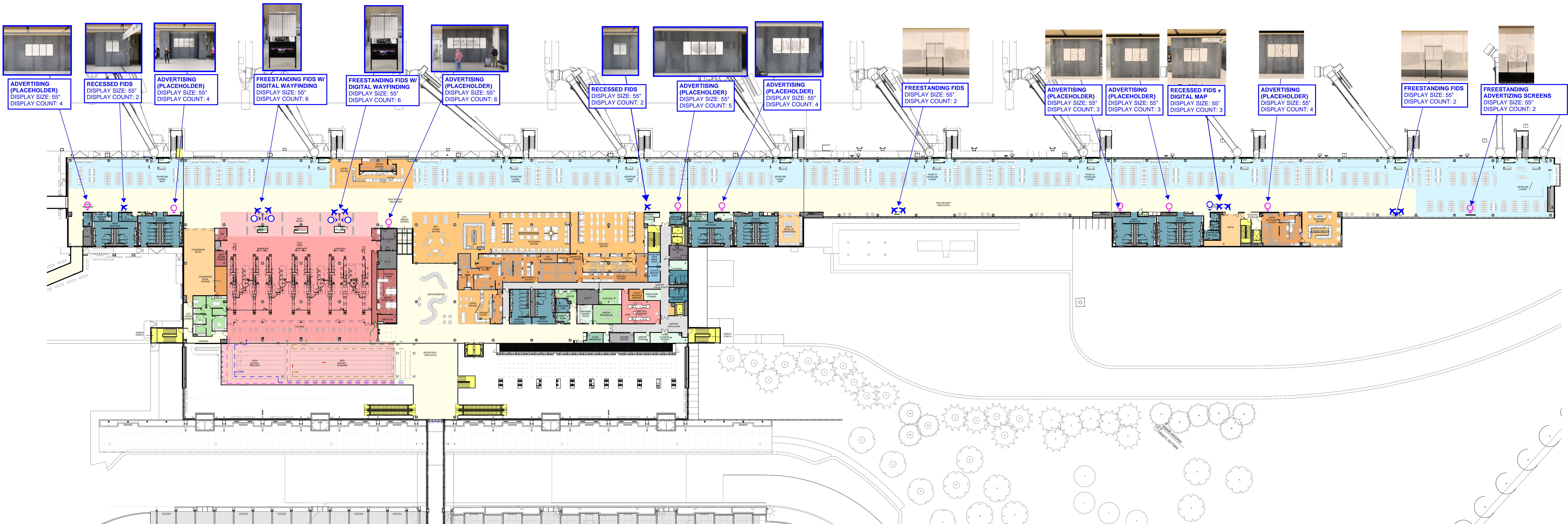


PASSENGER TERMINAL AIP PROGRAM PHASING EXHIBIT

REVISION VERSION: 9/4/2025



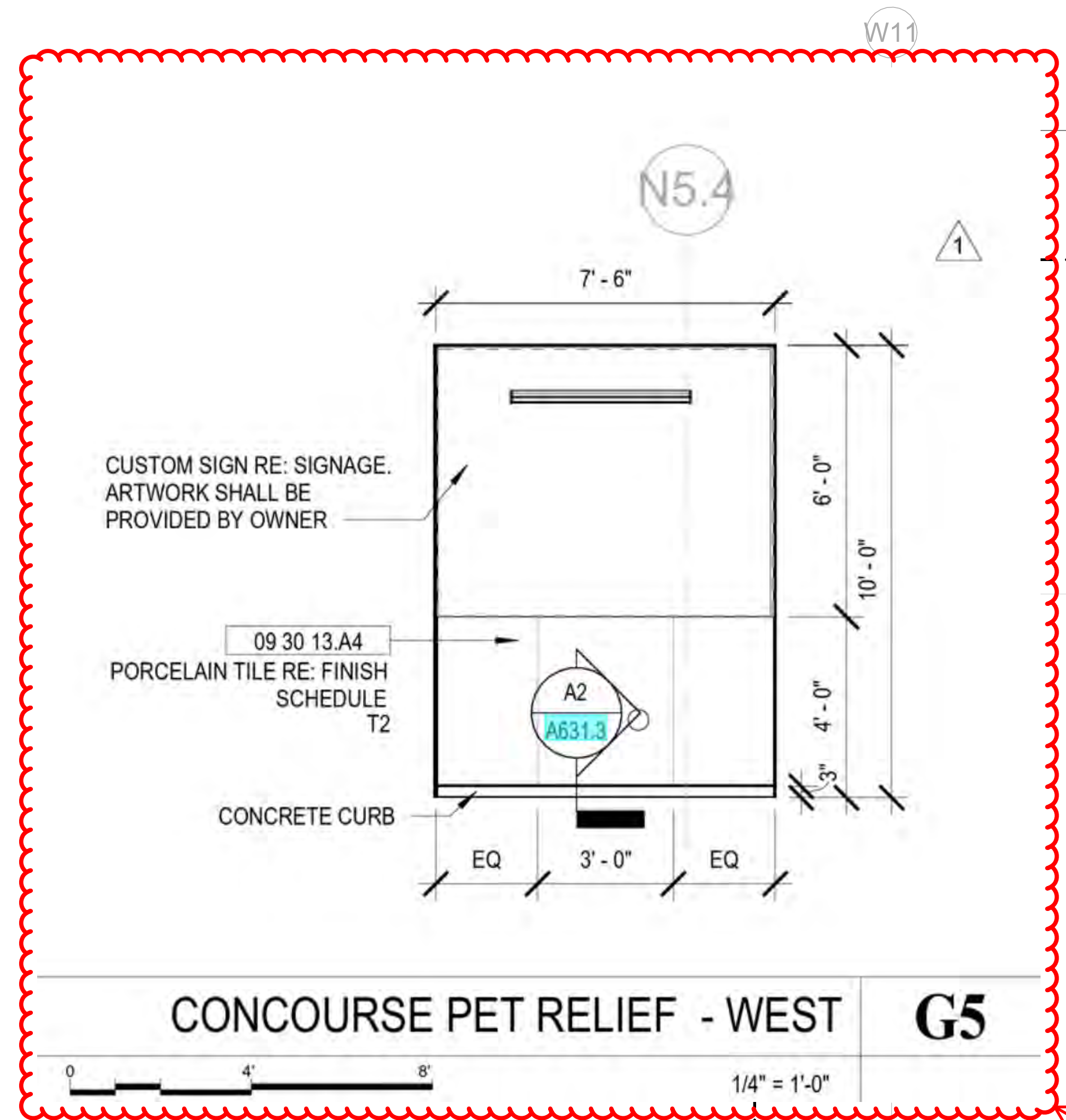
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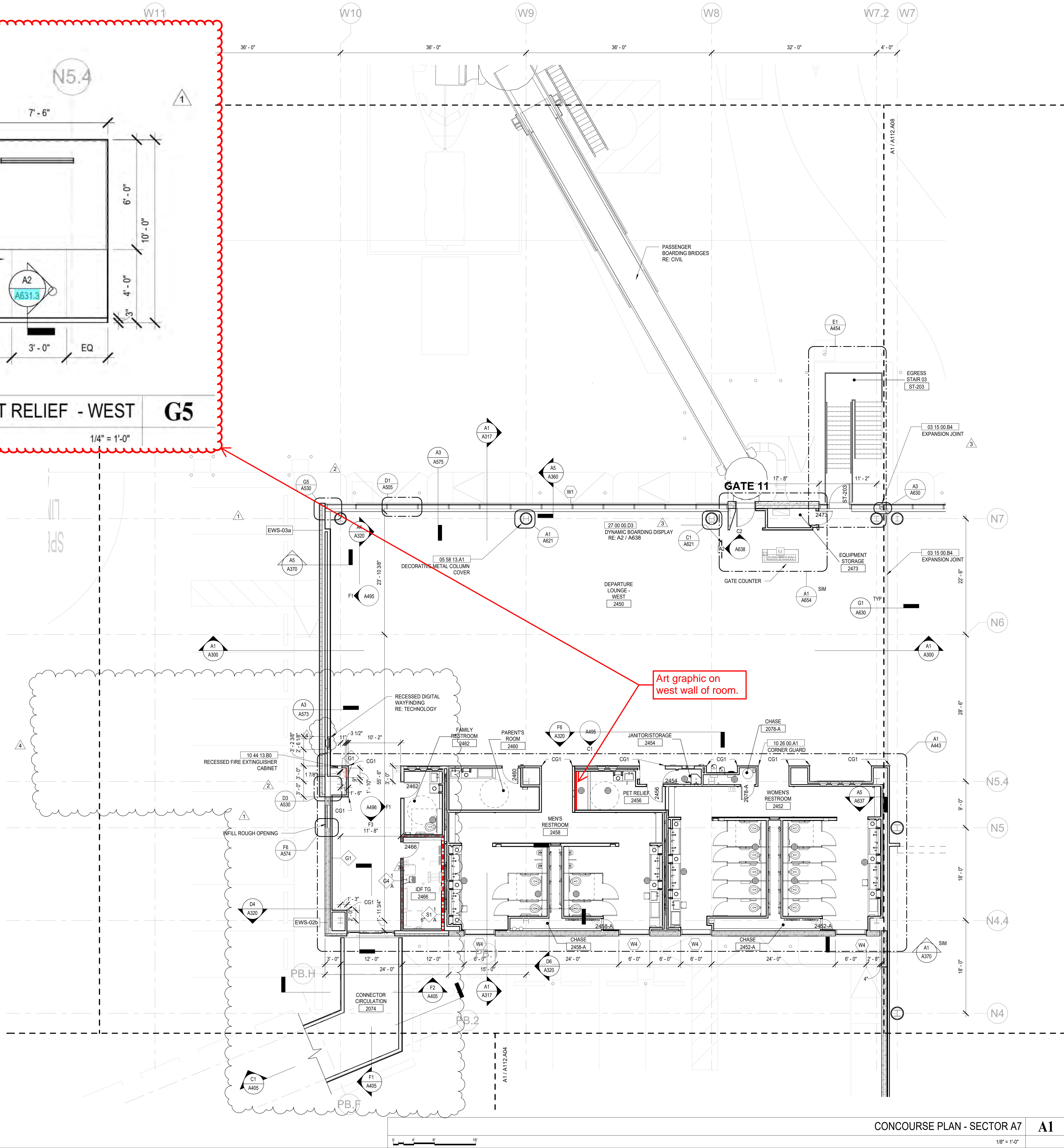
Department Legend

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<div></div> BOH RESTROOM	<div></div> EXIT BREACH CONTROL	<div></div> ELECTRICAL
<div></div> SSCP REVEST	<div></div> VERTICAL CIRCULATION	<div></div> PLUMBING
<div></div> SSCP QUEUEING	<div></div> AIRPORT AMENITY	<div></div> TELECOM
<div></div> SSCP	<div></div> ADMINISTRATION	<div></div> EXTERIOR CIRCULATION
<div></div> SSCP SUPPORT	<div></div> AIRPORT SUPPORT	<div></div> FIDS
<div></div> FOOD & BEVERAGE CONCESSIONS	<div></div> CUSTODIAL	<div></div> DIGITAL ADVERTISING
<div></div> RETAIL	<div></div> POLICE	<div></div> DIGITAL MAP
<div></div> BOH F&B CONCESSION SUPPORT	<div></div> HOLDROOM	
<div></div> CONCESSION STORAGE	<div></div> AIRLINE OPERATIONS	
<div></div> RETAIL STORAGE	<div></div> SUPPORT CIRCULATION	
<div></div> CIRCULATION	<div></div> SUPPORT	

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CONCOURSE PET RELIEF - WEST G5



CONCOURSE PLAN - SECTOR A7 A1

1/8" = 1'-0"

KEYNOTE LEGEND	
03 15 00 B4	EXPANSION JOINT
05 58 13 A1	DECORATIVE METAL COLUMN COVER
10 28 00 A1	CORNER GUARD
10 44 13 B0	RECESSED FIRE EXTINGUISHER CABINET
27 00 00 D3	DYNAMIC BOARDING DISPLAY

FLOOR PLAN GENERAL NOTES

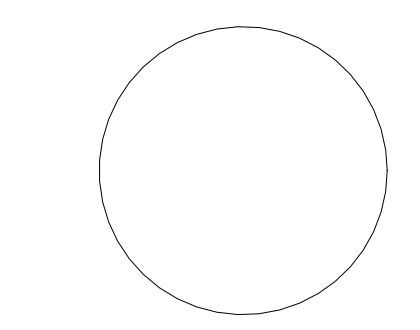
- REFERENCE A010 SERIES FOR PARTITION TYPES.
- REFERENCE A030 FOR EXTERIOR ASSEMBLIES.
- REFERENCE A080 SERIES FOR SLAB EDGES, OPENINGS, CURB, AND RAMP LOCATIONS.
- REFERENCE A080 SERIES FOR FIRE EXTINGUISHER LOCATIONS.
- REFERENCE A700A800 SERIES FOR FINISH INFORMATION.
- REFERENCE A080 SERIES FOR DOOR TYPES AND SCHEDULES.
- ALL PARTITIONS ARE DIMENSIONED FROM FACE OF GYPSUM BOARD U.N.O.
- CORNER GUARDS SHALL BE INSTALLED AT ALL OUTSIDE CORNERS IN CORRIDOR, (CG2 - 10 28 00 A3 CORNER GUARD - STAINLESS STEEL).
- CORNER GUARDS IN TENANT SPACES TO BE PROVIDED BY TENANT.
- MAINTAIN 1/16" SLOPE MINIMUM AND 1/4" SLOPE MAXIMUM TO AREA DRAINS.
- INSTALL DOORS NOT LOCATED BY DIMENSION SUCH THAT THE OUTSIDE EDGE OF DOOR FRAME TO FACE OF ADJACENT WALL IS 4".
- THE CONTRACTOR SHALL BE RESPONSIBLE FOR COORDINATING THE FINAL SIZE, LOCATION AND INSTALLATION OF ALL OPENINGS THROUGH FLOORS, WALLS AND ROOFS PERTAINING TO THE DIFFERENT TRADES AND AS SHOWN ON THEIR RESPECTIVE DRAWINGS. OPENINGS AND PENETRATIONS SHALL BE PROVIDED AS SHOWN ON THE DRAWINGS AND AS REQUIRED BY EQUIPMENT MANUFACTURERS. FOR TYPICAL DETAILS OF OPENINGS AND INSTRUCTION NOTES, REFER TO STRUCTURAL DRAWINGS.
- PROVIDE BLOCKING BEHIND WALL MOUNTED MONITORS AS REQUIRED.

HNTB

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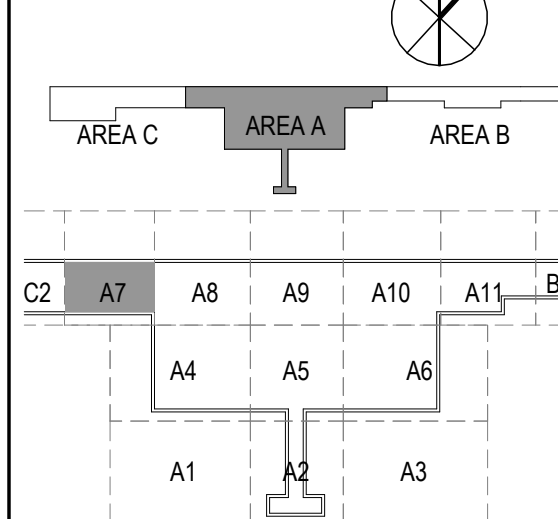
OWNER/DEVELOPER:



INTERNATIONAL AIRPORT
5800 Fleur Dr
Des Moines, IA 50321
(515) 256-5050

DES MOINES INTERNATIONAL AIRPORT
LIFT DSM PASSENGER TERMINAL

KEY PLAN



DATE	4/8/2024		
ISSUED FOR:	100% DESIGN		
PROJECT NO.			63281
ISSUED BY			HNTB
DRAWN BY			Drafter
CHECKED BY			Checker
APPROVED BY			Approver
REV	DATE	DESCRIPTION	
1	05/03/24	ADDENDUM 1	
2	07/31/24	PH1A BULLETIN 7	
3	08/30/24	PH1A BULLETIN 8	
4	03/03/25	PH1A BULLETIN 13	

SHEET TITLE & NUMBER
CONCOURSE PLAN -
SECTOR A07

A112.A07

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2/28/2025 9:25:26 AM

1 FRONT ELEVATION
SCALE: 1" = 1'-0"



NOTES:

DESCRIPTION: Non-illuminated graphic panel.

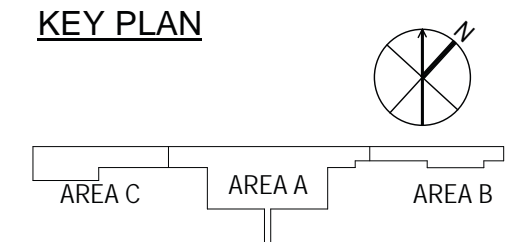
- 1. GRAPHIC PANEL:** Takeform Exude - Silicone Graphic Edge Frame System. Graphic is printed on seamless stretch fabric with silicone beading sewn along the perimeter groove. ASTM E84 Class A/1 Fire Rated. 1 1/4" thick frame. Mounted on wall surface per manufacturer specifications. Center within 7'-6" wide and 6'-0" wall space.
- 2. GRAPHICS:** Graphic image to be printed by owner vendor.

OWNER/DEVELOPER:



DES MOINES INTERNATIONAL AIRPORT
LIFT DSM PASSENGER TERMINAL

KEY PLAN

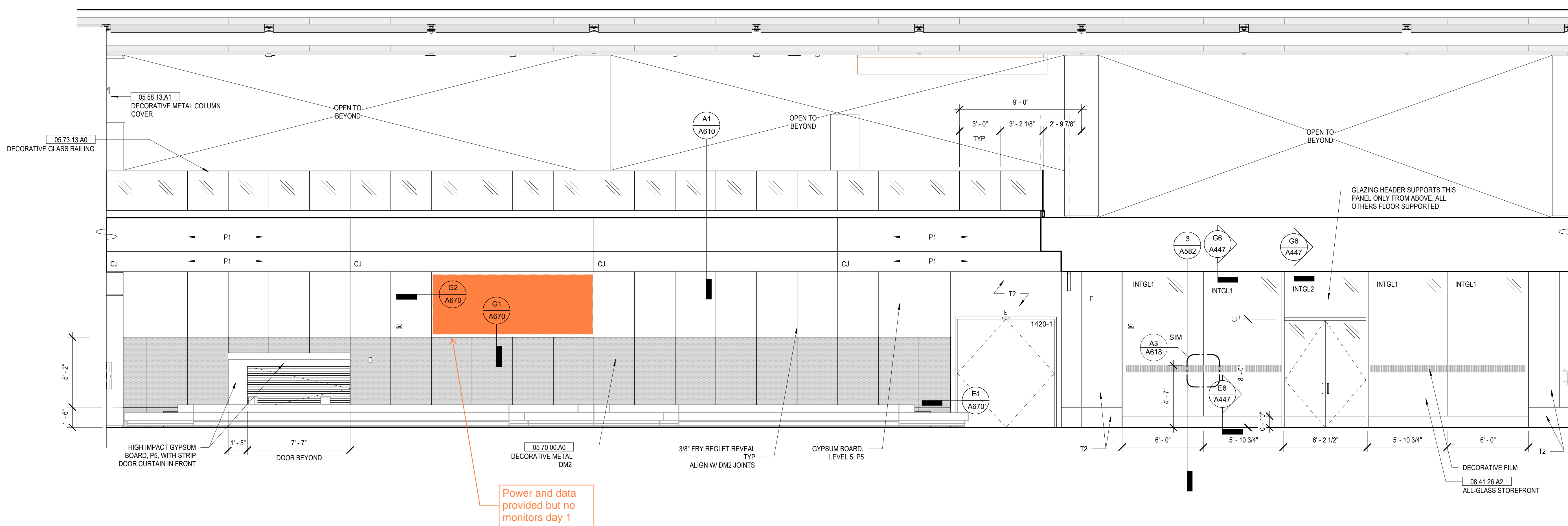
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SIGN DETAIL - T19

AG0-89

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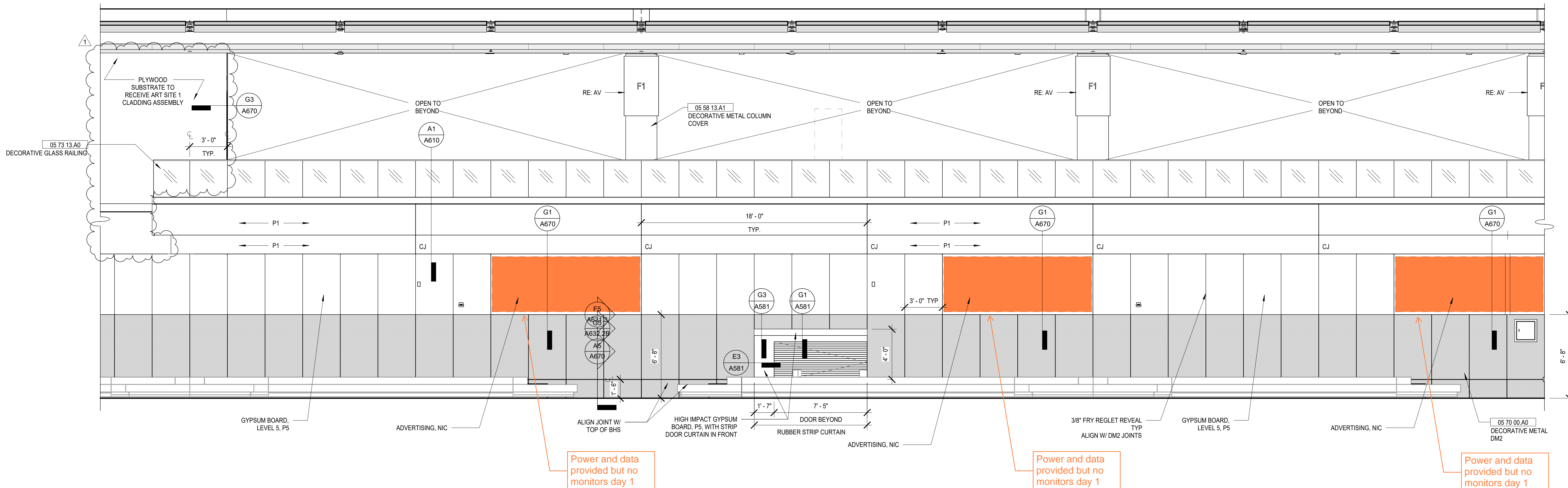
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BAGGAGE CLAIM 1 - NORTH

E1

0 5 10 1/4" = 1'-0"



BAGGAGE CLAIM 2 - NORTH

A1

0 5 10 1/4" = 1'-0"

INTERIOR GENERAL NOTES

- CENTER TILE ON WALL IN BOTH NORTHSOUTH AND EAST/WEST DIRECTION UNO.
- REFER TO A830 FOR FINISH LEGEND.
- ALIGN HORIZONTAL GROUT LINES ON ALL WALLS, TYP.
- ALIGN TILE WALL BASE GROUT LINES WITH FLOOR GROUT LINES, UNO AS APPLICABLE.
- ALL COLUMN COVERS MCC2, UNO.
- ALIGN PORCELAIN PANELS T1 & T2 TO WALLS BEYOND WITH SAME MATERIAL, TYP UNO.
- ALL EQUIPMENT/DEVICES TO BE CENTERED IN TILE UNO WHERE APPLICABLE.
- PUBLIC RESTROOMS TO HAVE TOE KICK INTEGRAL TO DOOR AT BASE CABINET.
- AT WALLS WITH DARK FINISH, PROVIDE BLACK OUTLETS AND DEVICES.
- AT WALLS WITH STAINLESS STEEL FINISH, AND AT WALLS WITH METAL PANEL FINISH, PROVIDE STAINLESS STEEL OUTLETS AND WHITE DEVICES.
- AT WALLS WITH WHITE FINISH, PROVIDE WHITE OUTLETS AND DEVICES.
- SEE G010 FOR ALL REQUIRED RESTROOM MOUNTING HEIGHTS AND ACCESSORY LEGEND.

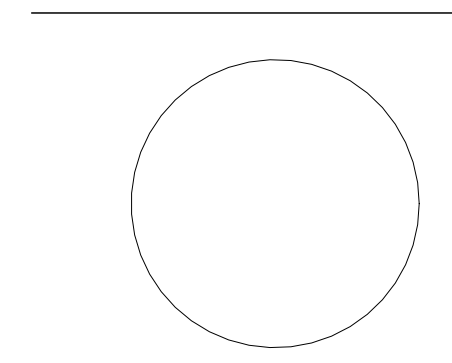
HNTB

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DES MOINES INTERNATIONAL AIRPORT
LIFT DSM PASSENGER TERMINAL

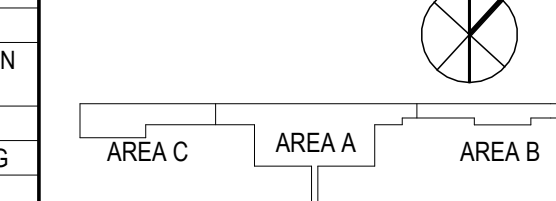
KEYNOTE LEGEND

Key Value	Keynote Text
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05 70 00.A0	DECORATIVE METAL
05 73 13.A0	DECORATIVE GLASS RAILING
08 41 26.A2	ALL-GLASS STOREFRONT

INTERIOR GLAZING LEGEND

INTGL1	CLEAR GLAZING WITH SAFETY DECAL
INTGL2	CLEAR GLAZING
INTGL3	CLEAR MEETER GREETER GLAZING WITH SAFETY DECAL
INTGL4	CLEAR MEETER GREETER GLAZING

KEY PLAN



DATE	4/8/2024	
ISSUED FOR:	100% DESIGN	
PROJECT NO.	63281	
ISSUED BY	HNTB	
DRAWN BY	Author	
CHECKED BY	Checker	
APPROVED BY	Approver	
REV	DATE	DESCRIPTION
1	10/07/24	PH1A BULLETIN 9

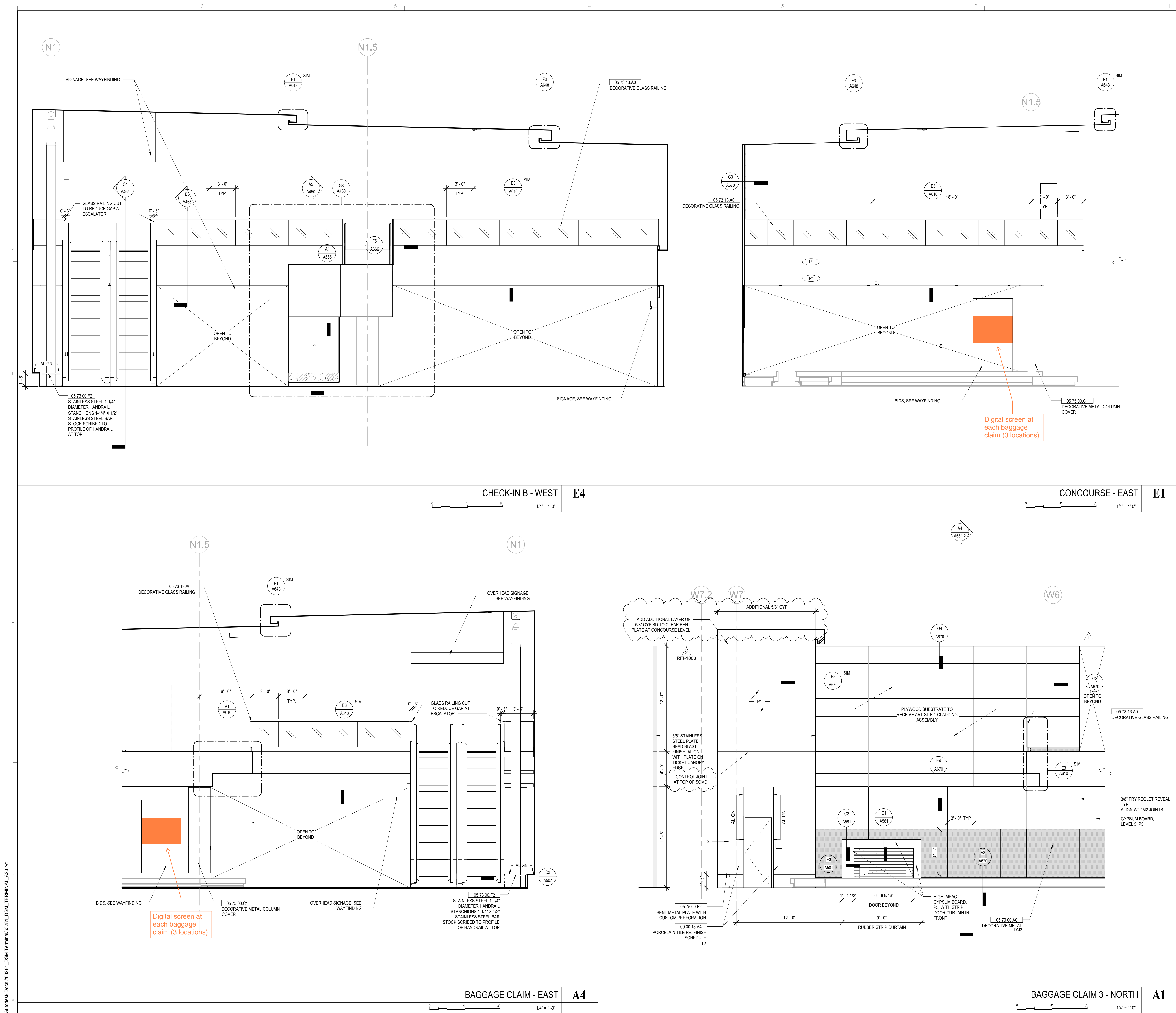
SHEET TITLE & NUMBER
INTERIOR ELEVATIONS
- HEADHOUSE

A471

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HNTB

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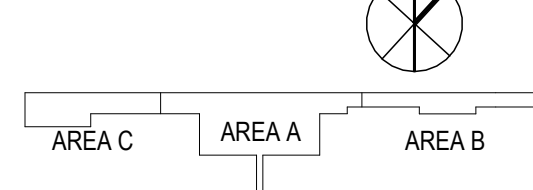
OWNER/DEVELOPER:



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DES MOINES INTERNATIONAL AIRPORT
LIFT DSM PASSENGER TERMINAL

KEY PLAN



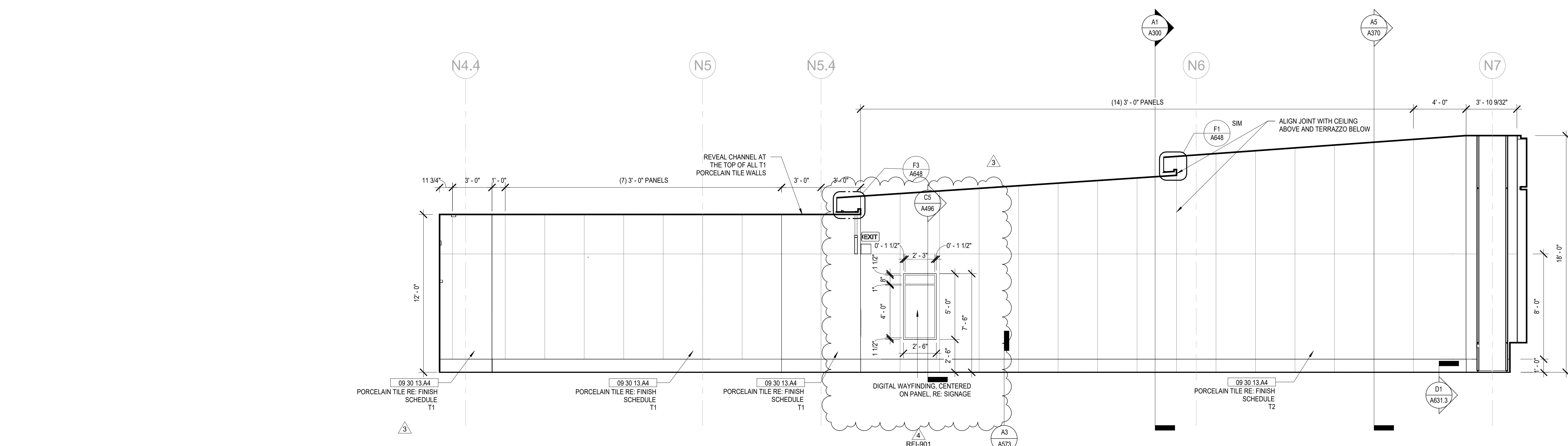
DATE 4/8/2024
ISSUED FOR: 100% DESIGN
PROJECT NO. 63281
ISSUED BY: HNTB
DRAWN BY: Author
CHECKED BY: Checker
APPROVED BY: Approver
REV DATE DESCRIPTION
1 10/07/24 PH1A BULLETIN 9
2 07/18/25 BULLETIN 18

SHEET TITLE & NUMBER
INTERIOR ELEVATIONS
- HEADHOUSE

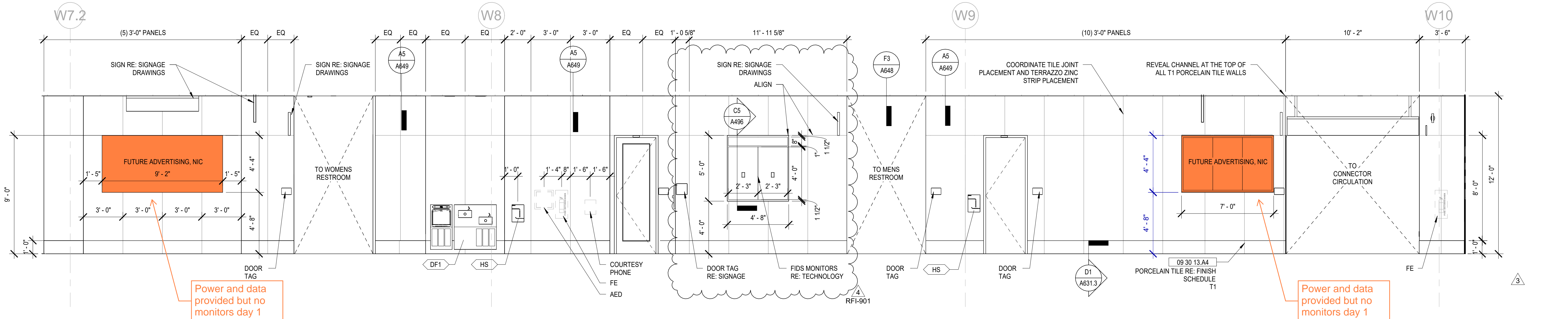
A472

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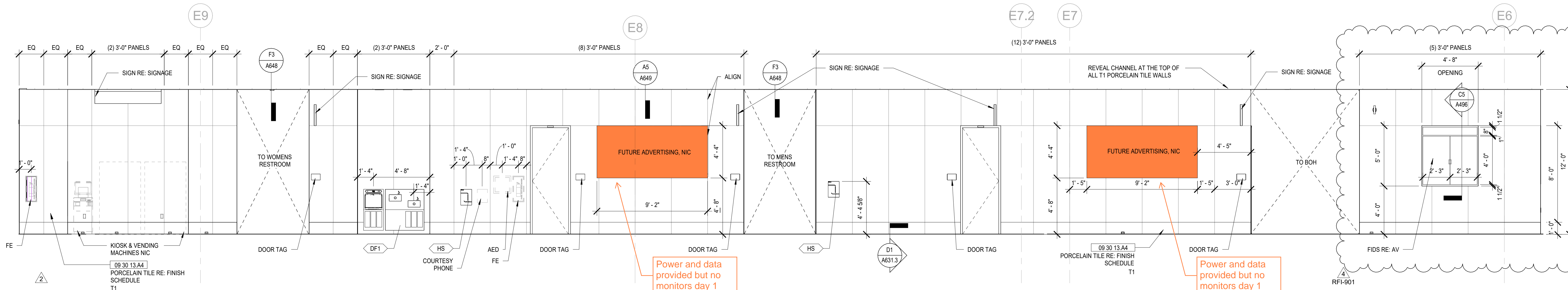
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AIRSIDE WEST END WALL F1



AIRSIDE WEST CONCOURSE WALL C1



AIRSIDE EAST CONCOURSE WALL A1

INTERIOR GENERAL NOTES

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- AT WALLS WITH WHITE FINISH, PROVIDE WHITE OUTLETS AND DEVICES.
- SEE G910 FOR ALL REQUIRED RESTROOM MOUNTING HEIGHTS AND ACCESSORY LEGEND.
- ELECTRICAL DEVICES ARE TO BE CENTERED HORIZONTALLY BETWEEN WALL TILES.

RESTROOM ACCESSORIES

- | | |
|------|--|
| ACS | ADULT CHANGING STATION |
| AH | ACCESSORY HOOK |
| CPS | CHILD PROTECTION SEAT |
| CS | CHILD STEP STOOL |
| DB | DOGGIE BAG DISPENSER & WASTE DRINKING FOUNTAIN WITH BOTTLE FILLER PUBLIC |
| DF1 | DIAPER PAIL |
| DP | FLUSH SENSOR |
| FS | GRAB BAR |
| GB | VERTICAL GRAB BAR |
| GB2 | HAND DRYER (FOH) |
| HD1 | HAND DRYER (BOH) |
| HD2 | HAND DRYER (BOH) |
| HS | HAND SANITIZER |
| MBH | MOP AND BROOM HOLDER WITH UTILITY SHELF |
| M1 | MIRROR TO 9' AFF X FULL WIDTH OF COMPARTMENT + (2) 2' LED LIGHTS |
| M2 | MIRROR TO CEILING X SINGLE WIDTH OF SINK POSITION + (2) 2' LED LIGHTS |
| M3 | MIRROR 24" X 48" (BOH) |
| M4 | NOT USED |
| M5 | 36"X30" FULL HEIGHT FRAMELESS MIRROR |
| PH | PURSE HOOK |
| PTD1 | PAPER TOWEL DISPENSER |
| PTD2 | RECESSED BOH PAPER TOWEL DISPENSER |
| RB | RECESSED |
| SD | RECESSED BELT |
| SH | SHARPS DISPOSAL |
| SND | STAINLESS STEEL FOLD DOWN SHELF |
| SNV | SANITARY NAPKIN DISPOSAL |
| SSH | SANITARY NAPKIN VENDOR |
| TPD | TOILET PAPER DISPENSER |
| WCC | WATER CLOSET CLEAR AREA |
| WFS | WALL MOUNTED WET FLOOR SIGN |
| WH | WALL HOOK |
| WR | WASTE RECEPTACLE |
| XX | ACCESSORY TAG |

KEYNOTE LEGEND

09 30 13.A4 PORCELAIN TILE RE: FINISH SCHEDULE

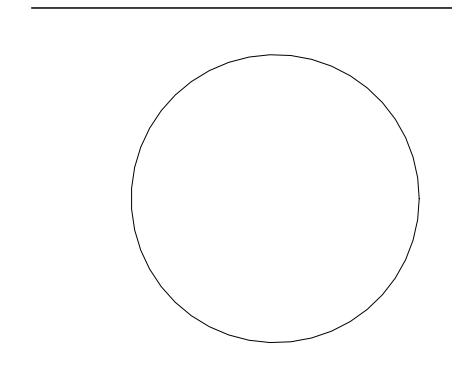
HNTB

HNTB Corporation
715 Kirk Drive
Kansas City, Missouri 64105
(816) 472-1201

HNTB IOWA, INC.
PO BOX 412197
Kansas City, Missouri 64141-0000

bnim

317 6th Ave #100
Des Moines, IA 50309
(515) 974-6462



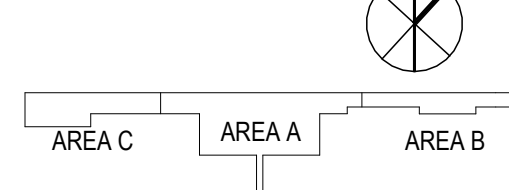
OWNER/DEVELOPER:



INTERNATIONAL AIRPORT
5800 Fleur Dr
Des Moines, IA 50321
(515) 256-5050

DES MOINES INTERNATIONAL AIRPORT
LIFT DSM PASSENGER TERMINAL

KEY PLAN



DATE 4/8/2024

ISSUED FOR: 100% DESIGN

PROJECT NO. 63281

ISSUED BY: HNTB

DRAWN BY: Author

CHECKED BY: Checker

APPROVED BY: Approver

REV DATE DESCRIPTION

1 05/03/24 ADDENDUM 1

2 08/30/24 PH1A BULLETIN 8

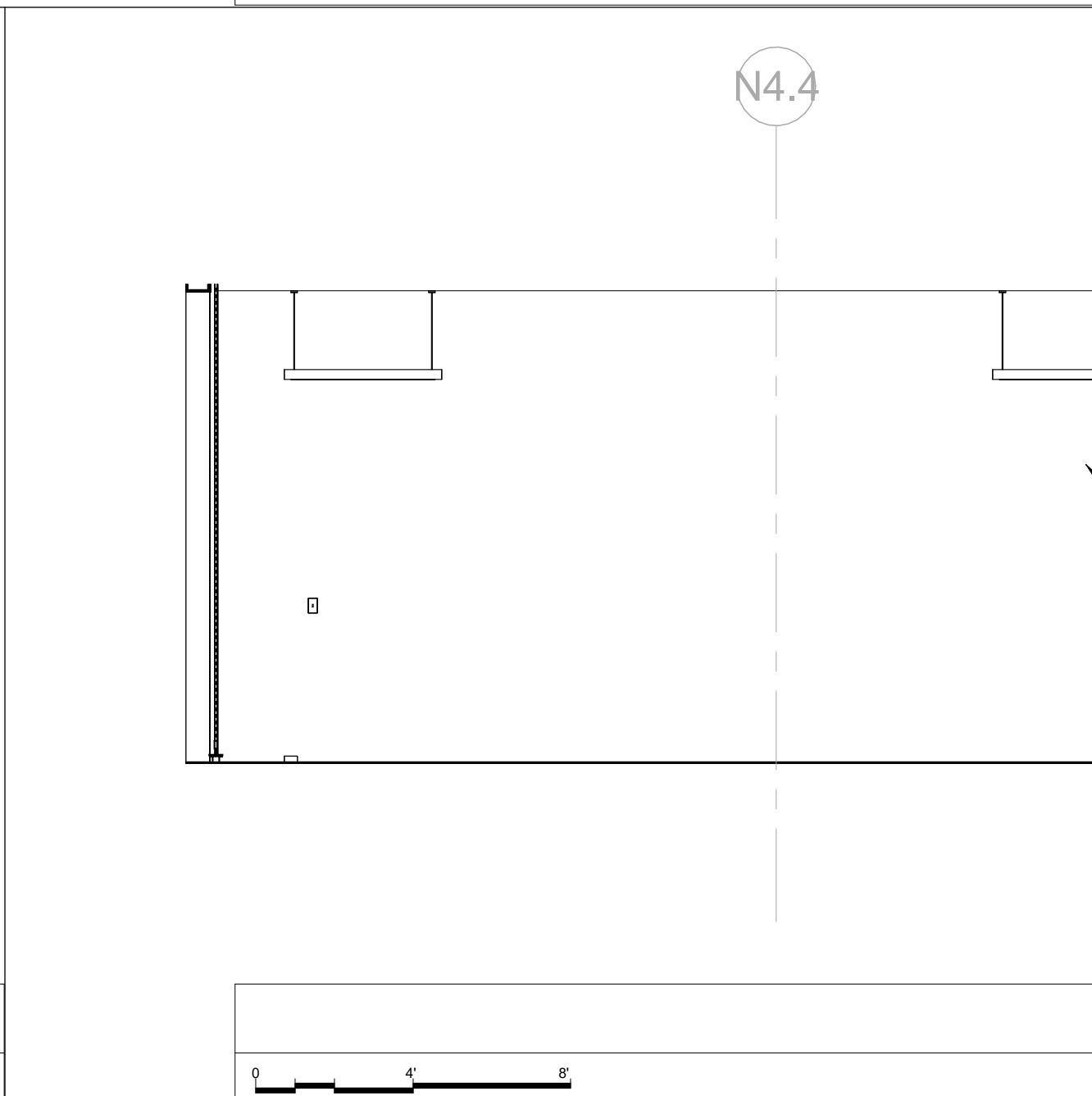
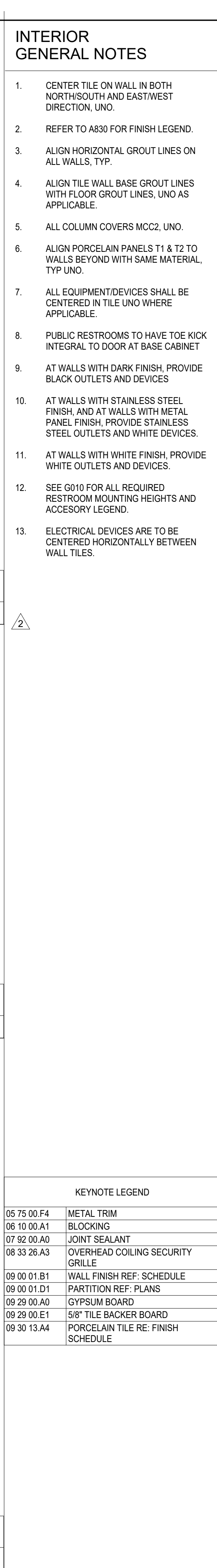
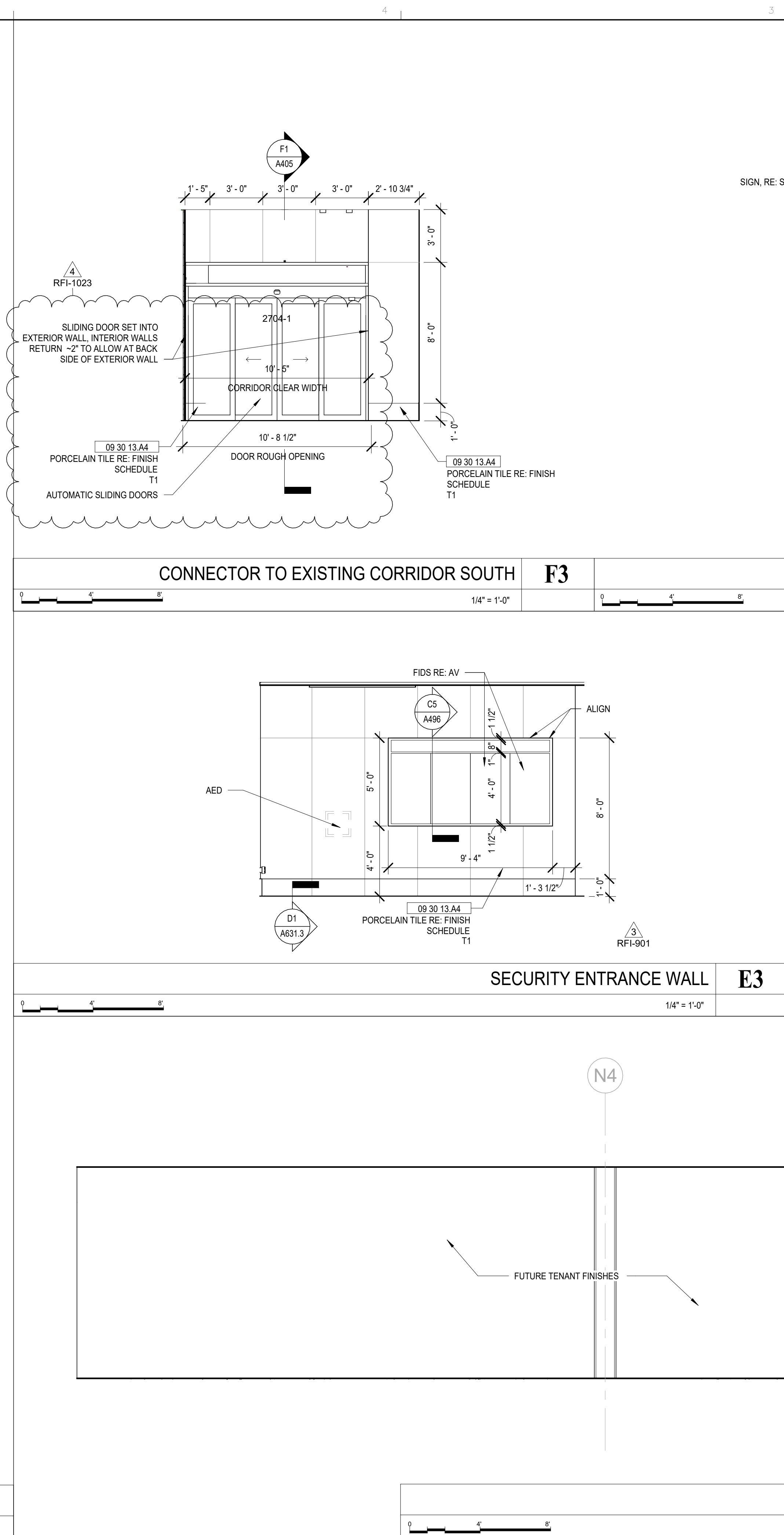
3 03/03/25 PH1A BULLETIN 13

4 05/16/25 BULLETIN 16

SHEET TITLE & NUMBER
INTERIOR ELEVATIONS
- PUBLIC WALL
ELEVATIONS

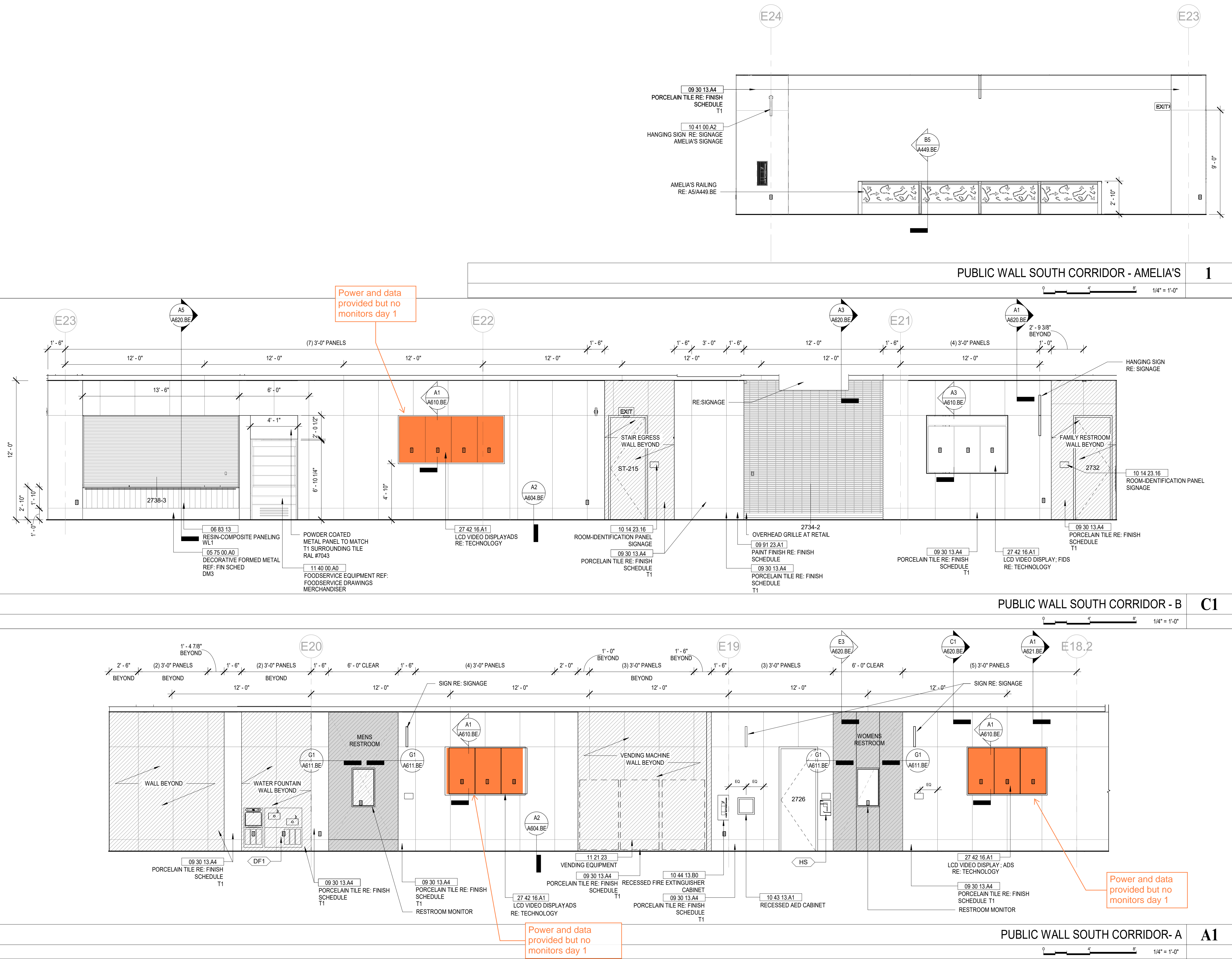
A495

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3/26/2025 7:47:23 AM

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INTERIOR GENERAL NOTES

- CENTER TILE ON WALL IN BOTH NORTHSOUTH AND EAST/WEST DIRECTION UNO.
- REFER TO A830 FOR FINISH LEGEND.
- ALIGN HORIZONTAL GROUT LINES ON ALL WALLS, TYP.
- ALIGN TILE WALL BASE GROUT LINES WITH FLOOR GROUT LINES, UNO AS APPLICABLE.
- ALL COLUMN COVERS MC22, UNO.
- ALIGN PORCELAIN PANELS T1 & T2 TO WALLS BEYOND WITH SAME MATERIAL, TYP UNO.
- ALL EQUIPMENT/DEVICES SHALL BE CENTERED IN TILE UNO WHERE APPLICABLE.
- PUBLIC RESTROOMS TO HAVE TOE KICK INTEGRAL TO DOOR AT BASE CABINET
- AT WALLS WITH DARK FINISH, PROVIDE BLACK OUTLETS AND DEVICES
- AT WALLS WITH STAINLESS STEEL FINISH, AND AT WALLS WITH METAL PANEL FINISH, PROVIDE STAINLESS STEEL OUTLETS AND WHITE DEVICES.
- AT WALLS WITH WHITE FINISH, PROVIDE WHITE OUTLETS AND DEVICES
- SEE G910 FOR ALL REQUIRED RESTROOM MOUNTING HEIGHTS AND ACCESSORY LEGEND.
- ELECTRICAL DEVICES ARE TO BE CENTERED HORIZONTALLY BETWEEN WALL TILES.

KEYNOTE LEGEND

05 75 00 A0	DECORATIVE FORMED METAL, REF: FIN SCHED
06 83 13	RESIN-COMPOSITE PANELING
09 30 13 A4	PORCELAIN TILE RE: FINISH SCHEDULE
09 91 23 A1	PAINT FINISH RE: FINISH SCHEDULE
10 14 23 16	ROOM-IDENTIFICATION PANEL SIGNAGE
10 41 00 A2	HANGING SIGN RE: SIGNAGE
10 43 13 A1	RECESSED AED CABINET
10 44 13 B0	RECESSED FIRE EXTINGUISHER CABINET
11 21 23	VENDING EQUIPMENT
11 40 00 A0	FOODSERVICE EQUIPMENT, REF: FOODSERVICE DRAWINGS
27 42 16 A1	LCD VIDEO DISPLAY

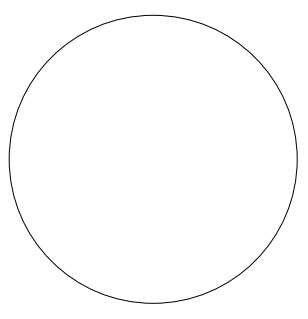
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OWNER/DEVELOPER:

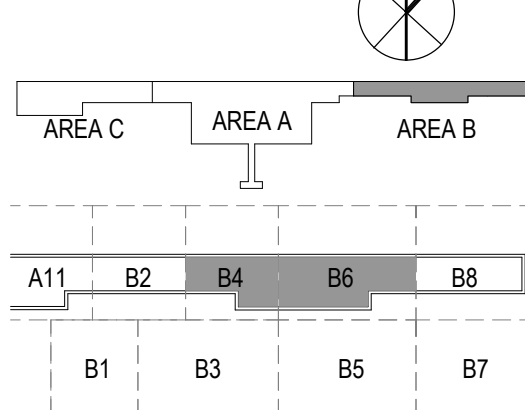


DSM

INTERNATIONAL AIRPORT
5800 Fleur Dr
Des Moines, IA 50321
(515) 256-5050

DES MOINES INTERNATIONAL AIRPORT
LIFT DSM PASSENGER TERMINAL

KEY PLAN



DATE: 05/02/2025
ISSUED FOR: 100% DESIGN
PROJECT NO: 63281
ISSUED BY: HNTB
DRAWN BY: Author
CHECKED BY: Checker
APPROVED BY: Approver
REV: DATE DESCRIPTION

SHEET TITLE & NUMBER
INTERIOR ELEVATIONS
- CONCOURSE

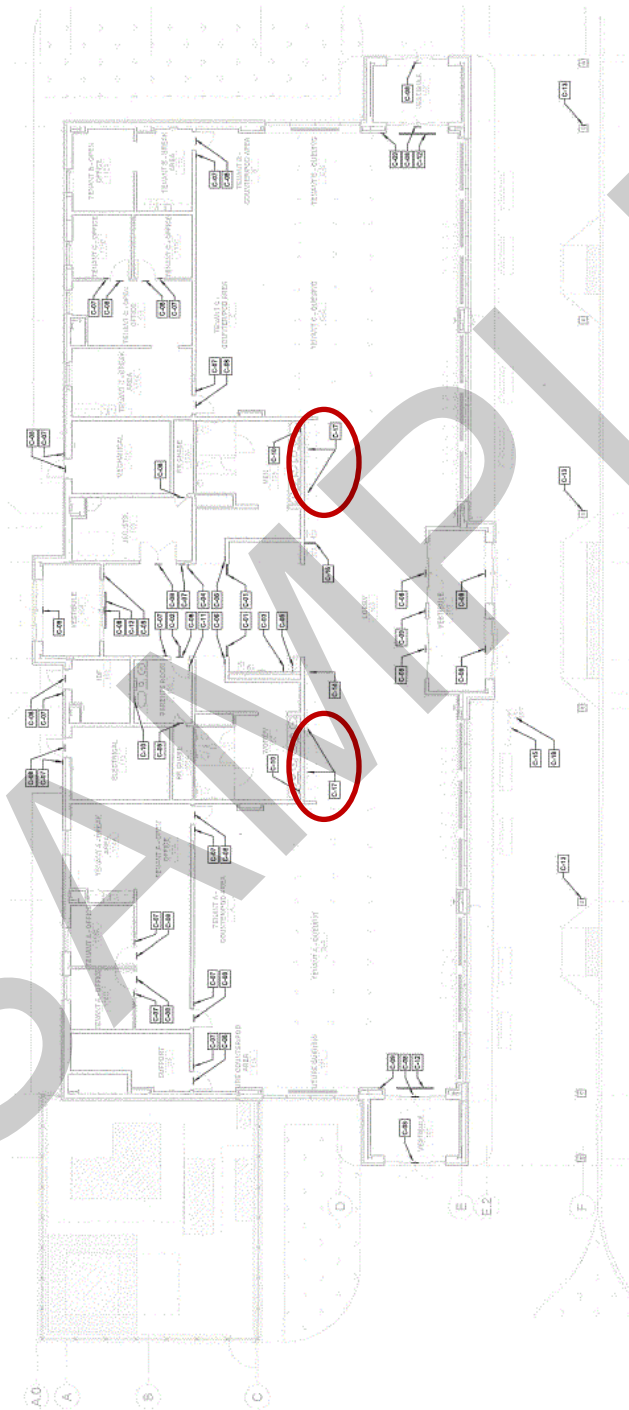
A472.BE

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5/1/2025 1:29:40 PM

55" Monitors
2 locations on each
side - total of 4

EXHIBIT A-9
LEASED PREMISES—DISPLAY LOCATIONS
Rental Car Center



DES MOINES INTERNATIONAL AIRPORT **BRAND GUIDELINES**

VERSION 1 | MARCH 2025



THE DES MOINES INTERNATIONAL AIRPORT BRAND

The Des Moines International Airport brand is made up of core elements — the name, logos, colors, and more — that work together to communicate the brand's vision and personality.

It is important that these core elements remain consistent throughout all across all digital and physical touchpoints to create unity.

A logo is the visual representation of a brand and is meant to capture and evoke the overall brand essence. To create a solid brand image, it is important that the Des Moines International Airport logo be used consistently across all communication materials.



PRIMARY LOGOS

The full color primary Des Moines International Airport logo should be used in most applications. Alternate color variations are provided for use on dark backgrounds and in limited color applications.

See [page 6](#) for proper usage guidelines.

FULL COLOR



COLOR REVERSE



REVERSE WHITE



1 COLOR



BLACK



SECONDARY LOGOS

NO TAGLINE

A simplified version of the logo without the 'International Airport' tagline is available for use in smaller applications where less detail is desired, such as branded items, or three-dimensional signage.

HORIZONTAL

Horizontal versions of the logo are available for use when inclusion of the full spelling of 'Des Moines' is desired. Two and three line versions may be used interchangeably as space allows.

See [page 6](#) for proper usage guidelines.

NO TAGLINE VARIATION



HORIZONTAL - DES MOINES VARIATIONS

2 Line



3 Line



SPACING AND MINIMUM SIZES

Keeping adequate clear space around the Des Moines International Airport logo is crucial for the legibility of the mark. Make sure there is sufficient clear space — equal to the diameter of the counterform inside the “D” — around the logo on all sides of the logo. No graphic elements or text should appear within the clear space.

MINIMUM SIZE

Minimum sizes are established to maintain the integrity of the logo and its letterforms. Common applications of this rule will apply to web and imprinting on branded items.

Clear Space



Minimum Size



LOGO USAGE: DO THIS

FULL COLOR

- **Primary** and **Horizontal** Full Color Logos should always appear on a white background to ensure proper contrast.
- **No Tagline** Full Color Logo may be used on photographic backgrounds, if enough contrast is provided.

ONE COLOR

- **One Color** (PMS 534) Logo variations should be used sparingly, and may appear on a white or Sky Blue (PMS 3545) background only.

REVERSE COLOR & REVERSE WHITE

- **Reversed White** Logos may appear on Deep Blue (PMS 535), or black backgrounds.
- **Reversed Color** Logos should appear on Deep Blue (PMS 535) only.
- **No Tagline** Reversed White and Reversed Color Logos may be used on photographic backgrounds if enough contrast is provided.

DO

- Ensure proper clear space around the logo.
- Ensure proper contrast on colored or photographic backgrounds.



LOGO USAGE: DON'T DO THIS

DO NOT

- Rotate, skew, or change the opacity of the logos.
- Place the logos on busy photographic backgrounds or backgrounds with low contrast.
- Rearrange or resize logo elements.
- Place the logos on unapproved colors, or colors not included in the brand's color palette.
- Change the colors of the logo or elements within the logo.



COLOR

Blues dominate the Des Moines International Airport color palette, chosen for their connotations of both trust and authority, as well as their reflection of the skies in which we fly.

PRIMARY COLORS

Deep Blue and Sky Blue appear in Full Color variations of the logo, and should be the primary colors used in branded applications.

SECONDARY COLORS

Royal Blue, Plum Purple, Deep Teal, and Neon Yellow should be used to add variety, depth and interest to applications. These colors should always be paired with a primary color on an icon or graphic and never stand alone. Neon Yellow should be used sparingly, to draw attention to important elements such as calls to action.

Reference the [following page](#) for color usage.

PRIMARY COLORS



DEEP BLUE

PMS 534 C

RGB 26 / 54 / 94

CMYK 99 / 84 / 37 / 28

HEX #1A355E



SKY BLUE

PMS 3545 C

RGB 0 / 186 / 225

CMYK 76 / 1 / 8 / 0

HEX #00BAE2

SECONDARY COLORS



ROYAL BLUE

PMS 2196 C

RGB 0 / 107 / 171

CMYK 100 / 56 / 9 / 0

HEX #006BAB



PLUM PURPLE

PMS 7657 C

RGB 112 / 43 / 98

CMYK 58 / 95 / 33 / 18

HEX #530A44



DEEP TEAL

PMS 5473 C

RGB 20 / 94 / 103

CMYK 91 / 49 / 33 / 18

HEX #145E67



NEON YELLOW

PMS 380 C

RGB 219 / 226 / 68

CMYK 18 / 0 / 88 / 0

HEX #DAE244

CONTRAST AND ACCESSIBILITY

Keep in mind readability and accessibility when combining colors. Ensure there is enough contrast between logos, shapes, and letter forms.

CONTRAST CHART

Please follow the suggested combinations of background and accent colors. The chart linked below and on this page overviews each combination:

- AAA and AA color combinations are compliant and ideal for contrast
- AA18 color combinations are compliant for large text
- DNP color combinations are NOT compliant and should be avoided

[View the Full Accessibility Chart Here](#)

Background	Text	#FFFFFF	#000	#1A355E	#006BAB	#00BAE2	#DAE244	#530A44	#145E67
White #FFFFFF	Text		Text	Text	Text	Text	Text	Text	Text
		AAA 21	AAA 12.2	AA 5.6	DNP 2.3	DNP 1.4	AAA 14	AAA 7.4	
#000	Text	AAA 21		Text	Text	Text	Text	Text	Text
			DNP 1.7	AA18 3.6	AAA 9.1	AAA 14.9	DNP 1.4	DNP 2.8	
Deep Blue #1A355E	Text	AAA 12.2	DNP 1.7		Text	Text	Text	Text	Text
				DNP 2.1	AA 5.3	AAA 8.7	DNP 1.1	DNP 1.6	
Royal Blue #006BAB	Text	AA 5.6	AA18 3.6	DNP 2.1		Text	Text	Text	Text
					DNP 2.4	AA18 4	DNP 2.4	DNP 1.3	
Sky Blue #00BAE2	Text	DNP 2.3	AAA 9.1	AA 5.3	DNP 2.4		Text	Text	Text
						DNP 1.6	AA 6.1	AA18 3.2	
Neon Yellow #DAE244	Text	DNP 1.4	AAA 14.9	AAA 8.7	AA18 4	DNP 1.6		Text	Text
							AAA 10	AA 5.2	
Plum Purple #530A44	Text	AAA 14	DNP 1.4	DNP 1.1	DNP 2.4	AA 6.1	AAA 10		Text
								DNP 1.8	
Deep Teal #145E67	Text	AAA 7.4	DNP 2.8	DNP 1.6	DNP 1.3	AA18 3.2	AA 5.2	DNP 1.8	

AAA Pass, AAA (7+)

AA Pass, AA (4.5+)

AA18 Pass, Large Text Only (3+)

DNP Does Not Pass

[About WCAG 2.0 contrast](#)

FONTS AND TYPOGRAPHY

The primary typographic family for the Des Moines International Airport is **Bicyclette**. The secondary and websafe font family is **Montserrat**.

The primary and secondary fonts should be used for headlines, subheads and body text. Both fonts may be used in web applications.

Arial may be used as an alternate font when the primary and secondary fonts are unavailable.

PRIMARY FONT [Adobe Link](#) | [Purchase Link](#)

BICYCLETTE

Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

REGULAR **BOLD BLACK**

SECONDARY + WEBSAFE FONT [Google Download Link](#)

Montserrat

Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

REGULAR MEDIUM SEMIBOLD **BOLD EXTRABOLD BLACK**

FONT USAGE

H1 / HEADLINE

Bicyclette Bold 33pt
Tracking 20pt / Leading 36pt

H2 / SUBHEADLINE

Montserrat Bold 21pt
Tracking 100pt / Leading 24pt

H3 / SUBTITLE

Montserrat Semibold 16pt
Tracking 100pt / Leading 18pt

PARAGRAPH

Montserrat Weight 10pt
Leading 14pt

QUOTE/CALLOUT

Bicyclette Bold 19pt
Tracking 50pt / Leading 24pt

HEADLINE

SUBHEADLINE

SUBTITLE

Lorem Voluptiur? Nat ex enim con plitatendic torerum as aut hiliam es magnihil expligendae lat untum qui deribus del moloritatus estis aut alitiatint autosed que cus doluptas mint quas re et facilia qui odicab iliquatio.

“CALLOUT HEADLINE

ICONOGRAPHY

Branded iconography for the Des Moines International Airport style utilizes a solid white universal design illustration style enclosed in a Deep Blue circle for a crisp, consistent look with strong legibility.

In some instances, such as the parking icon, the background shape or color may change to create differentiation.

Note: Standards for Des Moines International Airport wayfinding signage is not included in this document. Iconography styles and colors shown here apply to branded digital and print applications, and differ from the standards adhered to in wayfinding signage.



PATTERNS

Patterns are available for specific design layouts. They should be used minimally as design accents or backgrounds on digital and print layouts.



FILE TYPES

Brand assets are available in several different file types. Use this guide to determine the appropriate file for each application.

PRINT USAGE

File types for print production scale up without losing quality (great for large format). Files meant for print use CMYK or PMS colors (also known as 'spot' color). Typical files that you might use to create a print piece are:

- **.ai** files are vector files that require Adobe Illustrator or Creative Cloud to manipulate. They can be scaled to any size without losing quality.
- **.eps** files are more universal vector file format that can be used with most graphics software. These files can also be scaled to any size without losing quality.

SCREEN / DIGITAL USAGE

Files meant for viewing on screen use RGB color space. They are typically used for Microsoft Office, Canva, and web applications. File types include:

- **.jpg/jpeg** files are raster files that are compact and have a white background. They should not be scaled larger than the original size, but can be used smaller.
- **.png** files are raster files that can have a transparent background. They should not be scaled larger than the original size, but can be used smaller.
- **.svg** are vector files that tend to be very compact and also include transparency effects. They can be scaled to large sizes with no effect on quality. They are typically used in responsive websites.