

# ARTS in the AIRPORT

## WORKSHOP

Indianapolis, Indiana

WESTIN INDIANAPOLIS

APRIL 14-16, 2010

### PROGRAM INFORMATION

The American Association of Airport Executives (AAAE) and Indianapolis International Airport are pleased to present the Eighth Annual AAAE Arts in the Airport Workshop! This two-day workshop, the only one of its kind in the airport and art industries, is designed to help airport personnel involved with art programs incorporate these programs into their airport, derive financial and public relations benefits from the programs, and discuss the latest trends and challenges in airport art.

In addition to attracting airport art program/public relations/community outreach directors, artists and consultants in the art industry, this workshop is also beneficial for airport directors. Airport art not only provides financial benefits in difficult economic times through sponsorship and various fundraising, but these programs have actually caused some passengers to fly through certain airports again because they enjoy the art! By attending this workshop, airport directors will learn how their airports can enjoy the same success with art. Here is one such success story and there are many others around the world:

*"It is our experience that an effective art and culture program at an airport can have unexpected benefits for an airport operator. While the art and culture program can certainly distract and entertain the traveler, it affords the airport operator the opportunity to engage the community the airport serves in an entirely new way, opening doors and starting dialogues that are simply not possible without an art and cultural program. An airport can be more a part of the community it serves with an art and culture program that reflects that community."* - **Toby Lennox, Vice President, Corporate Affairs and Communications, Greater Toronto Airports Authority**

### CONTACTS

**For further speaking, program, agenda and sponsorship information,** contact Greg Mamary, AAAE, at (703) 824-0500, Ext. 176, or e-mail [greg.mamary@aaae.org](mailto:greg.mamary@aaae.org).

**For further registration and hotel information,** contact Alexia Marquez, CMP, AAAE, at (703) 824-0500, Ext. 201, or e-mail [alexia.marquez@aaae.org](mailto:alexia.marquez@aaae.org).



### AGENDA *(subject to change; additional topics to be added)*

#### WEDNESDAY, APRIL 14

Reception and Slide Slam at the Eiteljorg Museum of American Indians and Western Art beginning at 7 p.m.

#### THURSDAY, APRIL 15

##### Show Don't Tell – Selling the Benefits of Airport Arts Programs

Arts programming is sometimes perceived by airport leadership as an unnecessary expense. Given the current economic times, it is important to provide leadership with valuable reasons to do art programming. This session will explore tools for developing strong and viable airport arts programs. Topics discussed will include: the airport art master plan; the benefits of rotating exhibits versus permanent art, and vice versa; performance arts programming; alternative arts programming; and current trends in arts programming at airports.

##### The Icing on the Cake: Installing the Artwork

This session will serve as a logical introduction to the following session about The New Indianapolis International Airport and subsequent tour of the facility. Questions to answer include: How do we time the installation with other trades? Can we leave out this window or door until later? What floor protection is required? Getting the structural engineer's approval of equipment and knowing the exact weights of equipment and sculpture is a must. Finding a way to get all the players excited about the art is not easy, but making it an inclusive process is essential.

##### Steps to Effective Art Program Coordination in New Airport Construction

Before embarking on our airport tour, this session will explore many important issues related to coordinating art into the architectural design and construction phases of new airport construction projects. These issues include engaging the design and construction team, tips for effective communication, integrating the artwork into the design and construction documents, managing artists' expectations for the construction process and working with existing project contractors to perform side work for artists.

##### The New Indianapolis International Airport Art Tour

The New Indianapolis International Airport contains 39 works of art by 18 artists. Highlights include terrazzo floor artworks by Lynn Basa and Tom Torluemke, glittering glass tile mosaics by Ann Gardner and Dixie Friend Gay, art glass murals by British artist Martin Donlin, and an interactive pedestrian bridge by Electroland. Locally-based artists will be on-hand to discuss their processes.

#### FRIDAY, APRIL 16

##### Performing Arts Programs: Policies & Procedures, Issues & Solutions

In addition to providing details on policies and procedures to have in place when managing a performing arts program, this presentation will highlight several specific, real-life issues and provide solutions to the following: Cultural Diversity vs. Offending a Culture, The Familiar Airport Environment vs. The Unfamiliar Performing Arts, Understanding Its Purpose vs. Pleasing People, Keeping it Fresh and Taking Risks vs. Staying in Your Comfort Zone, and How Much is Too Much?

##### Challenging Times Call for Creative Solutions

This session will introduce the creation and use of an on-line internet auction that can raise funds for an airport arts program or performance programming. The presentation will cover the necessity of setting up a non-profit foundation, identifying the proper company to host the auction site, the cost to run an auction, hot to solicit sponsors and compelling/widely-priced auction items, the nuts and bolts of the auction site, what happens during the auction period itself and the fulfillment process, including payment procedures. A case study will be shown.

##### Creatively Funding Airport Art Programs

This session will highlight the innovative ways to fund airport art programs outside the traditional means. We will discuss setting up a non-profit organization, grant funding, community partnerships and sponsorships. Case studies of funded programs at Nashville International Airport and actual winning grant proposals will be provided.

# REGISTRATION FORM



April 14 - 16, 2010 • Indianapolis, Indiana • Meeting #100406

### HOTEL RESERVATIONS

Rooms are being held at The Westin Indianapolis, 50 South Capitol Avenue, Indianapolis, IN 46204, phone (317) 262-8100, fax (317) 231-3928. All attendees will receive a special rate of \$165 single/double. **Reservations must be made by Friday, April 2, 2010** in order to guarantee this rate. Reservations made after this date can only be honored on a space available basis. To make your hotel reservations, call the hotel directly at (317) 262-8100 or toll free at (800) 937-8461 and identify yourself as part of the AAAE group. A deposit equal to one night's stay is required to confirm your reservation and it will be applied to the first night of your reserved stay. The deposit is refundable if cancellation notice is received at least 48 hours prior to arrival.

### AIRLINE RESERVATIONS

American Airlines has been selected as the official air carrier for this meeting. Attendees can receive a 5% discount off American's published fares. Rules and restrictions apply. To take advantage of American's special fares, call American Airlines directly at (800) 433-1790 from 6 a.m.-1 a.m. eastern time daily and refer to star file #A6840AE.

### GROUND TRANSPORTATION

Indianapolis International Airport is located 12 miles from The Westin Indianapolis. Centrally located in the first level of the parking garage, outside of baggage claim area two, directly across from the passenger terminal, the Ground Transportation Center (GTC) is your connection for shuttle bus, taxi and other forms of ground transportation from the airport. The IndyGo Green Line Downtown/Airport Express delivers non-stop service from the Indianapolis International Airport to The Westin Indianapolis daily from 5 a.m. - 9 p.m., running every 20 minutes, cost is \$7 per trip. You may pay with credit card (Visa or Master Card), exact fare on bus or purchase fare passes in advance by calling (317) 635-3344 or online at www.IndyGo.net. Carey Indiana provides shared ride service from Indianapolis International Airport to The Westin Indianapolis daily from 8 a.m. to 12 midnight which costs approximately \$16 per person each way. All pick-ups are made at the Ground Transportation Center (GTC). Reservations may be made by calling (317) 241-7100 or online at ww.careyindiana.com. Alternately, a taxi ride costs approximately \$25 one way. For your convenience, there are two curbside taxi-stands on the lower-level terminal drive. Look for the overhead signs, then push the taxi "call button" and wait for your driver. Avis Rent-A-Car System, Inc. is the official rental car company for this meeting. To make reservations or for further information, call (800) 331-1600 and reference J097316.



**NOTE:** AAAE reserves the right to cancel this program if the number of registrants is insufficient. In this event, we will notify all registrants and refund the registration fee in full. However, any costs incurred by the registrant, such as hotel cancellation or airline penalties, are the responsibility of the registrant. Confirmation letters will be e-mailed to attendees within two weeks of receipt of registration. If you have not received a confirmation letter via e-mail two business days prior to the meeting, and you enrolled at least 15 days prior to the meeting, please contact the AAAE Meetings Department at (703) 824-0504. Non-receipt of the confirmation letter before the meeting is not justification for seeking a refund.

**Cancellation Policy:** Registrations and cancellations must be submitted in writing. Cancellation requests received before Friday, April 2, 2010 are subject to a \$125 processing fee and will be processed after the meeting takes place. There will be no refunds after this date. Substitutions will be accepted without penalties and no-shows will be billed. For all inquiries regarding cancellations and refunds, please contact the AAAE Meetings Department at (703) 824-0504 or e-mail aaaemeetings@aaae.org.

Future correspondence will be sent to the address, fax number and/or e-mail address below.  Check here if new contact information has been provided.

Nickname for Badge \_\_\_\_\_ E-mail Address \_\_\_\_\_

Mr./Ms. (circle one) First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Airport/Company \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Please indicate any special needs to participate and attach a description of your needs.

**REGISTRATION FEES** (in U.S. funds drawn on a U.S. bank) (The registration fee includes the reception, the airport tour, two continental breakfasts, two luncheons, all refreshment breaks and workshop handouts.)

- AAAE member ..... \$450
- Non-member ..... \$480
- Full-time student rate (ID required) ..... \$275

### SPONSORSHIP OPPORTUNITIES

- Luncheon ..... \$2,500
- Continental Breakfast..... \$1,500
- Coffee/Refreshment Break ..... \$750

### Accredited Airport Executives®



This course is worth nine credits in the AAAE Continuing Airport Management Education Unit (CEU) program.

All sessions will take place at The Westin Indianapolis. Sessions will begin at 8:45 a.m. (registration opens at 8 a.m.) on Thursday, April 15, and end at 5 p.m. on Friday, April 16. Dress is business casual (no ties). Confirmation letters will be e-mailed to attendees.

### PAYMENT METHOD

Enclosed is my check payable to AAAE       Purchase Order # \_\_\_\_\_ Totals: \_\_\_\_\_

Upon receipt of this form, please charge my:  American Express    MasterCard    Visa

Cardholder Name \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Return to: AAAE, 601 Madison St., #400, Alexandria, VA 22314 (USA) or Fax to (703) 820-1395

Photocopies of this form will be accepted. AAAE accepts registration regardless of race, religion, sexual orientation, sex, physical disability and national or ethnic origin. This includes but is not limited to admissions, employment and educational services. Registrations and cancellations must be submitted in writing. Refunds requests received before 4/17/09 are subject to a \$125 processing fee. There will be no refunds after this date. Substitutions will be accepted without penalty and no-shows will be billed. For inquiries regarding cancellations and refunds, contact the AAAE Meetings Department at (703) 824-0504.