



## BUSINESSES ARE CONNECTING WITH MGM PASSENGERS

The Montgomery Airport Authority and executive leadership of the Montgomery Regional Airport recognized a need to create a more engaging space to welcome travelers, one more reflective of the community as a whole. One that showcased Montgomery's gateway to the world and the world's gateway to Montgomery.

That's where Air Launch came in.

A subsidiary of Copperwing Design, LLC, Air Launch LLC, along with representatives of MGM, unveiled a fresh new look for Montgomery Regional Airport's baggage claim area in March. And it's only the beginning. Future plans are underway to visually reinvigorate the rest of the terminal.

Not only are approximately 338,000 passengers over the course of a year making connections, but now local businesses and attractions have multiple opportunities to connect with them. And not just with passengers, but with the additional visitors that accompany each traveler – which according to industry calculations, brings the total up to 845,000 visitors annually to the MGM terminal.

Vibrant new graphics that will continue to infuse the airport with energy also provide a captivating way to reach a receptive audience through marketing and sponsorship opportunities. While visitors are already using the new, panoramic map mural to orient

themselves to the River Region and its landmarks, digital displays offer an ideal venue for event promotions. Other eye-catching spaces range from wall-size to smaller hanging banners – highly visible throughout the airport – in key areas such as the ticketing lobby, rotunda and gate area.

Already, medical centers, universities, museums/attractions, hotels and other businesses have taken advantage of these opportunities offered through Air Launch, and are being seen not just by visiting passengers, but are also providing reminders of their services to new residents (including members of the military) as well those already living in the River Region.

"Copperwing understands the Montgomery Regional Airport brand firsthand," said Brian Key, principal and account director for the firm. "So we created Air Launch to leverage our skill in designing exhibits and spaces that would reflect our community. At the same time, we wanted to provide what businesses and organizations would want to see as potential advertising opportunities. It's something unique, and required a unique ability to make something like this happen."

For more information on marketing and sponsorship opportunities at Montgomery Regional Airport, call Brian Key at 334.481.1425 or email [brian.key@goairlaunch.com](mailto:brian.key@goairlaunch.com). ■