



# DEN WELCOME SIGN FIRST CONTRACT AMENDMENT 201631761-01

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October 2017

# WELCOME SIGN

- Welcome sign agreement executed Dec. 2016
- Creates an exciting new visual experience and gateway to DEN, unlike anything at American airports
- Creates a unique first impression of our airport for millions of visitors
- Pays for itself through advertising
- Allows us to showcase the best we have to offer!



# CONTRACT AMENDMENT

- Panasonic Enterprise Solutions Company (PESCO) will no longer contribute \$4.5M to the construction of the sign
- DEN will pay for the total cost of the sign - \$11.5M
- PESCO will still be responsible for above ground construction, content management and operations and maintenance
- PESCO will no longer participate in revenue sharing
- DEN will now manage:
  - All advertisement sales
  - Competitive selection of outside partner to sell on premise advertising
  - Control time allotted for Public Service Announcements
- Contract term reduced from 16 years to 12 years

# CONTRACT AMENDMENT RATIONALE

- Discovered Peña Blvd. added to the National Highway System
- Gives DEN more control over the sign content
- Still allows for a “one of a kind” sign that creates new opportunity to market on airport programs, events and services
- Allows DEN to continue strong partnership with Panasonic
- Maintains completion date of Fall 2017



