



Skywalk Signage Placement Tips

The Grand Rapids **Skywalk** is a great way for your attendees to get from one place to another without having to walk outside. It's noted on this map as the white line leading from DeVos Place to VanAndel Arena.

While it is easy to navigate, attendees always appreciate conference signage to assure them they are headed in the right direction. Here are a few suggestions as to where you should place your skywalk signage.

Using this map:

- The lime green area shown at DeVos Place represents the lower level. The white line is the skywalk level (Level 2)
- If you are using Grand Gallery Overlook or River Overlook rooms at DeVos Place, signs located at position **A** are helpful to direct attendees up the escalator.
- A sign placed at location **B** can direct them to use elevator or escalator to find the Grand Gallery on level 1.
- DeVos Place main office is located at **C**.
- Location **E** is helpful to point your attendees either to the Elevator or Stairs to the Welsh Lobby, or to turn them to the right to find the Grand Gallery area. Additional signs could be used to help them return to their hotel.
- There is a critical turn at location **F** because it's within the Center Concourse of the Amway Grand Plaza.
- The **H** might need multiple signs to help guide attendees from the Amway Parking Ramp, as well as, the JW Marriott and Courtyard by Marriott.
- Places to exit the skywalk to the outside include: **A, B, D E, H, & L**

Tips for signage:

- To make your signs reusable, make arrows detachable.
- Don't forget to bring your own easels or rent them from a decorating company.
- The skywalk is periodically monitored by security, but your signs are unattended.
- When directing attendees to the Secchia Lobby in DeVos Place, and promoting use of the elevator, we recommend the following:
 1. Location **E** pointing them towards the elevator area on the skywalk level.
 2. Maybe a sign near the elevator directing them to Level 1.
 3. When they exit the elevator on the 1st floor they need to walk through the propped open door. Another good place for a sign.
 4. Once through the doorway, a sign pointing them to the left to walk through the Welsh Lobby.
 5. Then a sign pointing right to continue them to the Secchia Lobby.