

Skywalk Way-finding Template for Planners

The Grand Rapids **Skywalk** is a great way for your attendees to get from one place to another without having to walk outside. While it is easily navigated, attendees always appreciate a conference sign to assure them they are headed in the right direction. We have a few suggestions for your Skywalk and DeVos Place signage.

Using this map:

- The light grey area shown at DeVos Place represents the main floor (Level 1). The black line represents the skywalk level (Level 2).
- Place signs in location **A, B, and C** if you are directing attendees from the DeVos Ballrooms to the escalator located at position **C** to River Overlook rooms.
- If you are directing people from the skywalk to the Grand Gallery Overlook rooms you'll need to place signs in location **D**.
- Location **G** should provide a sign that indicates that they can take the steps or elevator to the Welsh Lobby.
- Location **F & E** are basically a path that is easy to follow, but sometimes signs of encouragement helps your attendees know that they are on the right path.
- The bank of parking elevators causes some blind spots for attendees using the skywalk located near position **L**. It's also good to have a directional sign for those who are exiting that elevator bank.
- A sign located in position **M** is helpful when leading people to the JW Marriott.

Tips for signage:

- To make your signs reusable, make the arrows detachable. That way you can change the directions of the arrows based on where you are moving your attendees. This will also help you as you decide which side of the skywalk you want to place your signs.
- 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 unless you assign a volunteer to monitor them.
- The Amway Grand Plaza Hotel does not allow signs in the portion of the skywalk that goes through their building. If you have concerns, your Convention Services Manager at Amway Grand Plaza Hotel can help you.
- When attendees to the Secchia Lobby at DeVos Place, you may want to consider the following three signs:
 1. Location **G** pointing towards the elevator area on the skywalk level.
 2. A sign upon exiting the elevator on Level 1 directing them to the open doorway
 3. Location **H** once you go through the open doorway

