



### **“Rules of the Road” for ACI-NA Consideration in Collaborating With Firms on Airport-Related Innovations**

- The firm must be, or become, an ACI-NA World Business Partner or Associate.
- Consistent with the invitation from President and CEO Kevin Burke in his letter of July 31, 2015, the firm approaches ACI-NA with its idea. Ideas should be presented, at the outset, to **Matthew Cornelius, Managing Director, Air Policy** and **Aneil Patel, Senior Manager, Air Policy**.
- The proposal must involve a new product or service, i.e., one that is not currently available in the marketplace.
- ACI-NA must be convinced that the new product or service will provide a benefit to ACI-NA Members and their users (passengers, cargo, aeronautical users, employees, or concessionaires, etc.) in fulfillment of ACI-NA’s mission to promote best practices and innovation resulting in a better customer/tenant/employee experience at the airport.
- The specific process for evaluating the proposal will be determined, on a case-by-case basis by ACI-NA’s President and CEO, and will typically involve consultation with the Managing Director of Air Policy, the Senior Manager of Air Policy, the Executive Vice President, the General Counsel, and such other ACI-NA officials as the CEO determines to be appropriate, based on the nature of the proposal.
- ACI-NA will protect the proprietary information of the proposer and will use it only to evaluate a potential relationship between ACI-NA and the proposer. ACI-NA will not share such information with other firms that may seek to gain a business advantage from obtaining such information.
- The CEO will consult with the Executive Committee in determining whether ACI-NA will proceed to enter into an arrangement with the proposer. The Executive Committee will determine whether consultation with the ACI-NA Board is necessary or appropriate.

- If ACI-NA decides to proceed, the specific nature of the collaboration, such as, but not limited to, partnership, joint venture, marketing and promotion assistance, interface with government agencies, etc., will be determined mutually by the proposer and ACI-NA, based on the specific circumstances of the proposal.

### **Examples of Process Utilized for Two Recent Technology Projects**

#### **Mobile Passport**

Airside Mobile approached ACI-NA staff in early 2013 with the idea to create a smartphone application which would allow U.S. citizens and Canadians visiting the U.S. on a B1 or B2 visa to submit their immigration and customs information via their smartphones to U.S. Customs and Border Protection (CBP). After review of the idea among senior ACI-NA staff and consultation with ACI-NA's Executive Committee, ACI-NA became a sponsor of Mobile Passport and provided staff resources to work with CBP to develop the product from concept through deployment at five pilot airports. Mobile Passport is now poised to be launched at 15 additional airports in the U.S. and Canada.

#### **CurbPING**

In June 2015, an airport member and an associate member, Planning Technology, Inc. (PTI), approached ACI-NA staff with the concept of developing a smartphone application and geo-fence technology to track and report various types of commercial ground transportation vehicle activity (e.g., taxicabs, shuttles, ride-booking services, etc.) on airport roadways. Over several weeks, the concept was developed and refined, through discussions with PTI and internal ACI-NA staff review. An outline of the proposal with a recommendation to proceed were provided to the ACI-NA Executive Committee. The Executive Committee concurred, and ACI-NA has teamed with PTI while developing the product for pilot testing at several interested airports.