









# Our Story.

**SMG is the “gold standard” in public facility management. No municipality or outside management company can match the breadth and range of our capabilities.**

**Since SMG was founded in 1977, we have brought facilities under management worldwide. A measure of the confidence we inspire among clients is our unparalleled record of client retention. SMG is known as a tireless advocate for the municipalities we represent. We have the programs, systems and talent in place to ensure that all SMG-managed facilities run smoothly and every event we host feels like a celebration to patrons, fans and guests. Stadiums and arenas, convention centers, performing arts theaters and recreational events centers are the signatures of a city. They create a vibrant cultural life for residents, build tourism, and foster a robust local economy. A city’s reputation depends on the excellence of its public facilities - and so does ours.**



# Stadiums + Arenas

## **VENUES**

SMG-managed stadiums and arenas have played host to some of the world's premiere sports events, including the Super Bowl, World Cup Soccer, Winter Olympics, and Commonwealth games. SMG manages more NCAA events than any other single facility or company in the country, and books entertainment as varied as the circus, music extravaganzas and Disney on Ice. Our reputation for consistency and quality precedes us, which is why national promoters and agents often express a preference for booking with SMG-run stadiums and arenas.

SMG standardizes contracts, management tools, financial systems and maintenance policies throughout our network of managed properties to adhere to best practices. All SMG onsite managers enjoy the advantage of SMG's vast resources, from our corporate-wide booking system to the collaborative spirit within SMG to share leads, develop programs and innovate marketing approaches that will increase revenue at each facility.







## Stadium Clients

		# of Seats					
Mercedes-Benz Superdome	New Orleans	LA	76,000	Raising Cane's River Center Arena	Baton Rouge	LA	12,000
TIAA Bank Field	Jacksonville	FL	73,000	Peoria Civic Center	Peoria	IL	12,000
U.S. Bank Stadium	Minneapolis	MN	73,000	Stockton Arena	Stockton	CA	12,000
NRG Stadium	Houston	TX	71,500	Denny Sanford Premier Center	Sioux Falls	SD	12,000
NRG Astrodome	Houston	TX	70,000	SNHU Arena	Manchester	NH	11,770
State Farm Stadium	Glendale	AZ	63,400	Selland Arena	Fresno	CA	11,300
Soldier Field	Chicago	IL	62,000	Metro Radio Arena	Newcastle	UK	11,000
Scott Stadium	Charlottesville	VA	61,500	Citizens Business Bank Arena	Ontario	CA	11,000
McLane Stadium	Waco	TX	45,000	American Bank Center	Corpus Christi	TX	10,500
Wroclaw Stadium	Wroclaw	Poland	42,000	Silver Spurs Arena	Kissimmee	FL	10,500
Yulman Stadium	New Orleans	LA	30,000	Mobile Civic Center	Mobile	AL	10,112
Cohen Stadium	El Paso	TX	9,725	Florence Civic Center	Florence	SC	10,000
Baseball Grounds of Jacksonville	Jacksonville	FL	7,200	Sames Auto Center	Laredo	TX	10,000
Banner Island Ballpark	Stockton	CA	5,000	BMO Harris Bank Center	Rockford	IL	10,000
Sioux Falls Stadium	Sioux Falls	SD	4,462	Odyssey Arena	Belfast	N Ireland	10,000
				Pensacola Bay Center	Pensacola	FL	10,000
				Veterans Memorial Coliseum	Madison	WI	10,000
				Wintrust Arena	Chicago	IL	10,000
				Rapides Parish Coliseum	Alexandria	LA	10,000
				The BB&T Arena at NKU	Highland Heights	KY	9,400
				George M. Sullivan Sports Arena	Anchorage	AK	9,046
				Santander Arena	Reading	PA	9,000
				Tucson Arena	Tucson	AZ	8,900
				Avenir Centre	Moncton	NB	8,500
				Mohegan Sun Arena at Casey Plaza	Wilkes-Barre	PA	8,500
				Big Sandy Superstore Arena	Huntington	WV	8,101
				Huntington Center	Toledo	OH	8,000
				H-E-B Center at Cedar Park	Cedar Park	TX	8,000
				NRG Arena	Houston	TX	7,800
				The Arena at The Dow Event Center	Saginaw	MI	7,600
				Sioux Falls Arena	Sioux Falls	SD	7,000
				The Oncenter - War Memorial Arena	Syracuse	NY	7,000
				Cox Business Center	Tulsa	OK	7,000
				Reno Events Center	Reno	NV	7,000
				Canalta Centre	Medicine Hat	ON	6,500
				Knoxville Civic Coliseum	Knoxville	TN	6,500
				John A. Carlson Center	Fairbanks	AK	6,100
				1st Summit Arena @ Cambria County War Memorial	Johnstown	PA	6,000
				Meridian Centre	St. Catharines	ON	6,000
				accesso ShoWare Center	Kent	WA	6,000
				Canton Memorial Civic Center	Canton	OH	5,500
				Leon's Centre	Kingston	ON	5,200
				Cabarrus Arena and Events Center	Concord	NC	5,200
				Five Flags Center Arena	Dubuque	IA	4,800
				Bonus Arena	Hull	UK	3,500

## Arena Clients

Manchester Arena	Manchester	UK	21,000
Smoothie King Center	New Orleans	LA	19,711
BOK Center	Tulsa	OK	19,200
Chesapeake Energy Arena	Oklahoma City	OK	19,000
Coliseo de Puerto Rico	San Juan	PR	18,000
Times Union Center	Albany	NY	17,500
Save Mart Center	Fresno	CA	16,182
John Paul Jones Arena	Charlottesville	VA	16,000
Cox Convention Center	Oklahoma City	OK	15,000
INTRUST Bank Arena	Wichita	KS	15,000
Pinnacle Bank Arena	Lincoln	NE	15,000
DCU Center Arena	Worcester	MA	14,800
Jacksonville Veterans Memorial Arena	Jacksonville	FL	14,500
Royal Farms Arena	Baltimore	MD	14,000
CenturyLink Center	Bossier City	LA	14,000
Dunkin' Donuts Center	Providence	RI	14,000
Richmond Coliseum	Richmond	VA	13,553
Long Beach Arena	Long Beach	CA	13,500
North Charleston Coliseum	North Charleston	SC	13,295
Konig-Pilsener Arena	Oberhausen	Germany	13,000
First Direct Arena	Leeds	UK	12,500
Petersen Events Center	Pittsburgh	PA	12,500
Aberdeen Exhibition Center Arena	Aberdeen	Scotland	12,500
Van Andel Arena	Grand Rapids	MI	12,100





# Convention + Exhibition Centers

## **VENUES**

With our extensive network of convention, exhibition, and conference centers, SMG has the knowledge and experience to leverage companies seeking new venues and destinations to host their events. Our database of events planners is second to none, and our electronic access program makes it easy for planners to shop dozens of SMG venues and learn availability and pricing without delay.

For municipalities, SMG turns conventions and trade shows into business tourism dollars by partnering with local Convention and Visitors Bureaus and hotels to promote regional attractions and demonstrate that this is a great place to conduct business. Customer service is the key at all SMG venues, and SMG's ongoing k'nekt™ training workshops teach employees how to act as ambassadors for the facility by creating a business friendly environment and a positive experience for all who enter the building.





# Convention Centers

## Convention Center Clients

Sq. Ft. Exhibition Space

Shenzhen World Exhibition & Conv. Ctr.	Shenzhen	China	4,300,000	Rhode Island Convention Center	Providence	RI	100,000
McCormick Place	Chicago	IL	2,670,000	Fresno Convention Center	Fresno	CA	96,000
NRG Center	Houston	TX	1,484,000	Shreveport Convention Center	Shreveport	LA	95,000
Energcare Centre	Toronto	ON	1,000,000	Ontario Convention Center	Ontario	CA	90,000
Moscone Center	San Francisco	CA	742,000	El Paso Convention Center	El Paso	TX	80,000
Cobo Center	Detroit	MI	722,000	Prime F. Osborn III Convention Center	Jacksonville	FL	78,500
Pennsylvania Convention Center	Philadelphia	PA	679,000	Montego Bay Convention Centre	Montego Bay	Jamaica	77,000
Colorado Convention Center	Denver	CO	584,000	American Bank Center Convention Ctr.	Corpus Christi	TX	76,000
Salt Palace Convention Center	Salt Lake City	UT	515,000	SeaGate Convention Centre	Toledo	OH	75,000
Greater Columbus Convention Center	Columbus	OH	426,000	Dena'ina Civic and Convention Center	Anchorage	AK	74,400
Reno-Sparks Convention Center	Reno	NV	380,000	Wildwoods Convention Center	Wildwood	NJ	73,000
Greenville Convention Center	Greenville	SC	368,000	Miami Convention and Conference Center	Miami	FL	72,000
David L. Lawrence Convention Center	Pittsburgh	PA	313,400	Irving Convention Center	Irving	TX	70,000
Mountain America Expo Center	Sandy	UT	243,000	Charles F. Dodge City Center	Pembroke Pines	FL	70,000
Huntington Convention Center	Cleveland	OH	225,000	Century Center	South Bend	IN	66,250
Long Beach Convention Center	Long Beach	CA	224,000	The Oncenter - Nicholas J. Pirro Conv. Ctr.	Syracuse	NY	65,000
DeVos Place	Grand Rapids	MI	202,000	Meadowlands Exposition Center	Secaucus	NJ	61,000
Broward County Convention Center	Fort Lauderdale	FL	200,000	Chilhowee Park and Exposition Center	Knoxville	TN	57,100
New Oklahoma City Convention Center	Oklahoma City	OK	200,000	Five Flags Center	Dubuque	IA	57,000
Festival Hall at Navy Pier	Chicago	IL	170,000	Sioux Falls Convention Center	Sioux Falls	SD	50,000
Albuquerque Convention Center	Albuquerque	NM	167,000	Albany Capital Center	Albany	NY	50,000
Mercedes-Benz Superdome Conv. Ctr.	New Orleans	LA	166,000	Aberdeen Exhibition and Conference Centre	Aberdeen	Scotland	48,000
University of Phoenix Stadium	Glendale	AZ	160,000	Osceola Heritage Park	Kissimmee	FL	48,000
Tucson Convention Center	Tucson	AZ	145,000	Branson Convention Center	Branson	MO	47,172
US Bank Stadium	Minneapolis	MN	137,000	Pontchartrain Center	Kenner	LA	47,000
Charleston Area Convention Center	Charleston	SC	135,000	Jekyll Island Convention Center	Jekyll Island	GA	45,200
Palm Springs Convention Center	Palm Springs	CA	130,600	William A. Egan Civic and Convention Ctr.	Anchorage	AK	45,000
Jackson Convention Complex	Jackson	MS	128,000	Florence Civic Center	Florence	SC	44,500
Global Center for Health Innovation	Cleveland	OH	120,000	Beanfield Centre	Toronto	ON	44,500
Knoxville Convention Center	Knoxville	TN	120,000	The Hall at the Dow Event Center	Saginaw	MI	42,500
Peoria Civic Center	Peoria	IL	110,000	Wilmington Convention Center	Wilmington	NC	42,000
Hampton Roads Convention Center	Hampton	VA	102,000	Old National Events Plaza	Evansville	IN	38,000
Cox Business Center	Tulsa	OK	102,000	Pensacola Bay Center	Pensacola	FL	36,000
Raising Cane's River Center	Baton Rouge	LA	100,000	Lynnwood Convention Center	Lynnwood	WA	34,000
Cabarrus Arena and Events Center	Concord	NC	100,000	Blue Water Convention Center	Port Huron	MI	34,000
Cox Convention Center	Oklahoma City	OK	100,000	Valdez Hall	Fresno	CA	32,000
DCU Center Convention Center	Worcester	MA	100,000	Charlotte Harbor Event & Conference Ctr.	Punta Gorda	FL	20,000
Arthur R. Outlaw Mobile Convention Ctr.	Mobile	AL	100,000	Big Sandy Superstore Arena	Huntington	WV	15,000

# Performing Arts Theaters

## **VENUES**

Through SMG, performing arts theaters in every market gain access to the world's top talent. Major promoters and agents make it a point to alert SMG Booking to upcoming tours, and even participate in bi-weekly SMG conference calls to brief site managers in greater detail. The reason is not just the large number of performing arts theaters that SMG represents, but SMG's total commitment of sales and marketing support. As a matter of policy, we work closely with the local CVB and community groups to promote and advertise coming attractions and develop inclusive hotel packages for convention goers and out-of-towners.

Crowd-pleasing entertainment is only part of our strategy. We are dedicated to making every patron feel like a guest even before they walk into the theater. This attentiveness begins with the ease of buying show tickets online, to the courteousness of ticket takers and ushers, to the elegant food and beverage bar in the pre-function gathering area. By making every event feel like a special occasion, it isn't just the patrons who are eager to return, the visiting artists and their promoters are too.





# Performing Arts Centers

## Theater and Performing Arts Center Clients

		# of Seats					
Bellco Theatre	Denver	CO	5,096	Charlotte Harbor Event & Conference Ctr.	Punta Gorda	FL	1,500
James L. Knight Center	Miami	FL	4,600	York Barbican	York	UK	1,500
Arie Crown Theater	Chicago	IL	4,249	The Miller Theater	Augusta	GA	1,325
Altria Theater	Richmond	VA	3,667	Orpheum Theatre	Wichita	KS	1,280
Charles F. Dodge City Center	Pembroke Pines	FL	3,500	Jefferson Performing Arts Center	Metairie	LA	1,061
Terrace Theater	Long Beach	CA	3,051	Beverly O'Neill Theater	Long Beach	CA	825
Shreveport Municipal Auditorium	Shreveport	LA	3,007	Five Flags Theater	Dubuque	IA	700
Valdez Hall	Fresno	CA	3,000	The Bendix Theater	South Bend	IN	694
Moran Theater	Jacksonville	FL	2,979	Orpheum Theater	Sioux Falls	SD	680
Larry Aiken Theatre	Evansville	IN	2,571	PLAYHOUSE Whitley Bay	North Tyneside	UK	630
Abraham Chavez Theatre	El Paso	TX	2,500	Terry Theater	Jacksonville	FL	600
American Bank Center - Selena Auditorium	Corpus Christi	TX	2,500	Leo Rich Theater	Tucson	AZ	551
Knoxville Civic Auditorium	Knoxville	TN	2,500	The Oncenter - Carrier Theater	Syracuse	NY	463
Plaza Theatre	El Paso	TX	2,410	James L. Knight Center Ashe Auditorium	Miami	FL	444
DeVos Performance Hall	Grand Rapids	MI	2,400	The Ritz Theatre	Jacksonville	FL	400
Akron Civic Theatre	Akron	OH	2,400	Plowright Theatre	Scunthorpe	UK	354
Saroyan Theatre	Fresno	CA	2,353	Dominion Arts Center Gottwald Playhouse	Richmond	VA	180
Bridgewater Concert Hall	Manchester	UK	2,341	The Oncenter - BeVard Studio	Syracuse	NY	162
Coronado Performing Arts Center	Rockford	IL	2,300				
Kiva Auditorium	Albuquerque	NM	2,300				
Tucson Music Hall	Tucson	AZ	2,289				
The Theater at the Dow Event Center	Saginaw	MI	2,275				
North Charleston Performing Arts Center	North Charleston	SC	2,260				
Buddy Holly Hall of Performing Arts	Lubbock	TX	2,250				
Sands Bethlehem Event Center	Bethlehem	PA	2,250	St. Joseph's Health Amphitheater @ Lakeview	Syracuse	NY	17,500
Peoria Civic Center Theater	Peoria	IL	2,200	Pinewood Bowl	Lincoln	NE	8,000
The Oncenter - Crouse Hinds Theater	Syracuse	NY	2,117	Champions Square	New Orleans	LA	8,000
Bob Hope Theatre	Stockton	CA	2,042	Koka Booth Amphitheatre	Cary	NC	7,000
FM Kirby Center for the Performing Arts	Wilkes-Barre	PA	2,000	The Greek Theatre	Los Angeles	CA	5,900
Kodak Center for Performing Arts	Rochester	NY	1,964	Daily's Place Amphitheater	Jacksonville	FL	5,500
Mobile Civic Center Theater	Mobile	AL	1,950	Huntington Event Park	Saginaw	MI	5,500
Saenger Theatre (Pensacola)	Pensacola	FL	1,921	Davis Park @ Founders Landing	Rockford	IL	5,000
Saenger Theatre (Mobile)	Mobile	AL	1,921	Chilhowee Park Amphitheater	Knoxville	TN	4,500
Raising Cane's River Center for Perf. Arts	Baton Rouge	LA	1,900	MECU Pavilion	Baltimore	MD	4,400
Cox Business Center	Tulsa	OK	1,900	McKelligon Canyon Amphitheatre	El Paso	TX	1,503
Baths Hall	Scunthorpe	UK	1,900				
Jacoby Symphony Hall	Jacksonville	FL	1,800				
Santander Performing Arts Center	Reading	PA	1,800				
Wagner Noël Performing Arts Center	Odessa	TX	1,800				
Dominion Arts Center Carpenter Theatre	Richmond	VA	1,800				

## Outdoor Amphitheater Clients

St. Joseph's Health Amphitheater @ Lakeview	Syracuse	NY	17,500
Pinewood Bowl	Lincoln	NE	8,000
Champions Square	New Orleans	LA	8,000
Koka Booth Amphitheatre	Cary	NC	7,000
The Greek Theatre	Los Angeles	CA	5,900
Daily's Place Amphitheater	Jacksonville	FL	5,500
Huntington Event Park	Saginaw	MI	5,500
Davis Park @ Founders Landing	Rockford	IL	5,000
Chilhowee Park Amphitheater	Knoxville	TN	4,500
MECU Pavilion	Baltimore	MD	4,400
McKelligon Canyon Amphitheatre	El Paso	TX	1,503







# Recreational + Equestrian Centers

## **VENUES**

In the specific-use venue sector, equestrian centers are growing in popularity. Increasingly, municipalities recognize their significant revenue-generating potential, both in terms of exhibitor fees and the tourist dollars they add to the local economy.

SMG is uniquely qualified to serve this market on a national scale. Every SMG equestrian center is managed by people with first-hand equestrian training. Whether it is dressage, jumping or roping, they know the components required. Skilled footing specialists, maintenance workers who service the arenas and stalls throughout the event, and full-time bedding and feeding personnel are an important part of our team.

As equestrian organizations plan their national circuit, SMG-run venues head the top of their list because promoters know that SMG will make sure that the right conditions exist at every facility in every part of the country.





# Equestrian + Specific Use

## Equestrian Center Clients

Osceola Heritage Park	Kissimmee	FL
Cabarrus Arena and Events Center	Concord	NC
Salt Lake County Equestrian Park	South Jordan	UT
Reno-Sparks Livestock Events Center	Reno	NV

## Specific-use Clients

Ben Boeke Ice Rink	Anchorage	AK
Dempsey Anderson Ice Rink	Anchorage	AK
Phoenix Mart	Phoenix	AZ
Oak Park Ice Arena	Stockton	CA
Stockton Marina	Sotckton	CA
Daily's Place Flex Field	Jacksonville	FL
Stadium at Devon and Kedzie	Chicago	IL
Beverley Morgan Sports Park	Chicago	IL
McFetridge Sports Center	Chicago	IL
Civic Plaza	Albuquerque	NM
National Bowling Stadium	Reno	NV
North Central Recreation Center	Johnstown	PA
Chilhowie Park and Exposition Center	Knoxville	TN
Millennium Youth Entertainment Complex	Austin	TX
Bon Secours Washington Redskins Training Ctr.	Richmond	VA



# SMG International

## **VENUES**

Today live entertainment, spectator sports, trade show and convention businesses cross over national borders and appeal to worldwide audiences. As a result, booking agents and events promoters and planners look for consistent quality and service wherever they go, along with the ease of doing business with one company that they know and trust. SMG offers them that assurance. We are a respected presence around the globe. SMG is Europe's biggest arena operator. In the UK, SMG also manages a number of smaller contemporary and historic theater venues.

The public facilities we manage internationally benefit from SMG's thoroughly tested operating systems, ongoing relationships with top entertainment and sports promoters, and highly successful sales and marketing programs. SMG integrates the world's best practices into every venue we manage.





Our Value.

peer network  
Dedicated People  
green  
initiati

BEST PRACTICES

SPORTS ENTER

&



DESIGN Leads & LEADS  
DEVELOPMENT

Promotion

smgbooking.com

SPORTS & IMPRESSIONS MARKETING  
ENTERTAINMENT SALES NETWORK & PUBLIC  
RELATIONS

SPECIAL k'nekt  
Sales &  
Service

EVENTS Training  
NAMING  
RIGHTS

conventions  
trade shows

FF&E Procurement SPONSORSHIP & AD SALES

SMG MAINTENANCE







# Events Bookings

## SERVICES

**National advocacy with promoters and agents  
Cooperative and synergistic marketing**

SMG's booking department is proactive and exceptionally well-connected when it comes to bringing major entertainment and sports attractions into SMG-managed facilities. The more than 1.6 million seats under our managed care ensures that we are among the first to hear of booking opportunities.

We enjoy excellent and ongoing relations with leading agents, artist management firms, performing arts agencies and promoters who value our input particularly when placing events in mid-level markets. SMG is a brand they trust. We understand their marketing initiatives and can implement them throughout so they don't have to negotiate individually with each facility. The SMG name gives them the confidence to book multiple venues with us in a single phone call.

Municipal clients too benefit from our knowledge of the market, backed by pro forma data showing similar market/building comparables to facilitate forward planning.

# Convention Center Sales + Marketing

## SERVICES

Dedicated national sales system  
Proprietary database  
[Smgbooking.com](http://Smgbooking.com)  
Exposure at industry trade shows  
Lead generation

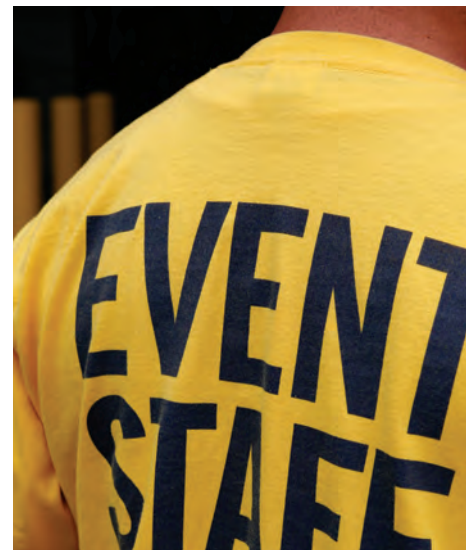
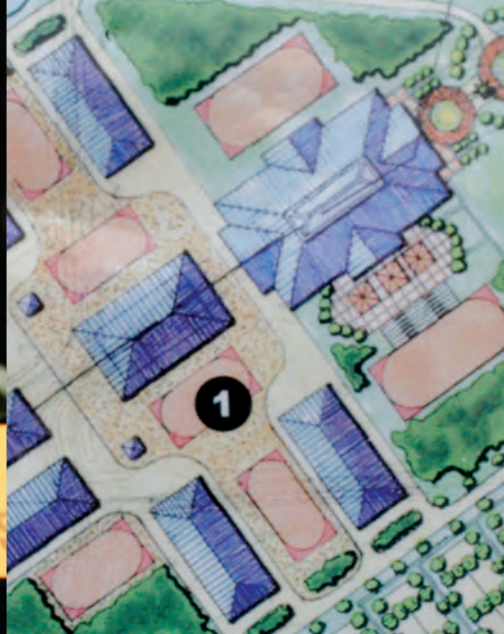
For convention planners worldwide, the SMG name carries the brand promise of a well-run facility and unparalleled expertise in all phases of convention planning. This assurance has won us national contracts from major corporations as well as repeat business from event planners looking to rotate their conventions around the country.

Through web links, email news blasts, bulk advertising buys in trade publications and participation in major convention planner trade shows, SMG gives municipal clients exposure that may be prohibitively expensive to buy on their own. We also utilize the full-range of electronic capabilities, including a proprietary online events calendar and booking system that enable SMG onsite sales directors to share leads and co-sell properties. Property owners benefit from the full force of SMG working to send business their way, and events planners gain the ability to check SMG venues and available dates 24/7.











# Design + Operations

## SERVICES

### Furniture, fixtures and equipment:

Programming, specification, procurement  
and installation coordination

Operating supply inventory

Punch list creation

SMG is the only public facility management company that offers comprehensive services in the areas of design, operations, building systems, and furniture and fixtures. Whether renovating an existing facility or building a new one from scratch, our Design and Operations team can help integrate features that enhance functionality.

Over the past 40-plus years, we have documented best practices and identified what works and what doesn't. Building owners frequently call upon SMG to advise architects and contractors on a facility's work flow requirements, from the box office and loading docks to the dressing rooms and commercial kitchen. Considerations anticipate future needs such as placement of advertising signage and allowances for revenue-producing opportunities such as food kiosks. Installing the proper equipment and operating systems at the start increases ease of maintenance and cost efficiency, and lets building owners pursue the kind of events they envision for their property.

# Savor... Food + Beverage

## SERVICES

Retail  
Catering  
Premium  
Support local suppliers  
Sustainability programs

The right food and beverages add to the hospitality and festivity of any event, and Savor knows precisely what suits the occasion. Savor's talented culinary team emphasizes farm-to-table freshness, traditional and regional favorites, sustainable seafoods, and all manner of special requests from trend du jour appetizers to homey mac-and-cheese.

Savor accommodates the full range of client needs, offering three categories of services: Catering in stadium suite settings, at conventions and special events; Retail Concessions in stadiums, arenas and convention centers, and Premium in clublike lounges, performing arts theaters, freestanding restaurants and cafes and concierge service.

In every case, Savor looks for ways to better serve customers and boost revenues for the facility by integrating technologies such as payment kiosks, utilizing high-traffic lobby areas for food and beverage carts, and adopting green initiatives that make food service in a facility 100% recyclable and compostable.









# Food and Beverage Clients

## Convention Centers

Albuquerque Convention Center  
 American Bank Center  
 Branson Convention Center  
 Broward County Convention Center  
 Cabarrus Events Center  
 Canton Civic Center  
 Century Center  
 Charlotte Harbor Conference & Events Center  
 Cox Convention Center  
 Cox Business Center  
 DCU Center  
 Dena'ina Civic and Convention Center  
 El Paso Convention Center  
 Florence Civic Center  
 Greenville Convention Center  
 Irving Convention Center  
 Jackson Convention Complex  
 Jekyll Island Convention Center  
 Knoxville Convention Center  
 Long Beach Convention Center  
 Lynnwood Convention Center  
 McCormick Place  
 Meadowlands Exposition Center  
 Mobile Convention Center  
 Montego Bay Convention Center  
 Moscone Center  
 Old National Events Plaza  
 Osceola Heritage Park  
 Oncenter  
 Ontario Convention Center  
 Pensacola Bay Center  
 Peoria Civic Center  
 Prime F. Osborn III Convention Center  
 Raising Cane's River Center  
 Reno-Sparks Convention Center  
 Rhode Island Convention Center  
 Shreveport Convention Center  
 The Hall at the Dow Event Center  
 Tucson Convention Center  
 William A. Egan Civic and Convention Center  
 Wilmington Convention Center

Albuquerque  
 Corpus Christi  
 Branson  
 Fort Lauderdale  
 Concord  
 Canton  
 South Bend  
 Punta Gorda  
 Oklahoma City  
 Tulsa  
 Worcester  
 Anchorage  
 El Paso  
 Florence  
 Greenville  
 Irving  
 Jackson  
 Jekyll Island  
 Knoxville  
 Long Beach  
 Lynnwood  
 Chicago  
 Secaucus  
 Mobile  
 Montego Bay  
 San Francisco  
 Evansville  
 Kissimmee  
 Syracuse  
 Ontario  
 Pensacola  
 Peoria  
 Jacksonville  
 Baton Rouge  
 Reno  
 Providence  
 Shreveport  
 Saginaw  
 Tucson  
 Anchorage  
 Wilmington

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 AK  
 NC

## Arenas and Stadiums

Accesso ShoWare Center  
 Alamodome  
 American Bank Center  
 Avenir Centre  
 Baxter Arena  
 BB&T Arena  
 Big Sandy Superstore Arena  
 BMO Harris Bank Center  
 BOK Center  
 Cabarrus Arena and Events Center  
 Cambria County War Memorial Arena  
 Canalta Centre  
 CenturyLink Center  
 Chesapeake Energy Arena  
 Citizens Business Bank Arena  
 Coliseo de Puerto Rico  
 Cox Convention Center Arena  
 DCU Center Arena  
 First Direct Arena  
 Five Flags Center Arena  
 Florence Civic Center  
 George M. Sullivan Sports Arena  
 INTRUST Bank Arena  
 Jacksonville Veterans Memorial Arena  
 John A. Carlson Center  
 Konig-Pilsener Arena  
 Lawrence-Dumont Stadium  
 Leon's Centre  
 Long Beach Arena  
 Manchester Arena  
 Meridian Centre  
 Metro Radio Arena  
 Mobile Civic Center  
 Mohegan Sun Arena at Casey Plaza  
 Pensacola Bay Center  
 Pinnacle Bank Arena  
 Raising Cane's River Center Arena  
 Reno Events Center  
 Richmond Coliseum  
 Sames Auto Arena  
 Sands Bethlehem Event Center  
 Santander Arena  
 Save Mart Center  
 SHNU Arena  
 Silver Spurs Arena  
 Stockton Arena  
 State Farm Arena  
 The Arena at The Dow Event Center  
 Van Andel Arena  
 War Memorial

Kent  
 San Antonio  
 Corpus Christi  
 Moncton  
 Omaha  
 Highland Heights  
 Huntington  
 Rockford  
 Tulsa  
 Concord  
 Johnstown  
 Medicine Hat  
 Bossier City  
 Oklahoma City  
 Ontario  
 Hato Rey  
 Oklahoma City  
 Worcester  
 Leeds  
 Dubuque  
 Florence  
 Anchorage  
 Wichita  
 Jacksonville  
 Fairbanks  
 Oberhausen  
 Wichita  
 Kingston  
 Long Beach  
 Manchester  
 St Catharines  
 Newcastle  
 Mobile  
 Wilkes-Barre  
 Pensacola  
 Lincoln  
 Baton Rouge  
 Reno  
 Richmond  
 Laredo  
 Bethlehem  
 Reading  
 Fresno  
 Manchester  
 Kissimmee  
 Stockton  
 Hidalgo  
 Saginaw  
 Grand Rapids  
 Syracuse

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# Food and Beverage Clients

## Performing Arts Centers

Abraham Chavez Theater	El Paso
Altria Theater	Richmond
Baths Hall	Scunthorpe
Bob Hope Theatre	Stockton
Bridgewater Concert Hall	Manchester
Center Theater	Long Beach
Coronado Performing Art Center	Rockford
Dominion Arts Center Carpenter Theater	Richmond
Dominion Arts Center Gottwald Playhouse	Richmond
Greek Theatre	Los Angeles
Heritage Theater	Saginaw
John H Mulroy Theater and Civic Center	Syracuse
Kiva Auditorium	Albuquerque
McKelligon Canyon Amphitheatre	El Paso
Pinewood Bowl Theater	Lincoln
PLAYHOUSE Whitley Bay	North Tyneside
Plaza Theatre Performing Arts Center	El Paso
Saenger Theater	Pensacola
Shreveport Municipal Auditorium	Shreveport
Santander Performing Arts Center	Reading
Terrace Theater	Long Beach
Times-Union Center for Performing Arts	Jacksonville
York Barbican	York

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## Special Event Venues

Aquarium of the Pacific	Long Beach	CA
Ben Boeke Ice Rink	Anchorage	AK
Del Mar Racetrack and Fairgrounds	Del Mar	CA
Dempsey Anderson Ice Rink	Anchorage	AK
Houston Astros Spring Training	Kissimmee	FL
National Bowling Stadium	Reno	NV
Reno-Sparks Livestock Events Center	Reno	NV
Toyota Grand Prix of Long Beach	Long Beach	CA

## Cafés & Restaurants

Bogart Café - Long Beach Convention Center	Long Beach	CA
Old #7 - Chesapeake Energy Arena	Oklahoma City	OK
Page One Café - Ontario Public Library	Ontario	CA
Cafe Scuba - Aquarium of the Pacific	Long Beach	CA
The Vault - Van Andel Arena	Grand Rapids	MI
UCSD Faculty Club	La Jolla	CA



# Our People.







Service and hospitality begins with SMG people. SMG looks for individuals with the right skill set for the job, and then continually polishes their skills and nurtures their growth through our SMG k'nekt™ training programs.



**SMG**

300 Conshohocken State Road  
West Conshohocken, PA 19428

T: 610.729.7900  
[smgworld.com](http://smgworld.com)







# The Best Looking Buildings...and How They Stay That Way

## It's All About Maintenance and Operations

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### **SMG Operations and Maintenance Excellence**

SMG is the only public assembly facility management company to provide a professional asset management approach to day-to-day venue operations. SMG has achieved this by establishing policies and procedures specific yet flexible for each facility through its dedicated, corporate Operations & Development Department. SMG accounts are provided support through resources and technology to meet their clearly defined expectations. A system of measuring compliance is then used to gauge results. The entire system is then reviewed to ensure continual improvement.

### **BEST PRACTICES POLICIES AND PROCEDURES - AREAS OF FOCUS:**

- SMG Maintenance - Preventative maintenance program.
- Safety Management - Emergency plan, work place safety, security, etc.
- Back-of-House Operations - Event set up, change overs, logistics, etc.
- Housekeeping - Procedures, methods, procurement and staff training.
- Sustainable Practices - Green initiatives customized by each venue.
- Capital Improvement Planning - Asset replacement, repair and procurement.
- Event Services - Event coordination, patron/guest services, event work orders.
- Technical Services - Video production, audio production, sound and light rigging, IT, etc.
- Utilities Management - Energy conservation, lighting retrofitting, etc.
- Third Party Contract Administration - Elevator/escalator maintenance, etc.



# The Nicest Buildings...and How They Get That Way

## It's All About Customer Service

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### **k'nekt Training Programs**

SMG believes in developing our employees. We want to provide tools that will help our employees to be better in all aspects of their lives: their work life and their personal life. We designed a program exclusively for our unique requirements. We understand the importance of hospitality and quality of service, of increasing sales and driving revenues, of always looking to exceed guest, client, and customer expectations.

### **SMG EMPLOYEES:**

- We Engage our customers by making a great first impression through our body language and facial expressions.
- We Celebrate our affiliation with the SMG team by presenting ourselves and wearing our uniform with pride.
- We Entertain our guests by acting as a host of events and ensuring that each and every guest has a positive experience.
- We Amaze our patrons by going above and beyond to really WOW them. Satisfied guests aren't good enough. . . we want to amaze them.
- We k'nekt when we focus on our purpose and our core beliefs. We "k'nekt" with our customers to build loyalty and ultimately success for all.





# The Busiest Buildings...and How They Get That Way

## It's All About Booking Leverage

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### **SMG Live Entertainment Division**

SMG is the only management company with dedicated Corporate and Regional booking personnel supporting the efforts of our local General Manager. Our department serves as an advocate for SMG facilities worldwide, with a 1.75 million seat footprint. SMG was the first in the industry to be nationally recognized for its innovative approach to event booking. The large number of venues under SMG's management ensures involvement in the booking process long before these opportunities are available to non SMG-managed buildings.

### **SMG LIVE ENTERTAINMENT:**

- Unprecedented promoter relationships world-wide
- Proprietary Booking System - SMGBooking.com
- Relationships with all national ticketing companies
- Daily contact with agents, managers and national touring promoters helps keep SMG-managed buildings top-of-mind
- Only responsibility is to fill our venues with the best in sports, entertainment and live attractions



# The Most Successful Buildings...and How They Get That Way

## It's All About Revenue Building

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### **SMG = A Better Run, More Successful Building**

Since 1977 SMG has brought the facilities we manage worldwide a measure of confidence unparalleled in our industry. Our unmatched record of client retention is testament to SMG and our ability to steward the hundreds of public facilities under our management. SMG is known as a tireless advocate for the municipalities we represent. We have the programs, systems and talent in place to ensure that all SMG-managed facilities run smoothly and every event we host feels like a celebration to patrons, fans and guests.

### **SMG HELPS INCREASE REVENUE THROUGH:**

- SAVOR Food and Beverage
  - Concessions
  - Catering
  - Branding
  - Local Flavors
  - Innovative, Boutique Approach to Food and Beverage
- Advertising Sales and Marketing:
  - Naming rights
  - Suite and Premium Seating Sales
  - Group Sales
  - Aggressive Marketing Plans to Fill Seats and Leave Patrons Wanting More
- Attendance Drivers
  - Social Media
  - Ticketing Platforms
  - k'nekt sales training programs (we train our people in sales techniques to reach revenue goals).





# The Busiest Centers...and How They Get That Way

## It's All About Brand Awareness and Sales Referrals

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### **SMG Convention Center Division**

Through our Convention and Exhibition Marketing Division, SMG provides a unique package of corporate sales, marketing and promotional support to all SMG-managed facilities to enhance the image of facilities within the marketplace and generate event activity for the venue and the community.

### **SMG CONVENTION CENTERS:**

- Destination Marketing and Sales Support
- National Sales Focus
- SMG Means Leads and Access to Information
- National Sales Plan for Meetings and Conventions
- SMG National Advertising = Tremendous Savings for Our Clients
- Sales and Marketing Plan Designed to Keep Centers Busy
- Corporate and Regional Support
- SITEPAS (Send It To Every Peer At SMG) Referral Program
- Preferred Vendor Agreements (Microsoft, Experient, dmg World Media)



# The Best Run Buildings...and How They Get That Way

## It's All About The People Behind The Performance

At each of our facilities every General Manager and his/her staff is selected because they believe in the SMG culture of providing the best guest experience and doing everything it takes to make that happen. We all know that the greatest performances look effortless, but have required untold hours of effort and technical expertise to pull off. No building stands alone in their efforts. Behind every great SMG staff stands the SMG Corporate Staff. Below we summarize the administrative expertise provided to each SMG facility.

### **FINANCIAL SERVICES:**

- Each GM needs to know how they are doing
- Cash Management
  - System and advise
- Financial reporting and audit
- Risk Management:
  - Securing better rates by virtue of our size
  - Conducting safety audits to measure ourselves against national benchmark

### **HR SERVICES:**

- Directing the ever-expanding compliance issues, nondiscrimination, immigration, etc.
- Compensation and benefits:
  - Assuring we are competitive in our industry and securing a benefit plan that is all encompassing
- Union negotiations:
  - Expertise to encourage dialogue