



---

***Private Management for Public Facilities***

SMG, the world leader in venue management, marketing and development, was founded in 1977 with the management of our first facility, the Louisiana Superdome. We soon grew to manage convention centers, exhibition halls and trade centers, arenas, stadiums, performing arts centers, theaters, and specific-use venues such as equestrian centers. SMG's clients benefit from the company's depth of resources and its unparalleled expertise, leadership, and creative problem-solving. Our successful growth has been built on the many partnerships, relationships, and resources we have developed with our clients — both municipal and private. This unique combination of resources, relationships, and expertise has allowed SMG to define and refine the industry throughout its history.

Our ownership and team of dedicated corporate support personnel make us unrivaled in the field of private facility management. SMG is a joint venture in general partnership form with two equal principals: The Hyatt Hotel Company and ARAMARK Corporation.

#### Convention Center Services

SMG offers its clients the benefit of experience and success in convention sales and marketing support. Our corporate office and extensive network of facilities allows us to offer:

#### Full-service national sales and marketing programs

- National contracts to help facilitate bookings
- A network of Directors to share leads and client information
- Lead generation
- Proprietary client database
- National tradeshow exposure
- Telemarketing programs

With this wealth of opportunities, expertise, and experience our clients have the benefit of leveraging the SMG brand, recognized industry-wide for excellence, dedication and client satisfaction. All SMG-managed convention centers subscribe to a concierge-level of customer service.

SMG's solid industry reputation, best industry practices, day-to-day industry relationships with Convention and Visitor Bureaus, Industry Vendors/Suppliers, Labor Unions, and the Hotel Community makes SMG the leader in convention center marketing, booking and operations.