

April Parnell

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Greetings April,

Welcome to VT Pulse, the redesigned e-newsletter from *Venues Today* and a special hello to members of IEBA who are receiving this complimentary issue. For further information or to subscribe, visit us at www.venuestoday.com.

VT NEWS

TICKETS

TICKETMASTER SECONDARY PURCHASE SENDS SHOCKWAVES THROUGH INDUSTRY

Ticketmaster's purchase of secondary giant TicketsNow has created a wave of uncertainty among ticketing professionals trying to make sense of the primary giant's embrace of an industry is has long fought to suppress.

Even more puzzling is an email sent by TicketsNow's Nick Bucci, president of the company's EventInventory, to his brokers outlining a plan by Ticketmaster to replace TicketExchange with TicketsNow.

"The first obvious integration of the two businesses likely will focus on capitalizing on the un-served customers who go to Ticketmaster to find tickets, only to be disappointed when tickets aren't available," Bucci wrote in an e-mail obtained by *Venues Today* and published on the web. "Now, they will be directed to TicketsNow and your tickets, and you will get sales from TicketsNow."

Ticketmaster officials would not discuss the deal, although the move would certainly give Ticketmaster a foothold in the secondary market the company has long coveted and leverage TicketsNow to move scaled ultra-premium tickets.

"It will be interesting to see if Ticketmaster uses TicketsNow to unload primary tickets that never make the primary market. That could be a P.R. nightmare," said Jeff Lapin, CEO of RazorGator.

Contractual agreements have limited TicketExchange's secondary sales to companies it has exclusive contracts with, but now Ticketmaster can sell secondary tickets to any event, including those produced by Live Nation, which just announced plans to launch its own platform powered by CTS Eventim (VT Pulse, Jan. 16 edition).

"Basically, it's a message to potential clients that if you switch off to another system, we're still going to compete with you," said Don Vaccaro of TicketNetwork,

Further complicating the deal is Ticketmaster's commitment of tens of millions of dollars on agreements with teams and the National Football League for the authorized resale of tickets on its TicketExchange. The company now finds itself in a position to compete against its own secondary contracts and sell unauthorized resale

Quote of the Week

"I was personally against the secondary and now I understand it's the direction of the business, so why not control it?"

— Peter Luukko,
 Chairman, Comcast-Spectacor, on
 Ticketmaster's purchase
 of TicketsNow

CIRQUE TUMBLES 108 TIMES AT WAMU

HOTTickets

HOT TICKETS is a weekly summary of the top acts and ticket sales as reported to VT PULSE. Following are the top 20 concerts and events, the top 5 in each seating capacity category, which took place since Jan. 1, 2008

To submit reports, e-mail HotTickets@venuestoday.com or fax to (714) 378-0040.

15,001 or More
 Seats

1) Chris Brown, Bow Wow
 Gross Sales: \$625,979; Venue: U.S. Airways Center, Phoenix;
 Attendance: 11,853;
 Ticket Range: \$95.75-\$39.75;
 Promoter: Haymon Entertainment, In-house, Live Nation;
 Dates: Jan. 6; No. of Shows: 1

2) Ozzy Osbourne, Rob Zombie
 Gross Sales:

TRIBUTE TO A LEGEND

In March,
we will honor
Allen Bloom
8/28/35 - 1/19/08

Send your stories,
memories and quotes
to Linda Dockard,
linda@venuestoday.com.

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Parnell, Director of
Marketing & Sales.



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tickets for teams like the Patriots, which have used lawsuits to vigorously fight ticket resales on StubHub.

The company is also putting itself in a position to have its secondary tickets compete against its primary tickets, since over 40-percent of tickets on secondary exchanges sell at less than face value, Vaccaro said.

Whatever happens, Ticketmaster will certainly emerge from the deal as a ticketing megaforce, combining the world's largest primary operator with the nation's second largest resale company.

"I'm not as surprised; I think they wanted to experience the growth in the market and everyone now in sports and entertainment is resigned to the fact that's the direction things are going," said Peter Luukko, chairman of Comcast Spectacor, which owns New Era Tickets. "I was personally against the secondary and now I understand it's the direction of the business, so why not control it?"

Sean Pate of StubHub said he found Ticketmaster's purchase of TicketsNow "hypocritical," considering all the effort the company has put into fighting scalping.

"You're talking about a company that over the course of its history has done everything in its power to vilify and thwart the efforts of ticket brokers," Pate said.

Broker Harris Rosner of VIP Tickets in Los Angeles said he's optimistic about the deal, although the long-term implications are still unclear.

"It's a validation of what the old-school ticket brethren have always known — the value-add that the secondary market stands for," Rosner said. "This deal has broken any remaining barriers and left no room for misunderstanding, the primary and secondary markets have become one."

How the company plans to leverage this relationship remains to be seen, although officials at TicketsNow have kicked it into overdrive to assure brokers using the site that the company won't punish brokers using Ticketmaster.

"If this was their intention they could have easily created an account with one of our competitors that had no screening in place for a few grand. Let's do the math. Would you rather spend a few thousand dollars to see who owns the tickets, or would you spend \$265 (million)?" Bucci wrote in his e-mail.

That fear is very real, said Lapin, who said many brokers are nervous Ticketmaster will blacklist TicketsNow brokers once it obtains their user information.

"A lot of the smaller brokers are scared because they're afraid Ticketmaster will choke them in the supply chain," Lapin said. "That would take a lot of time and I'm not sure if it's their goal, but that's not stopping some brokers from launching an early offense."

Officials with the Justice Department wouldn't comment on whether they plan to open an investigation of the merger, but officials in the anti-trust division have 30 days after the sale is announced to decide whether or not to launch an investigation.

"Every broker should look to do what's necessary to make sure they have all the options they have now and take advantage of any legal protections," Vaccaro said. — Dave Brooks

Interviewed for this story: Jeff Lapin, (310) 481-3400; Don Vaccaro, (877) 486-3435; Peter Luukko, (215) 389-9530; Sean Pate, (415) 222-8442; Harris Rosner, (818) 907-1548

Scene from Coachella 2007

\$609,727; Venue:
Verizon Center,
Washington;
Attendance: 8,717;
Ticket Range:
\$89.75-\$39.75;
Promoter: AEG Live,
Concerts West;
Dates: Jan. 5; No. of
Shows: 1

3) Ozzy Osbourne,
Rob Zombie
Gross Sales:
\$562,383; Venue:
Wachovia Complex,
Philadelphia;
Attendance: 7,530;
Ticket Range:
\$89.75-\$69.75;
Promoter: AEG Live,
Concerts West;
Dates: Jan. 10; No.
of Shows: 1

4) Chris Brown, Bow
Wow
Gross Sales:
\$492,316; Venue:
St. Pete Times
Forum, Tampa,
Fla.; Attendance:
7,549; Ticket Range:
\$69.75-\$39.75;
Promoter: Live
Nation; Dates: Jan.
14; No. of Shows: 1

5) Chris Brown, Bow
Wow
Gross Sales:
\$466,001; Venue:
Honda Center,
Anaheim, Calif.;
Attendance: 6,663;
Ticket Range:
\$95.75-\$49.75;
Promoter: Live
Nation, In-house,
Haymon
Entertainment;
Dates: Jan. 5; No. of
Shows: 1

10,001-15,000
Seats

1) Trans-Siberian
Orchestra
Gross Sales:
\$468,715; Venue:
1st Mariner Arena,
Baltimore;
Attendance: 11,615;
Ticket Range: \$47-
\$37; Promoter:
Baltimore Symphony
Orchestra, Live
Nation; Dates: Jan.
6; No. of Shows: 1

2) Ozzy Osbourne,
Rob Zombie
Gross Sales:
\$445,298; Venue:
DCU Center,
Worcester, Mass.;
Attendance: 7,726;
Ticket Range:

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TICKETS COACHELLA ANNOUNCES LINE-UP AND PLANS FOR EAST COAST SHOW

It was a big week for Coachella fans as organizers announced the headliners for this year's April 25-27 festival, as well as plans for a similar event on the East Coast (VT Pulse, Jan. 16).

This year's headliners will be Jack Johnson on April 25, Portishead on April 26 and Roger Waters performing "Dark Side of the Moon," on April 27. The announcement didn't mesh well with the hype of the announcement for the first festival of the summer season.

Message boards across the country erupted with complaints about the mainstream appeal of the acts and disappointment over promoter Goldenvoice Entertainment's failure to book Radiohead, which just released a new album. Bloggers had speculated that organizers would book Led Zeppelin or Prince — two acts that recently wrapped up dates at O2 Arena, owned by parent company AEG Live.

Goldenvoice has also launched a Coachella festival in New Jersey and have named the event All Points West.

The event, scheduled to be held in Liberty State Park, is being co-promoted with New Jersey-based Liberty Event Management and New York City's Highline Ballroom.

The inaugural All Points West Music & Arts Festival is scheduled to take place Aug. 8-10.

Unlike Coachella though, there will be no camping at the festival, but concert-goers from New York City will be able to take a short ferry ride to Liberty Island from Lower Manhattan. - Dave Brooks

Interviewed for this story: Michael Roth, (213) 742-7155

Poster for Crocodile Cafe, Seattle



MARKET REPORT INDIE PROMOTERS STRUGGLE TO SURVIVE NIGHTLIFE NOISE CRACKDOWN

Seattle Mayor Greg Nickels' crackdown on the live music and nightlife industries amid a flurry of noise complaints has created a buyer's market for national promoters as indies contemplate withdrawing from the market.

Late last year, the famed Crocodile Café shut its doors, as

\$89.75-\$69.75;
Promoter: AEG Live, Concerts West;
Dates: Jan. 8; No. of Shows: 1

3) Chris Brown, Bow Wow
Gross Sales: \$441,960; Venue: Mandalay Bay Events Center, Las Vegas; Attendance: 5,751; Ticket Range: \$125.60-\$73.10; Promoter: Andrew Hewitt, Haymon Entertainment, Live Nation; Dates: Jan. 4; No. of Shows: 1

4) Chris Brown, Bow Wow
Gross Sales: \$383,533; Venue: Tingley Coliseum, Albuquerque, N.M.; Attendance: 6,927; Ticket Range: \$95.75-\$47.75; Promoter: Live Nation; Dates: Jan. 8; No. of Shows: 1

5) Trans-Siberian Orchestra
Gross Sales: \$380,382; Venue: Wachovia Arena, Wilkes-Barre, Pa.; Attendance: 8,154; Ticket Range: \$49.50-\$39.50; Promoter: Live Nation; Dates: Jan. 5; No. of Shows: 1

5,001-10,000 Seats

1) Cirque du Soleil "Wintuk"
Gross Sales: \$35,192,692; Venue: The WaMu Theater at Madison Square Garden, New York; Attendance: 457,143; Ticket Range: \$300-\$30; Promoter: Cirque du Soleil, MSG Entertainment; Dates: Nov. 1, 2007-Jan. 6, 2008; No. of Shows: 108

2) Ozzy Osbourne, Rob Zombie
Gross Sales: \$446,994; Venue: Mohegan Sun Arena, Uncasville, Conn.; Attendance: 7,526; Ticket Range: \$90.25-\$80.25; Promoter: AEG Live, Concerts West, In-house, Live Nation; Dates: Jan. 12; No. of Shows: 1

HELP WANTED

VIEW THE FULL LISTINGS

Olympia
Entertainment,
Mich. - Director of
Group Sales

AEG Ogden,
Australia - Quality
Assurance Manager -
Group

ANZ Stadium, NSW,
Aus. - Coordinator,
Stadiums Operations

Subiaco (Western
Aus.) Oval - Event
Manager

Kiefer UNO
Lakefront Arena,
New Orleans -
Assistant Box Office
Manager

VIEW THE FULL LISTINGS



did a number of Seattle's more notorious nightclubs, including Tabella and Sugar, both the sites of shootings in 2007. Meanwhile, the well-regarded concert venue Showbox was sold to AEG Live. Even more venues have begun, albeit quietly, hanging up "for sale" signs, said Tim Hatley of the Seattle Nightlife and Music Association.

"The independents, a lot of them, they're kind of freaked out," he said, adding of the temptation to cede control to large companies, "The big guy gives you cover, and certainty, and a safety net."

In December, the City Council passed a tough new noise ordinance that will levy a \$1,000 fine on operators for the first violation following a warning and a \$2,000 penalty if another occurs within the same year. It's a potentially steep price to pay for independents.

"We're hanging on by a thread," said TJ Dailey, president of the nightclub promotions company Team Party Down, of his business. As a result of the mayor's policies, Dailey said he's re-focusing much of his efforts on ventures outside of the city.

The uncertain environment has brought on a buying spree for AEG Live. Marketing Director Andy Roe said his company bought Showbox's two properties—the 1,148-capacity Market and 1,511-capacity SoDo—in 2007 in order to develop up-and-coming musicians, before graduating them to AEG's much larger Seattle venue, the 4,000-plus capacity WaMu Theater, located inside the Qwest Field Events Center. Roe didn't have an exact figure, but he said AEG put millions of dollars into renovating WaMu's sound and acoustics.

AEG Live's Goldenvoice Entertainment has also secured a deal to assist with bookings for Seattle's Bumbershoot Festival, but Roe said AEG has no plans to acquire any more venues. "There's no desire to dominate the Seattle music scene. I doubt you'll see an AEG logo in Showbox advertisements. We're here to lend support," he said.

Live Nation has long been a presence in the Pacific Northwest, owning the White River amphitheatre in Auburn, Wash., and operating The Gorge in George, Wash., home of the Sasquatch Music Festival and a trio of annual performances by the Dave Matthews Band.

"There are a lot of venues up for sale right now. The opportunities are there," said Hatley.

One hope for assuaging the fears of independent owners is the Nightlife Advisory Board, a group approved by the City Council consisting of club industry and neighborhood representatives (the constituency the mayor said he's trying to protect) and enforcement officials charged with recommending noise standards. The board also serves as a communications vehicle between all who have an interest in the economic viability of Seattle's live music and nightlife industries, not to mention those who live near the venues. The only problem: Nickels isn't participating.

While the nine-member board is still being put together, David Yeaworth, spokesman for City Councilwoman Sally Clark, a key figure in the debate, said that, despite the mayor's abstention, it can help with establishing a noise standard agreeable to all and hold sway over policy governing the nightclub and live music industries. But, he cautioned, "The advisory board doesn't get to say what the standard will be." Adding, "It wasn't intended to be the kind of thing that would shut a club down." — Kevin Capp

Interviewed for this story: Andy Roe, (206) 652-9700; David Yeaworth, (206) 684-8802; TJ Dailey, (425) 830-1388; Tim Hatley, (206) 624-7022

3) Foo Fighters
Gross Sales:
\$316,710; Venue:
Pensacola (Fla.)
Civic Center;
Attendance: 7,512;
Ticket Range: \$48-
\$28; Promoter:
Beaver Productions;
Dates: Jan. 20; No.
of Shows: 1

4) Trans-Siberian
Orchestra
Gross Sales:
\$270,487; Venue:
Erie (Pa.) Civic
Center Complex;
Attendance: 5,926;
Ticket Range:
\$47.75-\$41.75;
Promoter: Live
Nation; Dates: Jan.
3; No. of Shows: 1

5) Kid Rock
Gross Sales:
\$228,228; Venue:
Mohegan Sun
Arena, Uncasville,
Conn.; Attendance:
7,908; Ticket Range:
\$39; Promoter: Live
Nation, In-house;
Dates: Jan. 4; No. of
Shows: 1

5,000 or Fewer
Seats

1) CATS
Gross Sales:
\$819,518; Venue:
Fox Theatre,
Atlanta;
Attendance: 17,155;
Ticket Range: \$59-
\$20; Promoter:
Theater of the
Stars; Dates: Jan.
15-20; No. of Shows:
8

2) Hilary Duff
Gross Sales:
\$297,606; Venue:
Complejo Cultural
Siglo XXI, Puebla,
Mexico; Attendance:
4,297; Ticket Range:
\$123-\$32; Promoter:
Zignia Live; Dates:
Jan. 14; No. of
Shows: 1

3) Big and Rich
Gross Sales:
\$237,062; Venue:
Crystal Centre,
Grand Prairie,
Alberta;
Attendance: 3,844;
Ticket Range:
\$65.50-\$45.50;
Promoter: Live
Nation; Dates: Jan.
15; No. of Shows: 1

4) Kathy Griffin
Gross Sales:

THE BEAT

FACES & PLACES

ALLEN BLOOM PASSES; CHAMPIONS ON ICE ON HOLD

Allen Bloom, family show producer, marketer and booker, died at his home in Bethesda, Md., Jan. 18 at the age of 72. Bloom started in family shows and marketing when he was 16 and went to work for Irvin and Israel Feld, who owned a pharmacy and record shop at the time. When the Feld brothers expanded into promoting gospel, R&B and rock n' roll tours, Bloom was on the road managing acts such as Buddy Holly, Richie Valens, The Drifters, The Coasters and Bill Haley and The Comets.



Allen Bloom

When the Felds bought Ringling Bros. and Barnum and Bailey Circus, Bloom helped launch the careers of Gunther Gebel-Williams, Elvin Bale, Tito Gaona, Miguel Vasquez and David Larible.

He developed the dedicated, in-house marketing and sales force for Feld Entertainment, working with Irvin and later Irvin's son Kenneth, current chair of Feld Entertainment. Bloom was known for his negotiating tactics booking buildings and contracting ticketing deals, among others.

After leaving Feld Entertainment, he produced circuses and other shows on his own. Hundreds gathered for his funeral Jan. 21 at the Washington Hebrew Congregation, said Mark Duryea, current VP of routing and tours for Feld. Among them was Mike McGee, Ticketmaster, who served as a pallbearer at Bloom's funeral and recalled him as a giant in this industry.

The same descriptive term occurred to Fred Rosen, Audienceview, who wrote: "In the live entertainment industry, Allen was one of the giants who made the 70's, 80's and 90's and laid the foundation for the 21st century, before the faceless and colorless accountants showed up. I think of Jimmy Nederlander, Bill Graham, Allan Becker, Ron Delsener, Irving Azoff, Tom Ross, Claire Rothman, Loris Smith and Allen Bloom, these individuals made large footprints, who through the sheer force of their will and personality put their stamp on this industry."

Bloom and Rosen were often featured panelists at industry conferences, usually debating ticket service charges, which Bloom hated. Bloom loved cigars and golf.

Bloom is survived by his wife Susan and their children Cary, Carla, Randy and Candice, and six grandchildren.

Arena managers who would normally have tickets on sale for **Champions on Ice** by now, have been told the show is "on hold until further notice." AEG bought the show from Tom Collins last year (VT Pulse, Nov. 22, 2006), booking 24 dates.

Tom Collins, who is spending the week, Jan. 20-27, at the Xcel Energy Center in St. Paul, Minn., for the U.S. National Figure Skating Championships, declined to comment until the deal is finalized and contracts signed. Given the timeframe, however, it's highly unlikely there would be a Champions tour this year.

Meanwhile, Collins is also mourning the loss of his wife, **Janie**.

Jane Morris Collins died Dec. 28 at the Jones Harrison Residence in Minneapolis. She was 69. She, too, was in the business, touring with Holiday on Ice after competing as Miss Georgia in the Miss America Pageant in 1956.

She is survived by her husband Tom, and children Michael, Mark and Marty, and two grandchildren. - Linda Deckard

Contacted for this story: Bill Powell, (813) 623-6556 X 5; Mike McGee, (310) 360-3372; Fred Rosen, (310) 691-5251; Tom Collins, (952) 831-2237; Michael Roth, (213) 742-7155

GREEN STORY

\$154,297; Venue: Kodak Theatre, Hollywood, Calif.; Attendance: 3,394; Ticket Range: \$60-\$35; Promoter: Live Nation; Dates: Jan. 10; No. of Shows: 1

5) Mo'Nique
Gross Sales: \$142,486; Venue: Beacon Theatre, New York; Attendance: 2,271; Ticket Range: \$85.50-\$55.50; Promoter: The Mogul Group, Inc.; Dates: Jan. 19; No. of Shows: 1

Compiled by Rob Ocampo
HotTickets@venuestoday.com

SHORT TAKES

>> SEAN MORIARTY TO KEYNOTE BROKERS CONFERENCE — Ticketmaster CEO Sean Moriarty will deliver the keynote address at this year's National Association of Ticket Brokers annual conference at the Wynn Hotel in Las Vegas, July 17-19. Contact: Bonnie Poindexter, (310) 360-2321

>>NORTH LITTLE ROCK COURTS ARKANSAS STATE FAIR — Ralph Shoptaw, manager of the Arkansas State Fair, Little Rock, confirmed that the mayor of North Little Rock has met with him about moving the fair across the Arkansas River. He would love to have 300 acres. Contact: Ralph Shoptaw, (501) 372-8341, ext. 611

>> MIAMI BEACH BREAKS GROUND ON SYMPHONY HALL BY FRANK GEHRY — City leaders are set to make a ceremonial ground-breaking of Miami Beach's \$200-million Lincoln Theatre designed by

Q&A: ARAMARK'S EXPANDING ENVIRONMENTAL INITIATIVE

Aramark's Convention Centers and Cultural Attractions Division has announced plans to expand its environmental initiative across all its facilities. Venues Today spoke with Jami Leveen, director of Marketing for Aramark Convention Centers & Cultural Attractions, to discuss how the company would implement the new strategy.

Venues Today: How did this initiative come to fruition?

Jami Leveen: It's not something we started from scratch. If you look at our accounts, specifically on the West Coast, we have a number of clients like the Anaheim (Calif.) Convention Center, the L.A. Convention Center and accounts in Portland, Ore., and Seattle that are already doing many of the things we are rolling out now. They're using local products and working with their building clientele to reduce waste. We realized there is an opportunity for us to take the best practices and create a centralized repository that we can share with other accounts.

Do you have a set goal for achieving environmental sustainability?

We do have goals internally, but I'm not going to commit to any percentages. In a lot of cases we're improving the practices we're already doing and making them more environmentally friendly. It is building-to-building – that's the complexity of working in a client-service industry.

Sustainable food has become the buzz in the convention industry. Can Aramark leverage its buying power to purchase sustainable ingredients in bulk?

Yes and no. We have dedicated resources on the supply chain that are trying to provide these products across the board. But, there are a limited number of manufacturers that provide environmentally-friendly products and a host of external factors beyond their control. One of the largest manufacturers of cornstarch-based products is China. Not only do you have shipping issues, but you have their labor practices to deal with.

How about an item like grass-fed beef, where there are a number of ranchers in the domestic supply-chain?

That term can be thrown around loosely. Jim Tripp at the Anaheim Convention Center actually travels to some of the ranches and inspects them to ensure they meet our standards. Even if we are able to find grass-fed beef, it doesn't make sense to ship it 3,000 miles across the country. Ultimately, the philosophy is purchase as many products locally as we can and unfortunately, there aren't enough locally-grown, organic meats and vegetables to have them available at every single account.

At some point it goes into the customers' hands. How do you make behavioral changes with the client?

Nobody is against this. Everyone supports it to a varying degree. Some clients are very savvy on these issues and come to the table saying "I want grass-fed beef" or "I want cage-free eggs." But in some cases, we're driving the conversation and a customer might suggest a seafood item that is on the Monterey Bay Seafood Watch List. We can have a dialog and be very persuasive to make them understand why a comparable alternative is not only going to be as good or better as the item they wanted to use, but that it will also have an environmental component. In some cases they may hear all we have to say and say, "I don't care, I still want sea bass." In that case, they are the client, and we have to provide what they want to accomplish. – Dave Brooks

Interviewed for this story: Jami Leveen, (215) 238-4000

TICKETING

SIDE-BY-SIDE: AFFILIATE NETWORKS

As the secondary market develops into a legitimate industry, venues are discovering ways to leverage the power of the multi-billion dollar industry to generate revenue for their own events.

While some venues and promoters strike exclusive deals with companies like StubHub and Ticketmaster, others have entered into non-exclusive affiliate agreements to generate secondary revenue using their websites.

Four secondary giants have begun offering online affiliate programs for venues to use on their websites. Companies like TicketNetwork and Ticketsnow provide users with banners or text ads that can be placed on the venue's website that will direct traffic to a listing of resale tickets for upcoming events. Each time a user clicks through the link and purchases a ticket, the venue gets a portion of the sale.

Below is a break down of the top-four affiliate sales programs:

(NOTE: Affiliate cookie duration denotes the amount of time a customer has between his first introduction to the ticket broker through the affiliate site, and the actually purchasing a ticket.)

Frank Gehry. The new facility will be home to the New World Symphony and is Gehry's first project in Florida.
Contact: Michael Tilson Thomas, (305) 673-3330

>> **JUAREZ READY TO BUILD A CONVENTION CENTER** – The city of Juarez, Mexico, is planning a new convention center, a complex of four buildings arranged around a plaza. It's expected to be finished next year. The idea stems from the long-range Plan Estrategico de Juarez, which has been 10 years in the making.
Contact: Lucinda Vargas, (656) 625-0645

>> **NFL KICKS OFF SUPER BOWL EVE WITH COUNTING CROWS** – For the first time ever, official Super Bowl events will include a pre-game day concert, Saturday, Feb. 2. The National Football League will count down the hours to the Super Bowl with Counting Crows and a fireworks spectacular at a free outdoor concert at Tempe Town Lake. *Contact: Joanna Hunter, (212) 450-2449*



TicketNetwork

ticketnetwork.com/affiliates
Affiliate program founded in January 2008
Commission: 12.5 percent of listed price of tickets
Average Order: \$350
Cap on commission: None
Platform: Powered by Kowabunga using HTML banner ad
Customizable: Yes; engineers will design customized codes for high-volume sites
Affiliate cookie duration: 90 days
Requires exclusivity agreement: No
Contact: Crystal Astrachan, crystala@ticketnetwork.com
(860) 870-3400 x127

StubHub

stubhub.com/affiliate
Affiliate program founded in 2004
Commission: 8 percent of listed price of ticket
Average Order: \$350
Cap on Commission: None
Platform: Powered by Commission Junction using HTML banner ad
Customizable: Yes; webmasters can direct links to StubHub page offering specific tickets
Affiliate cookie duration: 60 days
Requires exclusivity agreement: No
Contact: Emily Panos, epannos@stubhub.com
(415) 222-8464

TicketsNow

ticketsnow.com/affiliates
Affiliate program founded in 1999
Commission: 7 percent of listed price of ticket
Average Order: \$450
Cap on Commission: None
Platform: Powered by Kowabunga using HTML banner ad
Customizable: Limited
Affiliate cookie duration: 30 days
Requires exclusivity agreement: No
Contact: April Graham, agraham@TicketsNow.com

Ticketmaster

ticketmaster.com/affiliates
Affiliate program founded in November 2007
Commission: Approximately 1 percent for most transactions (venues ineligible to receive commissions)
Average Order: NA
Cap on Commission: \$5 for orders up to \$500
Platform: Powered by buy.at using EventEngine widget
Customizable: Yes
Affiliate cookie duration: 24 hours
Requires exclusivity agreement: No
Contact: *affiliates@ticketmaster.com*

- Dave Brooks

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