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## VenuesNow Pulse, April 19, 2018: LAFC picks Appetize; the Predators' fish story

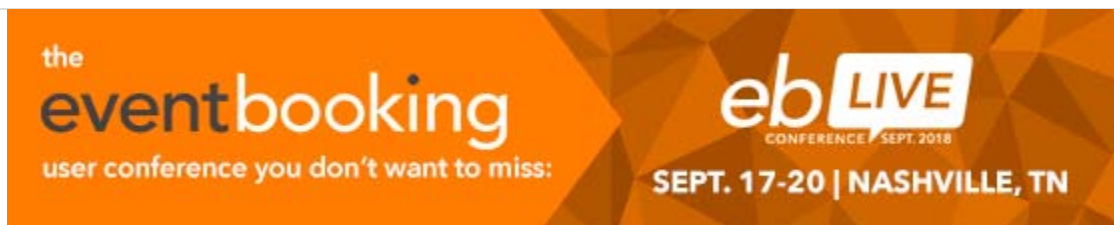
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Greetings Samantha,

I've never had to recover a dead catfish that's been hurled by a rabid fan onto playoff hockey ice, but I'm guessing it's not a fun job. A slimy affair, I'd suspect, and not great for the ice, either. But you'll see the dilemma of the NHL's Nashville Predators in the story down the page: how to honor a beloved fan tradition without necessarily condoning it. (It's a line that the Red Wings have walked for many years in Detroit, where the octopus is the playoff projectile of choice.) The Predators came up with the idea of a tank in Bridgestone Arena to give the fans some live catfish to enjoy, along with graphics to spell out the creature's history in Predators' lore. It's good middle ground, not to mention a fun in-game attraction for kids. It gives the team a way to embrace what's become a secondary symbol for the club without green-lighting catfish flying out of the stands, which is messy at best and dangerous for both fans and players at worst. When God gives you catfish ...



*Banc of California Stadium, where Major League Soccer's Los Angeles FC will play, is partnering with Appetize for point-of-sale services.*

### **LAFC Chooses Appetize**

**By Brad Weissberg**

Banc of California Stadium, where Los Angeles Football Club will play, has partnered with Appetize to provide POS system services to the new soccer stadium.

Appetize already has a lengthy list of California clients, including The Forum, the L.A. Coliseum and Dodger Stadium.

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### **QUOTE OF THE WEEK**

“It’s such a natural match for us, very authentic. People go to games and concerts and they enjoy capturing the moment on their phones. But there’s a tendency to lose that capability when they can’t charge their battery and keep it charged. The fans have told us it’s an unmet need.”

— *Kieran Hannon, Belkin’s chief marketing officer, on why a deal to advertise at arenas makes sense for the company.*



## PHOTO OF THE WEEK

The Fab Four, a Beatles tribute band, launched the presale of the iconic self-portrait image of John Lennon on California license plates to help fund food banks throughout the state of California. The announcement was made at the City National Grove in Anaheim. Pictured with "John, Paul, George and Ringo" are Nederlander Concerts marketing manager Annisha Hinkle and CA Imagine's Mike Towner. (Photo: Les Mattia)



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### New Sponsors For Arenas

By Don Muret

OVG Global Partnerships has signed Belkin, Casamigos, Hulu and Zoom for national sponsorships tied to the Arena Alliance, a group of 26 big league venues



Deep South

### May Spotlight

**Ad Deadline: April 27, 2018**

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across the NBA and NHL. The agreements, all spanning one to two years, each cover different arenas and alliance members.

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## Bridgestone Lands Big Ones

By Tim Newcomb

Throwing fish on the ice — a hometown tradition at Nashville's Bridgestone Arena — has led to the creation of a venue fish tank where a catfish named Gill and a second, Ben, have been living. A third and fourth fish, both to be named by fans via social media polls, will be added to the aquarium soon.

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## In Memoriam: Bob Reid

By Linda Deckard

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## Vegas Convention Center Grows

By Brad Weissberg

Las Vegas Convention Center is embarking on a \$1.4 billion upgrade. Phase one will be adding a 600,000-square-foot exhibit hall, to be followed by a complete overhaul of the existing 3.2 million square feet of convention space.

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## Under The Stars In Orlando

By Don Muret

Camping World Stadium reported \$8.23 million in gross ticket sales for The Eagles and Jimmy Buffett on April 14, which set a record for a concert at the 82-year-old Orlando venue. The show marked the unofficial start of the stadium

Bob Reid spent his career running the old Met Center in Bloomington, home of the Minnesota North Stars hockey club, and booking Big Bird for VEE Corp.'s Sesame Street Live. Reid died March 30 at the age of 86 in Wausau, Wis.

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### Forest Hills Goes Year-Round

By Francisco Rendon

Forest Hills Stadium in Queens, N.Y., is moving forward with plans to become a year-round venue in the fifth year after its 2013 reopening. The concert venue and is booked by Madison House Presents through a deal with AEG.

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concert season.

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### Hart Tops Chart

Kevin Hart brought his Live Nation-promoted



### IAVM Regional Meetings; VOS Coming



### Rippetoe Nominated By IAVM

San Diego Convention

tour to Royal Farms Arena in Baltimore for two shows March 23-24 and laughed all the way to the bank, grossing \$1,913,485 with attendance of 24,431. Tickets ranged from \$44.50 to \$150.

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IAVM Regions 1,2,3,5, Lexington, Ky., Apr. 22-24; Venue Operations Summit, Nashville, Tenn., Apr. 29 - May 1; Fest Forums, NYC, May 3-4, IVAM Region 4, Spokane, Wash. May 7-9.

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Center CEO Clifford "Rip" Rippetoe has been nominated as second vice chair of the IAVM board. Rippetoe will serve a four-year term, taking on the chairman position in 2020-21.

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## SHORT TAKES

### IAVM Event Goes To Chicago In 2019, Long Beach In '20

The International Association of Venue Managers announced it will hold its 2019 *VenueConnect* Annual Conference and Trade Show July 21-24 at McCormick Place Convention Center in Chicago and the 2020 *VenueConnect* July 26-29 at the Long Beach (Calif.) Convention and Entertainment Center. The annual conference and trade show draws more than 2,000 attendees each year. The 2019 event will be its first return to Chicago since 1965, and Long Beach has not been host since 1954. This year's event is set for July 22-25 at the Metropolitan Toronto Convention Centre.

### See Tickets Expands With Acquisition Of Paylogic

International ticketing services company See Tickets has acquired Paylogic, an Amsterdam-based ticketing and technology company, from LiveStyle in a deal announced Monday. Terms of the deal were not announced. The acquisition gives See Tickets businesses in the U.K., France, the U.S., Spain, Germany, Belgium and the Netherlands and the expectation of selling more than 20 million tickets a year for music, sporting and cultural events in more than 30 countries. See Tickets also entered into a long-term commercial agreement with LiveStyle and its subsidiaries to ticket its U.S. festivals and events.

### New Name For Chastain Park Amphitheatre

Atlanta's venerable Chastain Park Amphitheatre is now known as State Bank Amphitheatre at Chastain Park, thanks to a naming-rights deal announced earlier this month. Georgia-based State Bank & Trust Co. signed a multiyear deal with Live Nation, which operates the city-owned venue. Financial terms of the deal were not announced. The 6,900-capacity amphitheater, which opened in 1944 in the Buckhead section of the city, is undergoing a reported \$5 million in renovations before it opens for its 2018 season.

### Naming-rights deal for 3Arena Dublin extended

Mobile phone operator Three Ireland has extended its naming-rights deal with Live Nation's 3Arena Dublin, agreeing to pay 55 million pounds, or \$68 million, over the next 10 years to keep its brand on the 13,000-capacity venue. O2 acquired the naming rights to the arena in 2008, when it was known as The Point Depot, as part of a 10-year deal worth 25 million pounds. Three bought the rival phone operator in 2014, at which point the name changed to 3Arena.



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