



**EVENT
LOGISTICS**



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SP+ Event Logistics manages the flow of people to places. We are the only A to Z general contractor in the event and large venue industry with the capability under one roof to comprehensively address all transportation-related needs our clients may have. We handle all the items our clients expect, and address the issues that few anticipate.

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A Complete Toolbox of Logistical Services

Our scalable services adapt to events and venues of all sizes. Web-based technologies let people reserve parking spaces and bus seats, and comprehensive management plans reduce traffic congestion and pollution while enhancing revenue.



Transportation and Logistics Master Planning

Success begins with a smooth transportation flow. After examining an event or venue and the transportation systems already in place, we create a master plan to seamlessly move all constituencies to their proper places.

- Transit and roadway usage
- Traffic management plans
- Pedestrian, wayfinding and access control analysis
- Transportation forecasts

Travel Demand Management

We assess the capacity and anticipated traffic volume of the road, train and bus systems that bring people to an event or venue. We then plan for the most efficient uses of both public and private transportation options.

- Infrastructure usage optimization
- Transportation operating plans
- Logistical and communications plans
- Operational models and simulations

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Traffic and Parking Operations

We create various models depicting how people might arrive and enter an event or venue, taking into account all modes of transportation and anticipated audiences.

- > Traffic management
- > Pedestrian flow management
- > Revenue control systems
- > Parking operations
- > Road closure and parking restriction plans
- > Traffic and access control
- > Signage plans and installation

Event Transportation Management

Plans are only as good as their execution. We're laser focused on the effective implementation of all elements of our transportation master plan.

- > Procurement management
- > Fleet management
- > Routing and dispatch operations
- > Stakeholder and public transport integration
- > Staff and driver requirements, training and management

Bid Preparation

Transportation issues are always a critical factor when potential locations for a major national or international event are evaluated. We work with prospective host cities in assessing transportation opportunities and impediments.

- > Bid document preparation
- > Competitive city analyses
- > Infrastructure evaluations
- > Budgeting assistance



Advanced Technologies

We utilize the latest technological innovations to reduce traffic congestion, carbon emissions and attendee stress, and to enhance parking and ancillary revenues for the venue.

- > Click and Park® parking reservations
- > Click and Ride® shuttle reservations
- > GPS tracking
- > Spectator tracking

Advertising and Marketing

Branding of transportation assets can generate sponsorship and advertising dollars to offset costs. Our established relationships help us reach partners suited to a variety of events.

- > Wraps and banners
- > Mobile video displays
- > Billboard messages

Learn More About SP+

We're continually enhancing our services by testing new standards and deploying new technologies to improve our services, efficiency, productivity and the customer experience.

Please visit our website for more information on our complete line of services.

www.spplus.com

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