



GAMEDAY®



Our **SP+ GAMEDAY** operating division is comprised of planning and operations specialists who focus *exclusively* on the events and venues industries. Since 1994, our team of professionals has excelled on national and global stages, having delivered our **SP+ Event Logistics** services at over 90 venues and at major events across the world, including the Olympic Games, the Super Bowl and the NCAA Final Four Tournament.

INNOVATION **IN** OPERATION®

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Event Logistics



We manage the flow of people to places to minimize congestion, expedite travel times, reduce expenses and maximize event revenues.

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
- > Parking 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



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

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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

National and Global Experience

SP+ GAMEDAY has successfully designed custom parking and transportation solutions for events and venues across the world.

- > Olympic Games
- > Super Bowls
- > NCAA Final Fours
- > Motorsports
- > College Bowl Games
- > Political Conventions
- > National Conventions
- > Large Public Events & Festivals
- > Professional Golf Tournaments
- > Stadiums
- > Arenas
- > Performing Arts Centers
- > Theatres
- > Convention Centers

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We're More Than Event Logistics

SP+ professionals can provide an expanded range of event and venue-related services for clients who want to streamline their supervisory and reporting relationships.

- > Parking management services from the **SP+** family of parking brands
- > Shuttle buses through **SP+ Transportation**
- > Maintenance and cleaning services through **SP+ Facility Maintenance**
- > Licenses security patrols through **SP+ Security**

Learn More About SP+

Our stable leadership, unrivaled expertise and solid track record help our clients achieve their singular goal: successful events.

Please visit our website for more information on the **SP+** family of services and products.

www.spplus.com

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