

# COMCAST SPECTACOR



**SPECTRA**  
— BY COMCAST-SPECTACOR

17 F 3  
SEC. ROW SEAT

**WE KEEP  
TICKET  
STUBS  
FOR A  
REASON.**

**SPECTRA**

There's more written on them than just the date and time. It's the second quarter when your kid tried his first giant pretzel. The third encore when you managed to snag the last set list.

It's the thousands of details that build a singular experience: the third-quarter Instagram update and the seventh-inning soda run and the minutes-saving traffic pattern. We're obsessed with these details so you don't have to be.

We think there's an art to ticketing and a science to line management. We know each and every link that connects you to your audience. We're fueled by standing ovations and sustained by winning seasons.

And we're bringing this passion to every single venue, every single happening, every single day.

**ADMIT ONE**

**WE BUILD MORE THAN JUST EVENTS.  
WE BUILD EXPERIENCES.**

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## SPECTRA

Fan devotion can amplify venues to storied levels. Owned and managed by Comcast-Spectacor, The Wells Fargo Center allows us to create and adapt new systems and practices to constantly heighten the event experience, testing and perfecting our services before bringing them to venues all over the world.

We know that tomorrow's most successful events rely on meeting customers' needs before they even arise, be that through mobile ticketing, customized Wi-Fi, or concessions tailored to changing tastes. Our access to everything Comcast and NBC Universal has to offer not only puts us in front of the competition, but at the forefront of technology.

Meaning that we don't just know your event, we know what it's capable of.

# TURNING

# FANS

# INTO

# FANATICS

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# AN EXCEPTIONAL STADIUM DESERVES A TEAM TO MATCH

WE MAY BE THE TEAM behind the scenes but we always have the home field advantage. The University of Phoenix Stadium is unlike any other in North America, but so is Comcast-Spectacor. The unique design, engineering, and technology of this venue requires unique attention to details, that's where we come in.

From the Super Bowl and Fiesta Bowl, to concerts, rodeos, and trade shows we are adaptation professionals. Between the retractable grass field and retractable fabric roof we turn 63,000 seats to over 72,000. And from thousands of events we make millions of fans.

SECTION 212  
SEAT 12  
Scored tickets to every Super Bowl for the last twenty years.

SECTION 135  
SEAT 43  
Instagramming his third guest ice cream cone.

SECTION 404  
SEAT 6  
Still talking about his killer parking spot for some reason.

SECTION 103  
SEAT 6  
Family just saw her giant LOOK AT MY SIGN sign on television.

SECTION 227  
SEAT 21  
Made it back from concessions just in time for fourth and goal.

NOTABLE EVENTS AT THE UNIVERSITY OF PHOENIX STADIUM



Awarded the "Venue Excellence Award" by the International Association of Venue Managers (IAVM) in 2012





