



*Worldwide Entertainment and  
Convention Venue Management*

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### **Fact Sheet**

**Overview:** SMG, the world leader in venue management, marketing and development, was founded in 1977 with the management of its first facility, the Louisiana Superdome. It soon grew to manage convention centers, exhibition halls and trade centers, arenas, stadiums, performing arts centers, theaters, and specific-use venues such as equestrian centers.

Headquartered in Philadelphia, Pennsylvania, SMG manages more than 15 million square feet (1.4 million square meters) of exhibition space and more than 1.5 million arena and theatre seats across the globe. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services. SMG also offers food and beverage operations through its concessions and catering company SAVOR, currently serving more than 140 accounts worldwide.

SMG-managed stadiums and arenas have played host to some of the world's premiere sports events, including the Super Bowl, World Cup Soccer, Winter Olympics, and Commonwealth games. SMG manages more NCAA events than any other single facility or company in the country.

**Locations:** SMG manages more than 230 facilities worldwide.

**Services:** Full service national sales and marketing programs  
Complete operations management  
National contracts to help facilitate bookings  
Lead generation  
Telemarketing programs  
Sports and entertainment booking

**Major Venues:** Cobo Center, Detroit  
McCormick Place & Soldier Field, Chicago  
NGR Park, Houston  
Mercedes-Benz Superdome, New Orleans  
Moscone Center, San Francisco  
Colorado Convention Center, Denver

**Employees:** employs more than 50,000 people worldwide.