

SEATING SOLUTIONS

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NY METS CASE STUDY

PROBLEM: How do you generate excitement and revenue from an otherwise useless area in your stadium? How can you take an underutilized area and turn it into the most coveted seats in the ballpark?



ANSWER: Call Seating Solutions! That's what the Mets did. Well, actually it was the other way around... In 2006 Seating Solutions owner, Scott Suprina, approached the NY Mets with a proposal. He proposed luxury seating areas in each corner of the stadium incorporating Dreamseat reclining chairs. The Mets initially balked (no pun intended) at the offer because they did not believe that the seats would have a quality sightline. Scott assured them that the seats would and offered to install them and if the organization did not like them, he would take them out. The Mets accepted this offer and Seating Solutions completed the install of a 5 seat DreamSuite in less than two weeks to make it in time for the Subway Series that year. The DreamSuite area drew as big a buzz from the fans as the game did and the rest is history.



The Mets went to 16 seats in each corner in 2007 and 2008 and are looking to incorporate the seats into Citifield.

Contact Seating Solutions so you, too, can enjoy the excitement and added revenue of a DreamSuite area.