



StubHub Case Study

Problem: How can you turn underutilized areas in your stadium/arena into the most coveted seats in the house? How do you give back to your fans without spending your hard earned revenue? How can you reclaim the revenue you lose from empty ADA seating while still adhering to codes?

Solution: Portable DreamSuites! A portable DreamSuite is a fully re-locatable seating system that rolls in and out of unused ADA spaces or concourse areas. These portable DreamSuites incorporate DreamSeat licensed leather reclining chairs along with 32" flat screen televisions. They are transported in a folding aluminum box which allows for easy relocation and minimal storage if not being used.

StubHub and Seating Solutions partnered up in 2008 to install 5 of these units in MLB stadiums across the country. Included are: The San Francisco Giants, Seattle Mariners, Houston Astros, Chicago White Sox and St. Louis Cardinals. Each team installed a portable two seat unit in their stadium. The StubHub branded units are used as a "fan of the game" upgrade. All of the parties involved in this partnership have benefited immensely and more portable DreamSuites are beginning to pop up in other venues as well. They are the perfect answer to the problem of empty ADA seating, wasted revenue and increased fan experience.



Call Seating Solutions today for a free consultation – your fans will thank you.
www.seatingsolutions.com 631-845-0449