

PITTSBURGH
PENGUINS[®]

VS

COLUMBUS
BLUE JACKETSTM

Hannah Confer
PPG Paints Arena

Event Info

**PPG Paints Arena in
conjugation with NHL and
the Pittsburgh Penguins**

October 5th, 2019 @7:00pm

**8,000. The full capacity of
the arena is 19,758.**

**Ticket Price - \$35 - \$600;
\$40**



Audience Perspective

Bella

- Point Park Student
- First Pens Game
- Got tickets from family
- Enjoyed the game but had a hard time finding the bathroom



Producer Perspective



- UPMC
- Smaller attendance considering it was a Saturday game
- Audience responded well to Interactive Game Cams and cues

Food Vendor Perspective

- Adam
- Worked at the Nacho cart outside Section 213
- Very Busy throughout the whole game
- Long non-orderly lines



Profitability

Vendors

Sponsors

Peel off
posters

Merch store

Ticket sales



Recommendations

- Crossing Guards at the sidewalks
- Better exit strategy
 - Emergency Exit
 - Took a long time to exit the venue
- Better organization for lines so it doesn't confuse patrons
- More informational signs

Thank
You

