

## **Spectra Turns Double Play to Provide Ultimate Customer Experience During MLB's All-Star FanFest at Duke Energy Convention Center**

**Cincinnati, OH-** The ultimate fan experience will be served up “Cincinnati Style” this weekend when the DECC hosts Major League Baseball’s All-Star FanFest (July 10-14). Spectra by Comcast Spectacor, is turning a double play with its Venue Management and Food Services & Hospitality divisions at the Duke Energy Center, and will help customize this event for visitors to enjoy many of the tastes and experiences of the city.

“All eyes will be on Cincinnati this weekend and we know the DECC will be the foundation of the event. We want to represent the city in its finest hour in the best light possible. It's really an honor to be able to host something this amazing,” said Spectra’s Ric Booth, General Manager of the Duke Energy Center.

By customizing the event, guests will literally get a taste of Cincinnati.

Concession offerings will include local favorites Skyline Chili and LaRosa’s Pizza, two mainstay vendors at the DECC, and All-Star Dogs created by Spectra Executive Chef Purvill Chaney. FanFest guests will be among the first to indulge in these mouth-watering hot dog creations that include sausage, beef, bacon, cheese sauce, onions, and Fritos to name a few. Yes, Fritos on your dog! In addition, fans won’t want to leave without a souvenir cup to commemorate the home run event.

The MLB All-Star Weekend FanFest is one of the biggest events that Spectra has hosted at the Duke Energy Convention Center since Spectra’s parent company, Comcast Spectacor, launched the rebrand in early June. The new Spectra name brought the former divisions of Global Spectrum (venue operators of DECC) and Ovations Food Services (food services provider at DECC) together as one brand. These divisions are now known as Spectra Venue Management and Spectra Food Services & Hospitality. Spectra also includes a third division: Ticketing & Fan Engagement, which was previously known as Paciolan.

Comcast Spectacor rebranded these divisions as Spectra to create a more seamless experience for its clients and their customers. “Spectra is all about creating unforgettable moments for fans,” said Dave Scott, President of

Comcast Spectacor. “We can do that best with all services under one umbrella to provide end-to-end solutions for venues, redefining fan experiences everywhere.”

“As the operator of the Duke Energy Convention Center, and the company that also provides the food services, Spectra’s focus is to create memorable experiences for all of our guests during their visit,” said Booth. “With new upgrades throughout the building, including state-of-the-art digital signage, free WiFi zones, enhanced audio visual and delicious food, Spectra plans to hit a home run with the MLB All-Star Fan Fest.”

### **About the DECC:**

The Duke Energy Convention Center is managed by Spectra and located in the heart of downtown Cincinnati, Ohio, within blocks of top-rated restaurants, bars, pro-sports venues and attractions. The Center boasts innovative design features that welcome creative event plans and versatile spaces to accommodate both large and small groups. The 40,000 sq. ft. grand ballroom is the largest and most spectacular in the Midwest. In addition, the Center offers 200,000 sq. ft. of exhibit spaces and 30 deluxe meeting rooms. DECC offers free Wi-Fi areas, an in-house AV company, telecommunications provider and show-stopping catering cuisine. For details on the convention center or to book exhibit or event space visit [www.duke-energycenter.com](http://www.duke-energycenter.com) or call 513-419-7300.

### **About Spectra:**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra’s expertise is embodied within three divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan). Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

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