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INDUSTRY WRAPUPS

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Marketing & Media

Atlanta companies plan \$10 million golf tourney

Jim Lovel

[snip]

StadiumTrays spreads

StadiumTrays, the corrugated cardboard trays invented and marketed by Spectator Advertising Solutions Inc. of Kennesaw to replace the foam trays commonly used in sports stadiums, has been added to stadiums in Denver, Philadelphia, Dallas and Arlington, Texas.

The expansion adds about 11 million people to the number who will use the trays next year, more than double the trays' current distribution, according to Gerald Piccolo, a spokesman for Spectator Advertising Solutions.

StadiumTrays are provided free to concession operators. The company makes its money by selling advertising on the trays. The trays already are being used at Turner Field and Philips Arena. Nine universities, including Georgia Tech, use the trays at their sporting events.

The new venues expand StadiumTray to the Arena Football League, National Lacrosse League and Major Indoor Soccer League.

[snip]

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