

INDUSTRY WRAPUPS

From the December 26, 2003 print edition

Media & Marketing Beat

Agency 'Edges' out local rivals

[snip]

Shop talk

- Kennesaw, Ga.-based Spectator Advertising Solutions Inc. entered the Houston sports arena with the StadiumTRAY, a marketing platform that puts corporate brands and advertising messages smack in the laps of sports enthusiasts.

The University of Houston and Rice University have signed on to use the tray in 2004.

[snip]

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