

## Tailgating Sports Marketing to Attend ALSD Conference & Tradeshow

*The interactive restroom trailer company is debuting their luxury restroom and captive media marketing solution to premium seating professionals at the show on June 26, 2016.*

Lake Wylie, SC ([PRWEB](#)) June 18, 2016 -- Tailgating Sports Marketing is gearing up to attend the Association of Luxury Suite Directors' 26th Annual ALSD Conference and Tradeshow. The event will take place June 26-29, 2016 at the Wyndham Grand hotel in downtown Pittsburgh, PA. It is the premier show connecting premium seating professionals and organizations with suppliers that can deliver an exceptional fan experience. Tailgating Sports Marketing will be an outdoor exhibitor, moving their [interactive restroom trailer](#) to a new location during each day of the conference and tradeshow to best serve attendees.

A growing market for sports teams and event venues is premium seating. "In 1990, only 3% of the seats were considered premium. Today, 20% of a major venue's seats are considered premium, which can account for nearly 50% of the ticketing revenue," says Bill Dorsey, ALSD Chairman and Founder. Premium seating refers to sections of a venue that offer a luxury fan experience with unparalleled views and better-than-home amenities. It can include suites, loge boxes, and other areas designated as "the best seat in the house," - and even goes beyond with supplementary experiences tailored to high-end clients seeking the best fan experience.

As the economy continues to improve, consumer demand is boosting the premium seating industry and forcing suite professionals to identify future trends in seating product innovation and fan hospitality. The ALSD Conference and Tradeshow was designed to bring suite professionals together with prominent suppliers, advertising itself as "The Bridge to Fan Experience." This year, more than 700 facilities and affiliates are expected to attend. Companies with products and/or services for use in stadiums, arenas, performing arts centers, racing venues, convention centers, and more will pack the exhibit hall to showcase their offerings.

"Tailgating Sports Marketing is very excited to participate as a Gold Sponsor at the 26th Annual ALSD Conference and Tradeshow," says Teri Pahon, Tailgating Sports Marketing President & COO. "We feel our interactive restroom trailers are ideally suited for sports teams and large venues looking to offer their top tier fans the next big thing in luxury. Tailgating is a huge part of the fan experience and to have access to sanitary restroom facilities that go above and beyond with incredible amenities, captive media elements and innovative technology only makes sense for venues hoping to capitalize on the growing premium seating market. In addition to providing an exceptional fan experience, they are also an incredible advertising and revenue opportunity for venues. We know the most impressive thing will be allowing attendees to see the trailer for themselves, so we are really looking forward to getting setup outside at various locations to interact with attendees."

Amenities included on TGSM's interactive restroom trailers extend far beyond those found in portapotties traditionally used at events. The luxury interior includes flushing toilets, hot water hand wash, and baby changing stations. Fully climate-controlled, trailers are also designed to accommodate thousands of uses with separate entrances and exits for high traffic volume, as well as large capacity holding tanks.

Inside the interactive restroom trailer, TGSM has teamed up with industry leaders in captive media to provide several integrated technology touch points. On the men's side, guests will find a urinal game. In the vanity mirror, there is a disappearing media display. It shows footage of the event or commercials when users are in the trailer, but when someone leans in to wash their hands or look at themselves, it will transform back into a

mirror. There are media monitors located on the outdoor stall doors, inner stall doors, or end of the wall in the men's suite. In addition, the exterior of the trailer includes a flat screen with an interactive game.

Tailgating Sports Marketing will have their interactive restroom trailer on-site at Heinz Field, home of the Pittsburgh Steelers, starting Sunday evening - June 26th. During the opening reception event from 7:00 pm to 9:00 pm, the unit will be available for use and touring, as well as live demos of the 22 interactive screens and gaming elements that engage attendees. On Monday, the unit will move to the Wyndham Grand hotel for the ALSD convention event and will display the new social media selfie booth with branded location photos. Exhibit hours are from 11:30 am to 1:30 pm and 4:00 pm to 6:00 pm on the 27th. On Tuesday, June 28th, the trailer will move to PNC Park. Home of the Pittsburgh Pirates, the trailer will be setup to optimize the fan experience from 5:00 pm to 7:00 pm. At each location/event, the Tailgating Sports Marketing team will highlight the impact their interactive restroom trailers can have on fan experience and fan engagement. TGSM is the only ALSD exhibitor to have an outdoor display that will travel throughout the conference and tradeshow.

For more information on the interactive restroom trailers from Tailgating Sports Marketing or the company's upcoming participation in the 26th Annual ALSD Conference and Tradeshow, please contact Teri Pahon at 888-995-2285.

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#### About Tailgating Sports Marketing:

Tailgating Sports Marketing is a subdivision of Portable Restroom Trailers, LLC. The division was established to provide stadiums, festivals, tailgating associations, concerts, and other events a fresh alternative to temporary restroom facilities. TGSM offers a state-of-the-art, fully interactive restroom trailer designed as an interactive engagement activation experience. Restrooms feature HD digital displays, interactive media display triggers, and mobile device gaming. Aimed at providing guests an unforgettable, comfortable and unique restroom experience, the units are also lucrative revenue opportunities for venue owners, sponsors and advertisers.

For more information, visit [www.TailgatingSportsMarketing.com](http://www.TailgatingSportsMarketing.com).



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