



***Worldwide Entertainment and
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News Release

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FOR IMMEDIATE RELEASE

SMG to Work With SFVA at The Meadow Event Park

PHILADELPHIA, PA – SMG and the State Fair of Virginia, Inc. (SFVA) have reached an agreement for SMG to provide pre-opening consulting and ongoing event booking, marketing and food and beverage services to SFVA and The Meadow Event Park (Doswell, Caroline County, VA). Notable during The Meadow’s long history is the fact that legendary 1973 Triple Crown Winner Secretariat was born there. Also, Riva Ridge, winner of the 1972 Kentucky Derby and Belmont Stakes, was housed at The Meadow. SFVA is currently in the midst of an \$81 million project that includes new construction and redevelopment of existing facilities at The Meadow Event Park.

During phase one of the project, which includes the development of The Americraft Pavilion (10,000 sq. ft. multi –purpose facility), The Farm Bureau Center (75,000 sq. ft. exhibition hall), the Union Bank & Trust Hall (high-end executive conference center), the Southern States Legends Stable, and four equine show rings, SMG will work closely with SFVA in the areas of booking, food and beverage, operations, maintenance, and other services for The Meadow Event Park.

“Our goal is to turn The Meadow Event Park into a place where people from all over Virginia and the eastern United States will come not only for events like the State Fair of Virginia, and The Richmond Highland Games & Celtic Festival, but also for consumer and trade shows, corporate meetings, weddings, equestrian events, and many other public functions,” said Curry Roberts, President of SFVA. “We’re excited to have an industry leader like SMG working with us to make The Meadow a resounding success.”

“SFVA is in a great position, with a great plan in place to turn The Meadow Event Park into a world-class facility,” said Wes Westley, President and CEO of SMG.

“Together with SFVA, we will use our position as the industry leader in convention, conference and public facility management to maximize the usage of the facilities and services The Meadow has to offer. We look forward to expanding our services at The Meadow as future phases of development are completed.”

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About SFVA: Founded in 1906, SFVA is a not-for-profit organization, independent of state government. Each year, SFVA presents The State Fair of Virginia, the

Strawberry Hill Races, and the Richmond Highland Games & Celtic Festival. The Meadow Event Park is located virtually equidistant between Fredericksburg and Richmond, just off of exit 98 (King's Dominion) of Interstate 95.

For more information, visit <http://www.statefairva.org>

About SMG: Since 1977, SMG has provided management services to over 219 public assembly facilities including arenas, stadiums, theatres and performing arts centers, and convention, congress and exhibition centers. With facilities across the United States, Puerto Rico, Mexico, Canada, Europe and the Middle East, SMG manages more than 11 million square feet (1.1 million square meters) of exhibition space. As the recognized global industry leader, SMG provides construction and design consulting, pre-opening services, venue management, sales, marketing, event booking, and programming. SMG also offers food and beverage operations through an in house catering company, Savor...Catering by SMG, currently servicing 65 accounts worldwide. □ □

For additional company information, visit www.smgworld.com