

SOURCE: **Ticket Summit®**

## Ticket Summit 2010

July 06, 2010

### Experts to Share Business Strategies at Ticket Summit®

#### Panel Sessions Will Explore New Technologies, Ticket Services, and Pro Sports Ticket Sales

VERNON, CT – (Marketwire – July 6, 2010) - [Ticket Summit®](#), the leading international ticket conference, today announced that two leading academics on the secondary ticket industry -- Joris Drayer and Stephen Shapiro -- will soon announce the findings of a new report that analyzes ticket broker demographics, the dynamics of ticket sales, and how current events shape these trends. The findings will be unveiled during the panel session titled "Ticketing & Entertainment Research Trends" scheduled for Thursday, July 15 at 10 am.

For this report, two hundred sixty-one ticket brokers were surveyed across the U.S. spanning metropolitan cities, as well as smaller regional markets. Professors Joris Drayer of the University of Memphis and Stephen Shapiro of Old Dominion University qualified the data individually collected from survey participants from January through June 2010.

"We are pleased to host an ideal forum for the presentation of an independent report highlighting the most recent trends in the secondary ticket market," said Dr. Molly A. Martinez, Executive Director, **Ticket Summit®**. "There's no doubt this report will have a significant impact on how we understand the secondary ticket market, with a more comprehensive understanding of demographics, ticket acquisition methods, pricing factors, legal issues, and marketing strategies," added Martinez.

Scheduled for July 14-16, 2010 at The Venetian Resort Hotel Casino in Las Vegas, Nevada, the upcoming [ticket conference](#) will host a trade show along with concurrent business development sessions. Additional sessions relevant to the live entertainment industry include "Innovations in Ticketing," "Ticket Seller Services," "Pro Sports & Package Deals," and many others.

#### About Ticket Summit®

**Ticket Summit®** is the world's leading [ticket conference](#) and trade show for live entertainment professionals. This event attracts hundreds of global business leaders, entrepreneurs, and entertainment experts in the ticket community. Past attendees and sponsors include: Billboard, eBay, Forbes, Google, Live Nation, NBA, NFL, NHL, StubHub, Ticketmaster, and Yahoo!, among others. The upcoming **Ticket Summit®** conference and trade show is scheduled for July 14-16,

2010 at The Venetian Resort Hotel Casino in Las Vegas, Nevada. For information, visit [www.TicketSummit.org](http://www.TicketSummit.org)

Contact:

Viveca Woods

VMW Public Relations

1-646-418-6934

[vwoods@vmwpr.com](mailto:vwoods@vmwpr.com)

Molly A. Martinez, Ph.D.

**Ticket Summit®**

1-860-870-3400 x132

[molly@ticketsummit.org](mailto:molly@ticketsummit.org)