



TICKETPRO PARTNERS WITH THEBE REED VENUE MANAGEMENT TO SECURE SPONSORSHIP OF THE DOME

South Africa's leading ticketing innovator, Ticketpro, a wholly-owned subsidiary of Blue Label Telecoms Limited, has secured a seven year sponsorship deal of one of Johannesburg's most recognisable landmarks, The Dome in Northgate, which has been successfully managed over the past 12 years by Thebe Reed Venue Management.

This versatile multi-purpose venue has won *Best Concert Venue* for 14 consecutive years, *Best Exhibition Venue South Africa* at the EXSA 2014 Awards and *Best Venue South Africa* at the PMR Africa 2014 Awards. The venue will undergo a name change and will now be known as the Ticketpro Dome from 25 March 2015.

"The Dome is an iconic landmark in Johannesburg and has hosted a series of international stars, as well as successful expos. This sponsorship is a logical next step in our evolution as a multi-service events partner. Through this partnership, we will take events hosted at the Ticketpro Dome to the next level," notes Werner van Reenen, Chief Executive Officer of SA Distribution at Blue Label Telecoms Limited.

Ticketpro has been responsible for many of South Africa's premium sporting and entertainment events. Through utilising innovative technology developed by Blue Label Telecoms Limited, Ticketpro has been able to significantly streamline the ticketing, hospitality and access control for a range of events across the country.

"Our use of innovative technology will enhance the customer experience and demonstrate to consumers what value they should be expecting from their ticketing partner. As a result, we expect to gain greater traction in the market as well as deliver a brand new, exciting and game-changing experience for South Africans," added van Reenen.

Thebe Reed Venue Management, a wholly owned subsidiary of Thebe Reed Exhibitions Group, holds the long-term management contract of South Africa's leading indoor multipurpose entertainment venue, The Dome and has been awarded the management rights for a third consecutive term.

Carol Weaving, Managing Director of Thebe Reed Venue Management sees massive potential for the newly rebranded Dome, building on its already impressive track record as a premium, versatile venue.

"It is a great honour and privilege to welcome Ticketpro as naming rights sponsor of The Dome. We look forward to growing this relationship and further building The Dome's presence in South Africa. Since being approached by Sasol Pension Fund, (the venue's owners) in 2003, Thebe Reed Venue Management has taken The Dome to new heights, continuously setting the precedent for professional venue management in Southern Africa," explains Weaving.

The move will see the Ticketpro Dome undergo an extensive rebranding exercise as well as the inclusion of new access control technology which is exclusively managed by Ticketpro. This will enable customers at these events to make use of pioneering Near Field Communication (NFC) technology, which provides the basis of a number of the innovations by Ticketpro.



The Dome is the most flexible entertainment space in Africa and certainly one of South Africa's most loved and successful venues. The partnership with Ticketpro will allow The Dome to provide visitors with state-of-the-art facilities and world-class events," added Weaving.

"Through Ticketpro's innovative technology and service, focused on driving the ultimate customer experience, all future events at the Ticketpro Dome will surpass any event previously experienced," van Reenen concludes.

Visit www.ticketprodome.co.za for a list of upcoming events.

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About Ticketpro

Ticketpro, part of Blue Label Telecoms Limited, is South Africa's most advanced ticketing provider and the official ticketing partner of Cricket South Africa, The Blue Bulls, Super GP, Whisky Live Festival and many others.

The company uses only the latest in information technology and secure printing measures to provide a ticketing service that incorporates a myriad of features.

Tickets can be purchased online as well as from a wide chain of retail outlets throughout the country giving all South African's convenience and comfort.

Visit www.ticketpro.co.za for more information.



<https://www.facebook.com/TicketProsCoZa>



<https://twitter.com/TicketProSA>

About Thebe Reed Exhibitions Group

Thebe Reed Exhibitions Group is a joint venture agreement between Thebe Tourism Group Pty Limited and Reed Exhibitions. It is Southern Africa's most forward thinking and successful exhibition and venue management company responsible for exhibitions such as the Africa Travel Week consisting of WTM Africa, ILTM Africa and IBTM Africa; the Business Entrepreneurship and Franchise Expo; Decorex SA; 100% Design South Africa; Gauteng Motor Fest; the Investment and Property Expo; Mediatech Africa and Sports and Events Tourism Exchange (SETE). Thebe Reed Exhibitions

aims to provide the best platform for showcasing industries and nurturing business and networking opportunities on the African continent.

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