



**For Immediate Release**

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## **South Towne Expo Center To Be Remarketed As Mountain America Expo Center**

**WEST JORDAN, Utah – November 14, 2017** – Salt Lake County announced a new 10-year partnership with [Mountain America Credit Union](#). As part of the naming rights agreement, as negotiated by Salt Lake County contractor, Superlative, South Towne Expo Center will be marketed as Mountain America Expo Center starting January 1, 2018. The venue will remain a Salt Lake County-owned facility. The unveiling of the Mountain America Expo Center will take place in early January 2018.

“We’re pleased to partner with Mountain America Credit Union at our Sandy convention and meeting facility. They are all about serving their members, just as Salt Lake County is all about serving the Wasatch Front community with a premier facility for business and family events, meetings, exhibits and shows. It’s a great example of a public/private partnership,” said Mayor Ben McAdams.

The venue hosts 700,000 visitors and over 270 events annually including numerous events for local businesses and organizations such as Primary Children’s Festival of Trees, Utah Department of Veteran Affairs Career Fair, and Utah Department of Transportation (UDOT) Annual Conference. Since opening its doors in 2000, 11,208,908 people have visited the expo center. The 258,000 square foot venue hosts large consumer conventions, community-based conferences, trade shows, career and health fairs, training seminars, banquets and parties.

The partnership will allow Mountain America to host quarterly financial seminars, giving the local community more access to financial education resources. The first financial education event open to the public at this facility will be held in January 2018. Additionally, Mountain America members will receive promotional benefits for select events. The agreement will also provide visitors access to multiple ATMs that will be added throughout the venue.

“Mountain America is pleased to partner with Salt Lake County in the naming of the Mountain America Expo Center,” says Sterling Nielsen, chief executive officer for Mountain America. “This partnership will allow us to further support the community in financial literacy efforts while maintaining our commitment to being a strong financial provider in the Intermountain West.”

The name change will be visible throughout the facility, with Mountain America Expo Center prominent on the interior and exterior of the building, including a permanent lobby exhibit. The expo center will continue to be owned by Salt Lake County and operated by SMG.

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### **About Mountain America Credit Union**

With more than 700,000 members and \$7 billion in assets, Mountain America Credit Union assists members on the right path to help them identify and achieve their financial dreams. Mountain America provides consumers and businesses with a variety of convenient, flexible products and

services, as well as sound, timely advice. Members enjoy access to secure, cutting-edge mobile banking technology, 89 branches across five states, thousands of shared-branching locations nationwide and more than 50,000 surcharge-free ATMs. Mountain America—safely guiding you forward along your financial journey. Learn more at [macu.com](http://macu.com).

### **About South Towne Expo Center**

The South Towne Exposition Center opened its doors in December 2000. Designed to host consumer shows and community events, the center complements the Salt Palace Convention Center. Both venues are owned by Salt Lake County and are managed by SMG. The Facility is designed with 258,000 square feet of divisible exhibit hall space and 15,000 square feet of meeting room space and the South Towne Exposition Center is centrally located in the heart of the Wasatch Front, with easy access and plenty of nearby amenities in Sandy City and neighboring communities. Offering 2,800 parking spaces and a TRAX light rail stop across the street; attending events is easy. Learn more at <https://www.visitsaltlake.com/south-towne-expo-center/attend/event-calendar/>.

### **About SMG**

Founded in 1977, SMG provides management services to more than 240 public assembly facilities including convention and exhibition centers, arenas, stadiums, theatres, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 15 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome. SMG also offers food and beverage operations through its concessions and catering company SAVOR, currently serving more than 140 accounts worldwide. For more information visit [www.smgworld.com](http://www.smgworld.com).