

August 27, 2014  
For Immediate Release



**MEDIA CONTACT**  
Marc Mulherin  
417-336-5401  
mmulherin@BransonCC.com

## **Branson Convention Center Launches New Advertising For Area Businesses** Website BransonCC.com will soon offer advertising opportunities.

Earlier this year, the Branson Convention Center launched its new website, BransonCC.com, focusing on customer-friendly features. The new features include floor plans, calendar of events being held at the Convention Center, downloadable menus and other helpful planning tools. The new website also has a strong focus on general Branson information. Along with providing Branson destination information, the Convention Center's website will soon offer advertising opportunities for businesses in the Branson area that wish to reach convention, special event and wedding attendees.

"Since SMG began managing the Branson Convention Center in April we have been making improvements to the website to not only make it a great resource for our current and prospective clients, but for the community as well," said Branson Convention Center General Manager Marc Mulherin. "By allowing businesses in the community to advertise on the website we are providing our customers with more information and Branson businesses an avenue to potentially engage with event attendees."

Website advertising will be available on most main pages of the website for a low monthly rate. Several options are available from logo placement on the side of a page to larger banner ads on the top of a page. The website advertising is expected to go-live on the site in September.

"This is the first time, to my knowledge, that advertising has been offered on the Convention Center's website," said Mulherin. "It is something I have had business owners ask for, and I'm looking forward to providing this opportunity."

For Branson Convention Center's website, BransonCC.com, advertising information contact General Manager Marc Mulherin at 417-336-5401 or email [mmulherin@bransoncc.com](mailto:mmulherin@bransoncc.com).

### **About the Branson Convention Center:**

The Branson Convention Center, managed by SMG, consists of 113,725 square feet. The center accommodates up to 4,000 attendees in a state-of-the-art lakeside setting. The first floor features a 47,172 square foot exhibit hall as well as a 22,703 square foot ballroom. Twelve meeting rooms, ranging from 1,000 to 5,500 square feet make up the second floor. The Branson Convention Center provides exceptional customer service with an eye for details. From our innovative SAVOR menu options to friendly staff, we take care of the planning while our clients enjoy a great event.

Photo Attachment: BransonCC.com home page

###