



GlaxoSmithKline

## Memo

**G.B. Elion Pharmaceuticals  
Pharmaceuticals**

**Burroughs Wellcome**

**Cerenex**

**To** D1 DSMs  
**From** Gary L. Bean  
**Date** 9/28/00  
**Subject** Fleet Center Tickets for 2001/2002 season

The Fleet Center tickets for the Bruins and Celtics went out today. Only the 2001 tickets were available the 2002 tickets should be in soon as I will forward ASAP.

Enclosed in your Airborne mailing you will find the following:

- ◆ 14 PRE-PAID Premium Seating Tickets
- ◆ Standing Room Only Order form (you have the options to purchase an additional 7)
- ◆ Directions to the Fleet Center
- ◆ Important Fleet Center numbers
- ◆ Boston Celtics Directory
- ◆ Advance Order form for food and beverages
- ◆ **NEW** Security procedures
- ◆ Copy of Fleet Tracking form to be emailed
- ◆ Master list of all games Oct – Dec in the event you would like to switch with someone.

Please note: you can gain entrance to the Premium Seating 2 (two) hours before game time. If you want to conduct a speaker program prior to the game, there are rooms available for a small fee and you must call in advance for reservation.

Take care of these tickets, as they are non-refundable if lost or stolen.

Cc: Bill Pasek, Cynthia Johnson

**Glaxo Smith Kline**

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11/10/2000 03:09 PM

To: Bontempo, Carlo, Long, Ann-Marie, McCrea, Kerry, Mintz, Harry, Nye,  
Tonya, Palazzo, Jim, Parks, John, Register, Mark, Shepherd, Linda  
cc:  
Subject: FW: glb. Fleet Center Schedule for 2000-2001

Please read and keep in your files if you haven't seen this. Note that we have a Celtics game in April, 2001.

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From: Bean, Gary  
Sent: Tuesday, September 12, 2000 10:02 AM  
To: 'Davey, Todd'; 'Davies, Thomas'; 'Doherty, Eric'; 'Essa, Mark'; 'Fenstermaker, Bill'; 'Gallagher, Paul'; 'Guyer, David'; 'Huston, Pete'; 'Mastrianni, Serene'; 'McNeill, Jack'; 'Nichols, Thomas'; 'Tisdell, John'  
Cc: 'Pasek, Bill'  
Subject: glb. Fleet Center Schedule for 2000-2001

Hi Everyone,

Well here's what you all have been waiting for... the Fleet Center Schedule for 2000-2001.

- This year Bill P. has purchased 60 games, (30 for CNS and 30 for RESP) investing \$250,000 of customer focus money.
- Each district will get 3 games.
- The cost of the Premium Seating Suite per game is \$4200 or \$300/seat. When you add food/drink figure about \$350/seat.
- For ROI it's imperative only KEY Customers attend these valuable venues.
- Games have been allocated and are on the attached spreadsheet.
- In an effort to please 20 managers you will definitely have a date that wouldn't be your first choice. So if you do have major conflict with a date you may do your wheeling-dealing on a district level. (We are still in sales)
- Because the respiratory managers are conducting Advair programs this fall and looking for fall dates, I've tried to accommodate them.
- Since we purchased the tickets from the Celtics there are more Celtic games than Bruins. I've tried to give everyone at least one Bruins game and separated the games by at least 4 weeks.
- Attached Tracking form must be completed no later than 3 days post game.

Some Fleet Center information:

You have 14 tickets (paid), however if you wish to purchase an additional 7 standing room only (SRO) you may at your expense.

You will receive 2 parking passes.

As soon as they're available you will receive tickets/parking passes to all 3 games. Put them in a safe place as lost tickets are non-refundable

Included with your tickets you will receive directions, food/drink menus, floor plan of box, SRO forms, etc.

If you want to conduct a program the day of a game: you may enter the Fleet Center 2 hours before the game, meeting rooms are available at an additional charge.