

ISM Connect and Minor League Baseball progress towards first permanent smart advertising network in professional sports

25 MiLB clubs set to deploy for Opening Night 2019, with a target of over 60 by the 2020 season.

DOYLESTOWN, PA - January 29, 2019. Minor League Baseball™ (MiLB™) and ISM Connect, a national technology and media firm, will deploy over 350 smart displays across 25 Minor League Baseball ballparks in advance of the 2019 season as part of a six-year agreement. The displays will support team efforts to further connect with fans using digital resources and will be equipped with audience measurement capabilities, delivering fan engagement data in near real-time. Along with Allegiant, who will be the naming rights partner of the network, other national partners will be featured on the network to share their stories and reach an engaged audience. The Network will reach nearly 50 million individuals through this platform, driving engagement and modernizing the game day experience for MiLB fans.

“The Allegiant Airline Network creates a compelling opportunity for brands and sponsors to reach a geographically diverse set of passionate local baseball fans,” says Kent Heyman, CEO of ISM Connect. “Minor League Baseball consistently ranks as the most family friendly sport in America, and the Allegiant Airline Network will modernize the fan experience at local parks. As a proud partner of Minor League Baseball, ISM Connect is excited to bring its innovative solutions to millions of fans who will experience the Network.”

The ISM solution will offer teams a new, monetizable vehicle for teams and brands to disseminate messaging to engaged consumers. Leveraging ISM's content management system, teams will be able to produce, schedule, and manage targeted marketing and custom branded content. ISM plans to work directly with each team to create targeted launch events, build local programming and sell available inventory to potential partners.

“A lot of our brand partners ask about our ballpark’s digital capabilities as they want to reach our fans across channels with an evolving set of messages throughout the year,” says Josh Olerud, President and General Manager of the Scranton/Wilkes-Barre RailRiders. “Whether we are communicating on-field highlights, nightly promotions or special events happening throughout the ballpark, this digital platform will enable us to interact with our fan base in more effective ways, while also creating new revenue opportunities and helping our business grow.”

About ISM Connect

ISM is building the world’s first fully integrated network of smart engagement technology. Our network of 100 venues reaches an audience of over 110 million consumers. We modernize the way fans experience events, brands connect with fans and venues deliver unforgettable experiences. For more information, visit www.ismconnect.com.

About Minor League Baseball

Minor League Baseball is the governing body for all professional baseball teams in the United States, Canada, and the Dominican Republic that are affiliated with Major League Baseball® clubs through their farm systems. In 2018, Minor League Baseball attracted nearly 40.5 million fans to its ballparks to see baseball’s future stars and experience affordable family-friendly entertainment that has been a staple of Minor League Baseball since 1901. For more information visit MiLB.com. Follow Minor League Baseball on [Facebook](#), [Instagram](#) and [Twitter](#).

