

Rock Bands:

VIP® Bands Help Control Access & Promote Branding at the Rock and Roll Hall of Fame Museum



THE MUSEUM THAT ROCK BUILT

Since opening its doors in 1995, the Rock and Roll Hall of Fame Museum has ushered in millions of visitors from all over the world. Located on the shores of Lake Erie in downtown Cleveland, Ohio, the museum is well known for its legendary inductees like Paul McCartney, Jimmy Page, and Michael Jackson, as well as its impressive rock and roll artifacts. Managing visitor access for nearly 500,000 visitors a year requires a well thought out strategy for crowd management. The Rock and Roll Hall of Fame Museum perfected its crowd management techniques using VIP® Band identification wristbands from Precision Dynamics Corporation.

CONTROLLING ACCESS WITH VIP® BAND WRISTBANDS

The Museum uses VIP Band wristbands to control access for a wide variety of visitors and special events, including general visitors, museum members, VIPs, contractors, touring bands, school groups, corporate functions, and the annual Rock Hall Induction Ceremonies. It uses different colors and specially printed wristbands to identify all visitors. In fact, the Rock and Roll Hall of Fame Museum has been a PDC customer for over 10 years.

VIP Band Wristbands also provide flexibility and freedom for visitors to access the venue. Patrick Scanlon, Manager of Visitor and Member Services for the Rock and Roll Hall of Fame Museum, states "PDC's wristbands give visitors a better overall experience than ticketing. Once visitors receive their wristbands at the beginning of their tour, there's no need for further verification of their touring privileges. Plus, they can enjoy the flexibility of leaving the Museum and returning later in the day without showing proof of purchase. Their "ticket" is on their wrist!"

BEFORE VIP® BAND WRISTBANDS

The Museum used printed tickets before converting to VIP Band Wristbands. Visitors were allowed access to the museum for timed periods. When the period ended, museum staff had to usher out the visitors before allowing the next group of visitors to enter. This was a logistical hassle plus visitors were required to present their physical tickets for re-entry. If a visitor lost his ticket, he had to dig up his receipt for proof of purchase. "Wristbands are not only cost effective," said Scanlon, "but they also give visitors a sense of being welcomed as a special guest."



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The PDC Difference

The Museum takes advantage of PDC's design services to help develop one-of-a-kind designs using Surelimage® full color wristbands for several of its special events and programs. "We love the option of being able to work with PDC and their graphics department to help us design our full-color artwork for the Surelimage® wristbands. We simply request graphic assistance from PDC or quickly upload a PDF of photo file from a predesigned or client supplied graphic. It's fast and easy."

Branding with Rock and Roll Style

Everyone knows that the Rock and Roll Hall of Fame represents all that is cool. You wouldn't expect its wristbands to be any different. The Museum's standard admission wristbands feature the highly recognizable Rock and Roll Hall of Fame logo and the rockhall.com website printed on them. For other special programs and events, it uses Surelimage® full color wristbands for that extra wow factor.

According to Scanlon, "Surelimage gives us a better opportunity to showcase our messages more distinctly and stylishly. Whether it's our Member VIP wristbands, our "Rockin' the Schools" educational wristbands, or our Hall of Fame Induction wristbands, we can really dial in our message. People love keepsakes especially when it represents rock and roll. Many visitors keep their wristbands long after they leave the Museum to hang them on their wall at work, post them on their fridge, or to wear them for bragging rights. Highlighting and promoting our initiatives and events—or even just our website—has never been so convenient and affordable."

Cleveland Rocks

With hundreds of thousands of visitors a year making the trek to the Rock and Roll Hall of Fame Museum, it will no doubt keep the city of Cleveland rocking. VIP Band Wristbands will continue to promote this rocking tradition—one happy visitor at a time!



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To learn more about how VIP Band Wristbands can help your organization control access and promote your brand, contact PDC today!



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