



For Immediate Release
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EXPO New Mexico/State Fair to Partner With Uber for Expanded Transportation Options for Big Local Events

Partnership Provides Added Value to Patrons and Fair

Leaders from EXPO NM/State Fair and Uber have announced an exciting partnership which will reap great rewards for folks attending the New Mexico State Fair and other big events at the state fairgrounds. Starting this weekend with the Southwest Chocolate and Coffee Fest, Uber will be a transportation partner with EXPO NM to assure timely, convenient and customer friendly access to local events.

First time Uber riders using the promo code “EXPONM” will receive a discounted fare to the Southwest Chocolate and Coffee Fest, and will avoid paying fees to park on site, as well as the added safety benefit for those who plan to enjoy a cocktail while attending the event. EXPO New Mexico in turn will receive a small revenue share for each rider who utilizes the first time promotional codes. The Southwest Chocolate and Coffee Fest takes place March 19 and 20 from 10 AM to 6 PM in the Manuel Lujan Complex. The annual festival draws big crowds and has received national recognition as a premier culinary event.

Though a state agency, EXPO NM/State Fair receives no general fund appropriations, so revenue generating partnerships are essential to its operations. The greatest benefits will be realized during the 2016 New Mexico State Fair (September 8 – 18), when a reduction in vehicles parked on site will allow for smoother access to the event. Additionally, Uber vehicles will utilize dedicated entry gates and pre-planned routes into the fairgrounds in order to further expedite access to the fair and EXPO events.

“When we met with representatives from Uber, they explained to us that customer service and a positive customer experience is their top priority,” stated New Mexico State Fair General

Manager Dan Mourning. “We 100% share this philosophy as delivering a fantastic time for every patron who attends the state fair, as well as year-round EXPO events, is our highest calling. At that point we knew pursuing this partnership would only improve upon already great events.”

For larger events like the New Mexico State Fair, during high attendance periods such as on weekends, Uber will set up a “rider lounge” with nice seating and free refreshments where Uber users can relax after a long day of fun activities, while they wait for pick up. The state fair will provide designated access points where drivers can stage for pick up in order to avoid lengthy wait times. During fair time, promotional codes will once again apply for new riders though the code will be “NMSTATEFAIR.” Uber customers will also benefit from promotional contesting and giveaways for local events, with a strong focus on the fair event specifically.

For more information please visit www.EXPONM.com.