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**ONCENTER COMPLEX PARTNERS WITH RESERVE INTERACTIVE TO ENHANCE  
EVENT MANAGEMENT PROCESSES ACROSS PROPERTY**

**Delafield, WI – November 3, 2009** – The Oncenter Complex in Syracuse, New York, has selected ReServe Interactive's Catering & Event Management software to centrally manage events across its Convention Center, Civic Center Theaters and the War Memorial Arena.

ReServe Interactive® Catering and Event Management software solutions streamline and optimize all aspects of managing on- and off-premise events. Built on Event Lifecycle Technology™, ReServe's products enhance the natural flow of event sales and management from inquiry through execution by anticipating and automating next steps. ReServe's Catering & Event Management software centralizes multiple event books and controls function space; monitors and reminds staff of upcoming tasks; instantly generates and updates correspondence; coordinates menus, pricing, equipment lists and staffing; enhances communication across employees and multiple locations; manages customer databases and marketing campaigns; and provides hundreds of financial reporting tools.

Since 1996, ReServe Interactive has established key partnerships with several nationally recognized clients including Wolfgang Puck Catering, Levy Restaurants, Restaurant Associates, Lettuce Entertain You Enterprises, McCormick & Schmick's Restaurants, The Melting Pot, Gaylord Entertainment, Palm Restaurant Group, and Patina Restaurant Group.

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### **About the Oncenter Complex**

The Oncenter Complex consists of three venues and is centrally located in the Northeast to attract both regional and national events that contribute to the economic and cultural development of Onondaga County. The Convention Center at Oncenter is a 99,000-square-foot structure ideal for major conventions, meetings, banquets, consumer shows, trade shows, car shows, exhibitions and corporate awards dinners. The space includes exhibition halls, a ballroom and break-out meeting rooms. Next door, the War Memorial at Oncenter has the versatility to accommodate numerous large-scale events, including ice shows, family shows, car shows, concerts, sports events and conventions. The John H. Mulroy Civic Center at Oncenter is home to three beautiful, distinct theaters that host a diverse variety of events, from stage productions to business meetings. For more information, visit [www.oncenter.org](http://www.oncenter.org).

### **About ReServe Interactive**

ReServe Interactive specializes in Catering, Event Management, Dining Reservation and Table Management software applications for the hospitality industry. By combining intuitive workflows with intelligent tools, the company has been helping its customers optimize their hospitality operations since 1996. ReServe Interactive software has been installed at more than 1,000 hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs, cultural institutions and wineries. The company has offices in Livermore, California and Delafield, Wisconsin. For more information, visit [www.reserveinteractive.com](http://www.reserveinteractive.com).

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