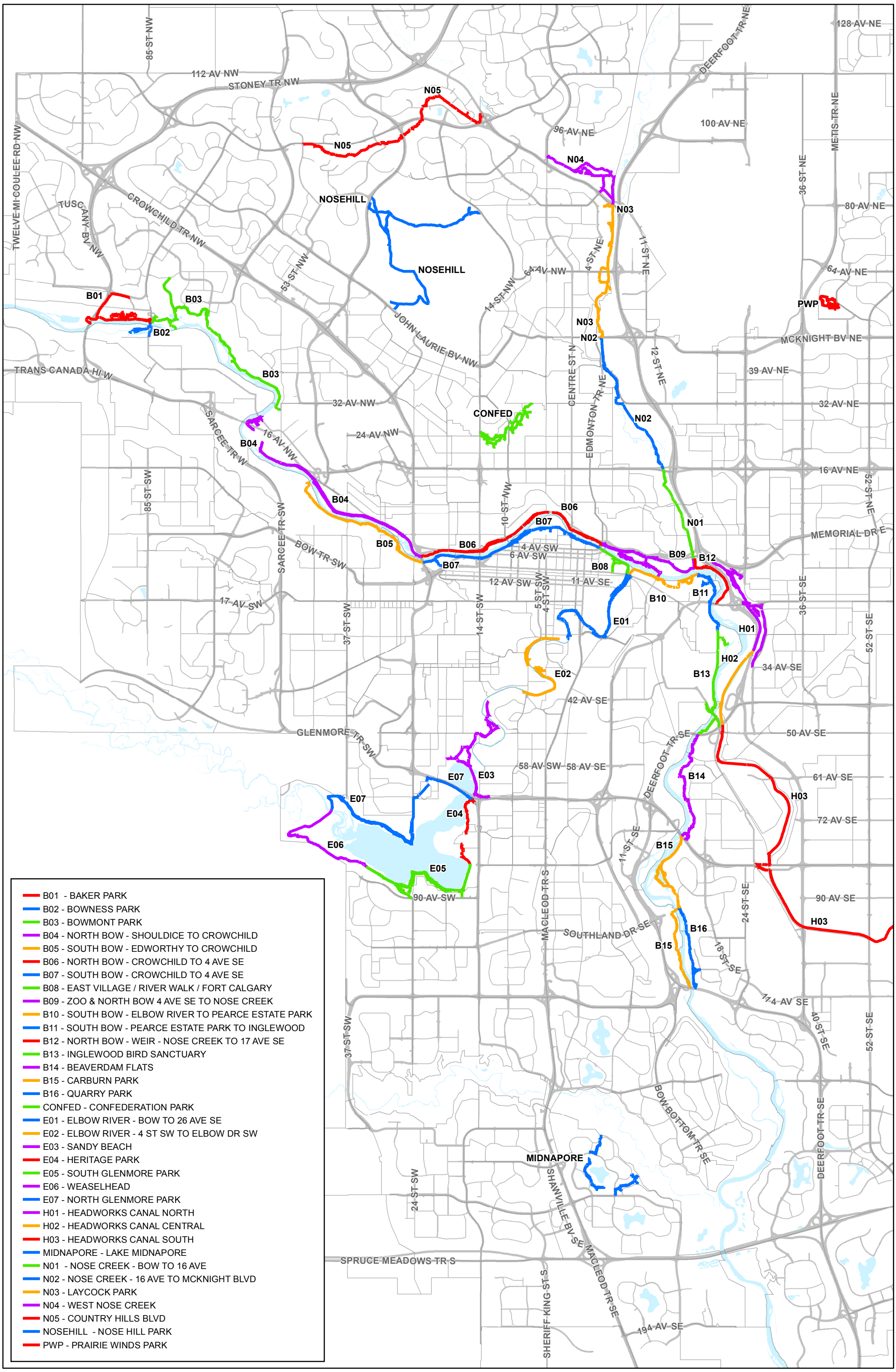EVENT BOOKING SEGMENT CODES