

ShoWare™ TICKETING SYSTEM

You've got a lot of patrons to shuttle through the doors and to their seats. ShoWare knows volume. We sell over a million tickets a month for many of the world's largest artists. And ShoWare has helped some of the world's top promoters like AEG and Feld Entertainment.

That's a lot of customer data generated. ShoWare puts your patron data at your fingertips--without a third party. And ShoWare is a powerful planning tool. Stay on schedule and reduce staffing costs year round.

ShoWare offers arenas of all sizes the opportunity to lower your ticketing fees while increasing ticket-fee revenue. Delivering a complete ticketing solution doesn't cost \$5-\$9 or more per ticket. In fact, for most venue operations today the cost is more like \$1 per ticket.

Call us at **866-215-1026** or visit **www.ShoWare.com** and learn how you can transform your ticketing operation and boost your bottom line.



Ask us about our
Industry Leading
Facebook Application

ALERT: New ADA Regulations released
March 15, 2011... Are You In Compliance?

ShoWare
THE SMARTER WAY TO TICKET

Benefits To Your Venue:

- > Ticket fee of less than \$2 (for most venues)
- > You control your fee revenue
- > Keep your revenue in your bank account
- > Lower cost to your patron - improved public relations
- > No expensive servers, IT staff or outdated software
- > 24-7-365 live support - US based
- > Discover a whole new revenue source
- > Your patron information belongs to you
- > It works! - from the US to Europe, Canada to S. America



Your promoters will love you!

Benefits To Your Patron:

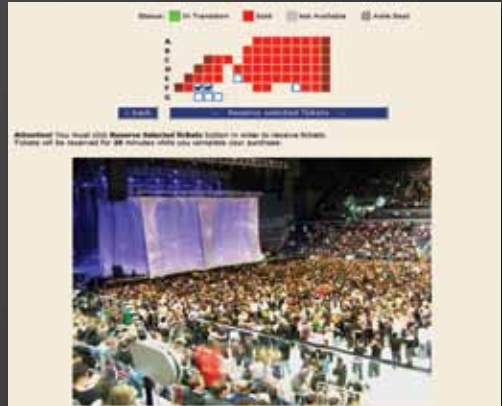
- > It's easy to use!
- > A real INTERACTIVE seat map -
They can CHOOSE THEIR OWN SEAT!
- > No more robots picking seats
- > You can show them the view from their seat
- > Safe & Secure transactions



Branding Opportunities with Ticketing Site.

Overall Benefits:

- > You control your ticketing
- > You control your marketing
- > You control your profit
- > Branding to your website / image
- > Online / Box Office sales are in sync at all times
- > Reporting is all real-time
- > We manage the software and the servers
- > Potentially ZERO Up-Front cost
- > You can sell tickets in real-time through the internet, call center, box office, outlets, and kiosks
- > Create your event and sell tickets in minutes
- > Update software available at no additional cost



Show Patrons the view from their seat with an interactive seat map.

Additional Options:

- > Call Center service (paid by patron)
- > Ticket printing and fulfillment service (paid by patron)
- > Season ticket package options
- > Access control / secure entry
- > Customization of software to fit your needs
- > Advertising on your ticketing site



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