



ShoWare™ TICKETING SYSTEM

TICKETS

The quality of your patron's fair experience begins with buying a ticket. Driving ticket sales through social media like Facebook is a great way to help spread the excitement. Of course, ShoWare makes it easy to sell everywhere you need: at the gates and at the box office as well as online. Streamline the whole sales process--and the accounting of it. It's a great way to boost your revenue--and everyone's morale.

ShoWare offers fairs and festivals 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?

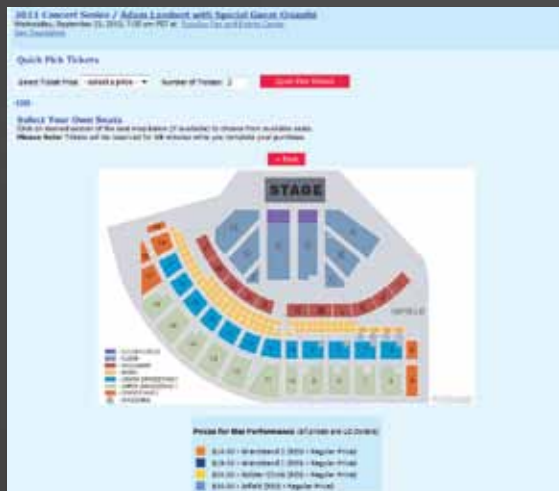
ShoWare
THE SMARTER WAY TO TICKET

Why ShoWare™:

- > Simplify your database and reporting with one ticket company
- > All reporting is in real-time and on demand
- > You control your patron data
- > You set all end user fees
- > Lower per ticket fees allowing you to increase your revenue
- > All funds flow directly to your merchant account
- > Lower cost to your patrons, good Public Relations!
- > Hosted web-based platform, no servers, no hassles



Branding Opportunities with Ticketing Site.



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

Benefits To Your Patron:

- > Easy to use online purchases
- > No more complaints about robots picking seats
- > You can show them the view from their seat
- > Safe & Secure transactions
- > Patrons can share their purchase directly to their Facebook Page

Overall Benefits:

- > You control the amount of profit you keep from your ticket fees
- > Branding to your website / image
- > Online / Box Office sales are in sync at all times
- > Reporting is complete and up-to-the-minute accurate
- > We manage the software and the servers at our location
- > Potentially ZERO Up-Front cost
- > You can sell tickets simultaneously through the internet, call center, box office, outlets, and kiosks
- > Create your event and be selling tickets in minutes
- > Update software / added features available at no additional cost

Additional Services:

- > Call Center service (fee paid by patron)
- > Ticket printing and fulfillment service (fee paid by patron)
- > Season Ticket package options
- > Access control / secure entry
- > Customization of software
- > Sell through multiple outlets
- > Advertising on your ticketing site
- > Sell Tickets directly through your Facebook Fan Page
- > Offer Ticket insurance to your patrons



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