



FAIR SUCCESS STORY

The International Agri-Center Powers World's Largest Annual Agricultural Show with ShoWare™

CHALLENGE

Operating on a manual ticketing process was providing the International Agri-Center with little insight into sales and very little flexibility. With the operation continuing to grow, the Agri-Center needed a ticketing solution that could provide comprehensive data, multiple sales outlets, low fees and little training for users.

SOLUTION

The International Agri-Center found exactly what they needed with ShoWare.

BENEFITS

- Multiple sales outlets that provided integrated ticketing from sales to accounting
- Individual seating through an interactive seating chart
- Improved patron experience
- Usable patron data that is easily accessible

ABOUT The International Agri-Center

The International Agri-Center is home to World Ag Expo, which takes place annually in Tulare, California. An estimated annual average of 100,000 individuals from 70 countries attend World Ag Expo each year. The Expo is the largest annual agricultural show of its kind with 1,600 exhibitors displaying cutting-edge agricultural technology and equipment on 2.6 million square feet of show grounds.

The International Agri-Center also hosts the California Antique Farm Equipment Show, which is one of California's largest gatherings of antique farm equipment. An event for the entire family, the show draws antique farm equipment collectors from throughout the United States, bringing their antique tractors, engines and implements once used to cultivate the soil.

The International Agri-Center CHALLENGE

Prior to ShoWare, the International Agri-Center relied on a manual process for ticketing in which all tickets were sold at the gate, and online ticketing required orders to be processed by hand and then tickets physically mailed to patrons. According to Katy Young, Rental Facility Manager for the International Agri-Center, the process was inefficient and restrictive.

“Without a ticketing system in place, we didn’t have much control or visibility into our sales. We were very reactive,” says Young, who knew that the organization needed a system that could provide comprehensive data capture and reporting, Internet sales and fulfillment, and low fees – all in a solution that could be rolled out easily and require little training for its users. The solution was ShoWare.



“I have a feeling we’re going to see an increase in online sales this year, due largely in part to our use of ShoWare.”

Katy Young

Rental Facility Manager for the International Agri-Center

The ShoWare SOLUTION

The quality of the International Agri-Center’s patron’s fair experience begins with buying a ticket. ShoWare makes it easy to sell tickets everywhere the organization needs -- at the gates, at the box office, and online. Once implemented, ShoWare’s ticketing solution streamlined the entire sales process allowing the Agri-Center to have an integrated ticketing system from sales to accounting.

Among the other useful features of ShoWare, the Agri-Center now has the ability to sell tickets for events that require individual seating through the use of an interactive seating chart which has also improved customer service by better serving patrons before and after purchasing tickets since it can recall and reissue tickets for people who forget them at home.

Additionally, ShoWare allows the Agri-Center to collect demographic information of its patrons through its online ticketing site. This data is especially important to World Ag Expo exhibitors who need the information to help improve their presence at the event. Moreover, ShoWare has helped the Agri-Center increase the potential of early revenue.

“We’re trying to push people through our marketing to buy tickets in advance,” said Young. “I have a feeling we’re going to see an increase in online sales this year, due largely in part to our use of ShoWare.”

About ShoWare™

ShoWare™ by VisionOne, Inc. provides turn-key box office solutions, as well as ticket selling and distribution services for an array of events and venues. ShoWare offers a complete range of innovative and reliable ticketing software systems. As an alternative to "outsourcing" box office ticket operations, ShoWare licensed ticketing offers the benefit of total control, private labeling, and content management.

VisionOne, Inc. is a privately held international corporation founded in 1998 with headquarters in Fresno, California and operations in Chile, Brazil, Argentina and Mexico, and European Headquarters in St. Gallen, Switzerland (TicketPortal AG) with operations in Germany and Austria.