

Your season ticket holders want to make every game but it's not always possible. What happens? At the last minute they try to give away or sell their tickets. Inevitably, great seats go unused. Start filling them up with new customers.

Ticket Marketplace[™] gives your customers an online marketplace to easily sell their tickets, rewarding them with credit for future purchases and locking in their loyalty. You acquire new customers with little cost. This is going to be a great season.

Ticket Marketplace: Overview

An online market for customers and season ticket holders to buy and sell unused tickets. Ticket holders earn credits; venues acquire new customers and generate revenue.

How Ticket Marketplace Works



*Season Ticket Holder
Posts Unused Ticket
for Sale on
Ticket Marketplace*

*Venue Sets Business
Rules to Manage
Transaction*

*Buyer Purchases
Premium Single
Tickets Otherwise
Unavailable*

Ticket Marketplace Benefits

Venue Benefits

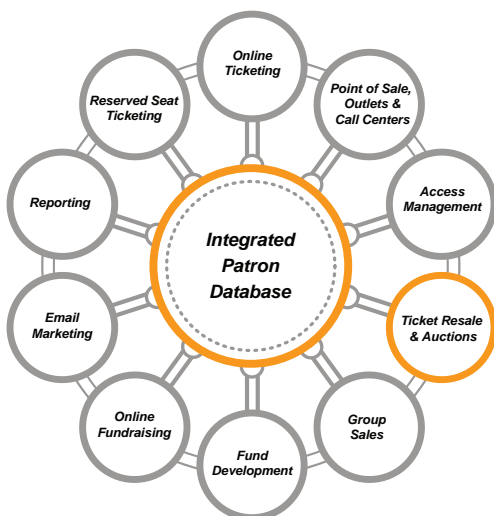
- ▶ Retain season ticket holders by providing a premium, high-demand service
- ▶ Reduce no-shows and increase revenue from other sources (merchandise and concessions / per caps)
- ▶ Acquire new customers to target for season ticket holders
- ▶ Capture additional transaction fees and revenues
- ▶ Control the resale market, and dictate the value of a resold ticket

Other Customer Benefits

- ▶ Gain access the best seats that would otherwise be unavailable
- ▶ Eliminate the risk of buying counterfeit tickets
- ▶ Enable instant fulfillment via digitally transferred tickets
- ▶ Eliminate waiting in line to purchase or pick up tickets

Season Ticket Holder Benefits

- ▶ Enable customers to resell unused tickets, offsetting their initial investment
- ▶ Eliminate the need to offload tickets to brokers or scalpers
- ▶ Post tickets and find a buyer through a university-sanctioned site
- ▶ Eliminate the need to physically transfer tickets to a friend



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