

**Extend Your Reach With eVenue**

Why limit your business to your box office and phone operators? Add the distribution power of the Internet with our industry-leading Internet solution. eVenue™ opens an affordable web-enabled gateway to our general-admission ticketing, membership and development solutions. You retain control of your ticket inventory, guest information and brand. Your visitors benefit from a convenient way to reach you 24 hours a day, seven days a week.

**Generate Additional Revenue**

eVenue provides an affordable channel for your patrons to purchase your general admission tickets, buy or renew memberships and make donations from any location with an Internet connection.

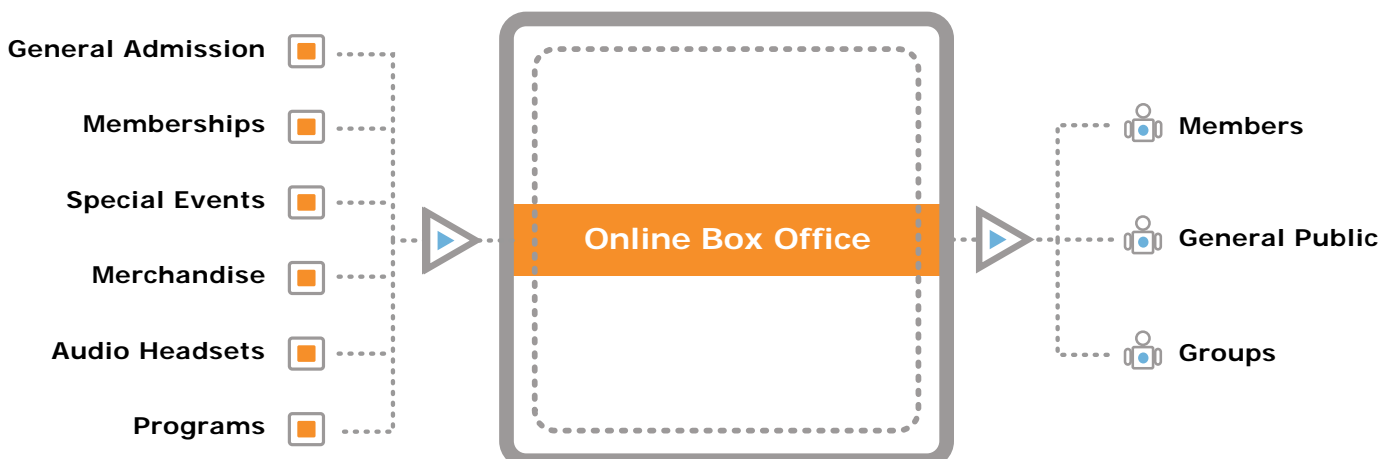
In addition to general admission ticket sales, you'll also have more opportunities to generate more revenue. eVenue equips you with the tools, support and proven e-commerce technology to build and maintain a profitable website.

**eVenue: Overview**

*Your online box office that enables your patrons to buy general-admission tickets, memberships, and merchandise anytime.*

- ▶ Retain complete control of per-ticket and handling fees on ticket sales
- ▶ Create your own customized, dynamic web site for ticket sales, membership renewals and online donations
- ▶ Generate revenue from advertisers and sponsors on your website
- ▶ Offer your customers convenience, with secured online credit card payments 24 hours a day, 7 days a week

**eVenue in Action**



## Leverage the Internet to Drive Ticket Sales

Using the point-and-click simplicity of e.Venue's interface, you have the power to define which events, admission packages and pricing categories are available online. e.Venue seamlessly integrates with your Ticketmaster, Irvine ticketing, membership and development applications, so Internet transactions process in real-time. You stay on top of your ticket, guest and sales information while benefiting from additional channels to reach your visitor.

- ▶ Give your visitors up-to-the-minute event availability with e.Venue's real-time connection to your ticket inventory
- ▶ Improve marketing strategies with guest data captured from online transactions
- ▶ Easily accommodate emerging distribution technologies with e.Venue's scalable technology
- ▶ Offer patrons the convenience of secure online ticket purchases, membership renewals and donations
- ▶ Customize email confirmations for ticket sales, membership applications and donations

## Increase Attendance and Lower Operating Costs

Manual allocation is officially extinct. Evolve your general-admission ticketing processes with the next generation of online efficiency, speed and cost-economies. Ticket orders placed on your e.Venue website are automatically recorded in t.Gen, and ready for printing. It's fast, it's easy, it's accurate and the bottom-line benefits will put you on top of the food chain.

- ▶ Sell general admission tickets online 24 hours a day, 7 days a week, without adding staff
- ▶ Lower costs by reducing the need for staff to fulfill orders
- ▶ Increase the speed and efficiency of ticket sales, and membership applications and donation processing
- ▶ Reduce expenses associated with telephone, window and mail-order sales



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