

## Eventfinda Ticketing Services

Let Eventfinda provide ticketing services for your tour, festival, expo, theatrical production, or venue. As New Zealand's largest event marketing channel, we reach more people than all other entertainment guides combined.

With massive reach across all of New Zealand's major media, we put event information and the all-important "BUY TICKETS" button in front of more people than any other ticketing company.

Eventfinda puts control of your event ticketing in your hands.

### Services Available

- General Admission, Multi-tier, Multi-day ticketing for clubs to huge festivals
- Allocated / Reserved Seating ticketing for venues from theatres to stadiums

### Key Benefits For Promoters and Venues

- Competitive and fair fee structure
- Multiple sales channels including online, phone (0800BUYTIX) and multiple walk-up agencies
- Massive visibility across Eventfinda and its network of sites
- 24/7 real-time, totally transparent sales & financial reporting
- No setup or maintenance costs
- Fast reconciliation and transfer of ticketing revenue directly to your bank account
- Fully integrated box office functionality for venue or gate sales
- Multiple event shopping cart purchasing for festivals and seasons
- Simple management of pre-sales, early-bird sales, special offers, tiered pricing, up-sells and extras
- Automated management of your email lists for promotional offers or complimentary tickets
- Re-marketing tools to manage offers to your previous ticket buyers
- Physical tickets available — completely integrated into ticketing database for easy validation
- Easy and fast validation at the door for a positive customer experience
- No hidden costs and no surprises

### Easy Purchasing for Ticket Buyers

- Fast, easy, secure, non-intrusive and intuitive selection and purchase
- Low (and sometimes no) booking fees
- No delivery fees, download fees, post or courier charges for e-tickets
- Purchase tickets from Eventfinda, NZ Herald, Yahoo!, or Stuff event channels
- Customers can print tickets immediately or from a follow-up email

### Competitive Fees for Promoters

- \$1 per ticket for tickets priced \$14 or less
- \$1.25 per ticket for tickets priced greater than \$14 to 19
- \$1.50 per ticket for tickets priced greater than \$19 to 24
- \$1.75 per ticket for tickets priced greater than \$24 up to \$49
- \$2.00 per ticket for tickets priced greater than \$49 up to \$74
- \$2.25 per ticket for tickets priced greater than \$74 to 99
- For tickets greater than \$99, 3% of the ticket price (but no greater than \$20 per ticket)
- No cost for promotional e-tickets (up to 50% of sold ticket volume) or \$0-priced e-tickets
- No cost for set-up, maintenance, promo code management, marketing tools

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## Fair Booking Fees for Ticket Buyers

- No booking fees for tickets priced \$14 or less
- \$1 per ticket booking fee for tickets priced greater than \$14 up to \$19
- \$2.50 per ticket booking fee for tickets priced greater than \$19 up to \$24
- \$3 per ticket booking fee for tickets priced greater than \$24
- Maximum booking fee of \$8.50 per transaction
- No courier, delivery, or download charges for e-tickets

Credit card charges (2.5%) can be included in the ticket price or charged to the ticket buyer

## Validation

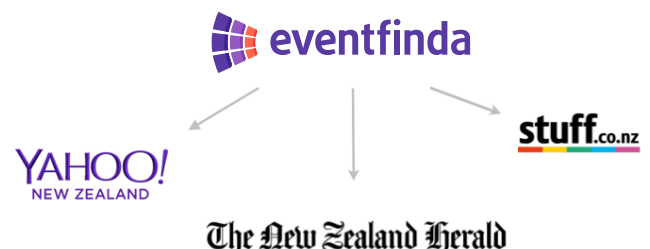
- Fast, easy validation at the door with automated door lists or handheld scanners
- Multiple web-based and 3G scanner technology (including custom iPhone app)
- Scanners available to hire for easy and fast door management

## Complex Ticket Pricing

- Easy management of complex pricing — Multi-session, multi-day, pre-sales & early-bird sales
- Strategic management of promo codes for discounts, pre-sales, special offers, and promotions
- Up-sell customers with “add-on” tickets for merchandise, camping, bus passes, parking
- Our interface is designed to make selection fast & easy, even for complex ticketing models

## Marketing

- Eventfinda receives more than 1,400,000 visits every month with our audience viewing 3 million pages of event information
- Events ticketed by Eventfinda receive massive visibility across the largest entertainment sites in NZ
- The Yahoo!, NZ Herald, and Stuff event channels are managed by Eventfinda — all include the “BUY TICKETS” button for Eventfinda-ticketed events
- 385,000 eDM / newsletter subscribers
- Newsletter, mobile & website promotions available with options for all budgets



## How to Set Up Ticketing

- Go to Eventfinda Pro (<http://pro.eventfinda.co.nz>) and enter your event details
- Select Eventfinda as your ticketing agent
- Enter ticket types, prices, available dates and quantities
- Tick the contract box and provide your banking details for payment
- Leave the rest to us

**Take control of ticketing, manage your customer relationships and do it all with financial transparency, security, low costs, and Eventfinda's marketing expertise at your disposal.**