



# Where Tickets Mean Business

**Ticket Management Technology and Services to make client entertainment easy and prove the ROI**



# Necessary in Business...



**“Taking clients to live events is necessary in business.” – CNBC**

THE SECRET TO REAL TICKET MANAGEMENT:  
ROLE-BASED ALLOCATION



The world's best companies choose TicketManager. See why.

**The Power in Your Hands**



**\$600  
billion**

is spent annually by companies big and small to take clients to events.



# ...But It's Hard



**Hot buttons.**  
People fight over good games.



**Difficult to use.**  
Not all games are good and  
43% of tickets go to waste.



**Under heavy regulation.**  
Tickets are audited and can get your  
company in trouble.



**Huge time sucks.**  
And someone in your company has to  
manage all of them.



# ...And it's Getting Harder



## **Government Regulations are increasing**

- Health and safety regulations
- New audit rules
- New Tax Rules passed already



## **Security is increasing at events**

- Venues need to know who is in the seat
- Not easy for companies who send guests
- Fear of missing out



## **Technology is changing so fast**

- Paper tickets are going away
- So are PDF tickets
- People use phones and tablets – not paper and spreadsheets



# Ticket Management Revolutionized

## Manage Sports Tickets

Companies invest in sports tickets because it's great for business. But managing tickets without the right tools can be overwhelming. See why the world's best companies use TicketManager to make sports tickets easy.

## Case Studies





# Buy / Sell / Share With Other Companies

## All Access Community

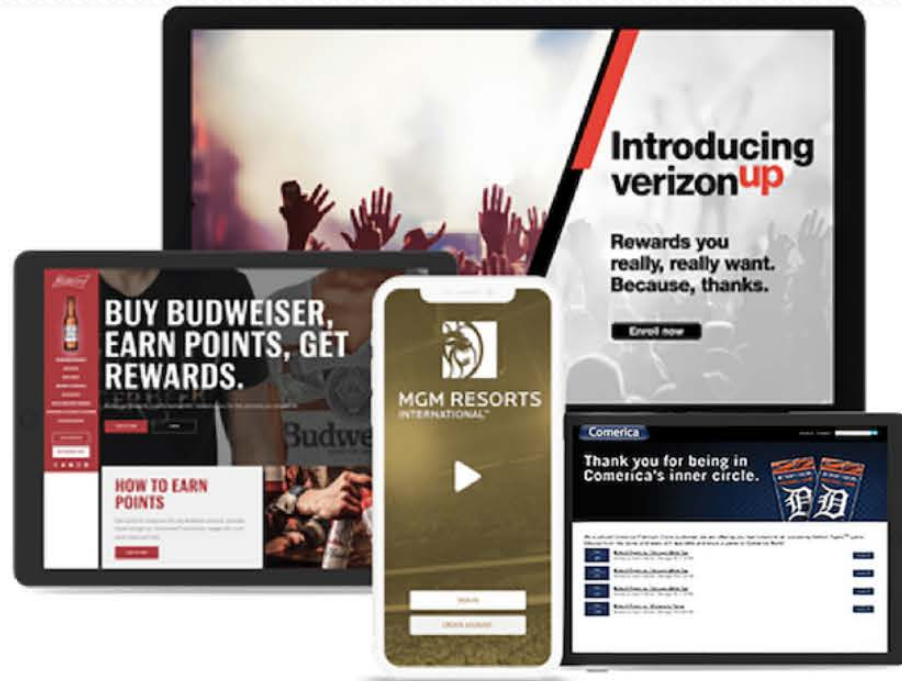
The All Access Community is an exclusive, safe, and closed community where companies can share, exchange, buy or sell tickets from other companies. You choose your partners. You choose the terms.

[LEARN MORE](#)





# Powerful Loyalty Apps To Engage Customers



See why American Express, Anheuser-Busch, MGM Resorts, and Verizon all choose TicketManager to power their loyalty programs.

[LEARN MORE](#)

## Create Loyalty Programs

Reward your clients, prospects, and employees with live events they'll never forget. TicketManager can have you up and running in no time with our Rewards API.



Our new rewards program changes the way the marketplace perceives us.

**Jen Feldman**  
Verizon Wireless

[HOW VERIZON BUILDS CUSTOMER LOYALTY](#)



## Industry Painpoints



### Regulatory / Compliance

- Entertainment asset abuse leading to hefty fines / fraud / publicity nightmares
- No internal compliance standards in place for client entertainment expenses



Flexible technology empowering organizations of all sizes to meet external (government) and internal (organization) compliance needs



### Security

- Health and safety protocols are changing significantly
- Recent live event tragedies are forcing venues to re-evaluate safety and security initiatives (i.e. how guests are invited and tracked)
- Lack tools for purchasing, tracking, and managing entertainment assets



Integrated technology gives organizations visibility into who is at what event, when, while also meeting security needs of event vendors



### Technology

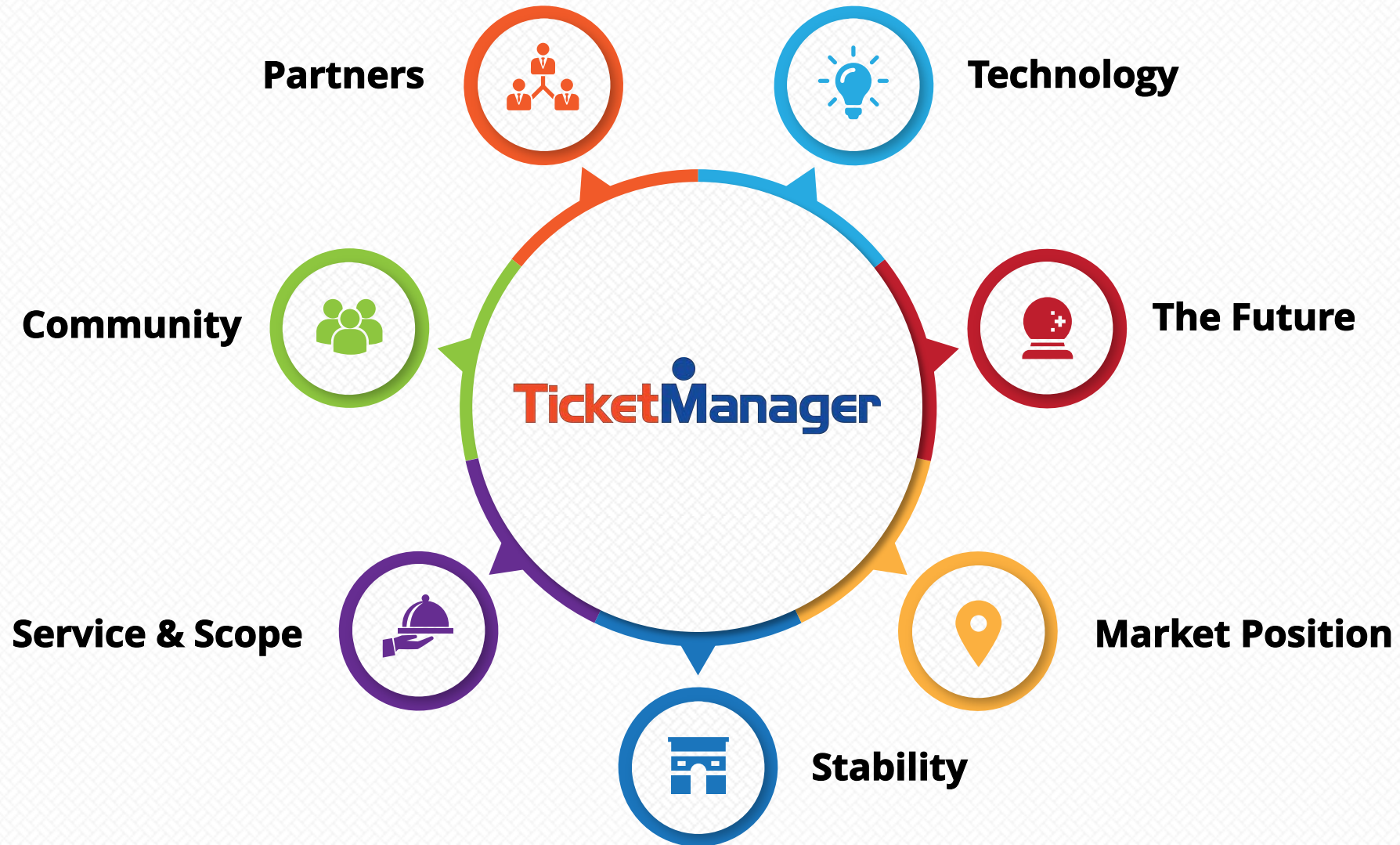
- Current processes (largely pen & paper-based) are time-consuming, costly, and prone to error
- Manual spreadsheets for distributing entertainment assets, checking-in guests, and on-site activation



Cutting-edge platform that evolves with the market, empowering enterprises to focus on core competencies



# Why Choose TicketManager?





## STABLE

Tech that's stable, easy-to-use and secure is trusted by the world's leading technology providers & supports 30 million tickets per year.



## SCALABLE

The exclusive choice of the world's biggest ticketing companies, Ticketmaster and StubHub, yet so easy-to-use and flexible we support Fortune 100's and small businesses alike.



## SECURE

The only ticket management technology that is SOC-1, SOC-2, SSAE-16 & GDPR compliant so your data is safe and your business entertainment is compliant.



## FLEXIBLE

Easily add tickets, split tickets, store tickets individually or as groups, forward e-tickets, invite and uninvite, create easy experiential marketing programs and much more.





## CHANGE

**The end of print-at-home and PDF tickets.** Customers are not prepared for the arrival of mobile-only entry. Our exclusive relationship with Ticketmaster helps ensure companies will make the jump or stay in their hard tickets as long as they need.



## PROTECTION

**More regulation is on the way.** Starting with the 2017 tax law, companies can expect more government regulation moving forward. If you can't prove how tickets were used—and who used them—your company could get in big trouble.



## PROVEN ROI

**The economy is overdue for a major readjustment.** Many signs point to a correction, and when it comes, you'd better be able to prove your company tickets are an essential part of your business. Without a way to prove the ROI, company sports tickets will get cut.

## **RELIABLE**

Relied upon by the Fortune 1000. Brands you know, like Verizon, American Express, Mastercard, and more. They did their diligence and chose the industry leader.

## **INNOVATIVE**

We have more people on our technology team than our competitors have in their entire organization. Award-winning integrations (Salesforce), exclusive partnerships (Ticketmaster), and rock-solid reliability you can count on. (over 99.9% uptime)

## **CONNECTED**

With integrations, APIs, and exclusive partnerships with companies like Ticketmaster, Salesforce, Concur, Oracle Sales Cloud, and more, TicketManager works in the applications you already use.

## **TRUSTED**

Over 100 professional sports teams, venues, and leagues recognize TicketManager as the #1 choice in ticket management platforms. Teams trust TicketManager exclusively with their biggest customers.





## WELL-BACKED

TicketManager is funded by major financial institutions and owners of the Boston Celtics and AS Roma – providing you the stability needed in a vendor. **Your information will not end up for sale on the open market.**



## VETTED

TicketManager is relied upon by 200 of the Fortune 1000. These are brands you know, like Verizon, American Express, Mastercard, and more. When failure is not an option, companies choose TicketManager.



## CONNECTED

With integrations, APIs, and exclusive partnerships with companies like Ticketmaster, Salesforce, Concur, Oracle Sales Cloud, and more, TicketManager works in the applications you already use. Why do they choose TicketManager? Stability.



## DEPENDABLE

Who trusts TicketManager? The world's largest financial firms, leagues & teams, and events like the FIFA World Cup and Summer and Winter Olympics Games.



## DEDICATED

Every TicketManager customer is assigned a dedicated Customer Success Manager whose only job is to make sure you reach and exceed the goals you put in place when selecting TicketManager. Your CSM is local and can be in your office the same day.



## DATA-DRIVEN

Detailed, data-driven quarterly business reviews will show you everything from the number of tickets used, detailed breakdowns of order purpose, information on who is using your tickets, and more.



## AUTOMATED

TIM, our automated invite manager, makes client entertainment even easier by giving your teams a single email address at which to direct their questions about upcoming events and ticket availability.



## STREAMLINED

Our Shipping and Fulfillment Center can organize, store, and ship your tickets for you. See why many of the world's top brands—including Nissan, Verizon, and American Express—trust us to handle their tickets for them so they stay focused on their core business.





## COMMUNITY

Join thousands of the world's leading companies, teams, leagues, and venues. They all did their diligence, and they all chose TicketManager.



## NETWORK

TicketManager Summit. Join our annual customer gathering and learn best practices in client entertainment from organizations like FedEx, Mastercard, Verizon, Wells Fargo, and more.



## SPONSORSHIPS

Join TicketManager at the IEG Sponsorship conference, the largest gathering of Sponsorship Executives in the world. TicketManager is a partner and hosting sponsor.



## INDUSTRY LEADERS

Enjoy executive roundtable lunches & happy hours around the country where you'll network and share ideas with industry executives from teams, companies, and influencers.



# Partners

**The world's top companies. Major sports teams, leagues & venues. Top technology partners. See why they all choose TicketManager.**

## Companies



## Teams, Leagues & Venues



## Tech Partners





# Companies switching to TicketManager from Competition



**Changing anything  
in a business is hard**

**TicketManager has**

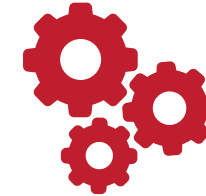
**13  
years**

**of success with  
businesses of all  
sizes.**



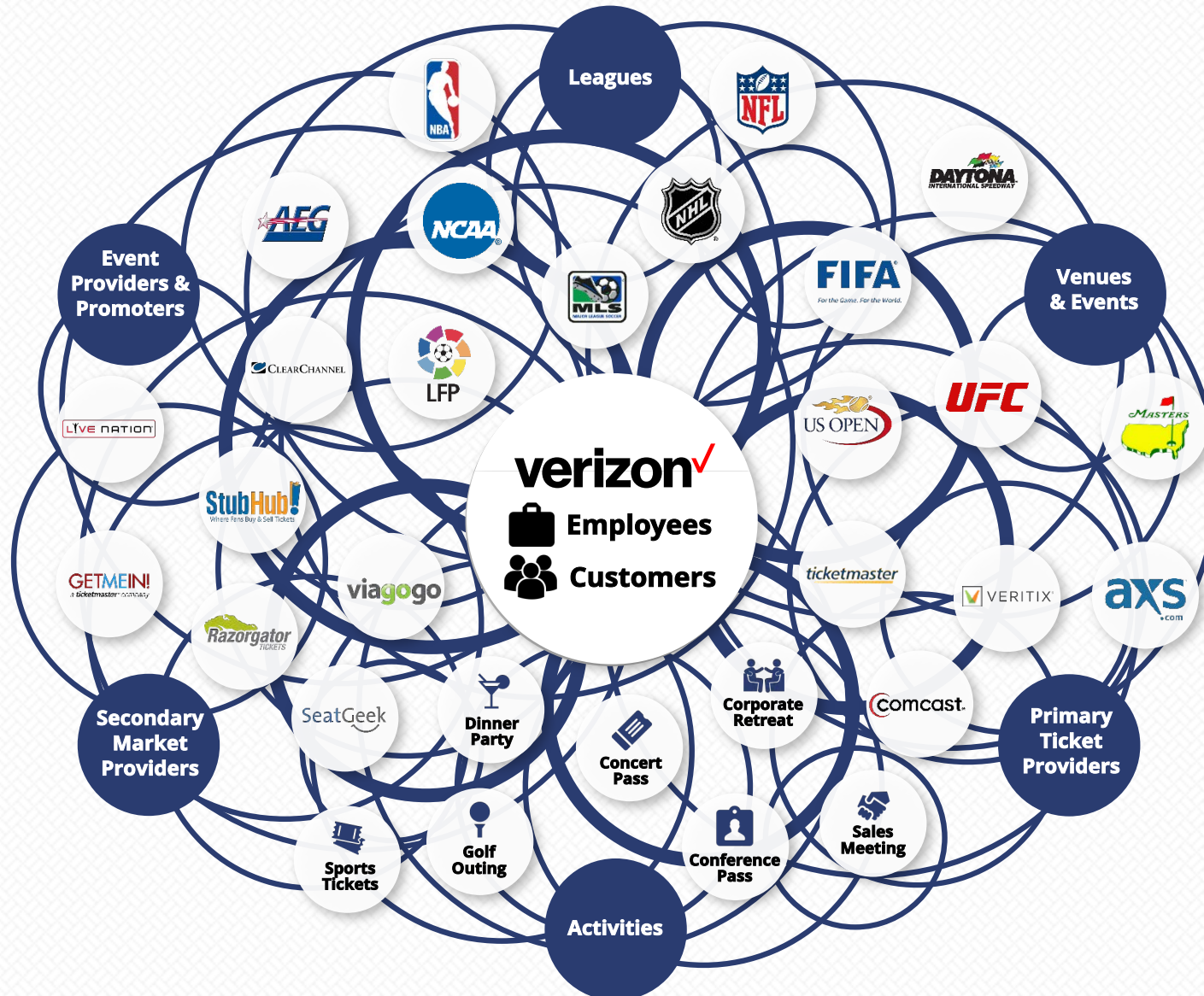
**TicketManager  
meets you where  
you live**

**With robust yet  
easy-to-use tech**



**For a difficult  
market**





## Characteristics

- Decentralized
- Warring Interests
- No Clarity/Control
- Independent Systems
- Ad Hoc

## Results

- 43% Waste
- Significant Fraud
- 8 Figure Audits
- No ROI
- No Measureable Benefit



# TicketManager - The Cure To Market Pain

## Secondary Market Providers



## Primary Ticket Providers



## League



## With TicketManager

- One place for all
- Buy / Sell / Share with other companies
- Efficient workflow
- No confusion
- Real-time uniform reporting



## Results

- More ticket use
- Exclusive Access
- Real-time analytics
- Regulatory compliance
- Significant impact
- Easy-to-use ticket hub
- Millions in savings

## Venues & Events



## Event Providers & Promoters



Employees



Customers



# Convenience For Data



**Conference Pass**

**Sales Meeting**

**Corporate Retreat**


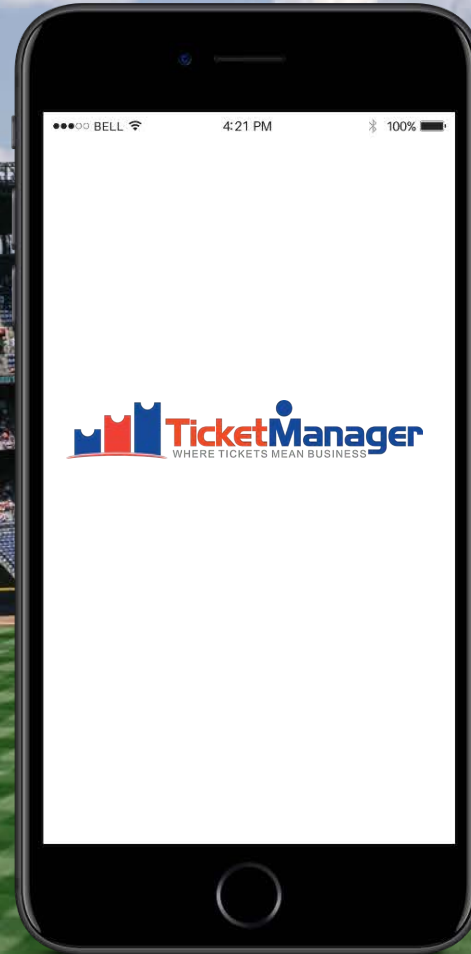
**Sports Tickets**

**Concert Pass**


**Dinner Party**

**Golf Outing**

**MAKE IT EASY & WE CAN SOLVE FOR EVERYTHING**



**On All Your Favorite Devices**



**POWERED BY ALL THE THINGS YOU LOVE & USE**



**Invitations You Need,  
Right in the palm  
of your hand**



**Share Events & Access  
With your team  
on your terms**



**Never Miss An Opportunity  
Ticket a customer  
on the spot**



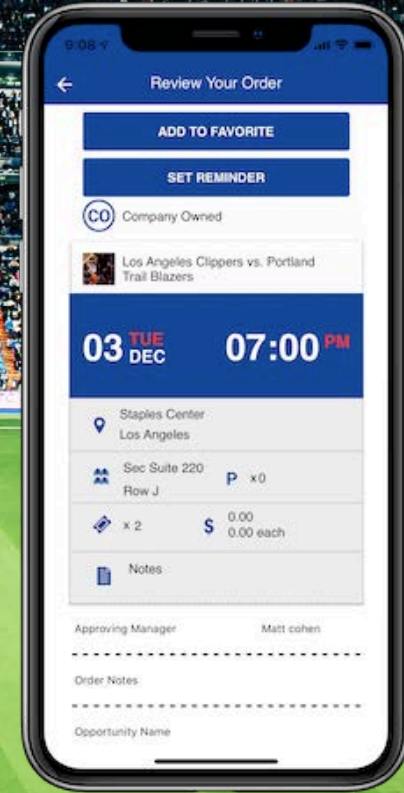
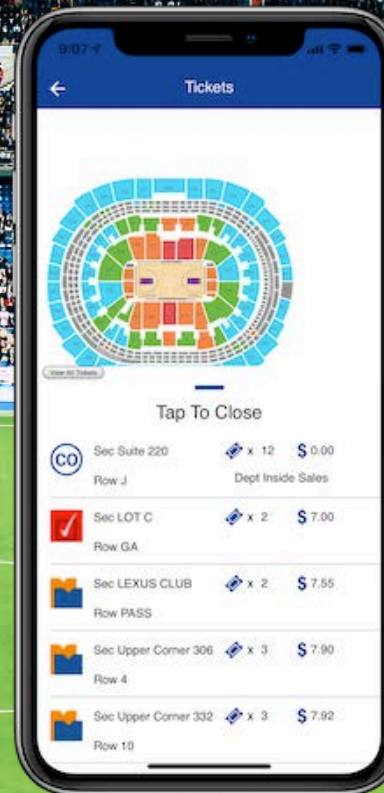
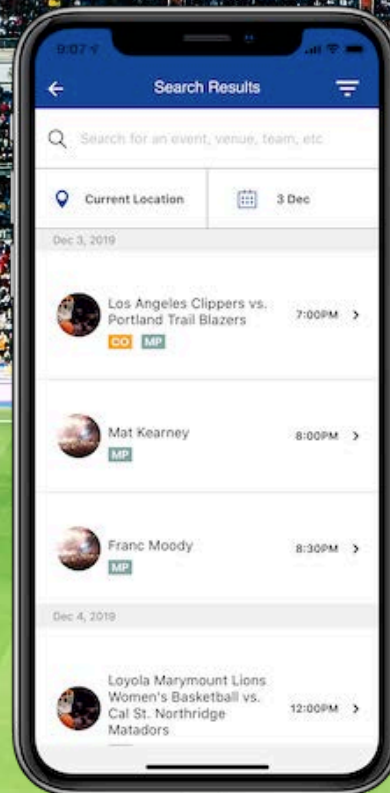
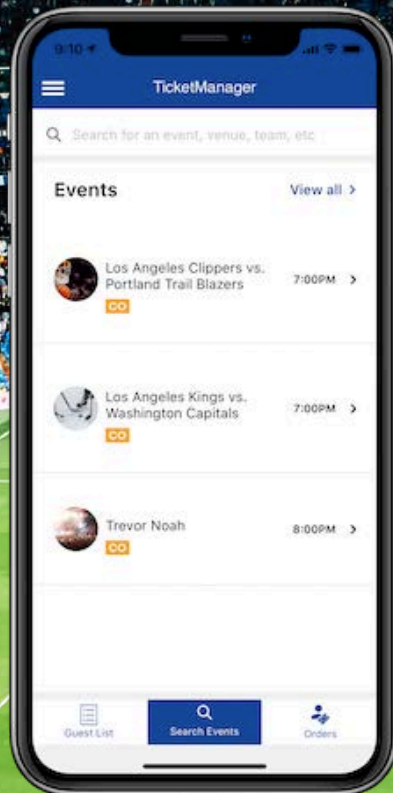
# TicketManager Mobile

**Client Entertainment  
Made Easy**  
All your tickets, invites  
& data in one place

**Create, Find, Request,  
Approve, Distribute**  
All on your mobile  
device

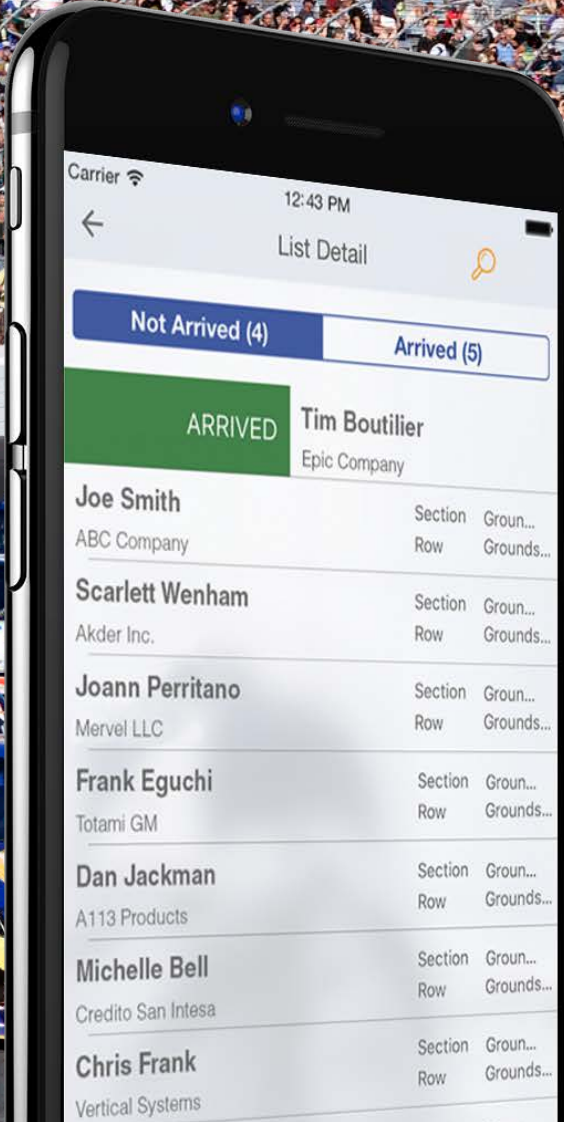
**Easily Find  
The Right Seat**  
Maps, seating charts  
and previews

**Order Approvals &  
Reminders**  
Never miss out on an  
opportunity





# Powerful Real-time Data



**Check-In Customers Instantly**



**Scan Barcode Or Swipe Check**



**Real-Time Actionable Guests Lists**

- Who's here?
- What opp do they represent?
- Who invited them?



The screenshot displays the TicketManager interface within the Salesforce CRM. The top navigation bar includes links for Roll Up Companies, Leads, Accounts, Contacts, Opportunities, Content, Reports, and Dashboards. The main content area is titled 'Event Details' for the 'Golden State Warriors vs. New Jersey Nets' event. It shows the event name, date (Fri 03/30/2012 07:30 PM), venue (Oracle Arena), and total company-owned tickets available (10). Below this, the 'Company Owned Tickets' section shows a table with columns for Section, Row, Tickets Available, and Published Price. The 'External Market Tickets' section shows a table with columns for Section, Row, Tickets Available, and Published Price. An 'Interactive Venue Map: Oracle Arena' is also visible, showing the arena's seating layout.

Section	Row	Tickets Available	Published Price
41	4	10	\$ 100.00

Section	Row	Tickets Available	Published Price
Upper Level Baseline 208	18	34	\$ 30.00
Upper Level Baseline 209	14	20	\$ 12.00
Upper Level Baseline 210	12	20	\$ 8.00
205	7	19	\$ 19.00



**Customizable Workflow & Approval Process** ensures employee compliance



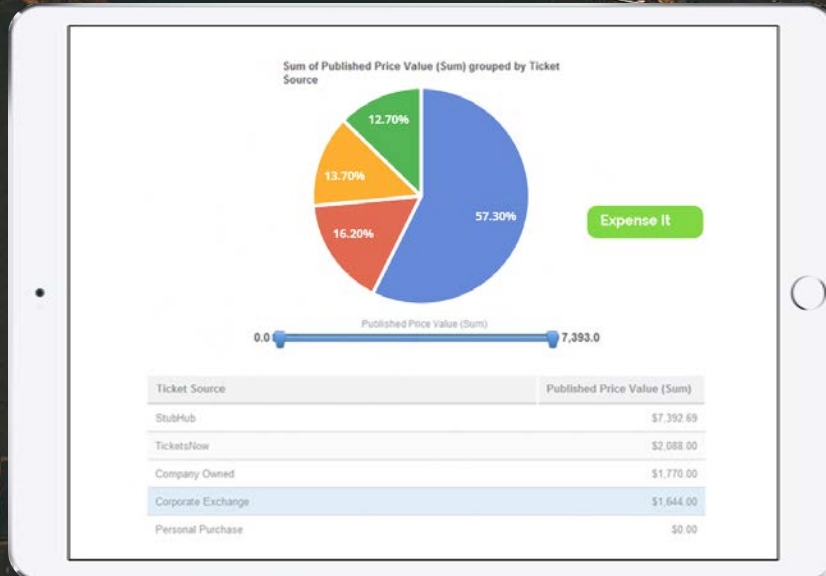
**TicketManager's Business Impact Engine** measures effect and reduces waste significantly



**Manage Your Tickets** within Salesforce CRM with TicketManager for Salesforce



**Track Invitation & Attendance** information right in the Lead or Account, all from one screen



## Buy All in One Place!

- No more back and forth between systems
- No more receipts
- Streamline the process to make it easy and fast



## Spend Visibility

Compare tickets from top providers like Stubhub, Ticketmaster, Tickets.com, and TicketsNow. Buy & expense tickets right in our Concur integration.



## Manage Spend

Pull reports to show who's buying, what, when, where, why, and how much they're spending at all times.



## Making It Easier

Are you on the go? In front of your customer now? Buy your tickets and expense them right from your mobile device.



**Sell your unused tickets. Use the proceeds to get the events you really want.**

## TICKETMANAGER ALL ACCESS

- ✓ TURN UNUSED TICKETS INTO OPPORTUNITIES
- ✓ RECOUP YOUR INVESTMENT
- ✓ DRIVE MORE ROI



### **Increase ticket ROI**

Sell unused tickets & invest the proceeds into areas that benefit your organization



### **TicketManager pays for itself**

Apply proceeds toward your invoice, or premium services like custom branding & advanced analytics



### **Total control**

Convert unused tickets into the events you really want



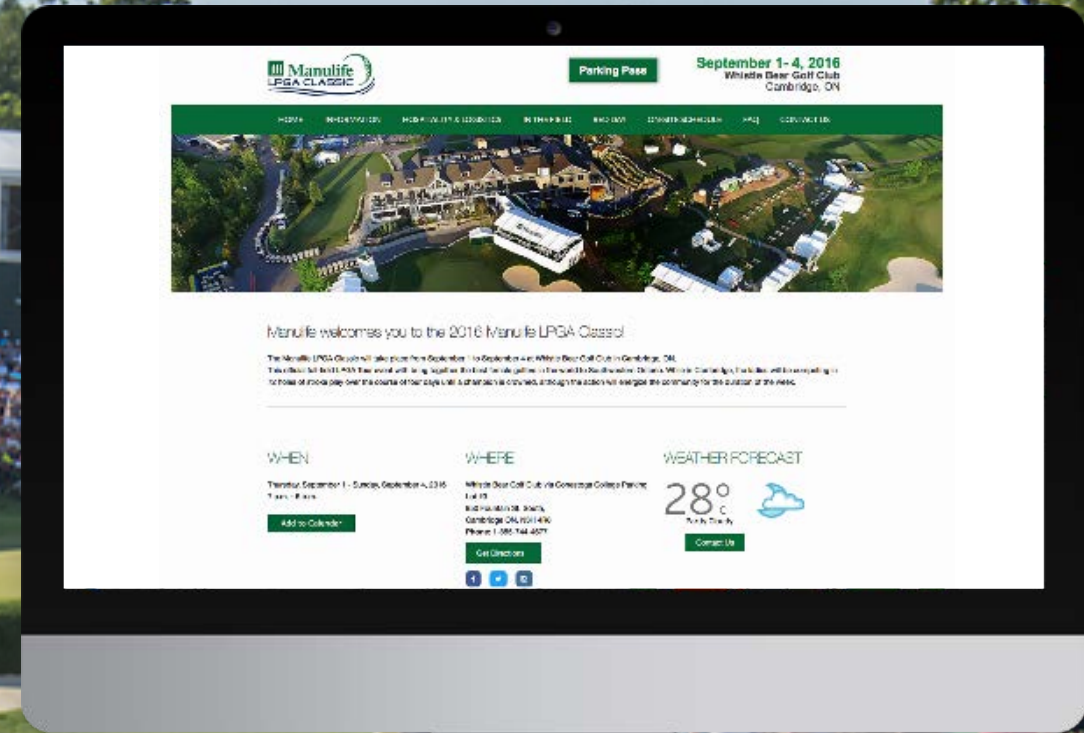
### **Best of both worlds**

Diversify your events portfolio without giving up prime season tickets & suites



# Custom Landing Pages

**Build one of-a-kind  
custom landing pages and  
impress your attendees  
with exclusive, VIP events**





# Custom Invitations

Create custom invitations, reinforcing your company's unique brand, creative, and messaging to every member on your invite list



Dear Test Invitee Name,

We are delighted to invite you and a guest to enjoy an exclusive VIP experience at the **2016 Manulife LPGA Classic** at Whistle Bear Golf Club, September 1-4, 2016 in Cambridge, ON.

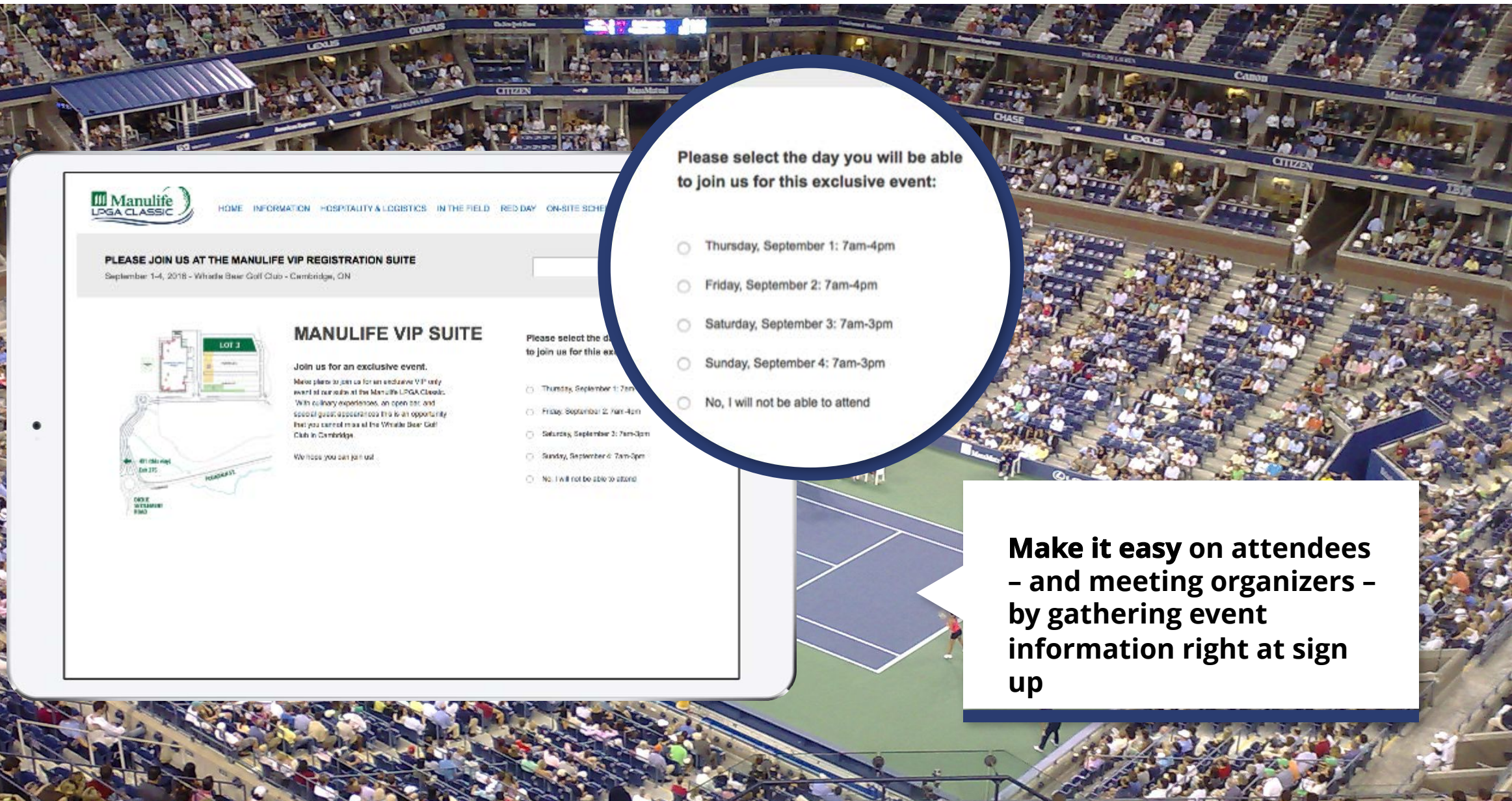
Join us in our exclusive Manulife Clubhouse Suite and Skybox on the 18th green, as we watch the stars of the LPGA Tour compete for the coveted Manulife LPGA Classic title.

Please [CLICK HERE](#) to let us know whether you are able to attend or not by **Monday, April 25th**. Please keep in mind that tickets go fast and are available on a first come first serve basis.

For more details, please visit the Manulife Hospitality Website at [www.manulifehospitality.com](http://www.manulifehospitality.com), which provides information about the event.

If you have any questions or concerns, please call us at 1-855-744-4677 or email





HOME INFORMATION HOSPITALITY & LOGISTICS IN THE FIELD RED DAY ON-SITE SCHEDULE

## PLEASE JOIN US AT THE MANULIFE VIP REGISTRATION SUITE

September 1-4, 2018 - Whittle Bear Golf Club - Cambridge, ON



## MANULIFE VIP SUITE

Join us for an exclusive event.

Please plan to join us for an exclusive VIP only event at our suite at the Manulife LPGA Classic. With culinary experiences, an open bar and special guest appearances this is an opportunity that you cannot miss at the Whittle Bear Golf Club in Cambridge.

We hope you can join us!

Please select the day you will be able to join us for this exclusive event:

- ☐ Thursday, September 1: 7am-4pm
- ☐ Friday, September 2: 7am-4pm
- ☐ Saturday, September 3: 7am-3pm
- ☐ Sunday, September 4: 7am-3pm
- ☐ No, I will not be able to attend

Please select the day you will be able to join us for this exclusive event:

- ☐ Thursday, September 1: 7am-4pm
- ☐ Friday, September 2: 7am-4pm
- ☐ Saturday, September 3: 7am-3pm
- ☐ Sunday, September 4: 7am-3pm
- ☐ No, I will not be able to attend

**Make it easy on attendees – and meeting organizers – by gathering event information right at sign up**



# Custom Fields

**Manulife LPGA CLASSIC** HOME INFORMATION HOSPITALITY & LOGISTICS IN THE FIELD RED DAY ON-SITE SCHEDULE FAQ CONTACT US

**PLEASE JOIN US AT THE MANULIFE VIP REGISTRATION SUITE**  
September 1-4, 2016 - Whistler Bear Golf Club - Cambridge, ON

**MANULIFE VIP SUITE**

**Friday**  
Make plans to join us for an exclusive VIP only event at our suite at the Manulife LPGA Classic. With culinary experiences, an open bar and special guest appearances, this is an opportunity that you cannot miss at the Whistler Bear Golf Club in Cambridge.

We hope you can join us!

Please select your choices for Friday

Shirt Type  
Male

Shirt Size  
Large

Can you join us for cocktails afterwards?  
Yes

**Confirm Registration**

**Easily add custom fields – including branched decisions – at the point of registration for best-in-class event organization**

Please select your choices for Friday

Shirt Type

Male

Shirt Size

Large

Can you join us for cocktails afterwards?

Yes

**Confirm Registration**



# Just How Easy Is It?

**“Innovations are championed by those affected by the problem, not the professionals that operate the current system who offer entrenched reluctance.”**

**Geoffrey Moore**  
in the best selling technology book “Crossing The Chasm”



**Depending on company size, we will have you up and running in 2 to 6 weeks**



**TicketManager is the easiest project to take on with the most upside**



**TicketManager is collaborative effort between innovative executives. Those who are reluctant to implement a proven technology usually have ulterior motives counter to company goals**



**Choosing vendors in today's environment is difficult. We understand transparency is vital. The best way to validate the claims made by any vendor?**



## REFERENCES

**Ask for 50 references then pick 3 to ensure the vendor has the team in place needed for your success.**



## FOCUS

**Cross Check the company footprint. Make sure Ticket Management is the sole and only focus.**



## TRANSPARENCY

**Demand an on-site visit to their offices, user conference, or community event-- we're happy to foot the bill!**



## REPUTATION

**Call the partners.  
We'll happily provide contacts at Ticketmaster and all other partners.**