etix
INTEGRATED TICKETING AND MARKETING

INTEGRATED TICKETING & MARKETING FOR
FAIRS

etix

INTEGRATED TICKETING AND MARKETING

"We are delighted with the results of our event and the dedication and support of both Etix and Rockhouse Partners. Their teams provided our staff with excellent training, IT support and ticketing services, including seamless integration with our marketing team and public relations agency."

— Robert Hohenstein
President CEO, Miami-Dade County Fair and Expo

We know fairs. Etix is trusted by more than 100 state and county fairs—including many of the most respected fairs across the country. Thrill customers and drive revenue with our user-friendly box office platform, on-site support, hardware, and expert marketing and training. Whether it's at your gate, midway, or anywhere in between, our team is with you every step of the way.

ONLINE & MOBILE TICKETING PLATFORM

GATE ADMISSIONS, GRANDSTAND EVENTS, CONCERTS, & MIDWAY

CASH DRAWER MANAGEMENT

CUSTOMER INSIGHTS & DATA ANALYTICS

NO COST DIGITAL MARKETING SERVICES, WEBSITE DEVELOPMENT, & HOSTING

ON-SITE SUPPORT & TRAINING TOOLS

ETIX BOX OFFICE

ROBUST TICKETING SOLUTIONS

We give you the tools necessary to easily set up, manage, and process tickets for all of your events from the grandstand to the carnival. That means maximum uptime during your busiest on-sales. You sell more tickets and your box office runs even more efficiently.

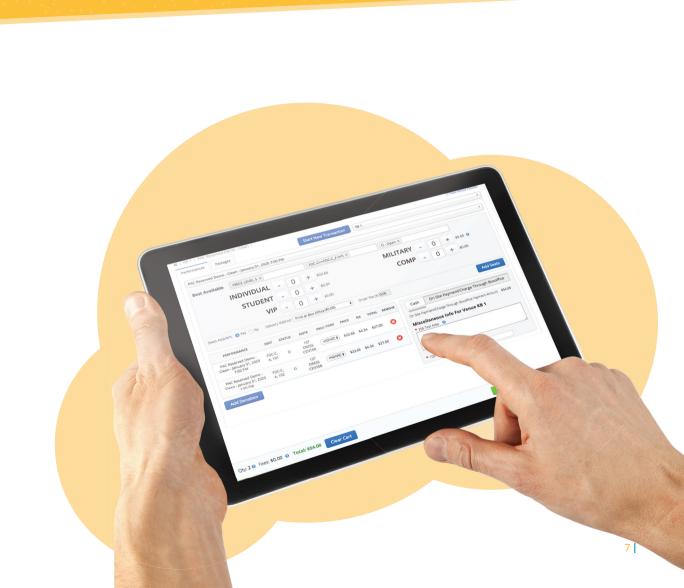### EXPAND YOUR OFFERINGS WITH PACKAGES & GROUP TICKETING

Our platform allows you to easily create custom packages, whether it's for family bundles or adding grandstand events and ride tickets to a group package. We also make setting up group sales and discount offers—online or through the box office—simple and fast.

EFFORTLESS CASH DRAWER MANAGEMENT

Managing multiple ticket seller cash balances can be overwhelming and time-consuming. Initiate cash adds and drops directly within our box office platform, and make it easy to settle your ticket sellers at the end of the shift. You can also get reports on your cash balance at any time.

KEEPING IT SIMPLE

From purchase pages to performance dashboards, we've designed an event creation and reporting experience that's clean, easy to navigate, and doesn't require elaborate training to use. Our web-based system allows you to sell a ticket and immediately validate it as the customer passes through the gate.

ETIX MARKETING: BOOST YOUR REVENUES, GROW YOUR BRAND

ENHANCE YOUR MARKETING TEAM WITH ROCKHOUSE PARTNERS

We've worked with fairs for nearly two decades and understand that ticketing and marketing go hand-in-hand.

- Rockhouse Partners, our in-house digital marketing team, supports your data-driven marketing campaigns and shares strategies proven to grow audiences and increase revenue.
- We help sell tickets where your patrons spend most of their time online—social media. Easily set up a "Buy Tickets" tab on your Facebook page and all performances will automatically display to your patrons.

GENERATE MORE REVENUE WITH OUR BRANDED WEBSITE SOLUTIONS

Rockhouse Partners can design, launch, and host a custom website with your branding and messaging to sell more tickets, capture prospect data, and boost awareness for your events —all at little or no cost to you! And we'll provide you with marketing tips and maintenance to keep it running successfully.

AUTOMATED MARKETING TOOLS TO BOOST PROFITS

Our powerful marketing automation tools will help you sell more tickets; no effort required. With features like cart abandonment notification, onsale reminders, exit email capture, and performance recommendations, our always-on marketing automation toolkit never stops working for you.

ETIX MOBILE: OPTIMIZED TOOLS THAT TAKE YOUR EVENTS TO NEW HEIGHTS

SELL TICKETS ANYWHERE, ANYTIME

Etix Mobile Box Office is the fastest way for fairs to sell event tickets or parking in any location using an iPad with a WiFi or cellular internet connection. Reduce breakage, remotely monitor balances with Etix Cash Drawer, and more. Our iOS-based solution works with your existing mobile thermal printer and iOS-integrated credit card reader technology to make mobile selling fast and simple.

INFORMATION AT YOUR FINGERTIPS

We know you're not tied to your desk, so we built an intuitive mobile app that allows you to quickly and easily stay informed with up-to-the-moment sales information.

QUICK SCANNING & VALIDATION ON THE GO

- Enjoy quick entry when you scan tickets. Need an extra scanner? No problem! Just download the free Etix mobile scanner to any iOS device and start scanning tickets in minutes.
- With our custom tools, you manage when, where, and how many times a ticket can be scanned. Ensure the validity of your tickets, reducing customer service issues at high-demand events.

ETIX INSIGHTS: UNLOCK THE POWER OF YOUR CUSTOMER DATA

KNOW YOUR ATTENDEES LIKE NEVER BEFORE

The Etix Analytics suite displays your most actionable data in one place, helping you gain insight into ticket purchaser demographics and behavior. If you need a report, chances are we have it. We can help you manage, analyze and monitor your data, track your cash flow, balance your sellers, learn more about your customers, and more.

- Track your ticket sales from email outreach, social media, paid advertising, and more with Partner ID pixels and tracking.
- Pinpoint the where and when to focus your marketing efforts with our interactive geo-based map and sales matrix.

STAY INFORMED WITH REAL-TIME REPORTING

With more than 150 standard system reports, including year-over-year comparisons and detailed finance reports, you'll have all of the information needed to track your fair's progress.

AUTOMATED REPORTING ON YOUR SCHEDULE

Report scheduling tools give you the ability to run your favorite reports automatically and have them delivered directly to your inbox, with no need to log into the system. Report scheduling is also a convenient way to keep employees or other stakeholders informed without requiring system access.

ETIX SERVICE:
WE'VE GOT YOUR BACK

AT ETIX, WE'VE ALWAYS GOT YOUR BACK

Bottom line: We're here when you need us. We take pride in our first-class customer support and training services. Whether you have a general question for our client service team, need help building your events, or need extra support at the gate, we're here to help.

EQUIPPING YOU FOR SUCCESS

We're happy to provide the equipment necessary to keep your event running smoothly. From Boca thermal ticket printers to mobile selling stations, scanning equipment, and more—we handle all of your equipment needs.

RRAUD PREVENTION = CUSTOMER PROTECTION

Fraud isn't something we should have to live with. That's why we offer protection for you and your ticket buyers during and after purchase. We've teamed with Sift Science for premium fraud prevention software that detects signs of fraud in milliseconds.

ON-SITE SERVICE & SUPPORT FOR SMOOTH OPERATIONS

Sometimes your event needs a few extra hands to keep things running smoothly. That's why we offer on-site service and support with our experienced team of ticketing professionals.

DELAWARE STATE FAIR

CHALLENGE

Increase ticket sales for grandstand events and gather information on fair attendees.

SOLUTION

The Rockhouse team developed a digital advertising strategy for DSF that leveraged Facebook and Instagram advertising, contests, and Google Ads (paid search and display).

RESULTS

- **7x return** on ad spending
- Over **10 million** impressions
- **1709** transactions
- **8352** contest entries

Getting to know the fair:

The Delaware State Fair is a 10-day event held at the end of July that draws in over 290,000 attendees from Delaware and nearby states. The nearly century-old event encompasses 300 acres and offers agricultural exhibits, a midway, and more. One of its biggest attractions is the highly popular M&T Bank Grandstand, which features a summer concert series, races, rodeos, and other entertainment.

No challenge too great, no solution too digital:

Danny Aguilar, assistant general manager of the fair and its director of marketing, wanted to increase ticket sales for grandstand events and gather information on fair attendees. In mid-spring of 2018, Aguilar approached Rockhouse Partners, our client marketing team, to help. He provided the budget and timeline, and the Rockhouse team went to work. They carefully curated target audiences and paired them with specific creative to enhance ad viewership, drive ticket purchases, and encourage audience engagement. This digital-focused strategy would also increase data collection and create a fan group to market to in the future.

Spectacular results:

"The Delaware State Fair had a record year, and Rockhouse Partners was a huge part of that equation, " said Danny Aguilar. "Our centennial is next year, and we are very excited to work with them for both the concert series and our fair announcement and onsale campaigns. I can't recommend Rockhouse Partners enough."

STATE FAIR OF WEST VIRGINIA

CHALLENGE

The State Fair of West Virginia has used Etix for ticketing services for nearly a decade. This year, the SFWV team wanted to ensure that the 2018 fair not only ran smoothly, but also reached a challenging attendance goal of 160,000+ fairgoers.

SOLUTION

The State Fair of West Virginia relied on Etix as a full-service partner. Etix delivered through equipment, training, on-site support and digital marketing with Rockhouse Partners.

RESULTS

- **17,000 tickets** sold in 2 hours on the first onsale day
- **170,000** attendees
- **10 days and nights** of full on-site support
- **30,000** guests served on their digital marketing lists

Getting to know the fair:

The State Fair of West Virginia had its origins nearly 150 years ago as a small livestock event. Today, the fair hosts carnival rides, concerts, harness races, livestock shows, and agricultural education events over 10 days in early August. The fairgrounds are also host to a variety of live events year-round, including beer festivals, concerts, and fundraisers for non-profit groups including Hope for Appalachia and local fire departments.

A full-service solution:

"We sell tickets exclusively on the Etix platform, but they offer us so much more," said Box Office Manager Brenda Hunt. Etix helped Hunt set up the events on its system, including numerous price codes and combinations, and provided her with the tools to easily print hundreds of badges and credentials for their various membership groups.

Etix also supported the fair's challenges when it came to training, equipment, and support. The Etix equipment team was able to provide scanning and selling tools for all 14 ticket selling windows, three entry gates, and four additional entry points for grandstand concerts. The Etix training team worked to get new sellers and ticket redemption staff up to speed quickly, particularly focusing on the challenge of having a single color for multiple ticket types. Additionally, the Etix Client Services team provided on-site support for setup and the entire duration of the fair.

Marketing the fair was also supported by Etix through Rockhouse Partners, its internal digital marketing team. Rockhouse helped build the fair's internal customer database of 30,000, and developed a digital marketing strategy to drive awareness, raise click-through rates, and ultimately increase ticket sales.

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