

# the expo



“ Having the ability to manage ticket inventory in one place is a game changer for us. After partnering with Saffire last year, we sold twice as many online tickets than we ever have. This year is poised to do even better. The customer support I receive from Saffire is second to none. Saffire helped us step up to the next level and beyond.

**Rob Holmbeck**  
Jackson County Expo

99%

Increase in  
ONLINE TICKET  
SALES

926%

Increase in  
TICKET REVENUE

## Jackson County Expo Doubles Their Online Sales

The Jackson County Expo is home to hundreds of events each year. As **Southern Oregon's largest event center**, the Expo is trusted by people from across the state to host any kind of event imaginable – from fairs to tradeshows. This year, Saffire teamed up with Jackson County Expo to bring integrated ticketing to four of the Expo's largest and most popular events.

“When I first met Saffire, I was skeptical that SaffireTix would be as easy to use as they said it would be,” said Rob Holmbeck, Community Program Coordinator. “Here I am, one year later, and **I can't wait to tell people how easy it actually is!**”

The ticketing partnership has paid off. Since working with Saffire, ticket revenue at the Jackson County Fair increased by 99%! Then at BrewFest, Southern Oregon's premier beer festival, **ticket revenue increased by a whopping 926%**! The success doesn't stop there - the Expo's online ticket sales have more than doubled since switching to SaffireTix.

To see how **Saffire can help YOU increase revenue and turn your website into a money-making machine**, sign up for a demo at [www.saffire.com](http://www.saffire.com).



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