



“ SaffireTix offers the unique ability to integrate our ticketing directly into our custom Saffire websites, which increases ticket sales. Saffire has a proven track record of providing state-of-the-art solutions and world-class customer service with a commitment to increasing our revenue. We are thrilled to partner with Saffire to take our ticketing to the next level.

**JD Ewing**  
VP & COO, Extraco Events Center

**102%** Increase in TICKETS SOLD ONLINE

**23%** Increase in TOTAL REVENUE

## Extraco Events Center Chooses Innovative Ticketing Partner

Extraco Events Center, central Texas' premier event facility, has strategically chosen Saffire as its new ticketing partner, enhancing an existing relationship between the organizations. The partnership is an expansion of website and online marketing services already provided by Saffire and is a **shift away from the Center's former ticketing provider, Ticketmaster.**

Saffire's one-of-a-kind ticketing solution has allowed the venue to **manage everything about their ticketing and website through one simple platform**, from any computer or mobile device, at any time. What's even better is Extraco Events Center has seen an **increase in sales since switching to SaffireTix.** One of their signature events, Margarita Salsa Festival, saw a whopping 102% increase in online sales while their annual Heart O' Texas Fair & Rodeo increased revenue by 23%!

“Working with the Saffire team has been a great experience!” said Charva Ingram, Extraco's Vice President of Marketing & Sponsorship Development. “They guided us through each step from design to launch and haven't left our side since. Saffire is always working to better their already amazing product, confirming that we made the right decision when **we asked them to take our ticketing and website to the next level!**”

By launching a completely integrated website & ticketing system, Extraco has incentivized online sales, saving money in manpower and equipment, all while increasing the total number of tickets sold. To see how Saffire can help you increase revenue and make life easier for you and your customers, sign up for a demo at [www.saffire.com](http://www.saffire.com).



512.430.1123  
info@saffire.com