> When I was introduced to SaffireTix, I was blown away not only by the overall functionality of the platform, but the focus on the end-user, our event attendees. From training on SaffireTix's simple, integrated interface to full implementation, Saffire's team was there throughout the entire process, which resulted in one of the most successful ticketing experiences in my career. SaffireTix is our only ticketing choice!

Dexter Foxworth, Director
Jeffco Fair & Festival

25% Increase in ONLINE TICKET SALES

40% Annual ATTENDANCE GROWTH

Jeffco Fair & Festival Blows the Doors off with SaffireTix!

Starting a new event can be an exciting, yet stressful time. That's why when the Jeffco Fair & Festival in Golden, CO trusted Saffire to launch a website for its inaugural event in 2016, we were thrilled! After a successful first year was in the books, The Jeffco Fair & Festival partnered with Saffire for their ticketing as well, launching a new ticketing system through SaffireTix.

Jeffco Fair & Festival was born as a re-imagined event that was built off previous fairs and festivals held throughout Jefferson County history. Based on this history, they saw an impressive 15,000 people walk through their front gates in 2016. **After adding SaffireTix for the 2017 Jeffco Fair & Festival**, the event saw **attendance jump 40%, from 14,000 to 21,000**! Additionally, **online ticket sales increased 25%**, a tribute to the integrated nature of their website & ticketing platforms.

According to the Director of the Jeffco Fair & Festival, Dexter Foxworth, "The on-demand ticket and receipt printing from **SaffireTix's Box Office is simple to use with a straightforward interface**. Great service is a priority for us and Saffire's ticketing and box office platform allows our team to facilitate smooth transactions and quick gate entry to our event attendees on the spot!"

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.

Saffire

512.430.1123
info@saffire.com