



## Uptix™ Stored Value Ticketing Program

*Load, scan, get, go!*

Uptix broadens the traditional ticket function of event access by securely enabling individual tickets to store other kinds of data, such as cash value. These “loaded” tickets can then be used for redemption at various points of sale in your venue (e.g., concessions, retail stands). You can now offer a complete entertainment experience with a single event ticket!

Uptix™ is jointly developed and provided in partnership with Givex®.

## Features and Benefits

### Patron convenience

#### *Cash-free and quick.*

Loaded value on event tickets diminishes the need for patrons to carry cash. Tickets are easily scanned for payment, resulting in faster transaction speeds. Customers can then return to their seats more quickly. Increased customer satisfaction helps you retain valuable ticket buyers, such as season ticket holders.

### A variety of uses

#### *Improve relationships.*

Stored value tickets are perfect for group sales, employee incentives, VIP packages and more. Corporate ticket holders can provide their clients with a more complete experience, not just tickets for seats or event access. Families can simplify outings by adding value to tickets, allowing kids to safely get their own merchandise and concessions.

### Drive incremental revenue

#### *Get more from each ticket.*

Encourage additional purchases and up-sell activity. Because loaded tickets can be set to expire on the day of the event, customers are more likely to engage in impulse buys. Points of sale will experience increased foot traffic from customer redemption of stored value tickets. Raise spend per capita at events – a common key performance indicator.

### More promotional and marketing opportunities

#### *Virtually endless options.*

Simplify bundling scenarios such as group sales with concessions. Develop creative marketing and promotional programs ranging from general to specific section and seat levels. Extra flexibility allows for targeted special offers and “in-game” promotions. Get additional revenue from increased sponsorship opportunities.

### Easy management

#### *Control with a few simple clicks.*

Uptix includes a complete set of reports to help track activity and usage. The user-friendly client management portal allows easy administration of your stored value program, including the ability to alter the stored value on each ticket or group of tickets.

### Improved operational efficiency

#### *Reduced administrative costs and faster, secure purchase transactions.*

Stored value tickets are now a form of payment, easily scanned for quick redemption at various points of sale. The handling of cash is no longer required, providing additional tracking and security. Fewer credit card transactions decrease credit card processing fees.

### Better predictors of revenue

#### *Remove the guesswork.*

Money is collected upfront when value is added to tickets, improving your organization’s cash flow. Venues can more accurately forecast how much customers will spend at a particular event. Calculate a truer return on investment (ROI) of stored value marketing initiatives and promotions.

### Compatible with ticket resale and transfer

#### *Resell or transfer tickets with ease.*

If your customers are unable to use their tickets, they can offer them for sale or transfer; the stored value follows the ticket irrespective of the ticket holder.

