

**CASE STUDY:
FULL TICKETING &
REGISTRATION AT THE
MELBOURNE DOG
LOVERS' SHOW**

ABOUT EVENTSPASS

We exist because the era of data-driven events has arrived for Exhibitions, and as former event producers ourselves, we built EventsPass to take full advantage of this new paradigm.

Contemporary event producers are grappling with a need for more data to growing their ticket sales, delivering more ROI to their exhibitors and sponsors, and the commercial realities of finding leaner and more efficient Software as a Service solutions for their businesses. We tick all these boxes.

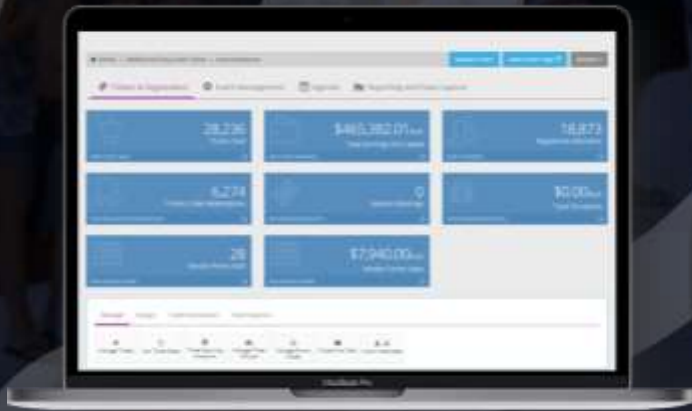
From event marketing, ticketing and registration, driving leads and sales for exhibitors, and post-show re-marketing, the Trade Event industry has relied on data capture to generate its ROI for a very long time...now we think it's time to bring that capability to the Consumer Exhibitions space as well.

Using our unique cloud-based architecture with integrated producer and exhibitor apps, symmetrically synced in real-time, we are able to offer this market new, disruptive, ROI-generating opportunities.



WHAT IS EVENTSPASS?

EVENTSPASS IS COMPRISED OF THREE KEY PLATFORM ELEMENTS:



EVENTSPASS CONTENT SERVER

The core of the cloud-based EventsPass platform, administration back-end system, and customer facing front-end.

Here we (or producers) create, manage and control the entire event; online and offline ticket sales management, registrations, check-ins, and exhibitor tools such as lead-generation and campaign tools.

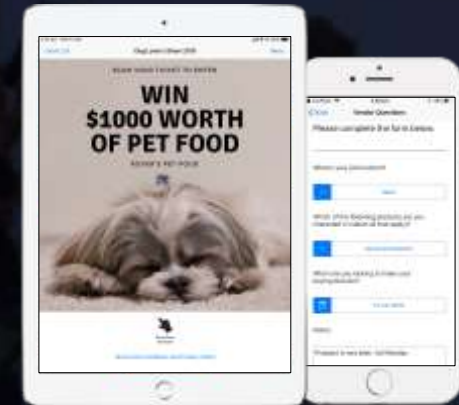


EVENTSPASS CHECKIN

Free application for all iOS devices including iPhone and iPad facilitating visitor check-in, on-site registration, options check-in and merchandise collection, badge printing, and access control.

Real-time connectivity provides triggered text, email and CRM comms based on visitor behaviour.

WWW.EVENTSPASS.COM



EVENTSPASS LEADGEN

Downloadable Exhibitor data capture app that integrates seamlessly with the EventsPass Content Server and CheckIn applications.

Real-time symmetrical sync provides excellent visitor and exhibitor customer experiences and allows for triggered SMS, email and CRM integrations.

HOW IT WORKS: REGISTERED ONLINE TICKETS



ATTENDEES BOOK THEIR TICKETS/REGISTER THROUGH THE EVENTSPASS OR PRODUCER WEBSITE, AND CAN BOOK SPACE LIMITED EVENT SESSIONS TO AVOID CROWDS.

ATTENDEES CAN CHECK-OUT MULTIPLE TICKETS IN ONE TRANSACTION AND ARE EITHER FORCED, OR ENCOURAGED TO REGISTER ALL OF THEM PRE-EVENT.

TICKETS CAN ALSO BE SHARED VIA EMAIL & TEXT WITH THE OTHER ATTENDEES FOR INDIVIDUAL PRINTING.



VISITORS SIMPLY PRINT THEIR ONLINE TICKETS (OR PRESENT THEM ON THEIR MOBILE DEVICE) THAT INCLUDE THEIR UNIQUE QR CODE, AND ONCE ONSITE CAN CHECK INTO THE EVENT OR SELF_SERVICE PRINT THEIR BADGE.

THEY ARE ALSO ABLE TO USE THIS CODE TO ACCESS ANY OPTIONAL SESSIONS THEY HAVE BOOKED OR TO COLLECT ANY MERCHANDISE THEY HAVE PURCHASED.



VISITORS ARE THEN FREE TO ACCESS THE EVENT, SCANNING THEIR TICKETS AT THE EXHIBITOR BOOTHS USING LEADGEN APP.

THE VISITORS' DATA IS AUTOMATICALLY SYNCED WITH THE EXHIBITOR DEVICES SO THEY NEED ONLY REGISTER ONCE.

EXHIBITORS CAN SEE AND DOWNLOAD THE VISITORS DATA THAT THE PRODUCER HAS CHOSEN TO SHARE, CAN EDIT THEIR RESPONSES AND TRIGGER DIGITAL BROCHURE DISTRIBUTION.

HOW IT WORKS: UNREGISTERED & ONSITE TICKETS



VISITORS ARE GIVEN A REGISTRATION CODE, OR THEY PURCHASE TICKETS ON-SITE THROUGH THE BOX-OFFICE (USING TOUCHLESS CREDIT CARD TECHNOLOGY).

THEY THEN SCAN THIS CODE WITH THEIR OWN PHONE, AND THEY ARE TAKEN TO THE REGISTRATION FORM, WHICH THEY SELF-COMplete.



VISITORS CAN THEN SCAN THEIR REGISTERED CODES TOUCH-LESSLY ON IPADS USING THE CHECK-IN APPLICATION, WIRELESSLY CONNECTED TO OUR BADGE PRINTERS TO PRINT THEIR BADGE.

FOR EVENTS THAT DO NOT REQUIRE BADGES, THEY SIMPLY HOLD OUT THEIR PHONES / TICKETS TO CHECK IN AT ACCESS CONTROL.



VISITORS ARE THEN FREE TO ROAM THE EVENT SCANNING THEIR TICKETS AT OTHER EXHIBITOR BOOTHS OR PASSPORT COMPETITION POINTS.

THE VISITORS' DATA IS AUTOMATICALLY SYNCED WITH EACH EXHIBITOR DEVICE SO THEY NEED ONLY REGISTER ONCE, THEN THEY CAN SCAN AND GO AS THEY PLEASE.

EXHIBITORS CAN SEE THE VISITORS' DATA THAT THE PRODUCER HAS CHOSEN TO SHARE, AND CAN EDIT THEIR RESPONSES.

CASE STUDY SUMMARY

MELBOURNE DOG LOVERS' SHOW CASE-STUDY



BACKGROUND:

The Melbourne Dog Lover's Show is the largest and most successful pet show in Australia attracting some 30,000 visitors annually.

THE PROBLEM / OPPORTUNITY:

The Producer of the Melbourne Dog Lover's Show has long recognized the value of their previous visitor database as a means to undertake valuable event research and pre-sell tickets to their event (many at Christmas time several months in advance of the Show).

With this in mind, and their incumbent ticketing provider only capturing the data of the customer that purchased the ticket (in this case approximately 30% of their pre-sold tickets), they were exploring opportunities that could drive additional data into the business.

THE EXECUTION:

After a competitive pitch, EventsPass was selected for its Producer data capture capabilities, as well as the opportunity to drive ROI and leads to Exhibitors and Sponsors.

The services provided by EventsPass for this event included:

- Online ticket sales & registration
- Box office support (POS integration)
- Access control management (CheckIn App)
- Onsite visitor competition entry and registration (CheckIn App, Kiosk Mode)
- Exhibitor lead-generation (LeadGen App)
- Reporting

THE RESULTS:

EventsPass was able to boost online and onsite customer registrations and lead-generation resulting in approximately 8-times the data that a traditional ticketing provider delivered.



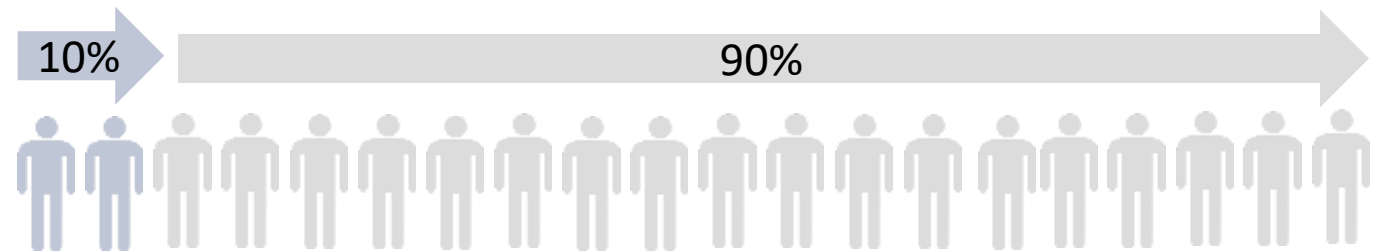
COMPARING RESULTS: PURCHASER REGISTRATION

MELBOURNE DOG LOVERS' SHOW CASE-STUDY



BENCHMARKING – THE INCUMBANT TICKETING PROVIDER

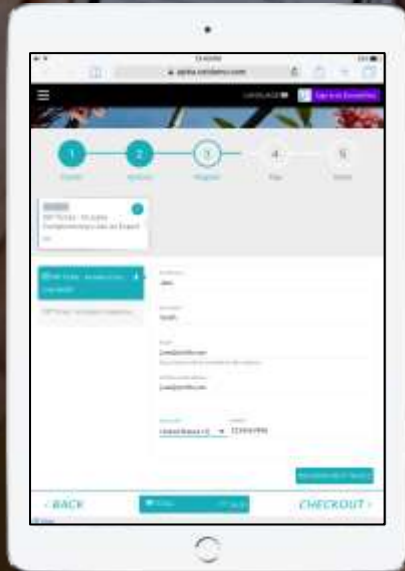
The existing ticketing provider was one of a number of 'traditional' ticketing services (e.g. Eventbrite, Ticketmaster, AXS), and as such was capturing the ticket purchasers' data when booking online. With a typical pre-book of 30%, and a typical basket of 2.9 tickets per booking this represents approximately 10% of the total visitor pool with no capacity for this provider to register attendees onsite. This was the benchmark we were looking to surpass.



Online Registration benchmark through purchase process only.

COMPARING RESULTS: FRIEND / FAMILY REGISTRATION

MELBOURNE DOG LOVERS' SHOW CASE-STUDY

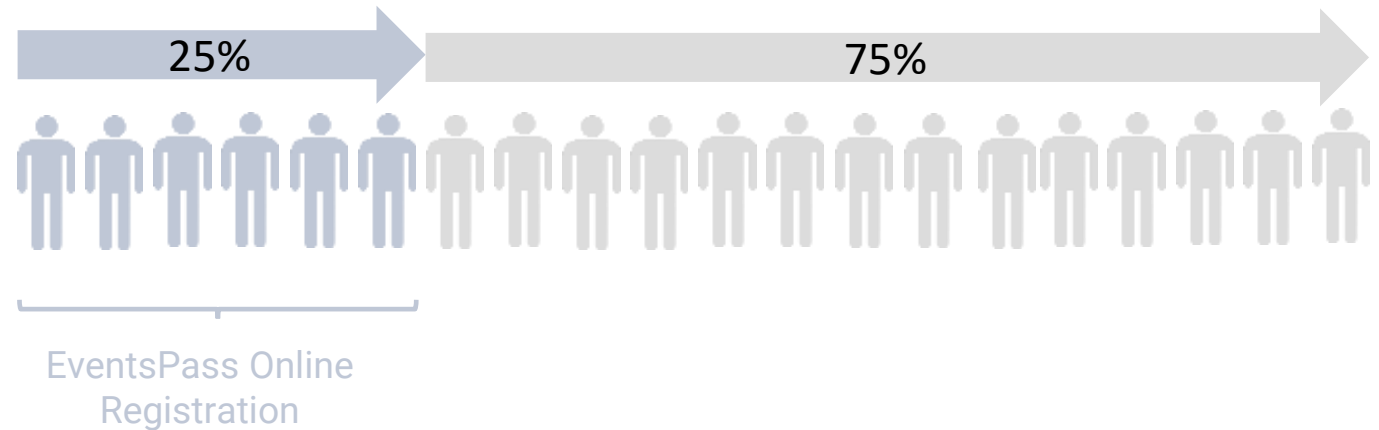


THE EVENTSPASS DIFFERENCE – ONLINE TICKETING

In addition to registering the ticket purchasers data, the unique EventsPass check-out and registration engine includes 2 key features that drive a much higher registration rate:

1. Purchasers are able to register the tickets belonging to their friends and family members.
2. Purchasers are able to *share* the additional ticket they purchased with friends and family through EventsPass with the recipient having to register to access their ticket

The result is that EventsPass were able to boost the pre-show registration from 10% to 25% before the event even began! For context, that is approximately 80% of the pre-booked tickets.



COMPARING RESULTS: ONSITE REGISTRATION

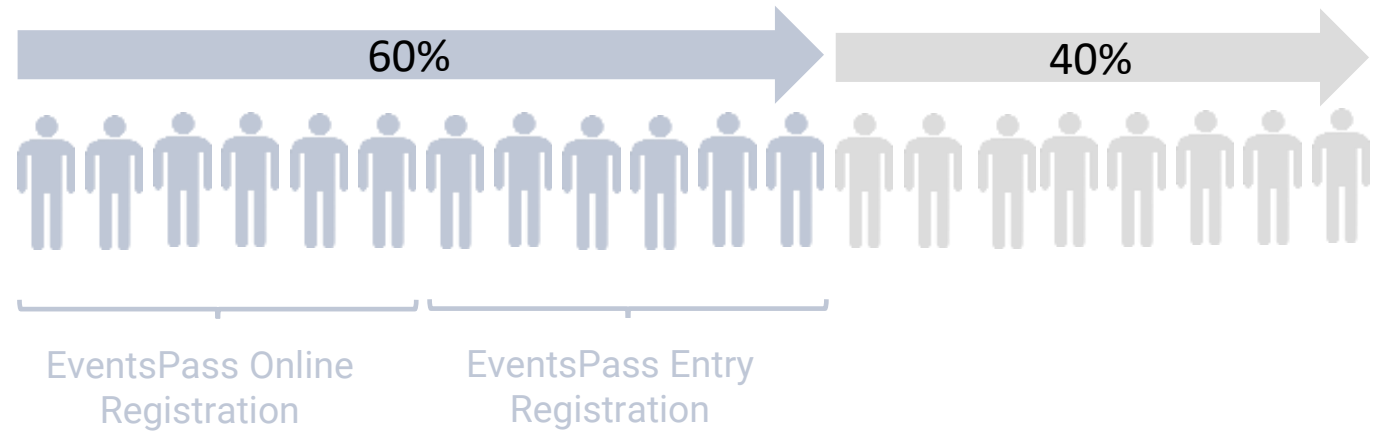
MELBOURNE DOG LOVERS' SHOW CASE-STUDY



THE EVENTSPASS DIFFERENCE – ONSITE REGISTRATION AT THE DOGGY DOOR PRIZE

In addition to the increased registration of pre-purchased tickets, EventsPass has the unique ability to facilitate fast, effective, and direct registration of the “anonymous” online ticket purchasers as well as the walk-up purchasers. Visitors are prompted to register at various points within the show as part of a door prize competition. They simply scan their tickets and attach their data to their ticket code and enter the competition.

This is very popular and efficient with a further 35% of the total visitors to the show registering this way.



COMPARING RESULTS: ON-BOOTH REGISTRATION

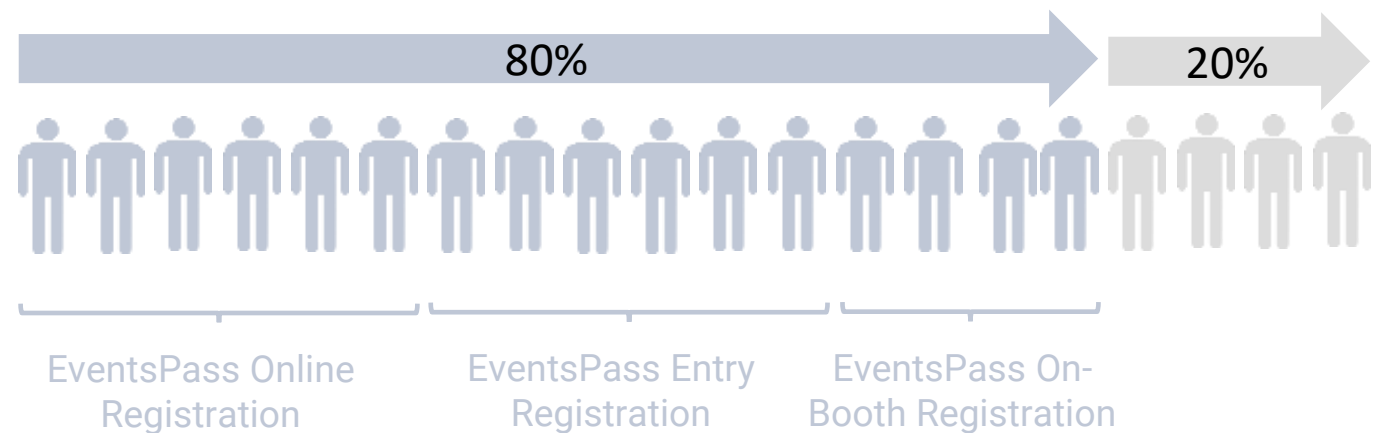


THE EVENTSPASS DIFFERENCE:

Uniquely, EventsPass can register visitors at exhibitors stands, as well as online or onsite at the door. This is in addition to the producer registration capabilities of EventsPass, allowing Exhibitors and Sponsors can use the system to build databases of leads as well! This has 3 impacts for producers using EventsPass:

1. Producers increase the ROI for their sponsors and exhibitors from the Show
2. Producers track the ROI in real-time and use this data to sell booths
3. Producers increase their registrations as visitors that have not registered online, nor at the registration point, may see an offer on a booth that they wish to subscribe for and supply their registration then

In total at the 2019 Melbourne Dog Lovers Show, 40 exhibitors generated more 28,000 leads, building up their sales and marketing funnels for months post-event.



EVENTSPASS CAPTURED 8-TIMES AS MUCH REGISTRATION DATA THAN THE STANDARD TICKETING PROVIDER!

WHAT OUR CUSTOMERS SAY ABOUT US

CONSUMER EXHIBITION PRODUCERS AND THEIR EXHIBITORS AGREE – EVENTSPASS DELIVERS GREAT RESULTS.

PRODUCERS:

For the 2018 Melbourne Dog Lover's Show we implemented the EventsPass platform for the first time. Our decision to switch to EventsPass was largely driven by the ability of the platform to deliver a new channel of ROI to our exhibitors wanting to generate leads, and build databases at the Show.

I'm pleased to say that EventsPass generated a strong result with over 50% of the audience registering through our data capture points or on exhibitor stands. For us, this meant we had a robust sample of visitors for our post-show reporting and that we built a strong database for future marketing efforts.

The exhibitors that used the system were also thrilled informing us that it was simple to set-up and use, and that the ability for visitors to just scan their tickets meant they had better conversations, and spend less time with visitors filling in forms...

We recommend the EventsPass system...

Yours sincerely,

Jason Humphris

Founder & CEO

Event Management International

EXHIBITORS:

...EventsPass LeadGen; super simple to get set-up and to use, and very easy for our customers to use to enter our competitions for the data capture.

We've had very good results with big numbers...this is the second time for us using it, and we can't recommend it enough.

Sincerely,

Reiner Adolfsen – Co founder

Golden Bone Bakery



EVENTSPASS
YOUR EVENT STARTS HERE

THANK YOU

FOR MORE INFORMATION OR A
DEMONSTRATION OF THE PLATFORM,
PLEASE CONTACT STEWART BUCHANAN
+61 413312164 OR EMAIL
STEWART@EVENTSPASS.COM



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YOUR EVENT STARTS HERE