

# Enterprise Ticketing Solutions for touring exhibition promoters

Total Ticketing: Your ticketing business development partners

20 22 Total Ticketing is the only ticketing platform in the world that has been built specifically to meet the operating and commercial needs of large-scale touring exhibition promoters.





# Why work with TOTAL TICKETING

#### We understand events

We produce and promote our own events, such as, Clockenflap, Hong Kong's largest and longest running music and arts festival, which hosts 30,000 a day for 3 days

#### We are ticketing & payment experts

Our software powers attractions, stadiums, arenas, B2C ticketing companies in Asia, Northern America and Europe There is a very good reason why the world's largest event promoters have brought ticketing in-house

Live Nation x Ticketmaster AEG x AXS CTS Live x CTS Eventim TEG x Ticketek

Because it makes them far more money

## The future of ticketing for CEO's

#### Control

Inventory management allowing the rights holder to control all inventory at a group level

#### Aggregated Data

Standardised data aggregation and analysis across all IP in real time, Understand who buys what, when and why

#### De-centralized sales channels

Why sell through one channel when you can sell through hundreds? Sell inventory internally through your own sales channels and/or externally via agents or B2C sales channels (such as \*FeverUp, \*Ticketmaster, Klook, etc.)

#### **Business development**

A ticketing system than can ticket other types of events – you never know where your success may take you.

#### **Built for growth**

Ability to put on new shows in new jurisdictions knowing your inventory management / ticketing system can handle multiple languages, multiple currencies, local payment methods (such as WeChatPay), right to left scripts (such as in the Middle East), local laws (such as an API connection into the Police system in China)

#### EBIT

Lower your ticketing costs, monetise your audience with direct calls to action

#### Lower Risk

The more control you have the lower your risk profile becomes

\* Requires API connection



## The Opportunities

You know that you have a problem with data collection and analysis, but you don't have a solution



You know that you are leaving money on the table by your limited ability to directly **activate and monetize attendees** (e.g. merchandise)



You know that your ticketing partners are monetizing your attendees, but they won't **share the revenues** – that's why they can afford to sponsor/guarantee you (e.g. handling fees, venue fees, printing fees, ticket insurance, pre-sales, hospitality, etc.)



Your finance department bemoans long **payout cycles** and keeping track of multiple ticketing partners – all with different reporting capabilities



Your sales teams can't always **replicate highly successful marketing campaigns** in each country as ticketing software varies considerably

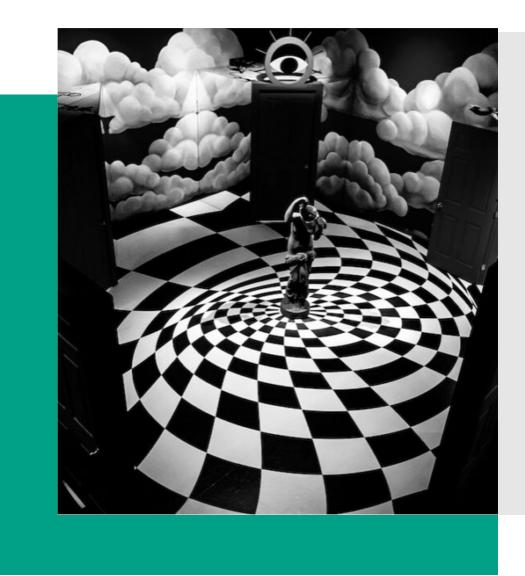
Your partnership teams can't benefit from **collective bargaining power** as your ticketing partners can't operate globally or offer rights holders valuable sponsorship entitlements to sell



 $\checkmark$ 

Your operational teams have to crate **bespoke ticketing related Standard Operating Procedures** per event which is inefficient and costly

### Some attraction case studies



#### **29Rooms – Asian Tour**

**Immersive Instagram Art Event** 

WeChat mini-program integration

GrabPay integration (Alternative Payment Method)

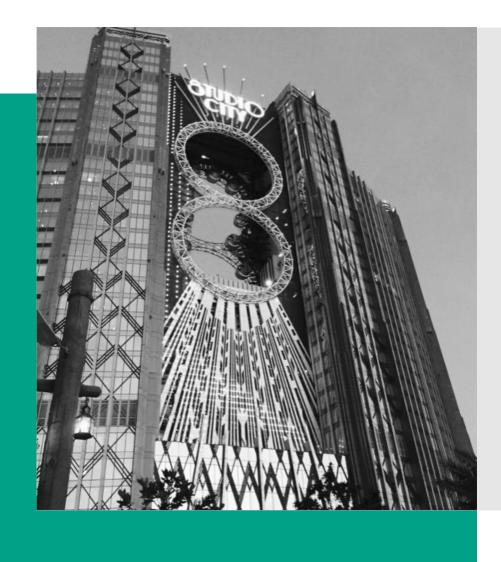
Future proofed to sell tickets in each country on the tour, China, Hong Kong, Singapore, Taiwan, Japan, Korea, Malaysia



#### **City of Dreams**

#### Most successful theatre attraction in Macau House of Dancing Water

API integration with the client's huge travel agent network
Extensive dynamic pricing
Onsite refunds
Hotel room charge integration
Mobile App integration



**Studio City** Collection of permanent attractions located within an Integrated Resort

Multiple attractions and shows Real-time entry & exit tracking Multi visit tickets and season passes Attendee identity verification Ticket QR Code and RFiD activated turnstiles Handheld and turnstile access control API integration Health waiver



#### **Kids City** 4 play-zone kids attraction

Real-time entry and exit tracking Ticket to RFiD exchange Offline ticket scanning capability



#### Hong Kong Observation Wheel Iconic attraction

Millions of annual visitors Real-time entry and exit tracking Tamper-proof tickets Ticket to RFiD exchange RFiD F&B Attendee identity verification



#### **ZipCity Macau**

#### Asia Pacific first urban zipline attraction

Real-time entry and exit tracking Integrated waiver function with purchase Zip Wire rider RFiD integration with camera



#### Art Basel Hong Kong Iconic touring art event

Distribution of all galleries comp tickets

Tracking of comp tickets claim and usage

Extremely complex ticketing for their Tram event (6 trams with different start and finish locations)

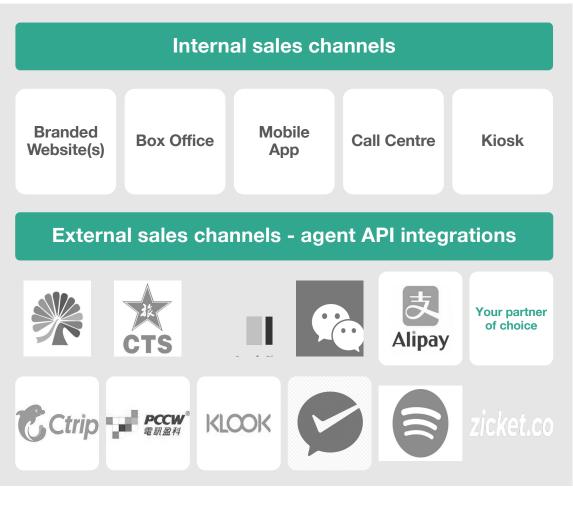
### Total Ticketing's white label attraction SaaS could be the solution you've been looking for

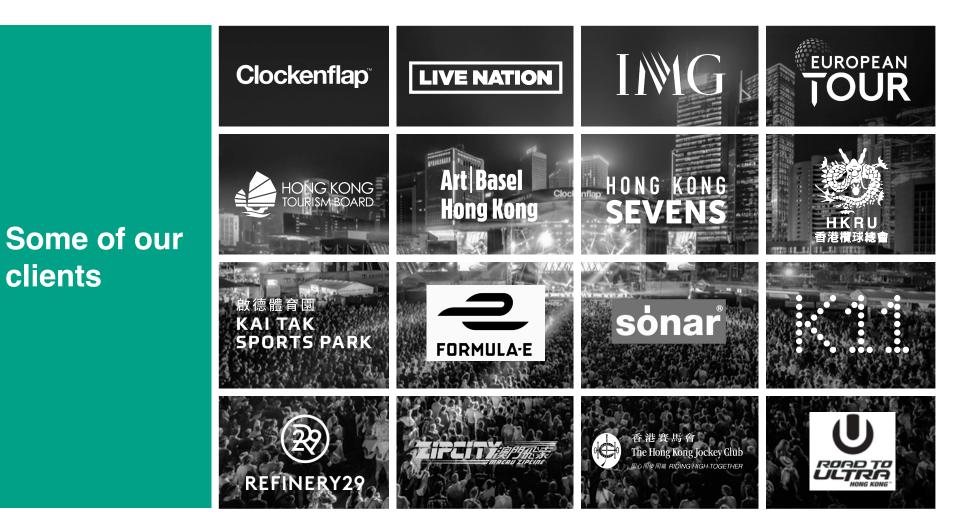
# *"The number one reason people don't attend an event/attraction is because they don't know it is taking place."*

Modern ticketing solutions solve this problem by making the inventory they control easily discoverable.

# Never miss a sale.

Our system offers a hybrid of traditional and modern sales and distribution channels allowing you to multiply your reach and attract more audiences.





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# Why is Total Ticketing the perfect fit for your touring exhibition?

Because touring attractions invest significant resources into operations, security, finance, customer experience, CRM, marketing, sales channel management and our system integrates with all these to drive efficiency and profitability.

# Total Ticketing is active in

North America Europe Asia

# Total Ticketing is multi-lingual

Chinese (simplified) Chinese (traditional) English Greek Japanese Korean Thai

## **Commercial Terms**

Total Ticketing's flexible systems powers everything from touring attractions and national sports associations to stadiums and music festivals and everything in between. Our commercial terms are equally as flexible.

#### Thank you.

Let's talk about how Total Ticketing Limited can help transform your ticket sales today! <u>SALES@TOTALTICKETING.COM</u>