

GET YOUR  
PUBLICITY ON  
EACH TICKET  
SOLD BY THE  
EVENT  
ORGANIZER

<http://myUpcoming> allows event **organizers** as well as event **partners** to manage their ticket sales professionally.

**Event Partners** are managers of halls, umbrella organizations and other organizations that are directly and indirectly responsible for the organization of multiple events each year.

## Advantages Event Partner

### Own events:

- Simplified administration
- Full control over ticket sales
- Secure access control
- Unique barcode to secure tickets
- Sales via multiple channels: own websites, websites of media partners, at the cash desk,...
- Simple integration within own website
  - Barcode scanner support
  - Ensured receipt of entrance money
  - Customer data available

### Events of third parties:

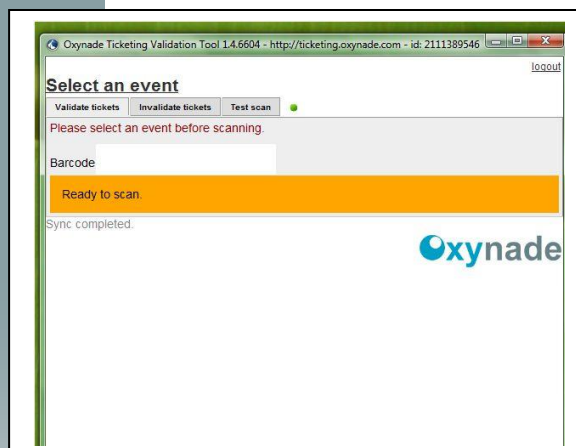
- Control over the number of visitors – safety and fire brigade
- Added value to the hiring of the hall
- Offering tickets via the site of the Ticketing Partner
- Publicity possibility on all tickets

Additional revenue by offering ticketing solution

## Revenue models

Different possibilities:

1. Share the revenue of the reservation fee ; this fee gets raised and the extra part goes to the Ticketing Partner
2. Fixed fee that is paid by the external organizer per event. The rent of the validation equipment can be included in this price.
3. Fixed fee that is paid by the external organizer to the Ticketing Partner, possibly with a minimum.
4. Offer it for free to the external organizer



## Technical requirements

Needed infrastructure to validate the tickets:

- Barcode scanners
- Wireless network and internet connection
- Computers

A number of components of the infrastructure can be rented from



Oxynade

## What is Oxynade's task?

- Technical support to the Ticketing Partner
- Maintenance of the application
- Processing the payments
- Commercial relation with the partners
- Rent of barcode scanners
- Rent of computers for the validation

## What is the partner's task?

- Organizational and practical support of the organizers
- Commercial relation with the organizers

## Publicity of the partner

The partner can place publicity on each ticket sold by the event organizer:

- His organization
- Coming events
- ...

The partner can place publicity on each ticket sold by the event organizer as marked on the example.

The publicity can include the following elements:

- Text element
- Graphic element

Per event organizer the partner can perform other publicity.

# Oxynade

**Rallye du Condroz-Huy**

Ticket type: Billet d'accès avec une casquette et un programme

Wanneer: 7/11/09 08:00 - 0/11/09 23:00

**Les endroits d'échange**  
Omruil locaties

Station Total en venant d'Andenne  
Av. du Boutequet - 4500 Huy

Centre Culturel - Centre ville Huy  
Av. Delchambre 7 - 4500 Huy

**Ticket details:**  
Naam: Voornaam Achternaam  
Ticket prijs: 35,00 €

Echangez ce voucher au endroits mentionnés à partir du  
Ruil deze voucher om op een van de vermaelde locaties vanaf 7/11/2009

**Waar:**  
Huy et alentours  
4500 Huy  
Belgique

**Organisator:**  
Motor Club de Huy  
+32 85 25 28 08  
info@condrozrally.be  
http://www.condrozrally.be/

**The partner can place his publicity here**

Heb je vragen aangaande het evenement: gelieve contact op te nemen met de organisator

Heb je vragen aangaande je ticket: ga naar <http://support.oxynade.com>

Powered by **Oxynade**

