

Ticketfly's reserved seating capabilities, fully integrated with the Ticketfly platform, allow reserved seating venues of any size to harness the power of the social web streamline operations and increase ticket sales.

# RESERVED SEATING

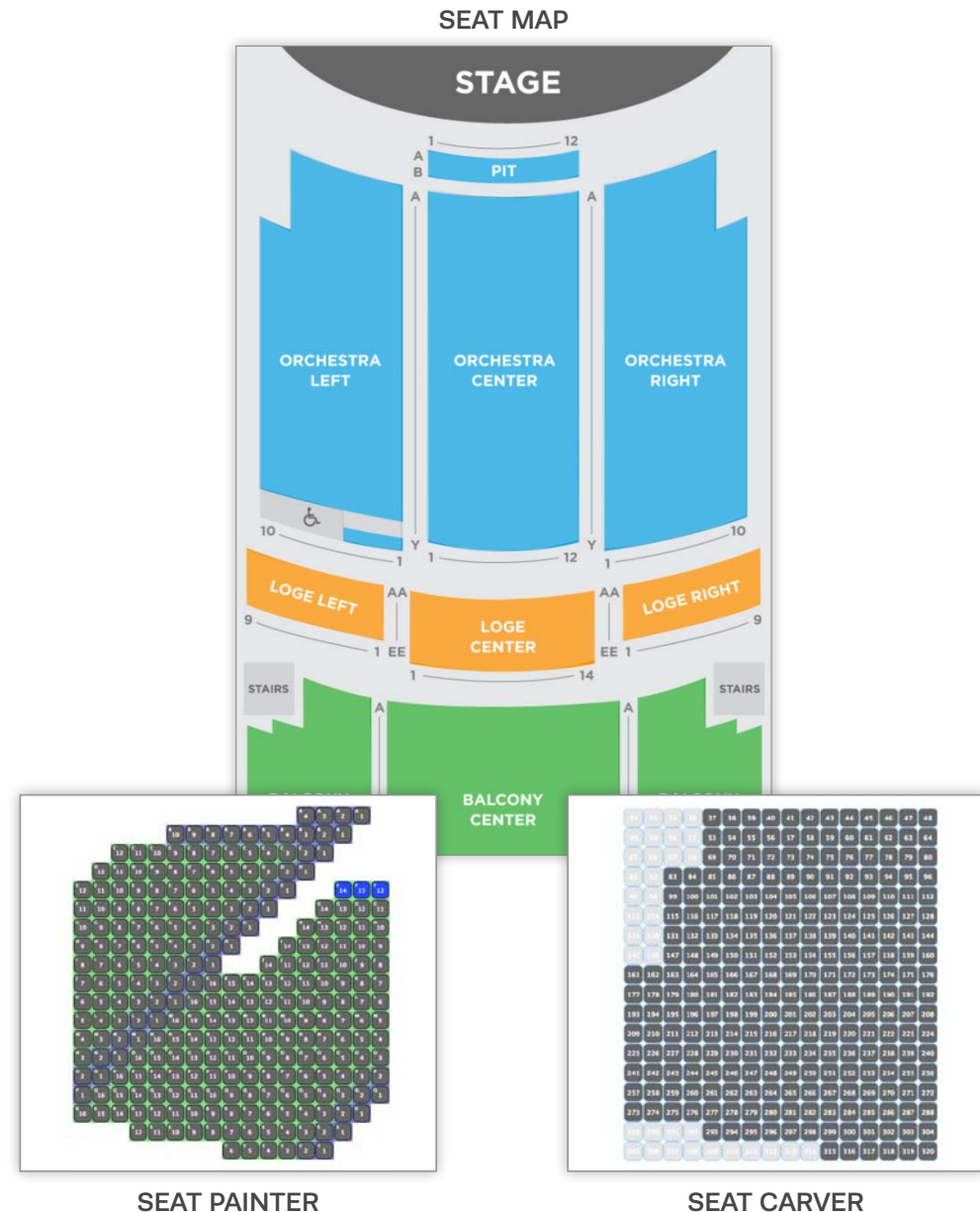
## 1 SET UP: *Seat Maps, Templates, and Price Tables*

Create templates and price tables with ease and view all seat attributes in one color-coded, visually appealing interface.

- ▶ Upload your seat map and create multiple templates quickly and easily, which saves you time when creating individual events
- ▶ Easily define sections using Ticketfly's Seat Carver and Seat Namer tools
  - ▶ Seat Carver allows you to scroll over seats to remove them from a section
  - ▶ Seat Namer allows you to label rows and seats in bulk
- ▶ Define price levels, holds, attributes, and selling order at the seat level from one easy to use screen
  - ▶ Seat Painter allows you to label each seat with necessary attributes and selling instructions using a color-coding system
  - ▶ Instantly see a color-coded view of all seats in a section
  - ▶ Scroll over seats to view all information associated with the seat: price levels, holds, attributes, and selling order
- ▶ Create and save price tables to use for specific events or event types
  - ▶ Price tables assign dollar values to price levels created with Seat Painter
  - ▶ Price tables are associated with a template
  - ▶ Make multiple price tables per template if prices vary across events

“ Using Ticketfly's new reserved seating capabilities for the first time was really simple—we were able to integrate our seat map, begin sales on our custom Ticketfly-powered website, and use all of Ticketfly's social tools almost instantly. Ticketfly's reserved seating has exceeded our expectations.

– Scott Brill–Lehn, **Owner**, SBL Entertainment



SEAT PAINTER

SEAT CARVER

## 2 EVENT CREATION

Create content-rich event listings that are automatically published to multiple channels in a few clicks.

- ▶ After selecting the appropriate template and price table for your event, add headliner and support information, including artist bios, photos, videos, and social media links from the Ticketfly Artist Database
- ▶ Edit price tables and seat attributes directly from the event build process
- ▶ Use Ticketfly's automated social marketing tools to instantly publish and promote your event on Facebook and Twitter and enable fans to market your event for you
- ▶ Once published, your event listings are distributed to ticketfly.com, your website, social networks, and the Ticketfly Affiliate Network, which includes many of the most popular event, music, and entertainment sites

### EVENT CREATION

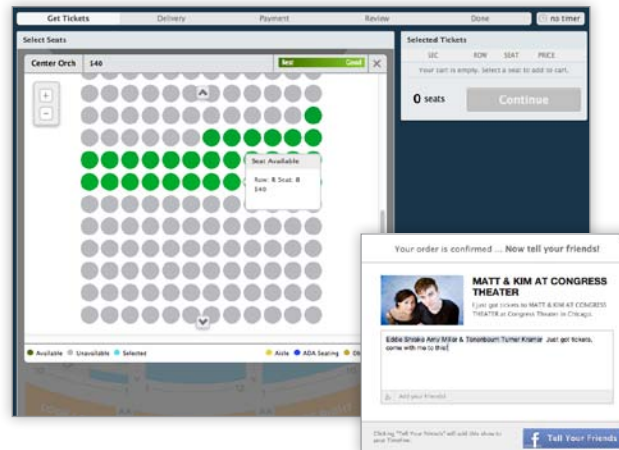


## 3 PURCHASE

Drive discovery and sales with a user-friendly purchase experience that encourages social sharing.

- ▶ Customers can choose "best available" or select a seat using an interactive seat map
- ▶ Facebook sharing is a seamless step in the purchase experience, enabling fans to "Like" artists and venues, share the event on Facebook, and publicly RSVP to the Facebook event
- ▶ Facebook sharing promotes social discovery and helps you sell tickets without spending marketing dollars
- ▶ Integrated Box Office module allows customers to purchase tickets offline; box office managers can cart multiple orders, select a seat, accept multiple payment options, and deliver tickets via print, email or will call

### PURCHASE PROCESS



### FACEBOOK SHARING

## 4 ANALYTICS

Track reserved ticket sales by section, row, and seat and analyze marketing efforts, referral data, and website statistics.

- ▶ Analyze sales data in real-time to help you make marketing decisions during an event on-sale and booking decisions in the future
- ▶ Track sales from the point of origin to determine the most effective marketing tactics and which channels drive the most ticket sales
- ▶ Access and download various event reports to help you improve ticket sales and review customer information
- ▶ Use the Seating Manifest report to identify point-of-sale, order, section, and seat

### ANALYTICS DASHBOARD

