



BEST PRACTICES SERIES

Increase Sales with New Era Technology

Highlight **Distressed Inventory** with New Era Tickets' Technology for Additional Sales Opportunities!

Distressed Inventory is a common challenge for many venues. New Era Tickets' technology, along with strategic and creative marketing of Distressed Inventory, can successfully place fans in seats and create additional revenue opportunities.

Reduced Price Opportunities for the FAN:

- Multiple items on one bill
- Ease of Purchase
- Added Value
- Precreated discounted packages
- Discount through eVenue technologies
- Opportunity to provide social media followers unique offers and promotions
- Impulse buy

Unsold Inventory Liquidation Opportunity for the Venue:

Added Sales and Exposure for the EVENT PRODUCER

- Effective strategy for increased venue revenue
- Opportunity to sell unsold inventory
- Avenue to support and promote sponsorships
- Selling opportunity for group or corporate packages
- Combine sales opportunities
- Opportunities for promotions and product/service barter to media outlets and partners

3rd Issue: Distressed Inventory

New Era Tickets is committed to helping you master your ticketing system technology. We understand that your time is limited, and therefore we've created the **Best Practices Series** to help you identify the most simple and effective features — that you can begin implementing today.





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Highlight *Distressed Inventory* with New Era Tickets' Technology for Additional Sales Opportunities!

Utilize New Era Tickets' technology in coordination with online discounters to successfully place fans in seats and create revenue opportunities for your venue.



With New Era Tickets' Technology, Venues Can Activate and Promote Distressed Inventory Via Online Sites and Discounters:

Limited Time Offers

Limited Use Passwords

Link to social media partners

Cyber Club promotions

Neolane Campaigns

Value Promotions

Price Type Dependency

Buy 1 ticket – Get 1 free

Buy 1 ticket – Get 1 reduced

Example: Pocono Raceway WMMR/WMGK Big Friggin Deal :

- Tickets & Pit Pass for \$50 (cost of Pit Pass alone)
- Advertised on radio and websites
- Discount code sold via online partners
- Discounted tickets redeemed with New Era Tickets' technology
- More than 300 tickets sold



Example: Stabler Arena Globetrotters Groupon Deal :

GROUPON



- Specific allocation of inventory
- Set promotional pricing for Groupon sales
- Increases building's related sales and overall revenue