

BEST PRACTICES SERIES

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

Increase online sales by implementing the New Era Tickets' **Pick-Your-Own Seat** solution!

Customers expect event ticketing websites to provide quick access to easy-to-use, online venue maps with advanced seat selection technology. New Era Tickets' **Pick-Your-Own Seat** technology will ensure your customers a quick and easy online purchasing experience.

Operational Savings and Support for the Venue:

- Customized for each venue
- Organizes and clarifies pricing levels
- Reduces customer service calls
- Promotes seat upgrade opportunities
- Assists with ticket pricing models
- Supports new ADA requirements
- Enables extra sponsorship opportunities
- Creates additional messaging touch-points

Section 106
Seat Availability: Low
\$108.25 (\$100.00 plus \$8.25 per ticket fee)
to
\$325.00 (\$325.00 plus \$0.00 per ticket fee)
Click section to view seats

Section	Row	Seat	Type	Price
1 106	Q	15	FULL PRICE	\$100.00

Requested quantity: 1 SUBTOTAL: US\$ 100.00 Continue

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Activate **Pick-Your-Own Seat** venue mapping technology to give your customers the best online purchasing experience.

Control and Clarity for the Customer:

- Gives customers control to pick their seats
- Reduces seat search and selection time
- Simplifies online purchase experience
- Less confusion over available seating choices
- More streamlined ADA process
- Easy identification of obstructed view seats

