

## BEST PRACTICES SERIES

Implement **Item Packages** for Larger Sales Opportunities!

**Item Packages** have become common on today's event ticketing websites. Item Packages have been linked to larger sales and a more memorable customer experience.

### Simple, Exciting and Memorable for the FAN:

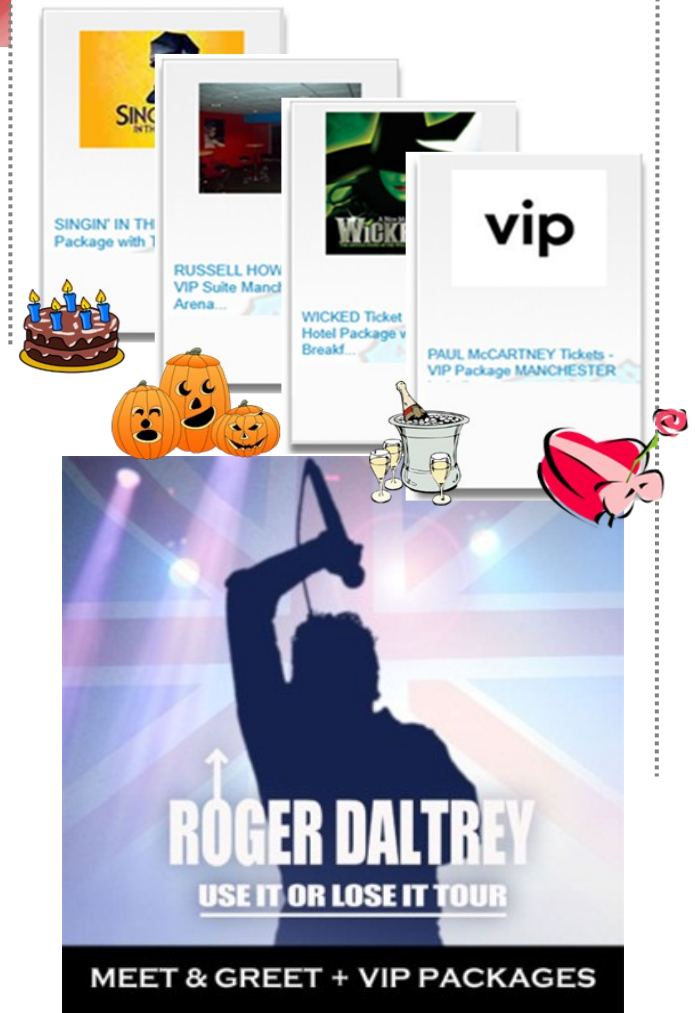
- Item Packages precreated for easy selection
- Reduces time required to purchase all items
- Multiple items on one bill
- Ease of purchase
- Added value
- Discounted Pricing
- Access to the best seats
- VIP exclusive experience
- Once in a lifetime experiences
- Potential access to Act/Band/Team

### Increased Exposure, Revenue and Control for the VENUE:

- Provides increased visibility
- Raises average single sale resale
- Increased sale of goods and services
- Could allow for increase fee revenue
- Opportunity to sell distressed inventory
- Avenue to support and promote sponsorships
- Combines and guarantees sales opportunities for parking, concessions, sponsors, and more

## 2nd Issue: Item Packages

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.



**2nd Issue: Item Packages**

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Don't wait for a promoter ... Get creative and put together exciting **Item Packages** for your fans today!

**Mix and Match Different Items to Create an Awesome Ticket Package!**

- One Front Row Ticket
- Premium Reserved Ticket
- Pre-Show Reception in Private Area
- Crowd-Free Merchandise Booth
- Exclusive Merchandise Item
- Special Crowd-Free Entrance
- Invitation To Sound check
- Tour Merchandise Item
- Staff Meet & Greet With Group
- Pre-Show Backstage Tour
- Autographed Tour Book
- Collectible Laminate
- Onsite Management Staff
- One Night Hotel & Breakfast



VIP/Exclusive Item Packages	Holiday Item Packages	Any Time Item Packages	Combine & Partner
<ul style="list-style-type: none"> <li>Backstage passes</li> <li>Meet performers or team</li> <li>Side stage or court seating</li> <li>Backstage writer packages</li> <li>Anniversary item packages</li> <li>Wedding proposal packages</li> <li>Birthday party packages</li> <li>New graduate package</li> <li>Contest winner packages</li> </ul>	<ul style="list-style-type: none"> <li>Valentine's Day</li> <li>Black Friday</li> <li>Cyber Monday</li> <li>Thanksgiving</li> <li>Holiday Season</li> <li>New Years</li> <li>Chinese New Year</li> </ul>	<ul style="list-style-type: none"> <li>Multiple game item package</li> <li>Multi ticket package</li> <li>Tickets with concessions and parking package</li> <li>Game or concert program or memorabilia package</li> <li>Hard-to-get tickets combined with discounted inventory</li> </ul>	<ul style="list-style-type: none"> <li>Hotels</li> <li>Restaurants</li> <li>Wine and Champagne</li> <li>Limousines</li> <li>Jewelry and Watches</li> <li>Sports and Entertainment clothing and items</li> </ul>

*Item Packages have been linked to a more memorable customer experience and larger sales.*

**Implement this best practice today!**

*For more information on how New Era Tickets can increase your ticketing technology capabilities, please contact your client advisor*