

BEST PRACTICES SERIES

Implement *Online Venue Maps* for More Sales Opportunities!

Online venue maps and seat selection technology have become standard functions for today's event ticketing websites. Online seat selection technology has been linked to a better customer experience and increased ticket sales.

Personalization, Freedom and Control for the FAN:

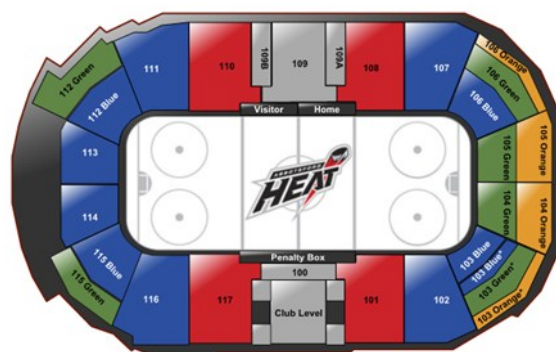
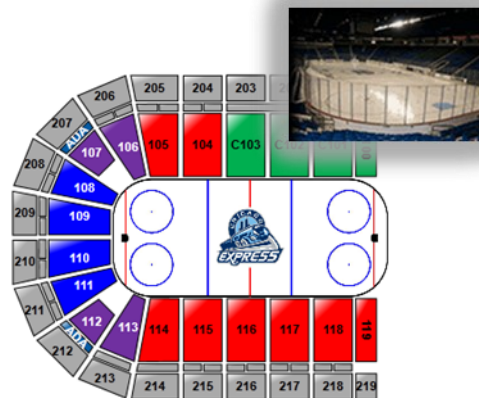
- Visual representation of the venue's seating options
- More ease in locating desired seats and purchasing tickets
- Confidence in seat selection and viewing angles
- Prior knowledge of seating location and nearby facilities
- Actual view from seating area (when combined with view from seat feature)

Increased Exposure, Revenue and Control for the VENUE:

- Increased web sales
- Decreased need for phone support
- Allows fans quicker access to available seats
- Customized messaging for each section
- Perceived as more current and technology savvy
- Access to a variety of additional linked technology

1st Issue: Online Venue Maps

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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1st Issue: Online Venue Maps

New Era Tickets offers multiple styles of maps. Venues currently not utilizing online maps can attain operational and sales benefits by implementing one of the options listed below. Online maps provide customers additional confidence when purchasing tickets and assist in the reduction of related seating and ticket service calls.

Implement **Online Venue Maps** For More Sales Opportunities!

Static Maps:

- Best used for concerts or engagements of 5 shows or less
- Simple implementation process for the venue
- Prevents ticket buyers from navigating off page and leading to lost sales



Interactive Maps:

- Best used for sports teams and engagements of greater than 5 events
- More advanced implementation that greatly increases customer buying experience
- Allows customers more control of ticket purchasing, leading to increased confidence in purchase, and reduced need for related customer support service



Additional Interactive Options:

- View from seat
- Clickable map allowing specific seating selection
- Seat selection choice, associated graphics and imagery can carry over to shopping cart

