AGRICULTURAL SHOW
TICKETING

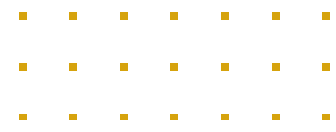## HOW TO TICKET YOUR SHOW WITH 123 TIX

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Ticketing Handbook

Pricing and Payment

1 Pricing

Our online booking fee is $1 per ticket (including GST).

For on-site (iKiosk) sales this reduces to $0.50 per ticket (including GST). Note there are no booking fees for free tickets or free events.

Our credit card fees for online purchases are set per the cost of funds from our payment gateway provider. As at February 2023 this is 1.47% but is subject to change.

Our credit card fees for in person purchases are also per the cost of funds from our payment gateway provider. As at February 2023 this is 1.85% but is subject to change.

If you use your own payment gateway for in person sales it will be your relevant providers' rate.

Our system offers three fee structures. We recommend the first option which allows you to use our system without charge:

1. Pass on both the booking fee and credit card fee to the consumer. For example a $20 ticket, $1 booking fee and 1.47% credit card charge the total cost to the consumer is $21.31 and you receive $20.
2. Absorb both fees and you incur the booking fee and credit card charge on all tickets.
3. Split the fees with the consumer for example the consumer pays the booking fee and you pay the credit card fee.

Pricing and Payment

2 Payment

All events are paid out within 7 business days after the successful completion of the event to the bank account provided in the bank information section of the organiser profile.

3 Refunds

In the circumstance that the event is cancelled by law the organiser must refund all ticket holders.

For events where 123 Tix holds the funds these refunds will be paid by us however there may be costs for you depending on which refund option you select per below:

1. Full refunds: these are refunds where the customer receives 100% of their original payment **including** booking and payment fees. In this case you will be the booking fees and credit card fee by 123 Tix that you will be required to pay.
2. Partial refunds: You can elect a no refund policy for customer cancellations, meaning if a customer can't attend for their own reason they do not receive a refund. If you are allowing refund requests these refunds will be minus fees. You will not be required to pay for the booking and credit card fees in this situation.

If you need to cancel your event please contact our team for full instructions and options.

Getting Started

1 Creating an account

To create an event with 123 Tix you will need to have an organiser profile. You can sign up for your free profile here: https://www.123tix.com.au/register-signup

You will need to complete the user and profile information as well as bank details before gaining access to set up your first event.

The bank information section must be filled in with the details of the account you would like the ticket revenue paid into at the successful completion of the event.

2 Creating an event

Once you have an organiser and user profile you can begin creating your event.

To create your event log into the admin section of 123 Tix and select the option on the left-hand side of the screen "Manage Events" > "Create Event".

Alternatively, you can email our team at support@123tix.com.au or call us to help create your event.

Branding and promotion

1 Branding Tools

Use our branding tools to make your event and tickets easily identifiable to your customers.

Add your logo to your profile. This is displayed on both digital and printed versions.

You can include your show society branding as well as major sponsors' branding in your event image to display while customer purchase tickets.

Add your sponsor branding to the "Advert" section of the ticket in the same section of your profile.

Maximising online sales

1   Mailing List

If you have a mailing list of customers, members, sponsors etc. you can email the direct link to the event to the customer with information on how to book and a call to action e.g. "Buy online now".

This provides them with the information they need to book and access to the ticketing page to book then and there or go back into their email to book later.

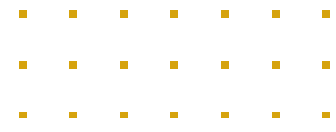## 2   Boosting Customer Engagement

By including links to your social media, website, and any sponsor websites in the event description of your event page, you can effectively direct potential customers to these resources.

This will not only help to increase your online presence and visibility, but also provide customers with additional information about your brand and the event itself.

Additionally, having these links easily accessible on the event page can encourage customers to follow your social media accounts, visit your website, and explore any sponsor websites, thus helping to further engage and connect with them.

By leveraging the power of these online resources, you can ultimately drive more traffic and sales, and build a strong and loyal customer base.

Maximise
Online Sales

3 Boosting Customer Engagement

Converting your customer base to buy online eliminates work, stress and queues on the day of the event meaning you can get people into the venue quickly and easily with little delay.

It also locks in your sales up front as our experience is that between 15-25% of ticket holders do not actually attend the event, meaning you achieve more sales than just offering the tickets at the gate.

From our experience of offering ticketing for many agricultural shows across the country from small to large we find one of the best ways to encourage people to buy online is to offer incentives in the form of discounts or making the gate prices more expensive.

There are many ways to offer discounts including:

Early Bird Discounts:

You can offer discounts via early bird sales, meaning a particular ticket price is available for a set period of time. This can be set in the system to automatically end at a certain time on a set day and full online pricing kicks in at that time automatically.

Online versus At The Gate Pricing:

We recommend having a higher price for sales at the gate as otherwise there is little incentive for them to pre purchase their tickets.

Social Media & Marketing

1 Better Engagement

Making the link to your ticketing page clear is crucial to selling online.

Once your event is created you have access to a direct link to advertise the event online.

This link will take customers directly to your ticketing page for purchase. This link can be shared on Facebook posts, and Instagram stories, placed in the "Link" section of your Instagram bio and in the "Ticket" section of your Facebook event.

We strongly recommend creating a Facebook event including the link to your ticket sales, this is the easiest way to direct customers from your social media to your ticketing page and allows customers to RSVP to say they are attending the event, share the event with their friends and ask questions regarding the event.

The direct link will also work on your website.

Posting regular updates about the show, what customers can expect to see at the show, the entertainment, rides, and main features is a great way to encourage customers to buy.

We recommend if you are posting regularly on your social media about the show, make a post about buying tickets online every third post.

Social Media & Marketing
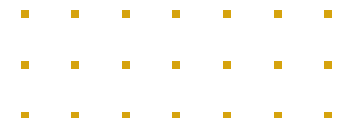
2   QR Codes

Just as your event link takes customers directly to the event page for online posts, a QR code can do the same for print marketing.

From your direct link a QR code can be created for print marketing, this allows your customers to scan the QR code in the show program, on the poster or at signage at the gate to buy tickets online.

We strongly recommend including the QR code in your show program with a call to action

"Scan this code with your mobile device camera to buy tickets now"

Signage at the gate with QR codes can also decrease the workload for selling onsite.

If customers are offered the opportunity to buy online quickly and skip the purchase at the gate queue and enter the express/pre-purchase lane they will often choose this option.
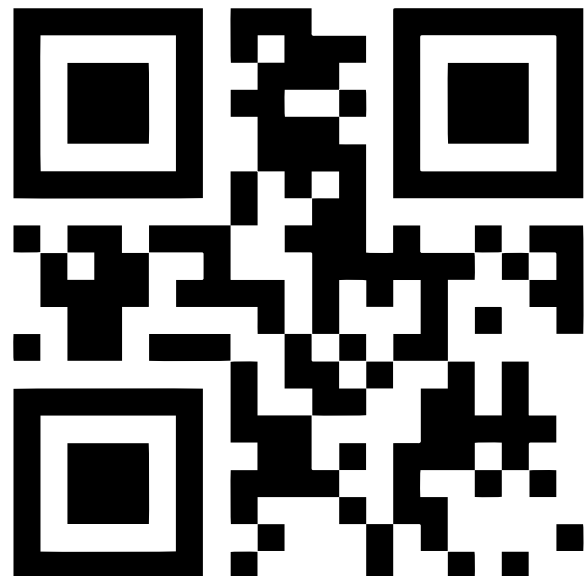
Bulk Ticket Imports

1   Complimentary Tickets

For many show societies memberships are paid well in advance or members may have lifetime access. Similarly staff, volunteers or judges need free entry to the event.

Complimentary tickets can be imported and distributed digitally via email. This requires the you to provide the data for each ticket type (e.g. One Day Pass, Two Day Pass) that includes the details of every person who requires access to the event.

Our team can then import this spreadsheet into the ticket system and distribute the tickets via email to the customer on your behalf.

You may also have entrants who have paid their show entry with their entry fee via Show Day Online, these customers can be exported into a spreadsheet via Show Day Online and then imported into the system.

If customers don't have an email address we can email it to you to enable printing and mail/collection. If you have a large number of customers with no email address we recommend creating a new spreadsheet for these customers so 123 Tix can condense the tickets into a zip file to print or provide instructions for printing tickets from the system.

Please email support@123tix.com.au to request the complimentary ticket import spreadsheet.

Communication

1   Communicating with customers

Keeping your ticket holders in the loop is a great way to build a connection with your customers while providing important information for the day.

For example, once you have sold a substantial amount of tickets you may like to send an email out to all current ticket holders to give them information about the event for example:

- What are the transportation options to and from the event
- Is there parking available on site? Is it free?
- Will there be food and drink options onsite?
- Is there phone reception, ATM, Eftpos available
- Are there any rules for onsite e.g. No BYO alcohol,

The 123 Tix "Notify Ticket Holder Function" helps you sends an email to anyone who has bought a ticket for that specific event.

It can only be used to give customers information for an upcoming event or invite customers from a previous event to an event that may interest them.

To access notify ticket holders: log into the admin section of 123 Tix here: https://www.123tix.com.au/admin/.

On the left hand side under dashboard click the "Manage events" button then "Current events". On the left hand side you will be given the "Options" drop down bar, select "Notify ticket holders". Then just fill in the email field and click send.

Onsite Sales and Scanning

1   Speedy Ticket Sales and Scanning

123 Tix offers a fast and efficient solution for ticket sales and scanning through its free download apps, including the 123 Tix scanner app and the iKiosk system. The scanner app, compatible with both Apple and Android devices, scans QR codes on tickets using the camera.

The iKiosk system, exclusively for Apple devices, integrates with Stripe and Square for card payments. A $0.50 per ticket booking fee is deducted from ticket revenue for sales processed onsite using 123 Tix.
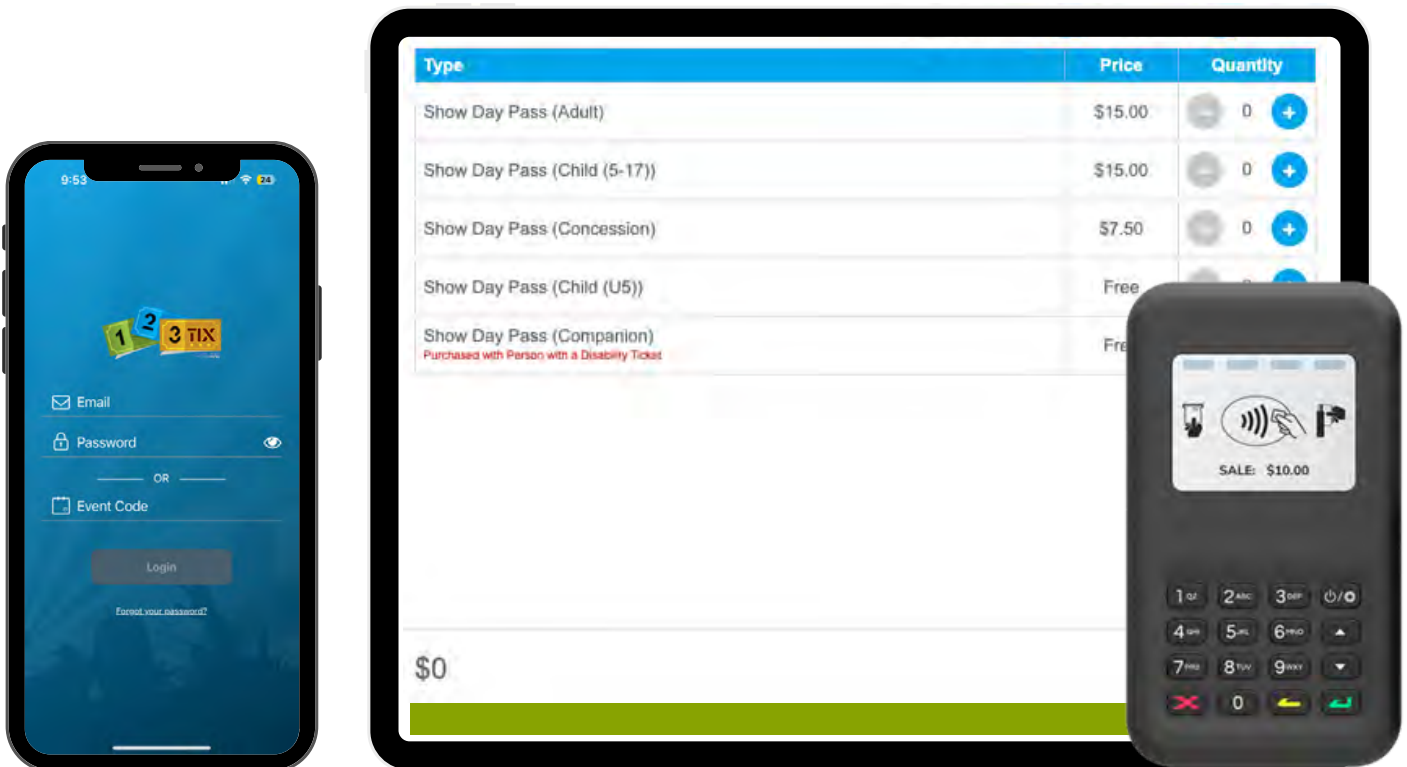
Equipment Hire
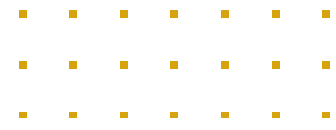
1   Hiring

In case you don't have access to devices for downloading 123 Tix's free apps, you can opt for equipment rental from the 123 Tix.

This option enables you to rent scanners and full Kiosk EFTPOS setup for as many gates as needed at a rental cost per unit and shipping expenses to and from the event.

123 Tix provides a complete setup for scanning and selling tickets with EFTPOS (Stripe) without requiring an account with any EFTPOS providers.

The equipment rental pricing at 123 Tix is as follows, excluding shipping costs to and from your location:

- Scanner: $50 each (includes power pack and charging cords)
- iKiosk: $50 each (includes power cords, printer if needed, and the option of a Stripe or Square EFTPOS terminal)
- Wifi: $50 each

Note for large scale events or where we attend the event complimentary or discounted rental arrangements are available.

To obtain a quote for your setup, call us or send an email to support@123tix.com.au with your requirements.

Please note that equipment rental availability is subject to confirmation by our staff via email.

Staffing

1   On the ground

We understand that many organisers have limited staff and volunteers. We also understand that many of these people who work with you as an organiser might not have much experience in running an event. If this describes your organisation we have a range of staffing options that we may be able to put together for you.

Even with an experienced team, we often see that having 1 or 2 of our team on the ground can make the ticketing, ingress, scanning , data and organisation that much less stressful. We recommend this option particularly in the first year of introducing online/digital ticketing.

We custom build solutions for each event so contact us via phone or email so we can assist in coming up with the best solution for your needs.

Generally, equipment hire is complimentary when our team is in attendance.

For larger events, with minimum ticket quantities, we can also look at packaging in a team member as part of the overall solution.

Contacting 123 Tix

📞 **(02) 6881 8632**   📞 **1300 001 238**

✉️ **support@123tix.com.au**

🏠 **Level 1, Suite 3, 39-41 Macquarie Street,**

Dubbo NSW 2830

🌐 **www.123tix.com.au**

123 Tix offers both phone and email support between the hours of 9 am and 5 pm Monday to Friday.

You are welcome to contact our team via email outside these hours however we have limited support outside our standard operating times, our team will respond as soon as we have a team member online.

Depending on the scale of an event we may provide specific support on the day/s. Please talk to us if you would like this service.

In our experience having one or two key committee/team members being the main contact with us is the most effective and efficient.

However, we do offer group training and information sessions to ensure that your whole committee/team is well-prepared for any event.

As always we are happy to discuss your specific needs to tailor the approach that is right for you.