



Local tickets. One place.

Powered by the
Ann Arbor Observer

Sell tickets. Build community.

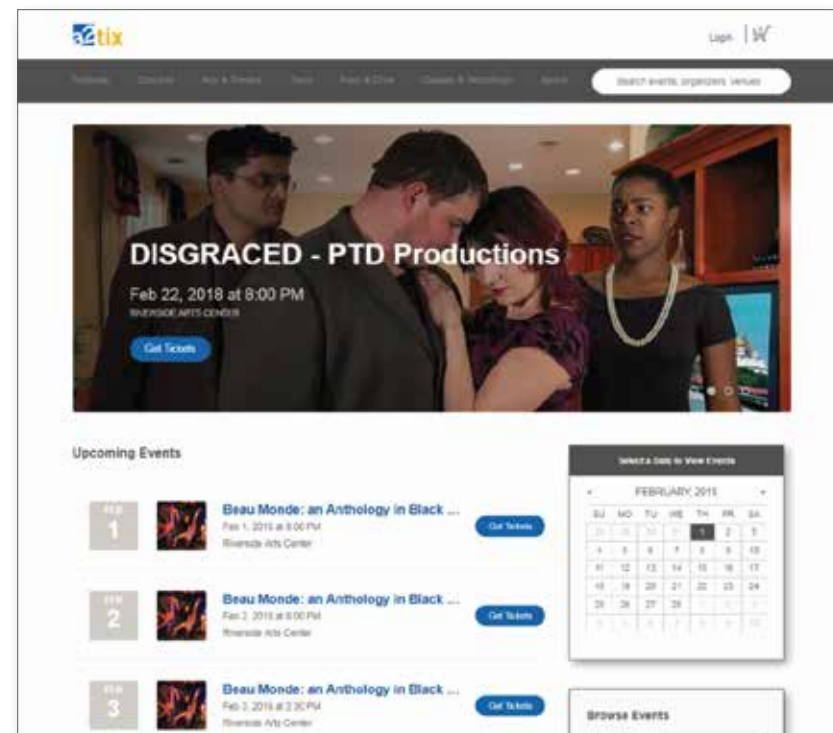
Produced by the same trusted, award-winning team that has published the Ann Arbor Observer for over 40 years, **a2tix** is an online ticket portal exclusively for Washtenaw County events.

Your audience already knows us as their essential source for local events information. Now we can help them buy local tickets, too.

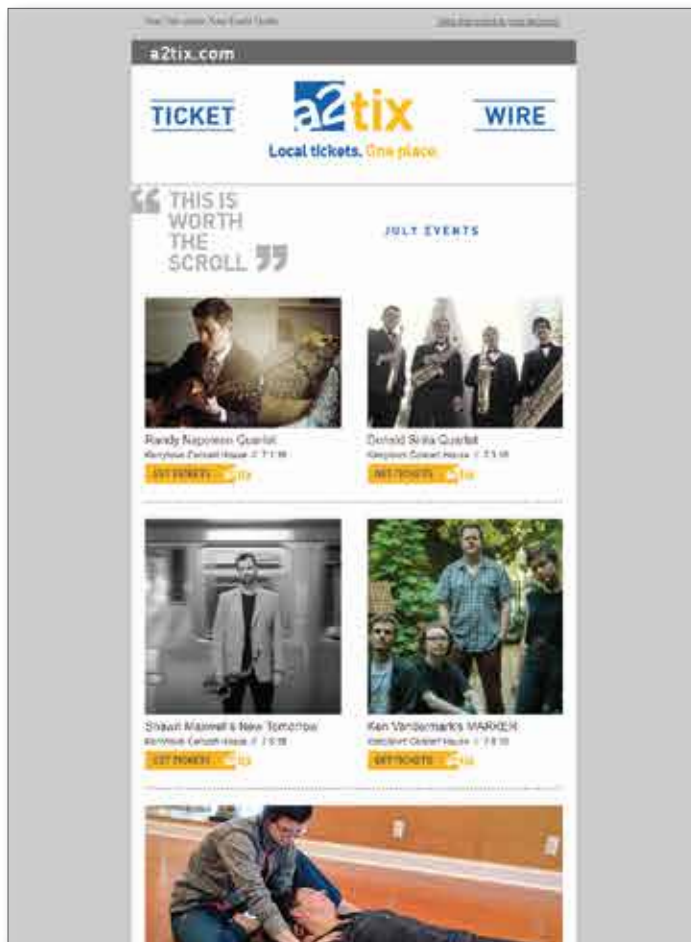
- Easy access, easy setup
- Social media marketing
- **Local customer support**

- Sell tickets online and night-of
- Support the area's best calendar
- **Ticket fees stay in Michigan**

- No start-up costs
- Competitive user fees
- **Unbeatable 1.9% credit card fee**



Your Local Marketing Partner



a2tix gives presenters enhanced access to the entire Ann Arbor Observer print audience of 120,000, and seamless online sales—plus built-in marketing support and a professional team right here to help your event succeed.

Opportunities include:

- **a2tix** icon in the Events Calendar
- Direct online link to your ticket sales page
- Web and email newsletter promotions
- Social media support
- and more!

Contact: Courtney Sidor
 Sales Director/a2tix
 734-769-3175 ext. 324
 courtney@aaobserver.com



Customer Accounts

Customers enjoy easy account creation or guest checkout to purchase tickets to their favorite events



Easy Seat Selection

Our interactive seating chart allows customers to select their own seats in real time



Responsive Design

With our responsive design, customers are ensured a consistently beautiful experience across devices



High Volume Capabilities

Hosted on Amazon Web Services, our servers expand to meet the traffic demand

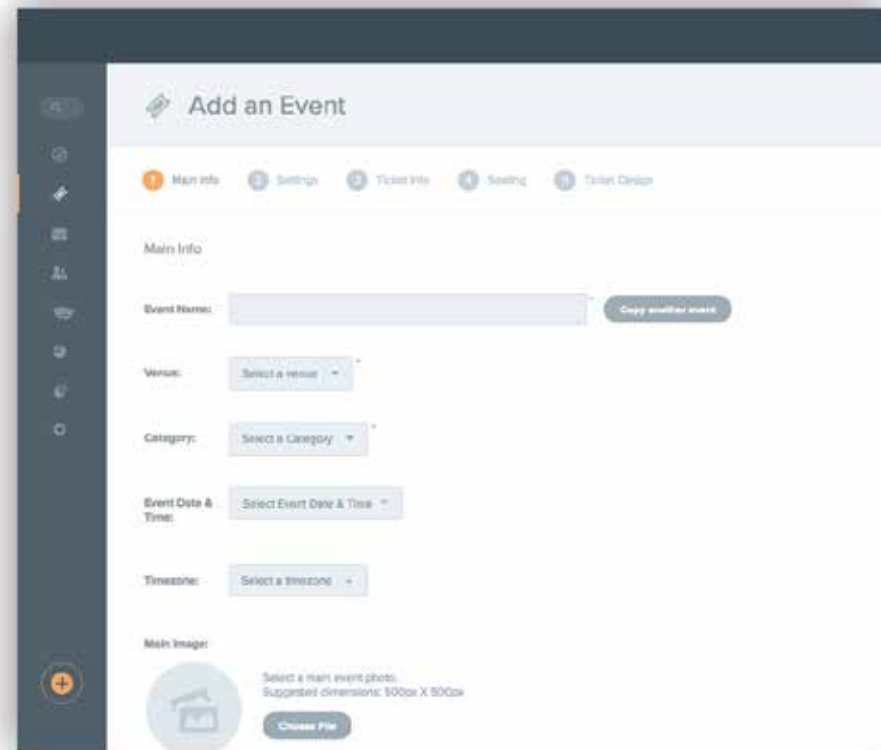


Fully Secured

Protecting your patrons' data

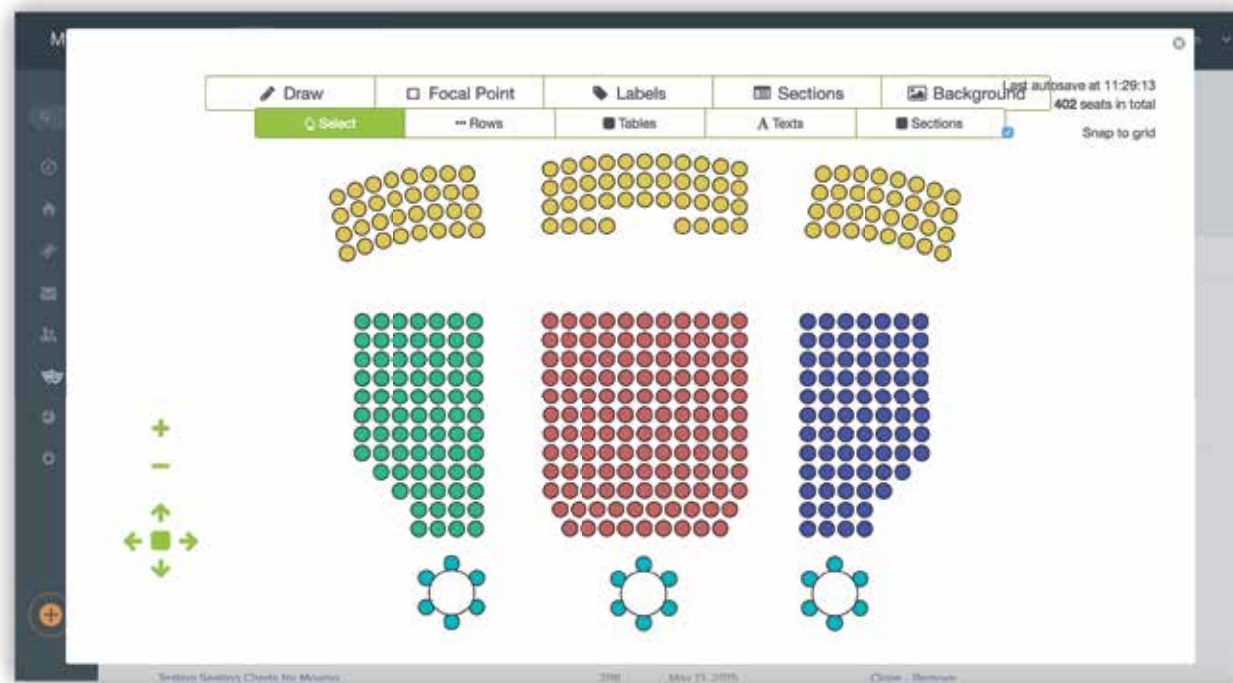
Easy Access, Easy Setup

- Cloud based system allows access to real time information anytime, anywhere
- Add users to your organization with different permission levels
- Simple, intuitive event setup
- Create any type of event from galas to festivals to full theatrical productions
- Quickly copy past events for efficient event setup
- Includes additional features such as Promo Codes, Early Access Codes, Registration Questions, Waivers, and more!



Seating Chart Capabilities

- Build custom seating charts in minutes!
- Add text, tables and background images
- Automatic pattern recognition seat labeling
- Clone previously built seating charts to allow for variations from production to production
- Offer a Best Available option to your customers



Sell More Than Just Tickets



Donations

Create donation funds and solicit them during the purchase process or as stand alone contributions



Memberships

Offer select benefits to your customers



Ticket Packages

Sell a variety of ticket packages for your season, series or festival



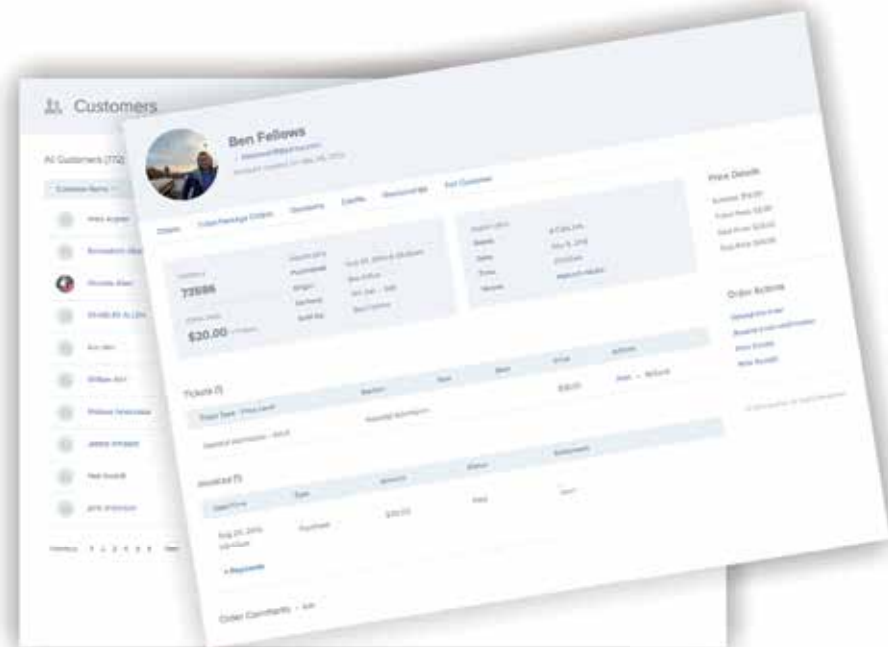
Gift Cards

Provide your customers with the option to purchase Gifts Cards that can be used for any of your organization events



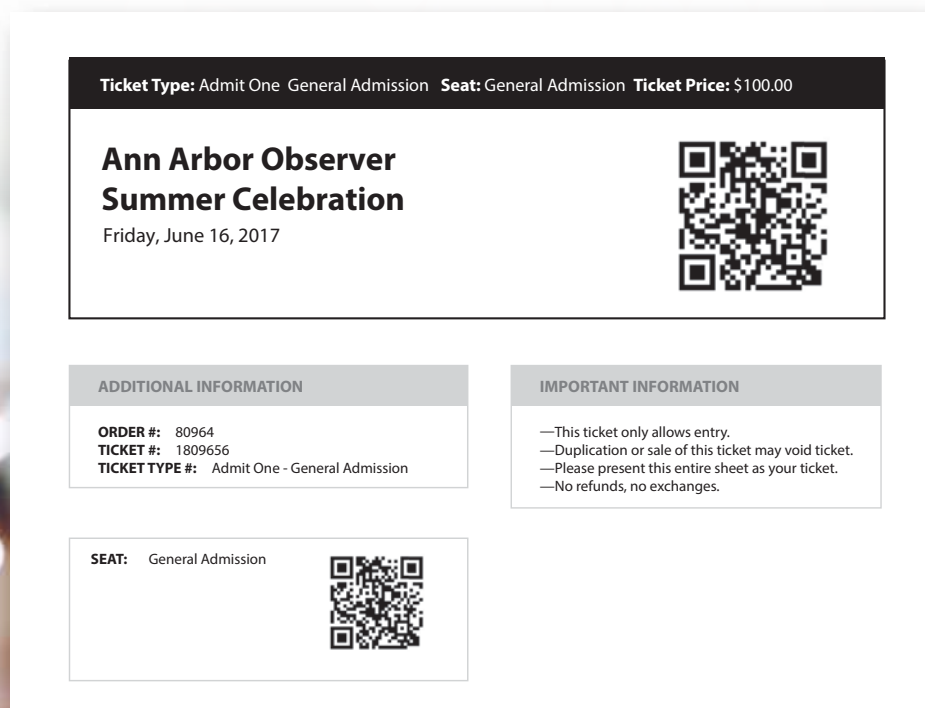
Extensive Customer Management Tools

- Customer files are tied to email address or phone numbers (but are not required)
- Print tickets and receipts, resend email confirmations and password resets, process exchanges, refunds and upgrades
- Detailed order information and history
- Manually add credits to customers accounts to be used for future purchases
- Easily export customer information
- Send event reminder and follow up emails directly from the system to customers who bought tickets to a specific event

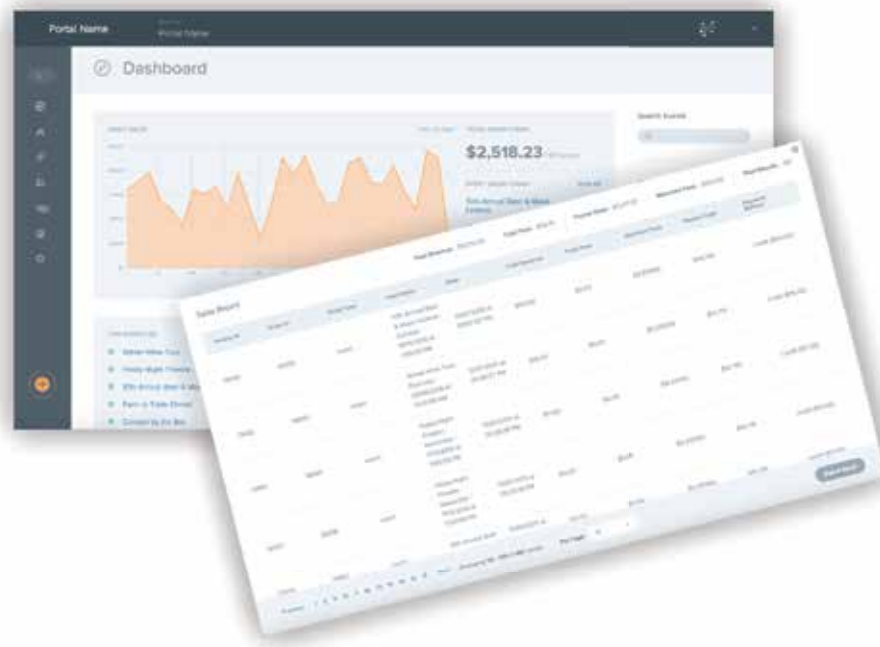


Night-of Operations

- Batch print tickets or pull a will call list
- Fully functioning Box Office capabilities
- Gate Control app available on iOS and Android for scanning tickets at the door



In-depth Reporting



- 24/7 access to ticket sales information
- Convenient dashboards
- Simple transaction reporting
- Exportable customer info for Marketing
- Quick summary reports for top level info
- Accounting reports for reconciliation
- All reports are customizable and export to Excel

Competitive Pricing

- No cost to organizations to sell tickets
- Show customers the ticket fee, or include it in the ticket price.

Event Creator

- Prices for tickets and memberships are set by the event creator.
- Event creator receives ENTIRE ticket amount.
- Proceeds are deposited directly either as tickets are sold or a few days after the conclusion of the event.
- Organization has full access to sales and accounting reports as well as its customer information.

Ticket Buyers

- Ticket Buyers pay for the tickets, plus a Ticketing/Convenience Fee of \$1.50 plus 4 percent of the ticket price
- Credit card fee is 2.5% of the total charge

Example - \$20 Ticket

- Event creator receives \$20
 - Ticket buyer pays \$22.86
- \$20 ticket, \$2.30 ticketing fee, \$.56 credit card fee (fees appear to buyer as a single processing fee of \$2.86)

Get Paid... When You Want!

- Fast, hassle free, secure set up
- Deposited directly to your bank account
- Receive daily deposits or one lump sum at the end of your event

Payouts Report Total Results: 100

Organization Name	Payout Id	Payout Date	Gross Total Transaction	Gross Ticket Fees	Merchant Fees	Net Organization Revenue	Settlement Date
Local Organization	8106	01/11/2017 at 12:01:49 AM	\$50.00	\$4.00	\$0.95	\$45.05	
Local Organization	8091	01/10/2017 at 12:01:31 AM	\$100.00	\$8.00	\$1.90	\$90.10	
Local Organization	8054	01/08/2017 at 12:01:48 AM	\$75.00	\$6.00	\$1.42	\$67.57	
Local Organization	8033	01/07/2017 at 12:01:52 AM	\$480.00	\$36.00	\$8.55	\$405.45	
Local Organization	7991	01/05/2017 at 12:01:38 AM	\$75.00	\$6.00	\$1.42	\$67.57	
Local Organization	7971	01/04/2017 at 12:01:51 AM	\$50.00	\$4.00	\$0.95	\$45.05	
Local Organization	7953	01/03/2017 at 12:01:48 AM	\$50.00	\$4.00	\$0.95	\$45.05	
Local Organization	7908	12/31/2016 at 12:01:38 AM	\$100.00	\$8.00	\$1.90	\$90.10	
Local Organization	7892	12/30/2016 at 12:02:02 AM	\$225.00	\$18.00	\$4.27	\$202.72	
Local Organization	7873	12/29/2016 at 12:01:42 AM	\$50.00	\$4.00	\$0.95	\$45.05	

Previous 1 2 3 4 5 6 Next Displaying 1 - 10 of 100 results Per Page: 10 Export Excel

All Backed By Local Customer Service

- Work with a trusted local company that is dedicated to seeing your event succeed!
- Quick and accessible training and support to you and your customers

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