

TICKETING CASE STUDY

Alameda County Fairgrounds & Event Center offers ticket management for your event. The option generates significant new business and simplifies your event.



AT A GLANCE

Challenges

- Build a cashless easy to use digital ticketing system
- Sell digital tickets and scan day of event
- Grow advance sales
- Promote the event to increase attendance

Opportunities

- Access to a proven ticket platform
- Save on time and staff
- Work with an admissions and marketing team proven to manage tickets and grow ticket sales
- Expand marketing reach to increase attendance

OBJECTIVES

Offer a digital platform to manage event ticketing and manage scanning tickets at the Admission Gates.

SOLUTIONS

Use the Alameda County Fairgrounds & Event Center admissions team. Their ticketing platform offers advance online sales as well as onsite digital sales.

The service includes additional marketing proven to increase ticket sales over 20%.

The customer pays the processing fee while you reach a larger audience and your admission gates run smoothly.

BENEFITS

Benefits One

Dedicated Team while saving on your own staff

Benefits Two

Increase sales with additional marketing with a reach over 500,000

Benefits Three

Equipment and training provided to run your admission gates

Benefits Four

Increase profit

Benefits Five

Full reporting and demographics provided

„Excellent summary. We've been delighted with your planning/execution of Games marketing & admissions. It has proven to be a massive improvement on previous years, both from a cost and attendance perspective.

William Hardie | Chief

Caledonian Club of San Francisco | Scottish Games

„The ticketing service provided by the Alameda County Fairgrounds was excellent! The team provided customization where we needed it and flexibility when it came to allowing our guests easy opportunities to purchase tickets. With a simple questionnaire, they are able to provide you with a simple ticketing system that is easy to use for both guests and team utilizing the system on event days. We would definitely recommend using this service for anyone who plans to host an event at the Fairgrounds.

Aaron Beltran | Owner

Nor Cal Corgi Con