

Open Your Doors to More Attendees with Advance Ticket Sales

Working with TicketsWest (TicketsWest.com), the Oregon Convention Center is excited to offer new opportunities and marketing strategies that can directly benefit public ticketed events.

Upcoming TicketsWest ticketed events are now promoted in several ways on our website, www.oregoncc.org:

- Site visitors can directly purchase event tickets via our website "Tickets" page and "Event Calendar".
- Ticketed events are also featured regularly on our e-newsletter/RSS newsfeed, ePoint (epoint.oregoncc.org). Purchasing links and detailed show information appear in ePoint's "Upcoming Public Events" and "Event Spotlight" sections.
- On the first Friday of every month (September-April), OCC will run a print ad listing for all ticketed events as far as two months out in the *Oregonian's* A&E section, referencing our website.

The OCC is providing all of these enhancements at no direct cost to show managers. TicketsWest attaches a \$2 per ticket service charge, which is paid by the ticket buyer. To offset this cost, OCC will include – with the ticket – a \$2-off parking coupon and \$1-off medium fountain drink coupon that can be used during the event.

All we ask of you is to include advance ticket purchase availability information in your advertising and links on your website to our ticket purchasing web pages. We will gladly provide you with information to include.

Also, please consider offering a discounted ticket price for advance sales to your event on the OCC website to help offset the added service charge. If the final purchase price in advance were less than attendees would pay at the door, they would be more motivated to buy tickets ahead of time.

Any discount coupons that can be used at the door could be made available to advance ticket purchasers online, too!

Our goal is the same as yours – to provide added convenience for your attendees and ultimately see an increase in attendance. Higher attendance translates into increased revenue for everyone.

Oregon Convention Center

UPCOMING EVENTS

RiverCity Bluegrass Festival
Jan. 4-6

Portland Bridal Show
Jan. 12-13

Portland International Auto Show
Jan. 24-27

Oregon Seafood & Wine Festival
Feb. 1-2



OREGON CONVENTION CENTER
A SERVICE OF METRO
777 NE MLK Jr. Blvd. Portland OR 97232

For Event Information and to Purchase Tickets visit:

www.oregoncc.org

\$2 Off Parking Coupon

Present this coupon to the parking attendant and save \$2 on the applicable parking charge when you park in the **Oregon Convention Center Garage** located underneath the facility.

Coupon will only be honored in the garage, must be used at the time of the transaction and is based upon availability.

Coupon expires 12/31/2008



\$1 Off Drink Coupon

Present this coupon at any Oregon Convention Center concession and save \$1 off the purchase of a medium fountain drink. Must be presented at the time of purchase and is valid off a fountain drink only.

Cannot be used at Starbucks.

Coupon expires 12/31/2008



Advance ticket sales through TicketsWest offer these key benefits:

Benefits for Shows:

- Your tickets will be available to attendees through a number of TicketsWest outlets, but with the convenient “print-on-demand” feature, tickets are also available for purchase 24/7.
- Tickets purchased in advance are locked-in, guaranteed sales – whether the ticket is used or not. In addition, having already purchased their tickets, people will be less inclined to change plans and not attend due to weather or other circumstances.
- Each on-line ticket buyer enters useful information – such as a name, address, and email – providing you with a database of your ticket buyers and attendees that you can use in marketing future events. This information is yours alone and will not be provided to anyone else.
- Advance sales provide an excellent barometer of what your show attendance numbers may be. Anytime during the weeks leading up to your event, you can get *real-time* ticket sales counts by contacting Bruce Burnett at the OCC.
- All advance ticket sales will be included on your regular box office statements provided by the OCC Ticket Staff. TicketsWest settles directly with the OCC. Your advance receipts are tallied and, in turn, credited to you with your OCC facility settlement.
- Advance ticket sales are arranged by Bruce Burnett and TicketsWest once you provide pricing information – as far in advance of your event as you would like.

Contact Information:

Bruce Burnett
Guest Services Manager
Tel: 503 731 7874
Fax: 503 731 7884
Toll Free: 800 791 2250
bruceburnett@oregoncc.org

Printed on recycled paper.

Benefits for Attendees:

- Potential attendees can not only access detailed information prior to attending an event, but they can immediately purchase – and print – tickets from their home or office.
- Attendees with tickets in hand can now bypass the lines at the ticket office and proceed directly to your show entry.
- Provides people with the option to purchase advance tickets as gifts. Selling tickets only at the door offers no opportunity to buy additional tickets for friends or family who may have potentially attended.
- The Advance Ticket Sales program provides your guests the opportunity to get discounted pricing for parking and concessions at the event to help generate ticket purchasing and attendance



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