

Online Ticket Box Office with the Durham Convention & Visitors Bureau and Etix

Why sell tickets online?

First and foremost, to make it easy for both Durham residents and Durham visitors to purchase tickets to Durham events/features, but also to increase overall ticket sales by opening up a new medium and to cut the costs of printing and delivering paper tickets to purchasers.

The Durham CVB will promote ticket sales to the 400,000+ annual users of www.durham-nc.com and the 13,000 annual walk-ins at the official Durham Visitor Information Center, among other audiences—like the regional media and webmasters with whom DCVB regularly shares calendar info.

Who can participate?

Every organizer of ticketed events in Durham (*e.g.*, World Beer Festival) and every feature that sells admission tickets (*e.g.*, Museum of Life and Science). An Etix event need not be held inside a venue with fixed seating; outdoor, general admission event tickets can be sold online as well. From one annual event to events held daily, all organizers are welcome.

How exactly are the tickets sold?

Most often, the online purchaser will arrive at the ticket sales website, submit ticket order/contact info/credit card info, and print the purchased tickets at home. (Etix provides patented Print-at-Home™ technology, which incorporates a 2D encrypted barcode into each 8½"-by-11" ticket.) However, events/features also can set up a telephone/face-to-face box office using the Etix system. Really anyone with an Internet connection can sell/purchase Etix.

Where will online ticket sales take place?

Events/features that sign up with DCVB and Etix can sell tickets in at least six places: (1) through the Durham Event Calendar on www.durham-nc.com, (2) at the official Durham Visitor Information Center, (3) on their own organization's website, (4) in their own organization's offices, (5) on ETIX.com, and (6) eventually through any participating concierge or customer service desk in Durham (lodging properties, shopping malls, major employers).

But the possibilities are endless; the ticket sales URL can be shared with anyone via email, e-newsletter, listserv, event/festival brochure, traditional advertising....

What is the cost to organizers?

The only cost to organizers is a minimal setup or annual technical support fee, usually \$200–\$400. The annual fee covers 24-7 email and telephone customer service provided by Etix for ticket-purchasers. Other costs (*e.g.*, credit card processing) are not covered by the organizers but by a convenience fee passed along to ticket-purchasers (negotiable rate depending on ticket price).

Other notes:

- Charitable organizations can use the Etix technology to sell tickets online and to collect online donations. With charitable donations, Etix usually sets the convenience fee at its most minimal.
- Durham-based organizations currently using Etix include: Common Ground Theatre, Durham Community Land Trustees, John Avery Boys & Girls Clubs, the Junior League of Durham and Orange Counties, St. Joseph's Historic Foundation, and the World Beer Festival.

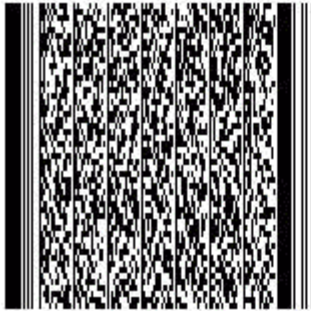
To get started, contact Jonathan Freeze at jonathan@durham-cvb.com or (919) 680-8319.



Absolute Club
SIGNPOST
with Special Guest
Friday 9/16/2005
Doors @ 6:00 PM
Show @ 8:00PM
ADMIT ONE

purchased by:
Jessica Miller

Section	Row	Seat
FLOOR	1	3
Price	Fee	Total
\$14.00	\$2.00	\$16.00



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Ticket Count: 1 of 1

By your purchase and use of this ticket, you agree to be bound by the terms fully disclosed at <http://www.etix.com/policy.html>.

**THIS IS YOUR TICKET
DO NOT DUPLICATE**

ABSOLUTE

CLUB &
MUSIC HALL



Absolute Club and Music Hall is a place for responsible adults to hear quality music. Plan ahead and designate a driver or call a cab if you intend to enjoy adult beverages while you're here. Cheers.

