

SABO IS IDEAL FOR ALL TICKETING ENVIRONMENTS – STADIUMS, SPORTING ARENAS, THEATRES, CINEMAS, CONCERT HALLS, PUBS, NIGHTCLUBS, SCHOOLS, UNIVERSITIES, SPORTING CLUBS.

What is SABO?

SeatAdvisor Box Office (SABO) is a comprehensive ticketing system capable of handling all your ticketing needs through one easy-to-use interface. It is a fully-featured box office software package with integrated phone, subscription, walk-up, outlet and Internet sales capability. SABO comes client-labeled so your customers always see your brand when interacting with the system. It can handle both general admission and reserved seating, and incorporates full functionality for non-profit applications (donations and donor management).

Who can benefit from using SABO?

If you sell between a thousand and 10 million tickets per annum, this is the solution for you. SABO's flexibility enables it to handle a wide range of applications and sales volumes. Because it is a browser-based system there is no software installation, no in-house servers, and no need for networked workstations. You don't need extensive IT knowledge either – in fact, we can get you up and running, selling tickets, within five working days. It's that easy.

What about pricing and upfront costs?

We charge a small fee for each ticket sold, which you can easily recover by adding a small charge (handling fee) to your tickets. Our modest per-ticket fee entitles you to all software upgrades, support, hosting and unlimited users. **24/7 support.**

What makes SABO so different?

Only SABO has the proprietary, patent-pending technology called MapCrawler. It is used in-house to create interactive SeatMaps (ISMs), which in turn allows the SeatMap to be used with SeatAdvisor Box Office (SABO). This technology quickly creates thousands of elegant, inexpensive, interactive SeatMaps, each containing hundreds or thousands of mouse sensitive seats individually linked to a database record. Once an ISM is created, the venue is able to use SABO immediately. Venue mapping takes only a few hours.

What is MapCrawler?

MapCrawler automatically generates seat location, graphics and, with a selection of the mouse, allows the user to see seat views of the stage from any seat as well as availability in real time. SeatAdvisor technology enables the ticket buyer or seller to reserve and buy or sell tickets directly by using the SeatMaps. Alternatively, this function can be deactivated, limiting ticket sales to 'Best Available'.

MapCrawler

No other company in the world offers this service.



“THE SABO SYSTEM IS THE BEST AND MOST AFFORDABLE TICKETING SYSTEM AVAILABLE IN THE UK

AFTER SEARCHING FOR A SYSTEM THAT WOULD SUIT OUR TICKETING NEEDS, WE CHOSE SABO AND WE DON'T REGRET IT.

IT'S SO EASY TO USE, AND DOES EVERYTHING YOU COULD EVER HOPE A TICKETING SYSTEM COULD DO. AND BEST OF ALL IT'S EXTREMELY COST-EFFECTIVE!

I WOULD ENCOURAGE ANY COMPANY WHO RUNS A BOX OFFICE TO MAKE THE SWITCH TO SABO – YOU WON'T BE DISAPPOINTED!”

Tim O'Connor – Artistic Director, Harvest Rain Theatre Company

WHAT ARE THE FEATURES AND BENEFITS?

The SeatAdvisor box office management application is a highly efficient, cost-effective way for venues and organisations to manage, market and sell event tickets.

- Lower cost of operations.
- Professional and very easy to use – training takes less than a day.
- Integrated phone, subscription, walk-up, outlet and Internet sales.
- Allows customers to select seats based on a representation of their view of the stage.
- Setup new users, change seat holds and update event details in seconds.
- Sell standard and flex-plan subscription or season tickets – sell them online and watch in real time as your seats sell out.
- Gift certificate generation and management.
- Take group bookings online for groups of 10 or more, 15 or more - you set the combination. Then offer your customers packages such as family packages, hotel/meal/drink packages.
- Set up specific access levels, such as Finance, Reporting etc. Optionally, create a 'venue hirer' role, which would allow the promoter to access their own event information, sell tickets to their shows and watch their sales live.
- Handle all types of ticketing needs, from one thousand to 10 million ticket sales. Customised ticket stock can also be created to include a logo, terms and conditions and security foil tag.
- System integrates with your own merchant account and all sales are directed straight into your bank account – we don't take payments or hold funds on your behalf – we can also help you secure a merchant rate as low as 0.84% and 0.50% for non for profit organisations.
- You control all ticketing and marketing; system handles both reserved and general admission.
- Handles multiple venues and events; no need to go through an approval process to get your events displayed online.
- Select your preferred ticket delivery method: thermal tickets printed via a BOCA or DataMax printer, print at-home tickets (with password security), box office/venue collection, mail distribution or even mobile phone distribution.



- Patrons can login to SABO and identify themselves to the system, or create a new login account as part of a sales transaction. Patrons may also update their personal information at any time, view their transaction history, resend confirmation email for previous transactions, and reprint print at home tickets and receive special offers and discounts.
- Ability to solicit donations from patrons as a part of the transaction or as a stand only transaction.
- User permissions are based on roles ensuring tiered management and security.
- Can generate more than 18 reports providing you with a detailed analysis of your events and accounting. All reports are 100% live and up to date, and can be displayed online or emailed as a CVS/Excel file to your nominated email account.
- Call centre services can be provided.
- Design your own ticket templates, our custom ticket layout tool can also upload logos and add barcodes.
- Promoters can generate their own reports and watch their sales live, streamlining your administrative procedures.
- No ongoing administration fees.
- No licence fees.
- All upgrades at no cost.
- No software installation, no in house servers and no need for networked workstations.

THERE ARE MORE THAN 700 VENUES AROUND THE WORLD USING SABO.



“OUR MANUAL SYSTEM WAS INACCURATE, COSTING US AND OUR PERFORMERS THROUGH ‘NO SHOWS’ AND WAS TAKING UP HOURS OF OUR TIME EVERY DAY.

SEATADVISOR WAS SIMPLE TO USE, AND WAS A FRACTION OF THE COST OF OTHER ALTERNATIVES WE HAD LOOKED AT, IT ALLOWED US TO GENERATE REPORTS AND STATISTICS THAT WERE JUST RIGHT FOR US.

WE ARE MORE THAN PAYING FOR THE SYSTEM THROUGH NOT INCURRING LOSSES FOR ‘NO-SHOW’ PATRONS AND HAVE BEEN ABLE TO INTRODUCE A BOOKING FEE THAT HAS MET WITH NO NEGATIVE REACTION FROM PATRONS.”

Butterfly Club – Voted Venue Of The Year

What are the marketing features of SABO?

- **PatronMail** provides flexible and easy-to-use design templates, sophisticated list management, and superb e-mail delivery protected by the Sender Score Certified program.
 - Create target market email lists.
 - Send notices of upcoming events or performances.
 - Survey your customers and allow them to submit questions.
- A full **CRM system** will be available in 2008 will allow you to record notes against clients, record call back dates and times, manage meetings, donations, you'll be able to check your call backs for the day as well as many other exciting features.
- SABO can generate **Patron Profile Reports** that track your clients and members activities and create comprehensive and detailed analysis.
 - The **Patron Profile Report** is very useful in your marketing activities and understanding the demographics and interests of your past audiences. By screening for a variety of patron attributes and selecting from a variety of output parameters such as interest categories or list types i.e. VIPS, members, subscribers or sponsors. The **Patron Profile Report** can be used to provide a very narrow or very broad array of information to aid in targeting your future audiences.
 - All reports are real-time hence accurate and up-to-date. They can be displayed live online or emailed as a CSV/Excel file to your nominated email account.
- **Multiple patron marketing messages** allows the hirer and the event promoter the opportunity for patrons to agree to receive individual messages from either parties through separate opting messages.
- Ability to set **marketing codes** per event which allows the user to track specific marketing targets at the event level.

What's your history?

SeatAdvisor is a US based company started in 1998 to develop ticketing systems specifically designed for live event venues. Utilizing its unique venue mapping and system interface, SeatAdvisor designed the ticket buying experience and system usability to be best-of-class.

Over 700 venues use SeatAdvisor systems, including its Interactive SeatMaps, to supplement their Internet presence.

What's required to run SABO?

Technical Architecture SABO runs on all Windows 2000, XP or Vista computers running IE 5.5+ with MS Java and high speed Internet access. SABO works with Practical Automation and Boca thermal ticket printers. Access control hardware (wireless scanners, repeaters, server) is optional. The Vista operating system and Data Max printers.

Ticket Printers and Ticket Stock

The SABO system works with both Boca, Datamax and Practical Automation printers. SeatAdvisor can offer you great deals on top quality thermal ticket printers.



Print at home tickets

Customers who purchase tickets online have the option to print their own tickets at home from their printer. They simply select the "print at home" option and the password-protected file is sent via email to them in the form of an Adobe PDF (Portable Document Format), it's that easy. Alternatively print at home tickets can also be printed via the box office for organisations that prefer not to use the Boca printers.

Online Secure Credit Verification

We recommend linking your merchant account (through all major banks) to the SABO payment gateway and having your transactions instantly confirmed. SeatAdvisor has a preferred agreement with SecurePay as our payment gateway partner. You can also activate the Constituent Credit Card Functionality which allows you sell tickets without processing the transaction instantly, therefore batching transactions at a later date or processing transactions through another point of sale method.

Wireless & Handheld Barcode Reader

The SABO system is set up to create and print a standard bar code onto all tickets. This barcode can then be scanned for authenticity using a wireless scanner or a scanner hooked directly to the computer.



What do your customers have to say?

"Switching to SABO to manage our ticketing operation proved to be an excellent decision for the Del Mar Thoroughbred Club. As a large Thoroughbred horse racing facility, we have a very complex admissions and seating structure, and the SeatAdvisor staff handled our extensive requirements with responsiveness and dedication.

SABO provides us with a flexible ticketing management system, which encompasses all of our needs, even allowing us to offer direct online ticketing for the first time in our history. Our patrons were able to choose their own seats and tables right from an interactive SeatMap. We were also able to greatly enhance the efficiency of our bar code scanning, as SABO processed the scanning of all of our admission tickets without fail. Most importantly to us, the customer service was top notch. There was never a time that I was unable to get responsive support for our operation. I look forward to working with the SeatAdvisor team well into the future, and would recommend SABO to potential SeatAdvisor customers."

Ann Hall, Director of Human Resources
Del Mar Thoroughbred Club

"WE HAD AN IN-HOUSE TICKETING SYSTEM THAT WAS FAILING TO PROCESS CREDIT CARD DETAILS AND TICKET INFORMATION CONSISTENTLY. THE USER INTERFACE WAS NOT VERY USER-FRIENDLY FOR CUSTOMER OR FOR BOX OFFICE STAFF.

WE ALSO NEEDED A RELIABLE AND FLEXIBLE DATABASE MANAGEMENT SYSTEM WE CHOSE SEATADVISOR BECAUSE THE SOPHISTICATION OF THE PRODUCT AND, HENCE, THE SPEED OF IMPLEMENTATION WERE ATTRACTIVE. THE FACT THAT THERE WAS NO SET-UP COST SEALED THE DEAL. A ROBUST AFFORDABLE AND EASY TO USE PRODUCT!

I WOULDN'T HESITATE TO RECOMMEND IT TO OTHER USERS. IT IS IDEALLY SUITED TO A RANGE OF VENUES AND PURPOSES, AND ITS CAPABILITIES MEET THE DEMANDS OF A GROWING COMPANY. FURTHERMORE, THE SALES SUPPORT IS EXCEPTIONAL. I HAVE NOT COME ACROSS ANY PRODUCT SO WELL DELIVERED.

I'D ALSO RECOMMEND THE LEVEL OF SERVICE WHICH IS A HUGE BONUS WHEN YOU'RE MAKING THE DIFFICULT TRANSITION FROM ONE SYSTEM TO ANOTHER, TRAINING STAFF, AND INTRODUCING NEW EQUIPMENT."

Redstitch Actors Theatre

Will it be difficult to move from my current system? Is it easy to set up?

SeatAdvisor makes the transition from your old system to SABO **very easy**. If your application is a new ticketing solution, then follows these steps:

1. Sign Contract.
2. Venue Info pages and Interactive SeatMap(s) created.
3. Import of existing customer database.
4. Integration of your merchant account.
5. Setup and training: one day.
Additional one day to train additional staff – if required.

Total transition time should be less than two weeks.

What's your approach to ongoing support?

SeatAdvisor provides support for technical and usability issues. Our support staff can login to your organization, check what you are doing and then provide the appropriate help. SeatAdvisor provides both unlimited email and phone support 24/7.

Support Services Capacity in Australia
SeatAdvisor has a dedicated 1300 number for support services and emergency support.

Support is paramount to SeatAdvisor and every effort is made to rectify any issue the client has in minimum turnaround time.

Support

- Easily understood documentation and accessible online support.
- All documentation is online and very easy to understand.
- Separate training manual with every feature of the system documented.
- 24/7 support.
- All support requests are given top priority. Usual response time is immediate.



Who are some of your newest clients?

- Melbourne Grammar
- Joan Sutherland Performing Arts Centre
- Entertainment Store
 - Dorothy the Dinosaur
- Red Stitch Theatre Company
- The Melba Spiegeltent
- Harvest Rain Theatre
- Hunter School of the Performing Arts
- UNIMA Festival
- St Martins Youth Arts Centre
- Theatreworks
- The Glynn Nicholas Group
- The Butterfly Club
- El Caballo Resort
- Hume City Council
- Spare Parts Puppet Theatre
- Cardinia Cultural Centre
- Canberra Philharmonic Society
- The Crossing Theatre – Auditorium
- The Crossing Theatre – Cinema
- Century Venues – Metro Theatre
- Century Venues – Factory Theatre
- Bendigo Schweppes Centre
- Beaudessert Shire Council
- West Gippsland Arts Centre
- Chapel off Chapel
- Heart of Gold International Film Festival
- Internet Marketing Centre Asia
- Sunnybank Theatre Group
- Big Sky Cinema
- Events Australia
- Lord Sommers Camp
- Dancecentre @ Bayside
- ABPatterson College
- Esperance Civic Centre
- RMG Tours
- WGS Travel & Tours
- Basin Theatre
- Bijou Theatre

Who are some of your international clients?

- Mattel – American Girl
- Del Mar Thoroughbred Club
- California Ballet
- Long Beach Playhouse
- San Diego Ballet
- Savannah College of Art & Design
- Shakespeare Orange County
- The Academy of Motion Picture Arts and Sciences
- University of Tennessee at Chattanooga
- Wheaton College
- University of Colorado
- Miami University, Ohio



“WE WERE RUNNING A SEPARATE ONLINE SALES, SEPARATE PHONE SALES & SEPARATE EVENING BOX OFFICE.

SEATADVISOR HAS BROUGHT ALL THIS PROCESS TOGETHER IN A SIMPLE, EASY TO USE AND COST EFFECTIVE SYSTEM.

THIS APPLICATION WAS PERFECT FOR OUR OPERATIONS. WE WERE ALSO BLOWN AWAY WHEN WE DISCOVERED THROUGH THEIR BUYING POWER THEY MANAGED TO SECURE US A GREATLY DISCOUNTED MERCHANT RATE WITH THE BANK, EASILY COVERING THE COST OF THE TICKETS.”

Theatreworks– St Kilda Melbourne

NO SOFTWARE INSTALLATION,
NO IN-HOUSE SERVERS, AND
NO NEED FOR NETWORKED
WORKSTATIONS.

YOU DON'T NEED EXTENSIVE
IT KNOWLEDGE EITHER
— IN FACT, WE CAN GET
YOU UP AND RUNNING,
SELLING TICKETS, WITHIN
FIVE WORKING DAYS.

IT'S THAT EASY.

Where can we find you?

SeatAdvisor Australia
Level 1, 37 Dunlop Road
Mulgrave Victoria 3170
Australia

Level 8, 350 Collins Street
Melbourne Victoria 3000
Australia

Telephone: 1300 463 332
www.seatadvisor.com.au

Corporate Headquarters

SeatAdvisor, Incorporated
1810 State Street
San Diego, CA 92101
United States of America
Telephone: 714.442.2627
Facsimile: 877.732.8627

International Offices

SeatAdvisor Europe
Arena House, Arena Road
Sandyford
Dublin 18, Ireland
Telephone: +353 1213 0703
Facsimile: +353 1437 0677

SeatAdvisor Singapore
9 Shenton Way, #04-01,
Singapore 068813
Telephone: +65 67288120

How can I contact SABO?

In Ireland, phone
(01) 213 0703 or go to
www.ticetlord.com

SeatAdvisor[™]

events playhouses stadiums concert halls
dinner theatre comedy clubs sports arenas
horse racing universities pubs nightclubs
sporting club charities puppet theatres
cabaret outdoor events cinemas adventure
parks rock concerts opera drama musicals
car racing cruise ships sailing tours events
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