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# Track Meets and Tickets New Revenue for Timers

*Soren Larson*





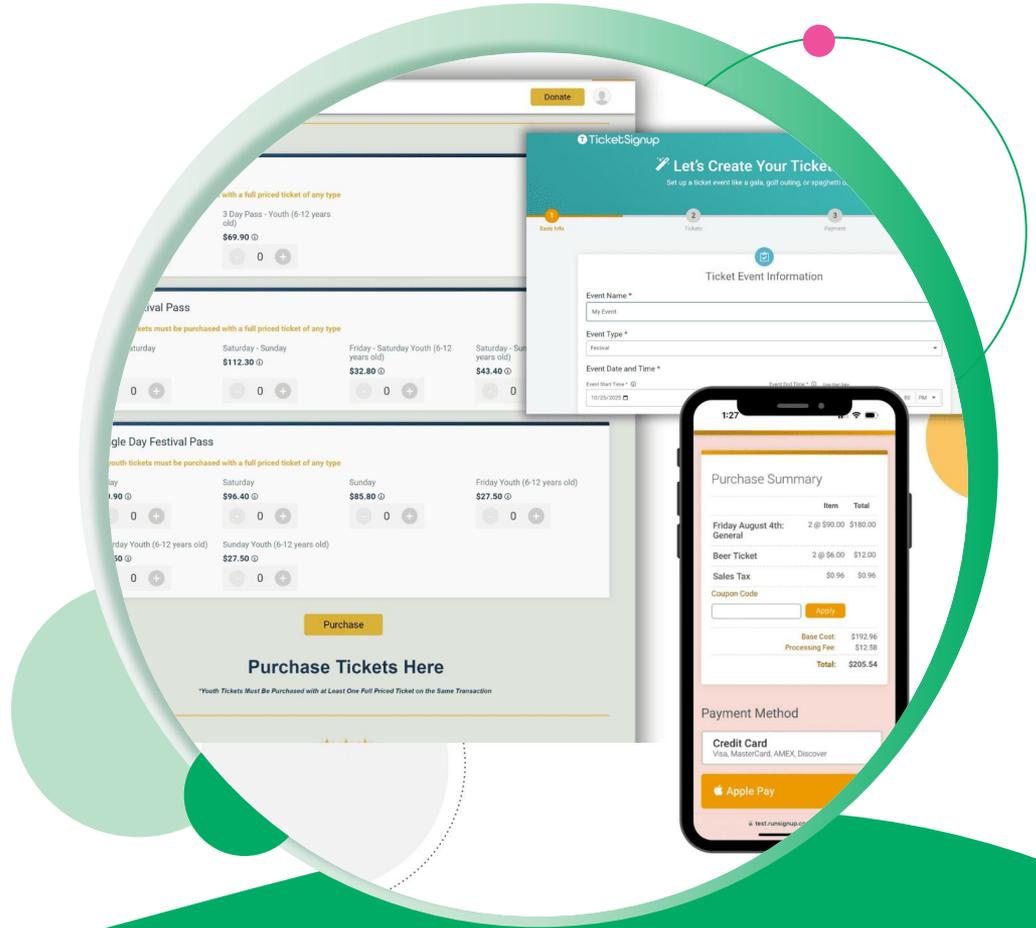
# Today's Agenda

- **A shockingly brief introduction to TicketSignup**
- **What are Ticketing events?**
- **Benefits of offering tickets for Track Meets**
- **How to set up a Ticketing event**
- **How to Copy a Ticketing event**
- **Pricing strategies**
- **Case studies**
- **Q&A**





# A Brief Introduction to TicketSignup

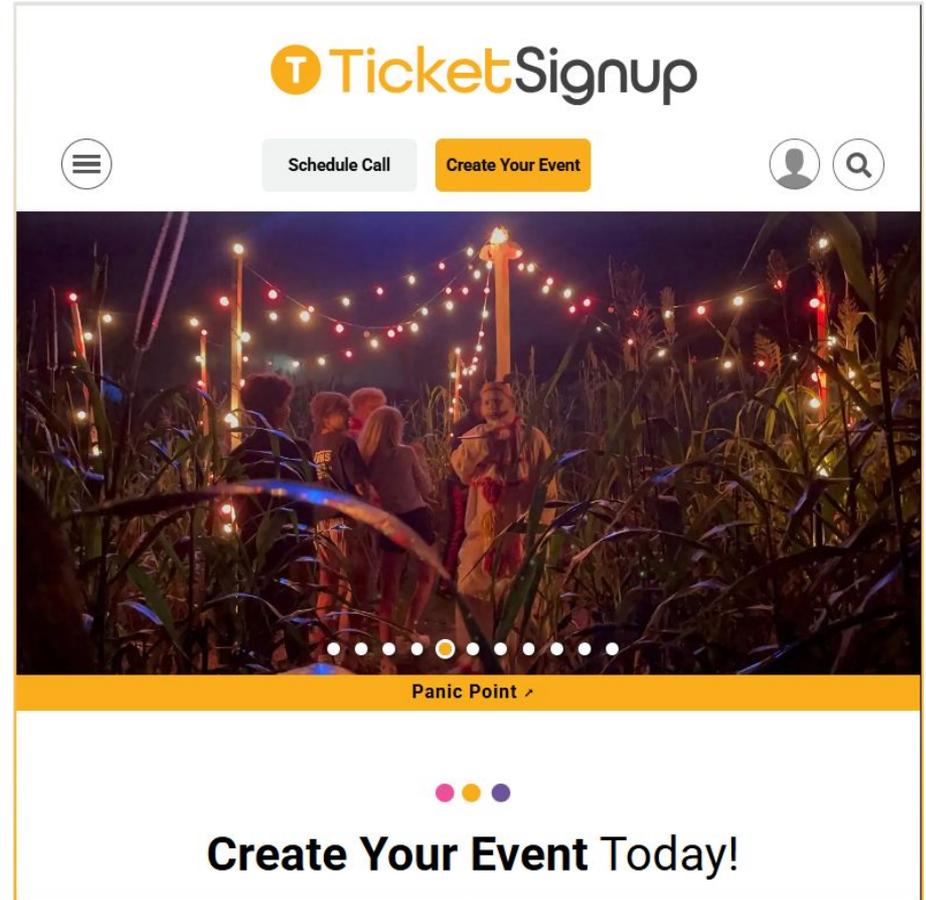




# TicketSignup

## Different than Registration (RunSignup)

- General Admission & Timed Ticketing
- Fast Purchase
  - **Tickets Not People**
  - Don't need lots of information from each person attending (although options to collect per purchase/ticket)
  - No account/login
  - Apple Pay, Apple Wallet





# A lot of the same features as RunSignup

- Simple Wizard to create events
- Notifications
- Insights & Dashboard Analytics
- Store
- Integrated Donations
- Photos
- Email (V2)
- Referral Rewards
- Custom Source Tracking
- Pricing
- GA4, Facebook Conversion API, TikTok Pixel
- Text
- Import offline tickets
- Coupons
- Caps (ticket specific)
- Tile Display customization options
- Ticket Management (self-serve transfer)
- Info Collection and Custom Questions
- Apple Pay, Apple Wallet
- CheckIn App



# With some differences

- No logins, passwords
  - ***Tickets not people***
- Reports: Purchases and Individual Tickets
- Advanced Ticket features
  - Combo tickets, Grouping, Advanced caps, ticket numbers
- Ticket Tiles and Calendar
- Website V2
- Store and Warehouse (inventory sharing)



# What are **Ticketing Events**





# Parking

Ticketing Events are quite simply events where people buy tickets instead of register people.

Parking is a great example - buying a parking pass doesn't involve someone's age or what distance they're running, one person might buy multiple passes, and the person buying them might not even be part of the event.

Because there aren't scored elements, these can be simplified much further than registration events can be



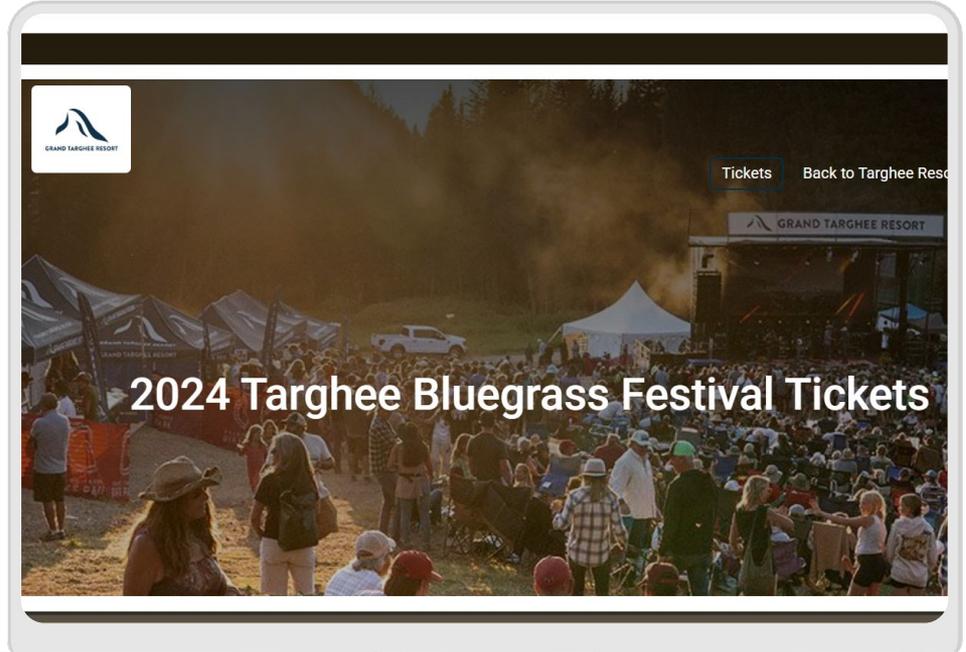


# More Examples

Pretty much anything you buy a general admission ticket for is a good example of a Ticketing Event:

- Music festivals
- Beer tastings
- Galas
- Light shows
- Botanical gardens

If you want to get really advanced, Calendar Entry can expand the possibilities further to events with limited openings per timeslot like Escape Rooms



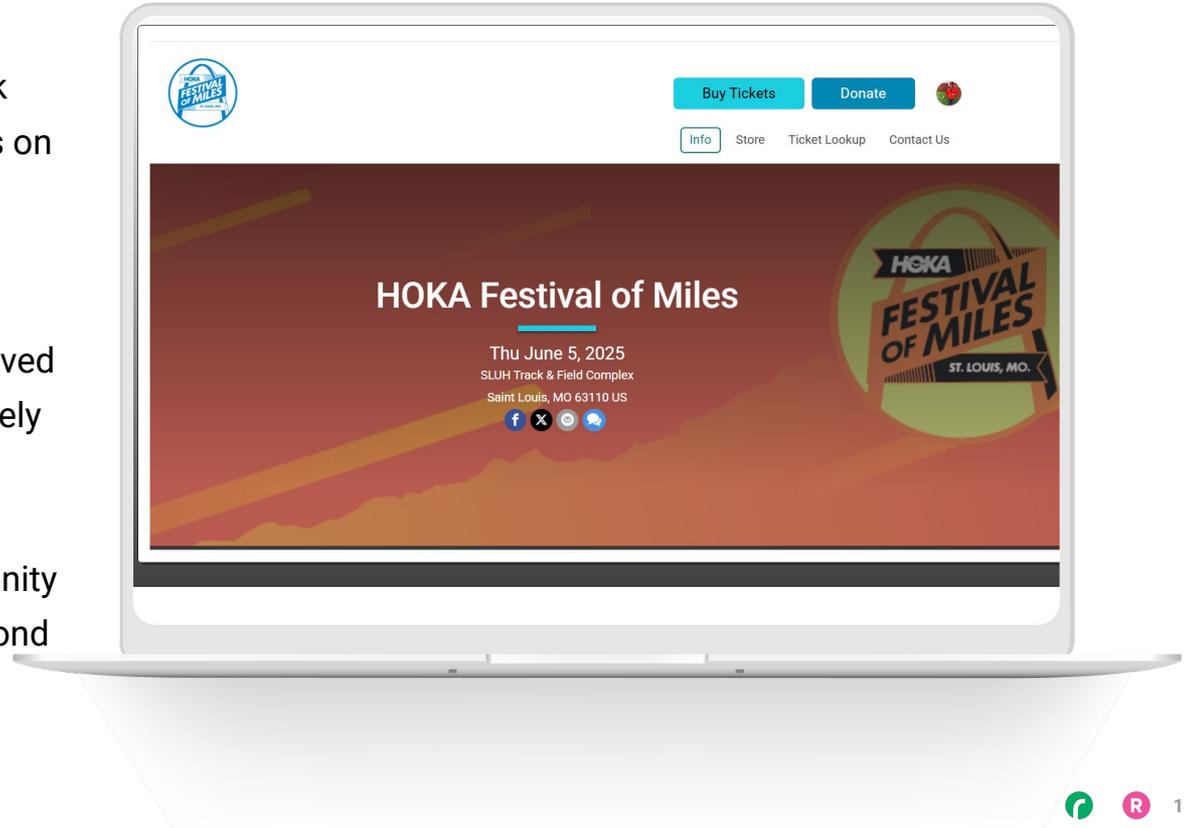


# Tickets for Track Events

Which brings us to what we're here to talk about: Tickets for Timers for Track Meets on Timer Tip Tuesday.

Many timers whose book of business includes road races and XC also are involved with Track meets. If you're here, you're likely one of them.

Track meets offer a more limited opportunity expand revenue with timing services beyond a certain point, but tickets can solve a problem for the organizer and provide an additional revenue stream for the timer.





# Benefits of Offering Tickets for Track Meets



# Benefits of Offering Tickets

- **It solves a very common problem:** if you haven't, go look at your upcoming meets and see how many of them are charging for tickets, and then how many of those events are doing so without any way of validating actual attendance, contacting purchasers, collecting donations, or worse yet just tossing out their personal Venmo to collect payment.
- **The Venmo method could potentially be a pain** for individuals collecting money if they are over a threshold and end up with a 1099-K for the tax year. While we can't offer legal advice, it's good general advice to never need someone to offer it.
- **It makes you invaluable to your customers** by providing an additional service, and can help you extend your relationship with existing customers who have other events that don't involve Timed components. Many races involve festivals, music events, or other pieces that could benefit from a platform like TicketSignup



# Benefits of Offering Tickets

## Examples:

- Marathons offering VIP spectator experiences in the bleachers
- VIP packages for parking/shuttles
- County fair that had a 5K in the morning
- Trail Run with limited parking or restrictive permitting for vehicles
- Post-race party admission for non-runners

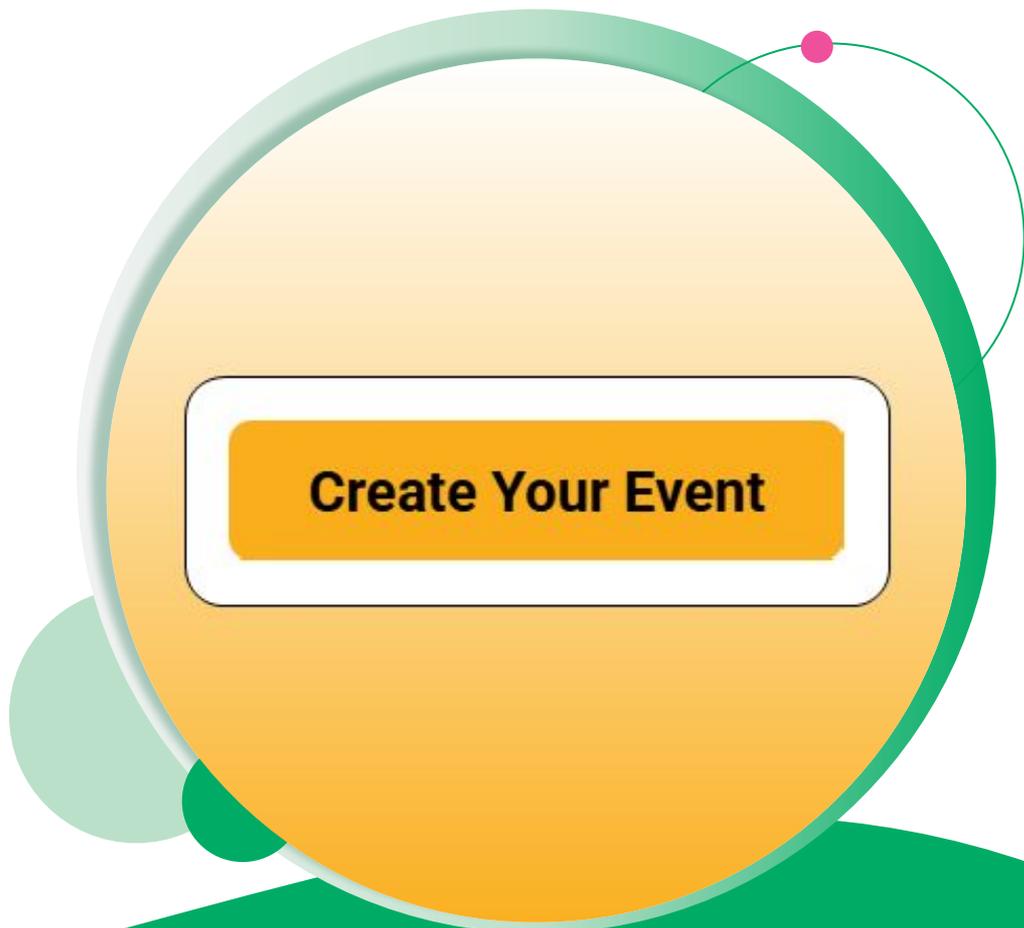
## What do these things all have in common?

They're revenue generators for the event that you as a Timer could both help with and profit from





# How to Create a **Ticketing Event**



**Create Your Event**

# Creating a Ticket Event

To create an event:

- Go to your profile links -> Ticket Events and Create a New Ticket Event
- Go to [THIS](#) link
- Create a Ticket Event from your Partner page - more on this later

The first steps will be very familiar to anyone who has created a Race on RunSignup.

The screenshot shows a web form for creating a ticket event. The form is titled "Event Name \*" and contains a text input field with the value "Track Meets for Timers". Below this is the "Event Type \*" dropdown menu, which is set to "Track Meet". The "Event Date and Time \*" section includes two time pickers: "Event Start Time \*" set to "05/20/2025" at "12:00 PM" and "Event End Time \*" set to "05/20/2025" at "1:00 PM". A "Copy Start Date" link is visible between the two time pickers. The "Event Description \*" section features a rich text editor with a toolbar containing options for text color, background color, bold, italic, underline, list, link, unlink, redo, undo, and font size (set to 12pt). The description text reads: "Here's where you can put either your meet schedule, or some basic information. You can also hide a lot of this in your Website setup (if desired)." Below the description is a "Contact Information & Links \*" section with a "Contact Email \*" field containing "soren@runsignup.com". There are two checkboxes: "Include a link to your own external website." and "Include a link to your Facebook page.", both of which are currently unchecked. The "Location Information \*" section includes a "Location Description" field with the value "Fieldhouse" and an "Address Line 1 \*" field which is currently empty.

# Creating a Ticket Event

### Location Information \*

Location Description

Address Line 1 \*

Address Line 2  Country \*  Zip Code \*

City \*  State/Province \*

Timezone \* ⓘ

### Event Visibility

**Draft**  
Your event is not live yet. The public cannot access your event.

**Private**  
The public can access your event, but we will not list it on public event lists.

**Public**  
The public can access your event, and your event is displayed on public lists.

### Event URL Identifier \*

**The URL may only contain letters and numbers. This URL cannot be changed after creating the event.**  
Please don't use the event date/year or phrases such as "FirstAnnual" in the URL as this will not work well if you renew the event for future years.

Your URL will be /TicketEvent/TrackMeetsForTimersExample2

### Donations

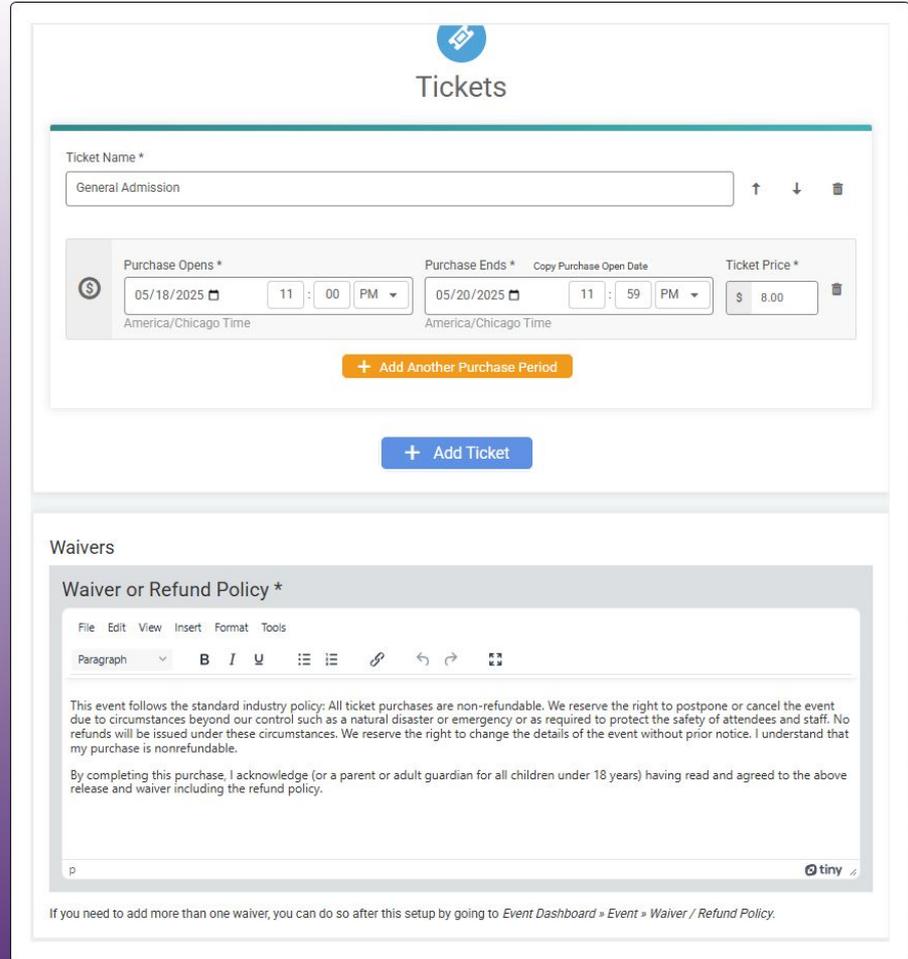
**No** Accept donations for your ticket event

You can enable donations by selecting **yes** above. For more advanced settings, you can go to the donation setup page in your ticket dashboard after your ticket event is created.

# Creating a Ticket Event

Instead of Registration Events, the Ticket Event wizard has “Ticket Names” that can be set up - purchase periods apply here too.

Most Track meets don't have multiple purchase periods, and while you can set up age based pricing on the back end, it might be easiest to simply create multiple ticket types (Seniors, Youth, etc.)



The screenshot displays the 'Tickets' configuration page. At the top, there is a 'Ticket Name \*' field containing 'General Admission'. Below this, a 'Purchase Periods' section is visible, featuring a table with columns for 'Purchase Opens \*', 'Purchase Ends \*', 'Copy Purchase Open Date', and 'Ticket Price \*'. The first row shows '05/18/2025' at '11:00 PM' and '05/20/2025' at '11:59 PM' with a price of '\$ 8.00'. An orange button '+ Add Another Purchase Period' is located below the table. A blue button '+ Add Ticket' is positioned below the purchase periods section.

The 'Waivers' section is located below the ticket configuration. It features a text editor titled 'Waiver or Refund Policy \*' with a toolbar containing options like 'File', 'Edit', 'View', 'Insert', 'Format', and 'Tools'. The text in the editor reads: 'This event follows the standard industry policy: All ticket purchases are non-refundable. We reserve the right to postpone or cancel the event due to circumstances beyond our control such as a natural disaster or emergency or as required to protect the safety of attendees and staff. No refunds will be issued under these circumstances. We reserve the right to change the details of the event without prior notice. I understand that my purchase is non-refundable. By completing this purchase, I acknowledge (or a parent or adult guardian for all children under 18 years) having read and agreed to the above release and waiver including the refund policy.' A 'tiny' logo is visible in the bottom right corner of the text editor.

At the bottom of the page, a note states: 'If you need to add more than one waiver, you can do so after this setup by going to *Event Dashboard > Event > Waiver / Refund Policy*.'

# Creating a Ticket Event

Take the time to make the page look good - even if it's as simple as having a good Banner that you've customized and a logo for the host school.

Other ADs and coaches will notice these things if going to a meet you set up, and spending 5 more minutes on the setup can be the difference maker.

The screenshot displays a web customization interface titled "Customize Your Website". At the top, there is a computer icon and the title. Below the title, the "Banner Options" section is active, with the instruction "Choose one of our banners or upload your own." It features a carousel of four banner thumbnails: "Current Banner" (a red running track), a group of people, a blue-lit indoor arena, and a golden bokeh background. Below the carousel is a text input field with a camera icon and the text "Choose your image. You can upload .png, .jpeg, .jpg, or .gif files." Below this is the text "Suggested image dimensions: 2400x800 pixels".

The "Logo Options" section follows, with the instruction "Upload new logo" and a similar text input field with a camera icon and file format instructions.

The "Color Scheme" section is next, with the instruction "Current Scheme" and a color palette showing four swatches: blue, dark grey, light grey, and dark blue. Below this is the instruction "Choose one of our other color schemes for your website. You can fully customize this later on." and a grid of nine alternative color scheme options, each with a radio button and four color swatches.

# Creating a Ticket Event

Just a reminder that setting up a Payment Account is often the step that's the trickiest and the biggest hurdle for organizations like high school athletic departments.

Crediting the money to your invoice can go a long way to getting events to use your services for ticketing.

**Reminder:** It's always good practice to allow Apple Pay!

**Accept Payments**  
How would you like to get paid?

Create New Payment Account Use Existing Payment Account Other Options ⓘ

**Let's Get Started!**  
In order to get paid on RunSignup, you must create a payment account so we can pay you. This is essentially the same as setting up a retail banking account.

Create New Payment Account

**Process Your Payments With Confidence**  
RunSignup has processed over \$1,000,000,000 in transactions for our customers since 2010. We are PCI Level 1 compliant and a payment facilitator. Know your information is secure.

How would you like to handle processing fees?

Ticket Purchase \*

Processing fee paid by ticket purchaser.

Processing fee comes out of the charge.

Customize the statement description for your event's transactions to help ticket purchasers identify them on their card/bank statement. ▾

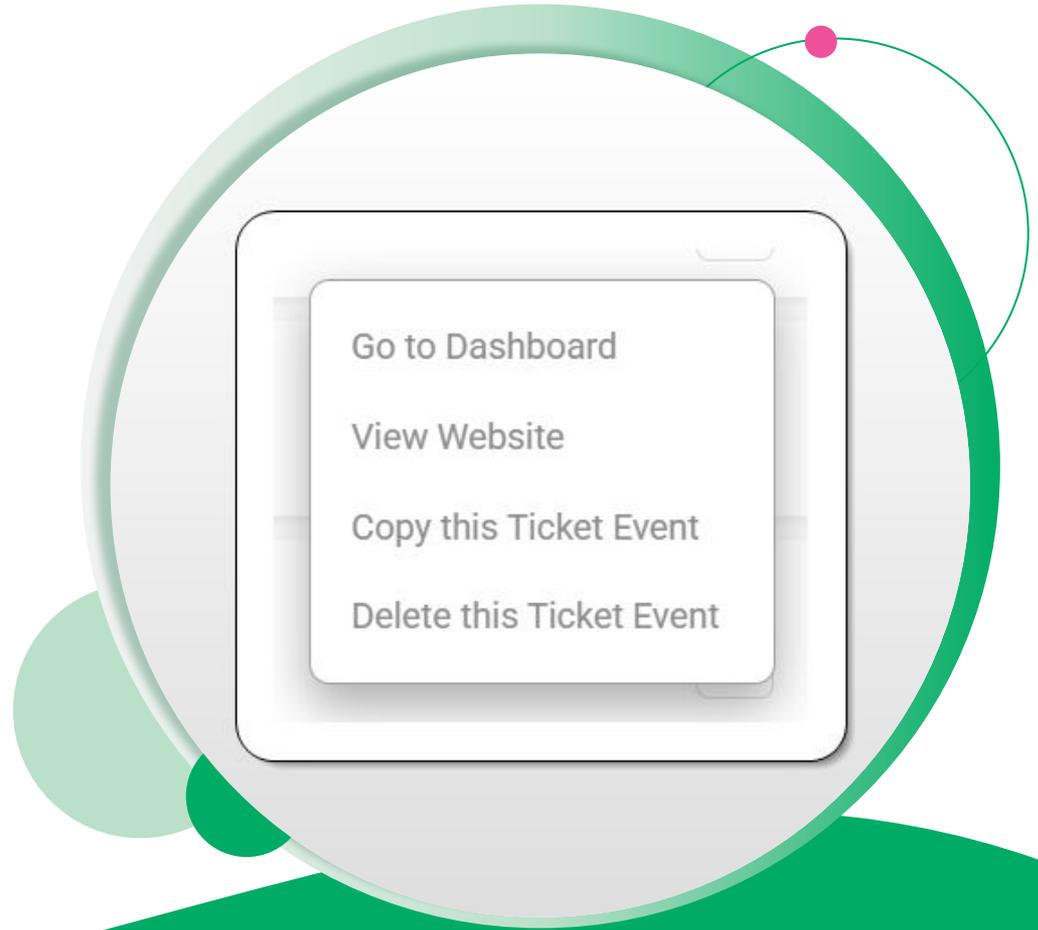
What additional payment methods are allowed?

Allow Apple Pay ⓘ

Save & Continue



# How to Copy a Ticketing Event



## My Timer Accounts



Thornhill Records

[Go to Dashboard](#)

Races  
**22**

Need to create a timer account? [Click here](#).

# Copying Ticket Events

Make sure to update the event Start and End times as well as the description (if applicable).

## You're copying your event: Track Meets for Timers

After submitting, you will be able to use the event dashboard to further customize your event.

**Event Name \***

**Event Date and Time \***

Event Start Time \* ⓘ   :   America/New\_York Time

Event End Time \* ⓘ Copy Start Date   :   America/New\_York Time

**Event Description \***

File Edit View Insert Format Tools

Paragraph **A** **B** *I* U **☰** **☷** [🔗](#) ↶ ↷ 🔄 <>

This is an opportunity for Timers to step through the creation of a Ticket event for Track Meets that can be copied to help them efficiently create a simple ticket event for Track Meets in order to help their Meet Directors and host sites better manage ticketing and merchandise sales while opening a new revenue stream for the Timing company.

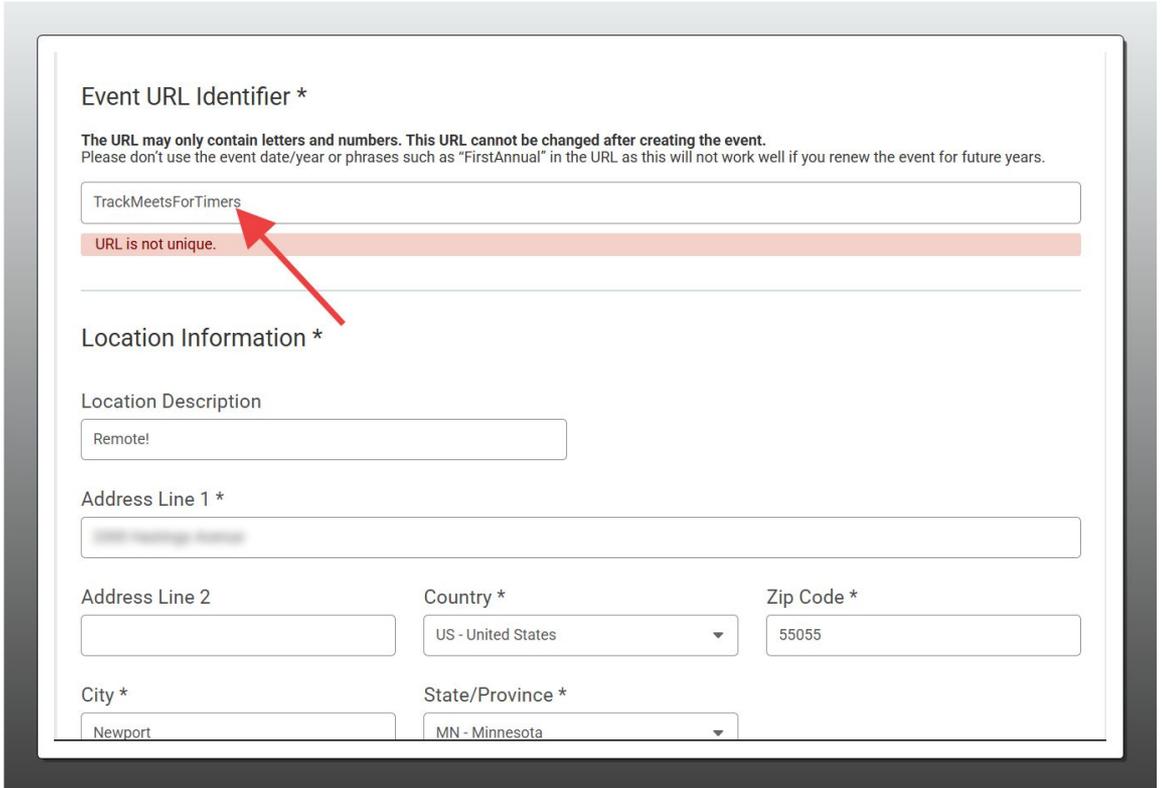
Timers will leave the 30-45 minutes session with a fully-functioning Ticket event that can be copied for easy implementation!

p 

# Copying Ticket Events

Update the URL - this must be unique. Keep in mind that Ticket events don't renew like Registration events so using a year in the URL isn't as big of a crime.

Address will also need to update.



The screenshot shows a form for creating an event. The 'Event URL Identifier' field contains 'TrackMeetsForTimers' and has a red error message below it: 'URL is not unique.' A red arrow points from the text 'URL is not unique.' to the text 'TrackMeetsForTimers' in the input field. Below this, the 'Location Information' section includes fields for 'Location Description' (containing 'Remote!'), 'Address Line 1 \*' (containing '1000 Hennepin Avenue'), 'Address Line 2', 'Country \*' (a dropdown menu showing 'US - United States'), 'Zip Code \*' (containing '55055'), 'City \*' (containing 'Newport'), and 'State/Province \*' (a dropdown menu showing 'MN - Minnesota').

Event URL Identifier \*

The URL may only contain letters and numbers. This URL cannot be changed after creating the event. Please don't use the event date/year or phrases such as "FirstAnnual" in the URL as this will not work well if you renew the event for future years.

TrackMeetsForTimers

URL is not unique.

Location Information \*

Location Description

Remote!

Address Line 1 \*

1000 Hennepin Avenue

Address Line 2

Country \*

US - United States

Zip Code \*

55055

City \*

Newport

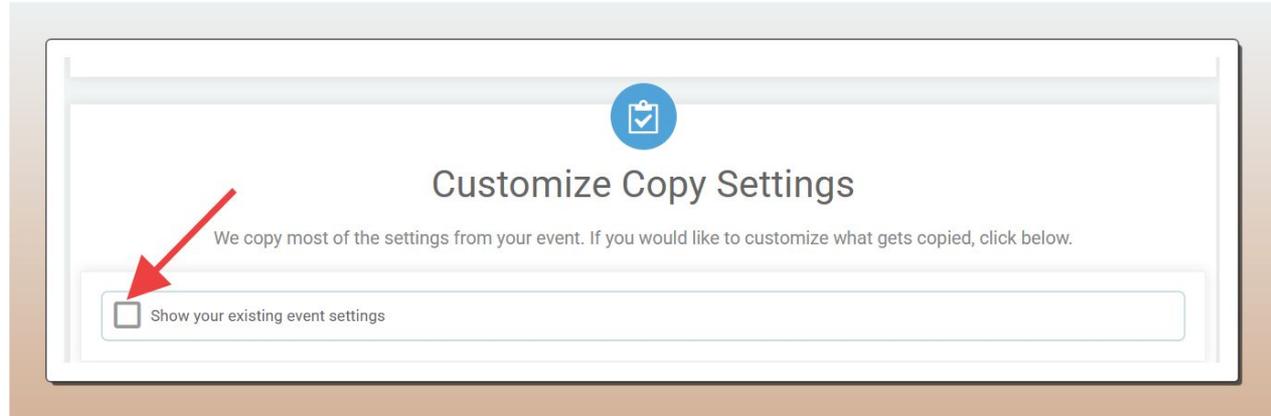
State/Province \*

MN - Minnesota

# Copying Ticket Events

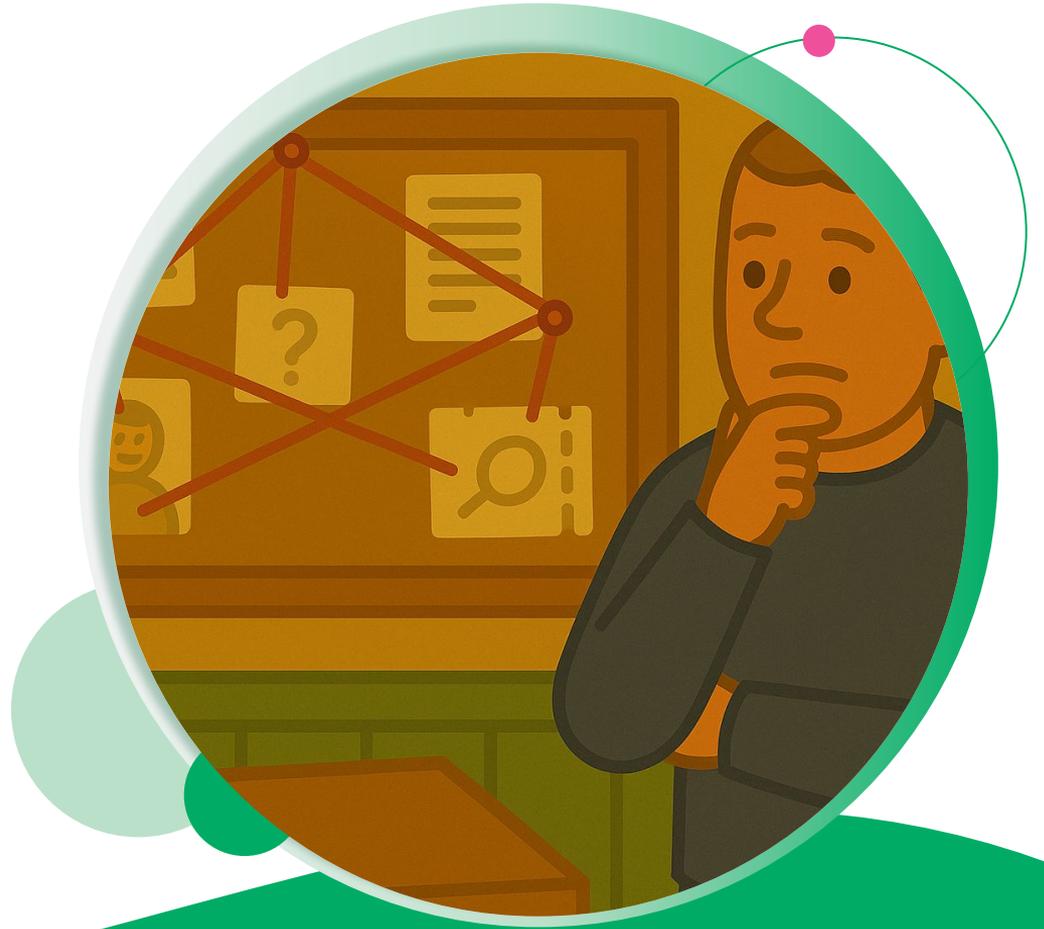
Other settings should be updated, especially the Access.

This is a good reason to have a single, generic event that you copy the template from - less concern about giving access to the wrong people.





# Pricing Strategies for Ticketing Events



# Pricing

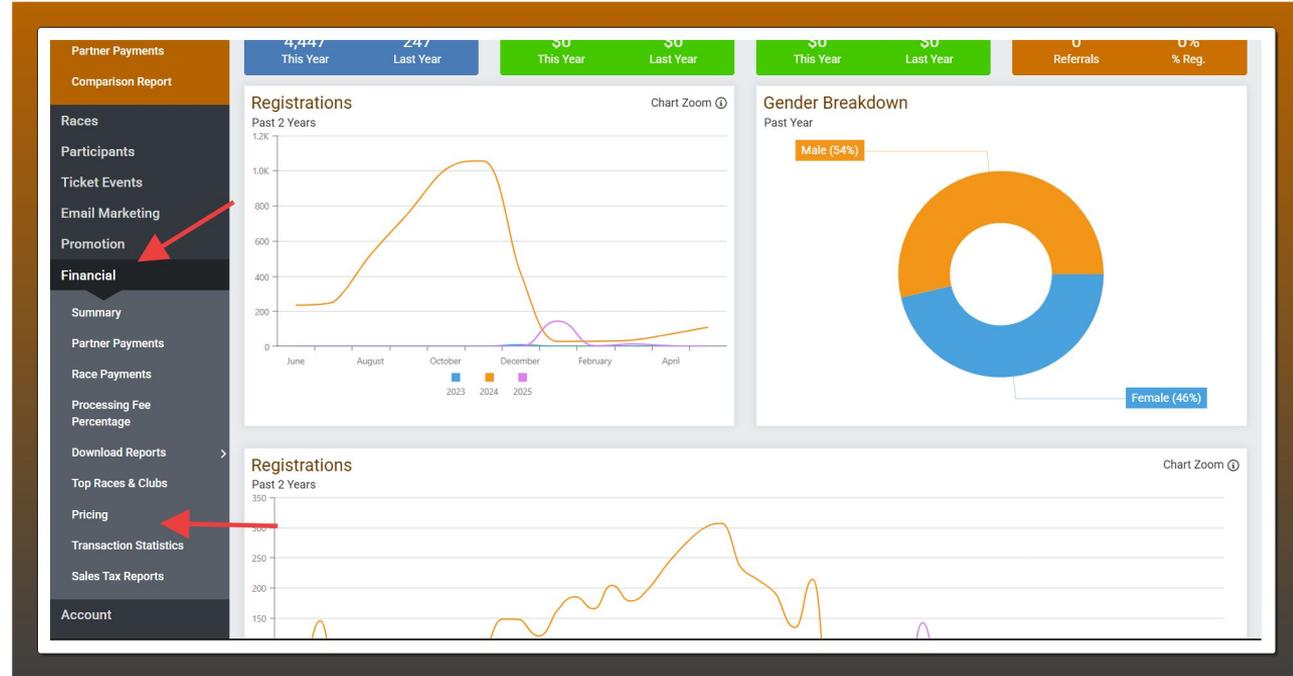
## Ticket Events

The Partner program applies to Ticket Events and has the same fee structure as RunSignup, with 6% + \$1 fee **per transaction** and a flat 4% donation fee.

You can customize your fees to make more money on the partner level. Keep in mind this applies to the pricing for that entire Partner account; it may make more sense to create a secondary Partner account for your ticketing events that has a different price structure.

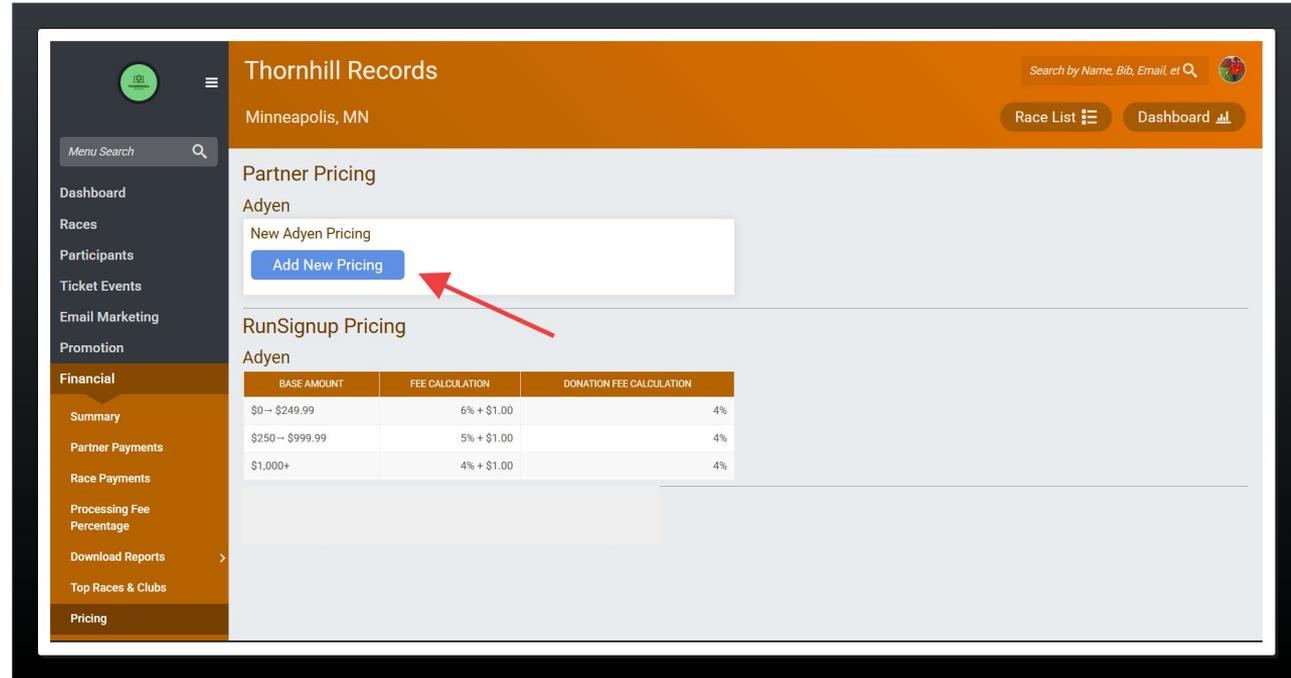
# Pricing Ticket Events

To edit your pricing in your Partner account, navigate to your Partner page, then go to Financial -> Pricing



# Pricing Ticket Events

The default pricing appears below - to make a different pricing structure, go to “Add New Pricing”



The screenshot displays the Thornhill Records interface for Minneapolis, MN. The left sidebar contains a navigation menu with categories: Dashboard, Races, Participants, Ticket Events, Email Marketing, Promotion, Financial, Summary, Partner Payments, Race Payments, Processing Fee Percentage, Download Reports, Top Races & Clubs, and Pricing. The main content area is titled 'Partner Pricing' and 'Adyen'. It features a 'New Adyen Pricing' section with an 'Add New Pricing' button highlighted by a red arrow. Below this is a 'RunSignup Pricing' section with a table showing fee calculations for Adyen.

BASE AMOUNT	FEE CALCULATION	DONATION FEE CALCULATION
\$0 - \$249.99	6% + \$1.00	4%
\$250 - \$999.99	5% + \$1.00	4%
\$1,000+	4% + \$1.00	4%

# Pricing Ticket Events

In the case of Tickets, it might make the most sense to increase the dollar amount of the Fee Calculation as this may be easier to explain and price out to customers.

Do **NOT** add a “Per Registration Fee” (at the bottom of this image) as this only applies to races

### Your Last Pricing Scheme

Not set up.

### RunSignup Pricing

BASE AMOUNT	FEE CALCULATION	DONATION FEE CALCULATION
\$0 – \$249.99	6% + \$1.00	4%
\$250 – \$999.99	5% + \$1.00	4%
\$1,000+	4% + \$1.00	4%

Effective Date \*

mm/dd/yyyy  12 : 00 AM

BASE AMOUNT	FEE CALCULATION	DONATION FEE CALCULATION
\$ 0.00 → \$ 30.00 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	6 % + \$ 2.99 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Fee Range: \$2.99 to \$4.79	4 % + \$ 0.00 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Fee Range: \$0.00 to \$1.20
\$ 30.01 → \$ 999.99 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	6 % + \$ 1.00 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Fee Range: \$2.80 to \$61.00	4 % + \$ 0.00 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Fee Range: \$1.20 to \$40.00
\$ 1000.00 → \$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	4 % + \$ 1.00 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Fee Range: \$41.00+	4 % + \$ 0.00 <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Fee Range: \$40.00+

Per Registration Fee

Plus \$  per registration

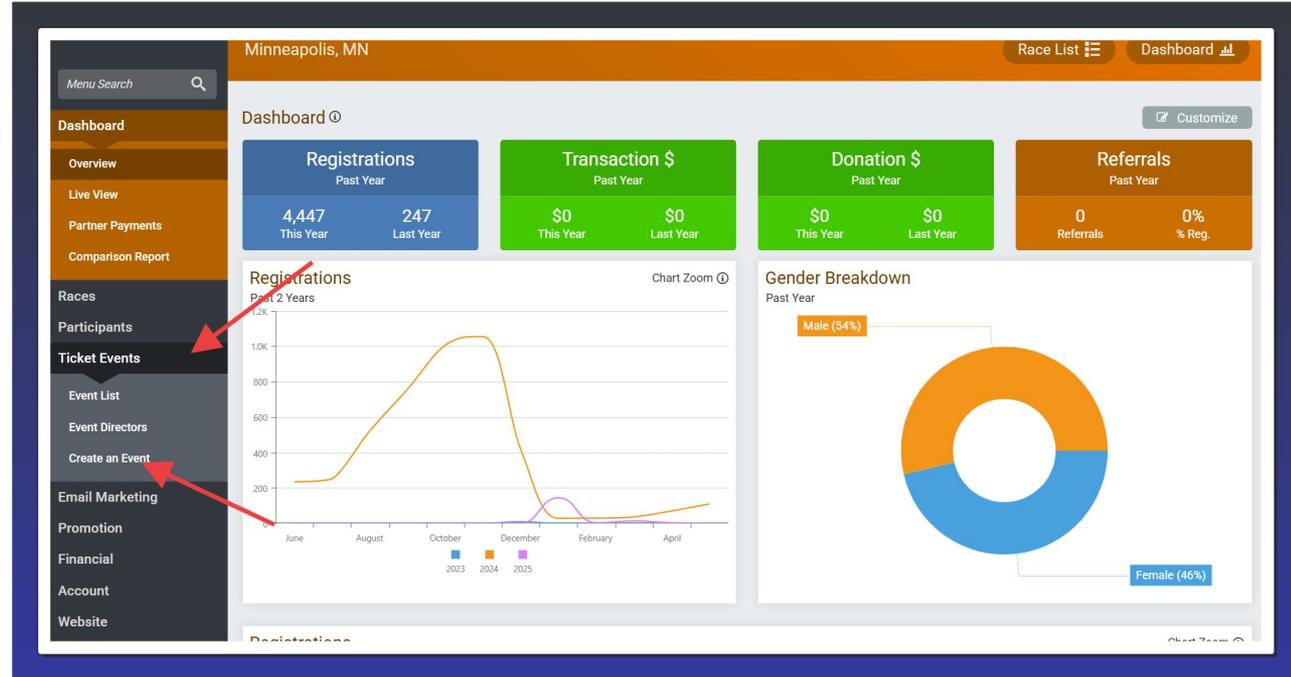
This fee is added to the above fees.

I am 100% sure I want to make this change to Adyen pricing.

# Pricing Ticket Events

To make sure a Ticket event is added to your Partner pricing, you can create the event directly from your Partner Dashboard.

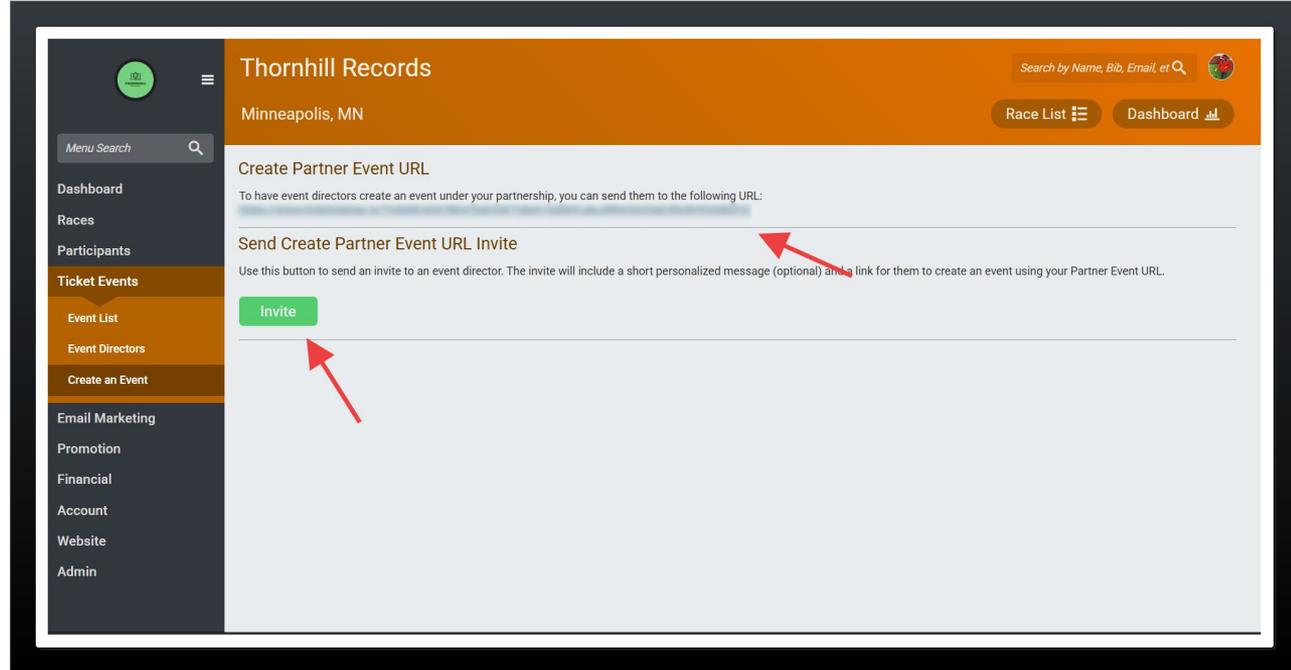
Go to Ticket Events ->  
Create an Event



# Pricing Ticket Events

You can then either share the link at the top with your event directors, which will allow them to create the event and link it to the Partner account, or send an Invitation to them.

If you do the introduction and need the event added to your Partner account, let us know.



The screenshot displays the Thornhill Records dashboard for Minneapolis, MN. The left sidebar contains navigation options: Dashboard, Races, Participants, Ticket Events (highlighted), Event List, Event Directors, Create an Event, Email Marketing, Promotion, Financial, Account, Website, and Admin. The main content area is titled 'Create Partner Event URL' and includes a search bar, a 'Race List' button, and a 'Dashboard' button. The text explains that event directors can be invited to create events under the partnership. A green 'Invite' button is prominently displayed, with a red arrow pointing to it. Another red arrow points to the 'Send Create Partner Event URL Invite' section header.

# Pricing

## Ticket Events

- Offer to set up the Ticket site for them
- In some instances, it may be easier to collect the money and credit to their invoice
- Offer equipment rental - easy income for rental tablets
- If they are selling merchandise, help set that up as a Store item
- Don't just tell them, show them - bring them a full demo or even show them their event as a TicketSignup page and simply hand it over to them if they say "yes"
- Remember that doing the legwork ahead of time doesn't require the same lift on event day



# Case Studies



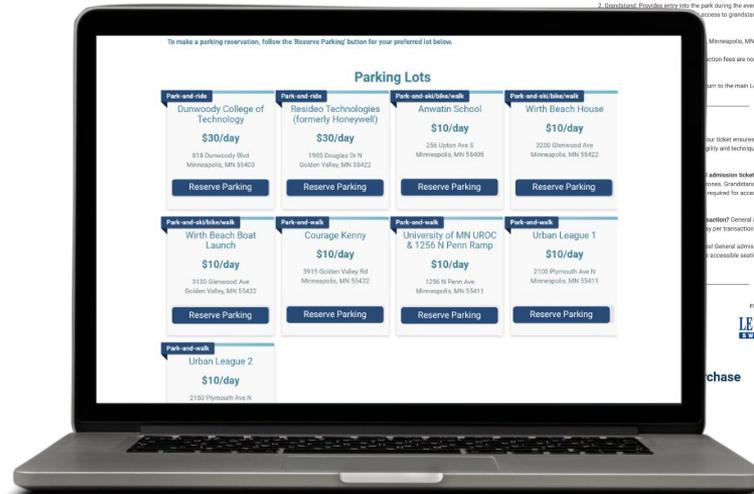
# Loppet Foundation

## COOP FIS Cross-Country World Cup Minneapolis

- General Admission, VIP, and Grandstand Tickets sold
- Used store for branded hats and Carbon Offsets
- Collected \$34,000+ in donations during ticket purchases
- Use custom questions to password protect complimentary tickets
- Added a custom Waiver
- Additional ticket events for parking (parking not included in spectator tickets)



Tickets		
<p>Thanks to Steve Winter, general admission is free &amp; open to the public.</p> <p><b>Free</b></p> <p>Access to the park + multiple viewing opportunities around the course.</p> <p>Current capacity reached.</p> <p>Sold Out</p>	<p><b>Grandstand</b></p> <p><b>\$35 - \$150</b></p> <p>Access to the park + reserved bleacher seating near the finish line.</p> <p>Current capacity reached.</p> <p>Sold Out</p>	<p><b>VIP Spectator Experience</b></p> <p><b>\$500</b></p> <p>Grandstand access + access to VIP suites, full food &amp; beverage service, and more.</p> <p>Current capacity reached.</p> <p>Sold Out</p>



**Event Description:** The COOP FIS Cross-Country World Cup is coming to Minneapolis in February 2024! The world's best athletes in cross-country skiing will race in the first world cup race to be held in U.S. soil in twenty years and the Loppet Foundation is excited to bring the world to Wirth. Inspiration is everywhere in Theodore Wirth Park. Come explore world class ski trails in the heart of the city we love.

**Tickets:**

- General Admission:** Provides entry into the park during the event and multiple viewing opportunities around the course. No seating is provided. Thanks to Steve Winter, general admission is free and open to the public. Be the first to know about additional General Admission tickets by submitting your information [here](#).
- Grandstand:** Provides entry into the park during the event plus access to bleacher seating near the finish line.
- VIP Spectator Experience:** Provides access to grandstand seating plus a heated suite, full food and beverage service, and more. Add your information [here](#).

General admission tickets are limited to 10 per event day per transaction. Grandstand and VIP Spectator Experience tickets are limited to 1 per event day per transaction.

All general admission ticket holders will have accessible seating available in the polo area accessible seating available in the Grandstand Stadium. For more information, please contact [tickets@loppet.com](#).

FIS Presenting Sponsor  
**LE GRUYERE**  
SWISS CHEESE  
CANTON VALLEY

Official Timekeeper  
**CERTINA**  
SWISS WATCHES  
SINCE 1884

# Wolf Creek Race Management

## Pineland-Richland Invitational Spectator Tickets

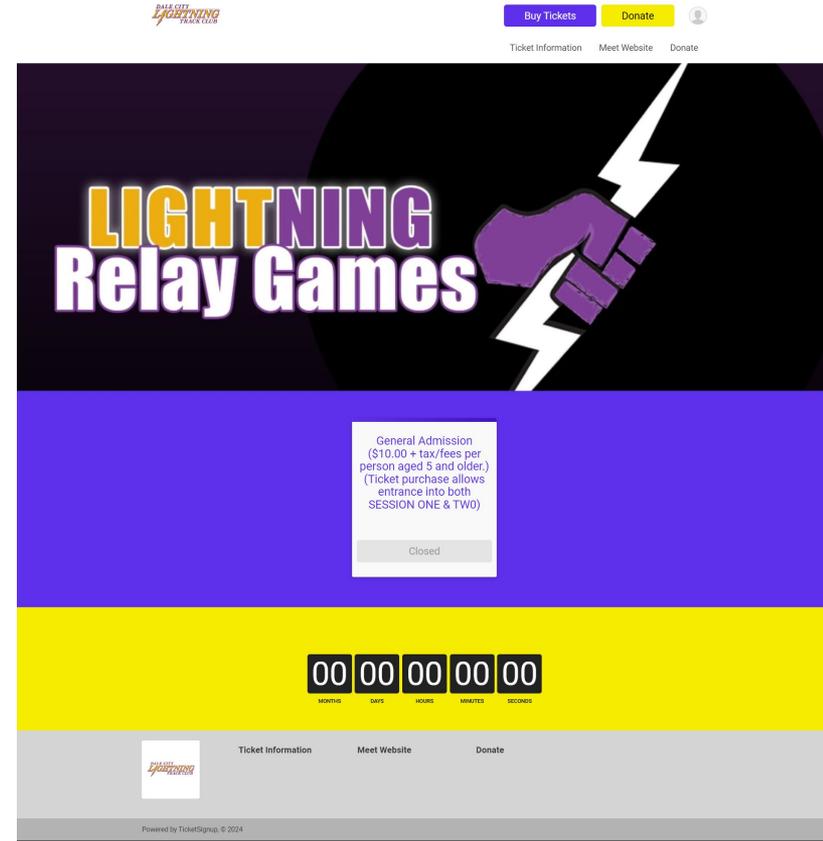
- Four Ticket Types (Adult, Senior, Student, Kids 12 & Under)
- Easy Ticket Look Up on website to confirm previous purchase and access QR code
- Sold Programs through Store
  - 26% of purchasers added a program
- Checked in 85% of tickets via Tickets App for CheckIn

The screenshot shows the website for the 2024 Pine-Richland Invitational. At the top, there is a navigation bar with the 'PR' logo, a 'Sign Up' button, and links for 'Donate', 'Buy Tickets', and 'Store'. Below the navigation is a large banner image of the stadium with the text '2024 Pine-Richland Invitational' and 'Fri May 3, 2024'. The main content area is titled 'Events' and contains four columns for different ticket types: 'Adult Admission', 'Senior Citizen Admission', 'Student Admission', and 'Kids 12 & Under (Free)'. Each column includes the event name, ticket sales end date and time, and a 'Closed' button. Below the events section is an 'Information' section with a paragraph of text. This is followed by a 'Contact Us' section with a 'Questions?' button. The 'Look Up Ticket' section has an 'Enter Ticket Email' button. The 'Location' section provides the address: 'Pine Richland High School Track & Field, 700 Warrendale Rd, Gibsonia, PA 15044 US'. The 'Donation Lookup' section has an 'Enter Donation Email' button. At the bottom, there is a green footer bar with the 'PR' logo and links for 'Donate', 'Buy Tickets', and 'Store'. The footer also includes the text 'Powered by TicketSignup, © 2024'.

# Blue Ridge Timing

## Dale City 9th Annual Lightning Relays

- Single Ticket type
- Collected donations during ticket purchase path
- Checked in 88% of tickets via Tickets App for CheckIn



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# Questions?



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# Thank You For Joining Us Today







# Past Similar Presentations/Content

Blog: <https://info.runsignup.com/2025/05/07/new-timer-revenue-tickets-for-track-meets/>

Blog of past presentation: <https://info.runsignup.com/2023/08/25/ticket-revenue-for-timers/>

Past presentation (copied here)

<https://docs.google.com/presentation/d/1M6Jf50km0KNpGP6JBNtsEuxqQGg9eT61dKmhftf6Md0/edit?usp=sharing>

Bryan's recording of why tickets for timers: <https://youtu.be/NoFG4ThnJz4?feature=shared>

Website content: <https://info.runsignup.com/use-cases/timers/tickets-for-timers/>

# Revenue Opportunity

- TicketSignup fees are the same as RunSignup (and much lower than our competitors in this market)
- Charge is per cart (not per ticket) - average cart has ~3 tickets
- Volume Pricing for partners
  - More than 5,000 registrations & tickets (combined) per year
  - Use the difference to increase your per-ticket revenue
- Less effort involved compared to timing an event

# Tickets

## Vs. Registrations

- General Admission & Timed Ticketing
- Fast Purchase
  - **Tickets, not People**
  - Limited information needed from each person (with options to collect)
  - No account/login
  - Apple Pay, Apple Wallet

# Partner Revenue from Moving Current Operations Online

**Spectator Tickets** and **Parking** are common revenue sources for timers that may currently be sold via cash/cards on-site. In addition to being a revenue source for you, selling online has benefits:

- Speedier entry to parking and gate
- Better security (know who's coming)
- No risk of cash theft/error
- Upsell via VIP options
- Collect donations for associated organization

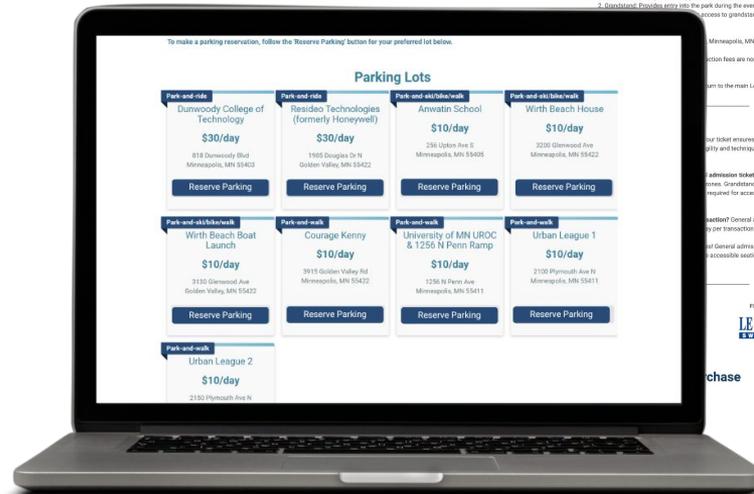
# Loppet Foundation

## COOP FIS Cross-Country World Cup Minneapolis

- General Admission, VIP, and Grandstand Tickets sold
- Used store for branded hats and Carbon Offsets
- Collected \$34,000+ in donations during ticket purchases
- Use custom questions to password protect complimentary tickets
- Added a custom Waiver
- Additional ticket events for parking (parking not included in spectator tickets)



Tickets		
<p>Thanks to Steve Winter, general admission is free &amp; open to the public.</p> <p><b>Free</b></p> <p>Access to the park + multiple viewing opportunities around the course.</p> <p>Current capacity reached.</p> <p>Sold Out</p>	<p><b>Grandstand</b></p> <p><b>\$35 - \$150</b></p> <p>Access to the park + reserved bleacher seating near the finish line.</p> <p>Current capacity reached.</p> <p>Sold Out</p>	<p><b>VIP Spectator Experience</b></p> <p><b>\$500</b></p> <p>Grandstand seat + access to VIP suite, full food &amp; beverage service, and more.</p> <p>Current capacity reached.</p> <p>Sold Out</p>



Event Description: The COOP FIS Cross-Country World Cup is coming to Minneapolis in February 2024! The world's best athletes in cross country skiing will race in the first world cup race to be held in U.S. soil in twenty years and the Loppet Foundation is excited to bring the world to Wirth. Inspiration is everywhere in Theodore Wirth Park. Come explore world class ski trails in the heart of the city we love.

Tickets:

1. **General Admission:** Provides entry into the park during the event and multiple viewing opportunities around the course. No seating is provided. Thanks to Steve Winter, general admission is free and open to the public. Be the first to know about additional General Admission tickets by submitting your information here.
2. **Grandstand:** Provides entry into the park during the event plus access to bleacher seating near the finish line.
3. **VIP Spectator Experience:** Provides access to grandstand seating plus a heated suite, full food and beverage service, and more.

Minneapolis, MN 55422

ation fees are non-refundable, including in the event of delay, rescheduling, or cancellation of the event.

ation from the main Loppet Cup website.

your heart extends you won't miss a single moment of the race! Experience the exhilaration as the elite athletes compete. The dynamic atmosphere and the competitive spirit of the event are sure to be unforgettable.

Admission ticket and a grandstand ticket? General admission tickets will allow non-spectating views. Grandstand ticket holders will have access to reserved bleacher seating near the finish line. General admission ticket holders will have access to reserved bleacher seating near the finish line, as well as race operating along the course in designated areas.

Grandstand? General admission tickets are limited to 10 per event day per transaction. Grandstand tickets are limited to 10 per event day per transaction.

All general admission ticket holders will have accessible seating available in the pits area. Grandstand ticket holders will have accessible seating available in the pits area as well as accessible seating available in the Grandstand Stadium. For more information, please contact us at [info@loppet.com](#).

FIS Presenting Sponsor  
**LE GRUYERE**  
SWISS CHEESE CULTURE

Official Timekeeper  
**CERTINA**  
SWISS WATCHES SINCE 1884

chase

# Wolf Creek Race Management

## Pineland-Richland Invitational Spectator Tickets

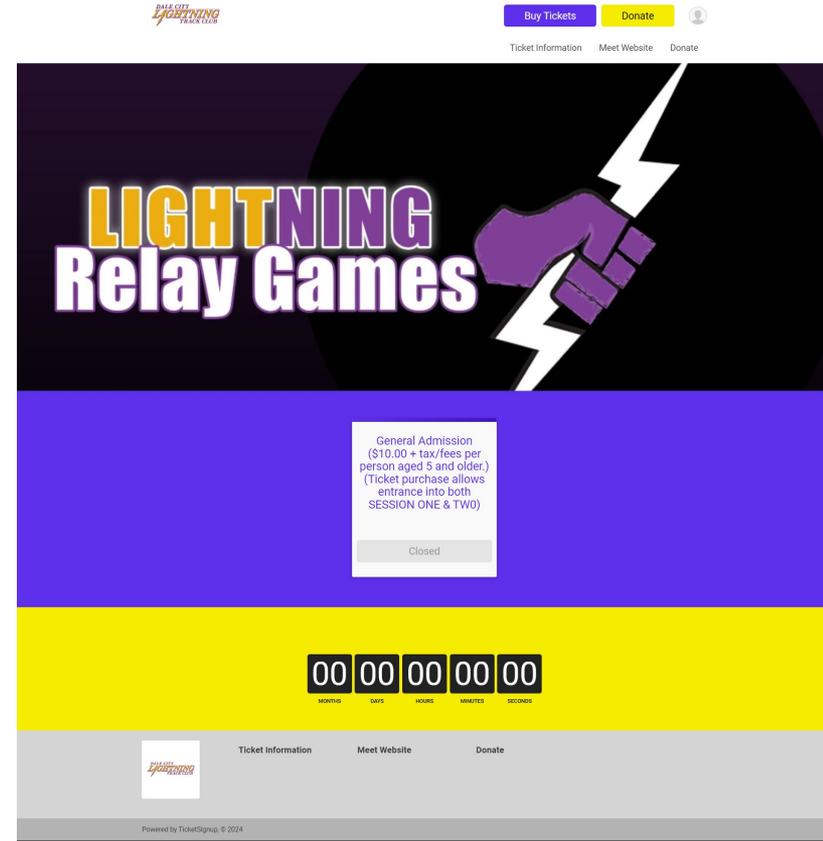
- Four Ticket Types (Adult, Senior, Student, Kids 12 & Under)
- Easy Ticket Look Up on website to confirm previous purchase and access QR code
- Sold Programs through Store
  - 26% of purchasers added a program
- Checked in 85% of tickets via Tickets App for CheckIn

The screenshot shows the website for the 2024 Pine-Richland Invitational. At the top, there is a navigation bar with the 'AR' logo, a 'Sign Up' button, and links for 'Donate', 'Buy Tickets', and 'Store'. Below the navigation is a large banner image of the stadium with the text '2024 Pine-Richland Invitational' and 'Fri May 3, 2024'. The main content area is titled 'Events' and contains four columns for different ticket types: 'Adult Admission', 'Senior Citizen Admission', 'Student Admission', and 'Kids 12 & Under (Free)'. Each column includes the ticket sales end date and time, and a 'Closed' button. Below the events section is an 'Information' section with a paragraph of text. This is followed by a 'Contact Us' section with a 'Questions?' button. The 'Look Up Ticket' section has an 'Enter Ticket Email' button. The 'Location' section provides the address: 'Pine Richland High School Track & Field, 700 Warrendale Rd, Gibsonia, PA 15044 US'. The 'Donation Lookup' section has an 'Enter Donation Email' button. At the bottom, there is a green footer with the 'AR' logo and links for 'Donate', 'Buy Tickets', and 'Store'. The footer also includes the text 'Powered by TicketSignup, © 2024'.

# Blue Ridge Timing

## Dale City 9th Annual Lightning Relays

- Single Ticket type
- Collected donations during ticket purchase path
- Checked in 88% of tickets via Tickets App for CheckIn



Tickets for Timers

# Partner Revenue from Adjacent Events

- Festivals
- Holiday Events
- Nonprofits



Purchase Tickets

Donate



Donate

Buy Tickets

Store



## HOKA Festival of Miles

Thu June 1, 2023

SLUH - Track & Field Complex

Saint Louis, MO 63110 US



The screenshot shows the event page for the Detroit Bourbon & Blues Festival. At the top, there are navigation buttons for 'Sign Up' and 'Donate', and a user profile icon. Below this is the event title 'Detroit Bourbon & Blues Festival' and the date 'Sun August 27, 2023' at 'Eastern Market Shed #5, Detroit, MI 48207 US'. A featured image of a whiskey glass is shown. The main content area is titled 'Events' and lists four ticket options, each with a '0' in a plus-minus button:

Event	Price
Blues Street - Music Festival	\$0.00
Tasting Experience - Session #1	\$50.00 - \$60.00
Tasting Experience - Session #2	\$50.00 - \$60.00
VIP Tasting Experience - Bloozy Brunch	\$70.00 - \$85.00

Below the events is a 'Sign Up' button. The 'Event Description' section states: 'Detroit Bourbon & Blues Festival is an immersive tasting and live music event with American-made whiskey, music performances, and more. On Sunday, August 27, 2023, Detroit's historic Eastern Market Shed #5 will be transformed into a lively venue in which guests are invited to sip, savor, and enjoy live blues music in collaboration with Eastern Market's Sunday Market series. This landmark location offers the perfect site to highlight the rich history of bourbon, blues, and Detroit's impact on these iconic American crafts. As Detroit neighbors, bourbon enthusiasts, and music lovers converge—we invite you to join us & celebrate with a glass half full.'

The 'Turning Point, Inc.' section features a logo and text: 'Our vision is a just and equitable society, free of domestic violence, sexual violence, and human trafficking.' It also includes a 'MISSION' statement: 'Turning Point empowers survivors of domestic violence, sexual violence, and human trafficking through comprehensive services and resources while advocating for community action to end oppression and violence.' A 'Donate' button is present.

At the bottom, there are 'Buy Tickets' and 'Donate' buttons, and a footer that reads 'Powered by TicketSignup. © 2023'.



# Why Tickets For Timers





# How Timers Have Won Ticket Business

## Track Meets



Purchase Tickets

Donate



Donate

Buy Tickets

Store



### HOKA Festival of Miles

Thu June 1, 2023

SLUH - Track & Field Complex

Saint Louis, MO 63110 US



# How Timers Have Won Ticket Business

## Festivals



**MIDLAND MUSIC FEST**  
 May 27  
 GAINESVILLE GA

**Saturday, May 27, 2023 | Gainesville, GA**

Purchase



Event Info Sponsorships FAQs More ▾

**DETROIT Bourbon & Blues FESTIVAL**

Sign Up Donate

Buy Tickets Donate

**Detroit Bourbon & Blues Festival**

Sun August 27, 2023  
 Eastern Market Shed #5  
 Detroit, MI 48207 US

**Events**

Live Blues Music	Whiskey Tasting	Whiskey Tasting	VIP Tasting
<b>Blues Street - Music Festival</b> <b>\$0.00</b> All are welcome to the fest... outdoor set will be open to the public...	<b>Tasting Experience - Session #1</b> <b>\$50.00 - \$60.00</b> • 1 PM - 3 PM Tasting Session • Entry to the Tasting Experience • 10 x whiskey tasting tickets • Additional tickets for sale • Complimentary glass • Entry to Blues Street Festival • Food available for purchase	<b>Tasting Experience - Session #2</b> <b>\$50.00 - \$60.00</b> • 4 PM - 6 PM Tasting Session • Entry to the Tasting Experience • 10 x whiskey tasting tickets • Additional tickets for sale • Complimentary glass • Entry to Blues Street Festival • Food available for purchase	<b>VIP Tasting Experience - Bloozy Brunch</b> <b>\$70.00 - \$85.00</b> • 1-1:30pm early access • 12 PM - 2 PM • 10 x tasting tickets • 1 complimentary glass • Entry to Blues Street Festival • VIP Bloozy Brunch Includes VIP brunch buffet of delicatessen, appetizers, and pasta (subject to availability) • 1 x food truck meal voucher • Brunch cocktail provided by Detroit City Distillery • Access to exclusive whiskey tastings

Sign Up

**Event Description**

Detroit Bourbon & Blues Festival is an immersive tasting and live music event with American-made whiskey, music performances, and more. On Sunday, August 27, 2023, Detroit's historic Eastern Market Shed #5 will be transformed into a lively venue in which guests are invited to sit, savor, and enjoy live blues music. In collaboration with Eastern Market's Sunday Market series, this backyard location offers the perfect site to highlight the rich history of bourbon, blues, and Detroit's impact on these iconic American crafts. As Detroit neighbors, bourbon enthusiasts, and music lovers converge - we invite you to join us & celebrate with a glass full.

**Turning Point, Inc.**

**VISION**  
 Our vision is a just and equitable society, free of domestic violence, sexual violence, and human trafficking.

**MISSION**  
 Turning Point empowers survivors of domestic violence, sexual violence, and human trafficking through comprehensive services and resources while advocating for community actions to end oppression and violence.

Donate

**Turning Point, Inc.**  
 SERVICES TO END DOMESTIC & SEXUAL VIOLENCE

Buy Tickets Donate

Powered by TicketCity, © 2023



# How Timers Have Won Ticket Business

## Holiday Events

**RED WHITE & BOOM**

[Sign Up](#)

[Info](#) [Buy Tickets](#)

### Boom Zone Adult Ticket

Adult tickets includes:

- A meal
- 2 adult beverages or soda/water
- Game area
- Private section
- Prime viewing section for fireworks show
- Air conditioned restrooms
- Ages 13 and older must purchase an adult ticket.

Sold Out!

### Boom Zone Kid Ticket

Kid tickets includes:

- A meal
- Soda or water
- Game area
- Private section
- Prime viewing section for fireworks show
- Air conditioned restrooms
- Children under 2 years old don't require a ticket.

Sold Out!

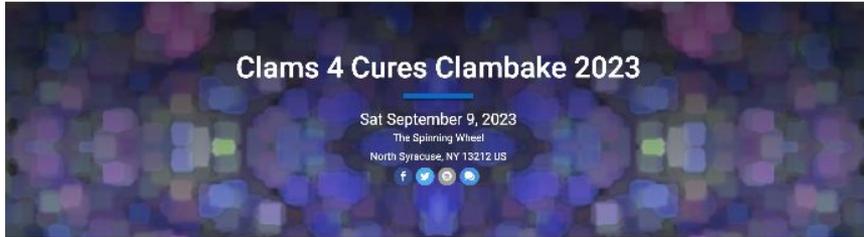


# How Timers Have Won Ticket Business

## Nonprofits



[Purchase](#) [Donate](#) 



**Clams 4 Cures Clambake 2023**

Sat September 9, 2023  
The Spinning Wheel  
North Syracuse, NY 13212 US

[f](#) [t](#) [g](#) [v](#)

### Information

Join us for a fun afternoon of clams, BBQ, music, and games at Clams 4 Cures.

Proceeds from the event support Paige's Butterfly Run, Inc. and its mission of supporting current and future pediatric cancer patients and families at Upstate Gollisani Children's Hospital.

### Tickets

<p><b>Advance Sale Child Ticket:</b> 5-9 Years Old (4 &amp; under free)</p> <p><b>\$32.50</b></p> <p>Ticket sales end on Saturday September 9, 2023 at 4:00am EDT</p> <p>- 0 +</p>	<p><b>Advance Sale Adult Ticket</b></p> <p><b>\$60.00 - \$65.00</b></p> <p>- 0 +</p>
--	--

[Purchase](#)

PAIGE'S BUTTERFLY RUN



[Sign Up](#) [Donate](#) 

[Event Info](#) [Sponsorship](#) [Register](#) [More](#)



**Together in Teal**  
Butterfly Release for Ovarian Cancer Awareness

### Together in Teal

On September 16, 2023, Norma Livingston Ovarian Cancer Foundation will host the

Together in Teal butterfly release at Aldridge Gardens Hoover, AL.

This event will raise awareness of the silent symptoms of ovarian cancer,

remember those who have lost their lives, and honor those who are battling or have beaten ovarian cancer.

[Registration](#) [Donate](#) [More Information](#)

Norma Livingston Ovarian Cancer Foundation Website

[www.cureovariancancer.org](http://www.cureovariancancer.org)



Count Down to Together in Teal

00 20 19 16 27  
MONTHS DAYS HOURS MINUTES SECONDS

Tell others about our event



Help us reach our goal

\$3,051 Raised of \$5,000



[Donate](#)



# How Timers Have Won Ticket Business

## Parking

**MYA Cross Country Parking 2023**  
Mon September 11 - Wed October 18, 2023  
Memphis, TN 38018 US

**Events**

**Premium Parking**  
**\$5.00 - \$30.00**  
Tuesday Aug 1, 2023 12:00am -  
Wednesday Oct 18, 2023 11:59pm  
CDT  
Ticket sales open on Tuesday  
August 1, 2023 at 12:00am CDT.

**Information**  
Parking for the Memphis Youth Athletics Cross Country 2023 Season (This does not include the Frank Horton Classic and ES/MS State Meets)  
[CLICK HERE](#) to see the parking location on a map.

**Contact Us**  
If you have any questions about this event, click the button below.

**Questions?**

**Look Up Ticket**  
Enter Ticket Email

**Donation Lookup**  
Enter Donation Email

**Links**  
MYA: <http://memphisyouthathletics.org>

**Location**  
Shelby Farms Cross Country Course  
Memphis, TN 38018 US

# TicketSignup

## Why TicketSignup?

- Common platform between RunSignup and TicketSignup - and continuing to upgrade Email, Websites, and more because of tickets
- Use same RunSignup payment account, login to create ticket events
- Eventbrite customers want less expensive & better solutions
- General Admission and Timed Entry tickets



# Fees

- Revenue Share: Partner Program applies to Ticket Events
- TicketSignup has the same fees as RunSignup
- Volume Pricing
- Custom fees to make more money

Pricing Chart

<b>Cart Total</b>	<b>Standard Pricing</b> <i>Includes all credit fees</i>	<b>Volume Pricing (5,000 Tickets/Year)</b> <i>Includes all credit fees</i>
\$0	FREE	FREE
\$0.01 – \$249.99	6% + \$1 per cart	4.8% + \$.80 per cart
\$250 – \$999.99	5% + \$1 per cart	3.8% + \$.80 per cart
\$1,000+	4% + \$1 per cart	3.2% + \$.80 per cart

# Referring Business

- Refer business - We'll work with you.
- Can apply ticket events to partner account (can use links from dashboard to auto-apply, or contact sales)
- Large accounts that have their own volume pricing - one time referral fee - A lot of ticket events are bigger than races

The screenshot displays the 'RunSignUp Events' interface for a partner account in Moorestown, NJ. The left sidebar contains a menu with options: Dashboard, Races, Participants, Ticket Events (highlighted), Event List, Event Directors, and Create an Event. The main content area is titled 'Create Partner Event URL' and provides a URL for event directors to create an event under the partnership. Below this, there is a section for 'Send Create Partner Event URL Invite' with an 'Invite' button. A red arrow points to the 'Create an Event' option in the sidebar.



# Finding Ticket Opportunities

- Tickets to events that you're timing (track, xc meets), Parking
- Parks & Recreation, Chamber of Commerce
- Festivals associated with races
- Breweries, wineries, distilleries, etc.
- Sport Events - World XC Ski Championships, Lacrosse & Baseball tournament tickets





# Introduction to **TicketSignup**

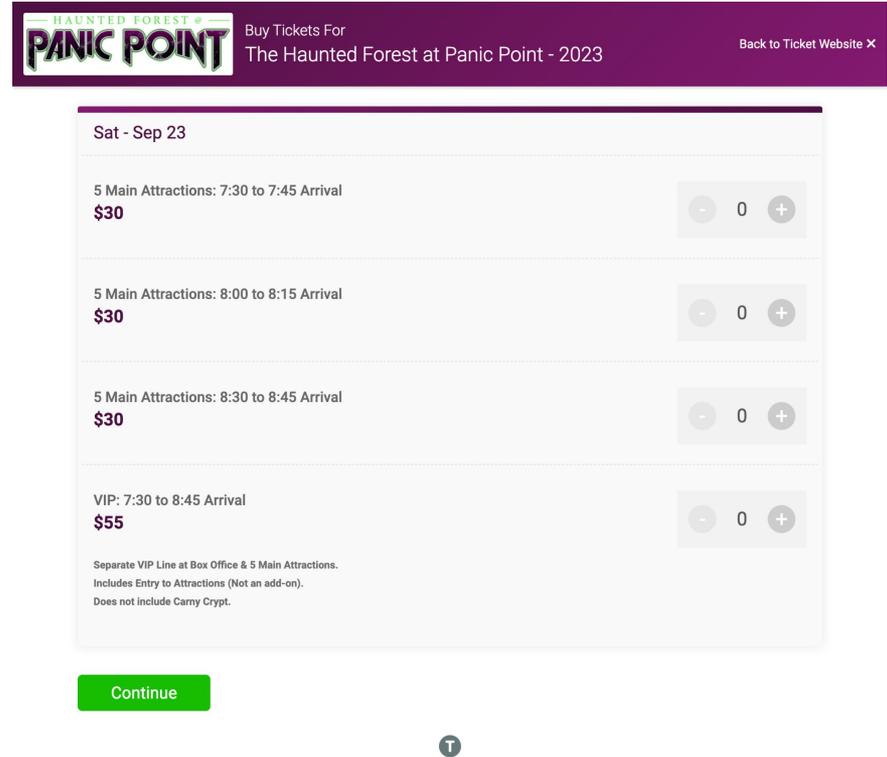
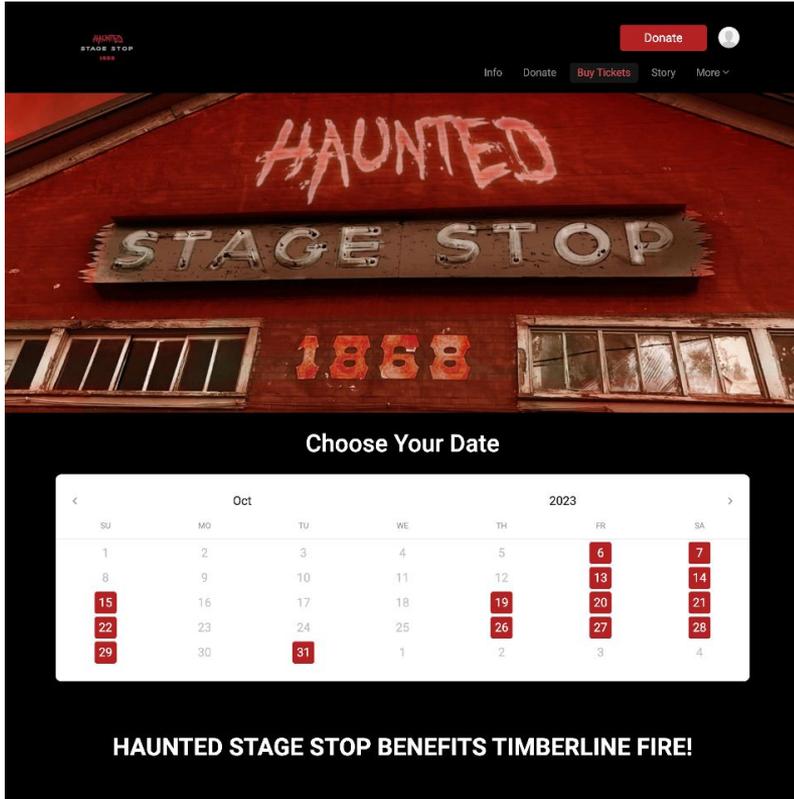




# Setting up a Ticket Event

DEMO - Set up Track Meet Tickets

# Timed Ticketing, Admissions, and Bookings





# Timed Ticketing, Admissions, and Bookings

Saturday, Nov 4 Actions ×

Time Slot Group:  
**Wednesday Mornings** Actions

✓ Pricing ✓ Caps

**Time Slot Group Settings**

Time Slot Group Pricing Do things  
✓ Time Slot Group Pricing is enabled

Time Slot Group Caps Another menu option

Time slots in this group:

9:00 AM - 9:40 AM Actions

9:40 AM - 10:20 AM Actions

10:20 AM - 11:00 AM Actions

Time Slot Pricing Another menu option

Time Slot Caps Do things

Email Time Slot Ticketholders

11:00 AM - 11:40 AM Actions

November 2023

Change Month

TUE	WED	THU	FRI	SAT
3 6:30 PM - 9:30 PM	4 6:30 PM - 9:30 PM	5 6:30 PM - 9:30 PM	6 9:00 AM - 1:00 PM	7 6:30 PM - 10:30 PM
10 6:30 PM - 9:30 PM	11 6:30 PM - 9:30 PM	12 6:30 PM - 9:30 PM	13 9:00 AM - 1:00 PM	14 6:30 PM - 10:30 PM
17 6:30 PM - 9:30 PM	18 6:30 PM - 9:30 PM	19 6:30 PM - 9:30 PM	20 9:00 AM - 1:00 PM	21 6:30 PM - 10:30 PM
24 6:30 PM - 9:30 PM	25 6:30 PM - 9:30 PM	26 6:30 PM - 9:30 PM	27 9:00 AM - 1:00 PM	28 6:30 PM - 10:30 PM
31	1	2	3	4

# Timed Ticketing, Admissions, and Bookings

Buy Tickets For  
Halloween Haunt Fest - Richmond

Back to Event Website X

October 2023

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

October 28

**General Admission**  
\$45.00

Only 2 spots left! 6:00 pm   Sold Out! 7:00 pm    8:00 pm   Only 2 spots left! 9:00 pm   Sold Out! 10:00 pm

11:00 pm   Only 2 spots left! 12:00 am   Sold Out! 1:00 am   2:00 am

**BEST VALUE**

**VIP**  
\$55.00

VIP Passes include front of the line privileges for each event

**Super VIP**  
\$60.00

Only 2 spots left!  6:00 pm   Sold Out! 7:00 pm   8:00 pm   Only 2 spots left! 9:00 pm   Sold Out! 10:00 pm

11:00 pm   Only 2 spots left! 12:00 am   Sold Out! 1:00 am   2:00 am

Continue

Saturday, Nov 4



Add a Time Slot Group

Time Slot Group:  
Wednesday Mornings

✓ Pricing Actions

Time slots in this group:

- 9:00 AM - 9:40 AM Actions
- 9:40 AM - 10:20 AM Actions
- 10:20 AM - 11:00 AM Actions
- 11:00 AM - 12:00 PM Actions  
✓ Pricing ✓ Caps

Time Slot Group:  
Wednesday Mornings

✓ Pricing ✓ Caps Actions

**Time Slot Group Settings**   Email Time Slot Group

**Time Slot Group Pricing**  
✓ Time Slot Group Pricing is enabled   Do things

**Time Slot Group Caps**   Another menu option

Time slots in this group:

- 9:00 AM - 9:40 AM Actions
- 9:40 AM - 10:20 AM Actions
- 10:20 AM - 11:00 AM Actions
- Time Slot Pricing   Another menu option
- Time Slot Caps   Do things
- Email Time Slot Ticketholders
- 11:00 AM - 11:40 AM Actions

...

# Introduction to Ticket App

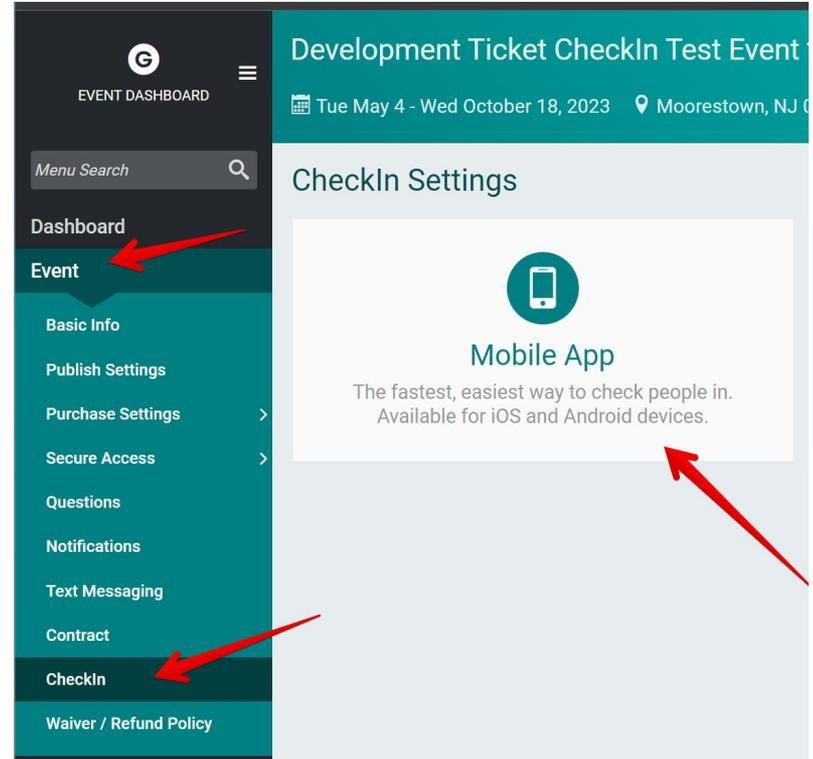




# Dashboard Setup

## Enable CheckIn Period

- In order for your Event to show up in the Tickets App so that you can load it, you must ensure that it is currently available for CheckIn.
- This is set on your Event Dashboard under Event > CheckIn > Mobile App > Enable the Ticket CheckIn App.





# Dashboard Setup

## Enable CheckIn Period

- If you want your Event to remain available on the App perpetually, just set the CheckIn End Date to a date very far off in the future.
- You can also scan the QR codes on this page to download the Tickets App onto a mobile device.

### CheckIn Setup

Get the Ticket Checkin App!

Check in your participants with ease, when an internet connection is available. The Ticket Checkin app is available for both Apple and Android devices.



**Apple Devices**  
<https://apps.apple.com/us/app/ticket-signup-tickets/id1473631385>  
Copy URL



**Android Devices**  
<https://play.google.com/store/apps/details?id=com.runsignup.ticketcheckin>  
Copy URL

### Enable the Ticket Checkin App

Save the settings below to start using the Ticket Checkin app. Each device will need the password you set below.

CheckIn Start Date *	CheckIn End Date *
<input type="text" value="01/01/2021"/> <input type="text" value="12"/> : <input type="text" value="00"/> <input type="text" value="AM"/>	<input type="text" value="12/31/2023"/> <input type="text" value="11"/> : <input type="text" value="59"/> <input type="text" value="PM"/>
America/New_York Time	America/New_York Time

Shared Password ⓘ *	Password Hint (Optional)
<input type="password" value="....."/>	<input type="password" value="....."/>



# Dashboard Setup

## Enable Square for onsite sales

- If you plan on using a Square reader to collect onsite sales, you will first need to have a Square account, and link it to your TicketSignup Event on the Dashboard under Financial > Square.
- Either select “Set up a Square Authorization” or select an existing Square business if you’ve already done this for a different Event.
- If you are setting up a new Square authorization, it will log you into your Square account, then you will see the linked account appear on the Event Dashboard which you can select.

### Square Integration

To manage integrations for your account, please visit your [Account Integration Page](#)

Enable Square Integration?

On

Select a location for your Square integration

Square integration will not be active until a location is picked.

Business Name: Matthew Avery

Address:	Nickname:	Active Status:	Business Hours:
<input type="radio"/> [Redacted]	Matthew Avery	[Redacted]	[Redacted]
Timezone:			
America/New_York			

[More Options](#)

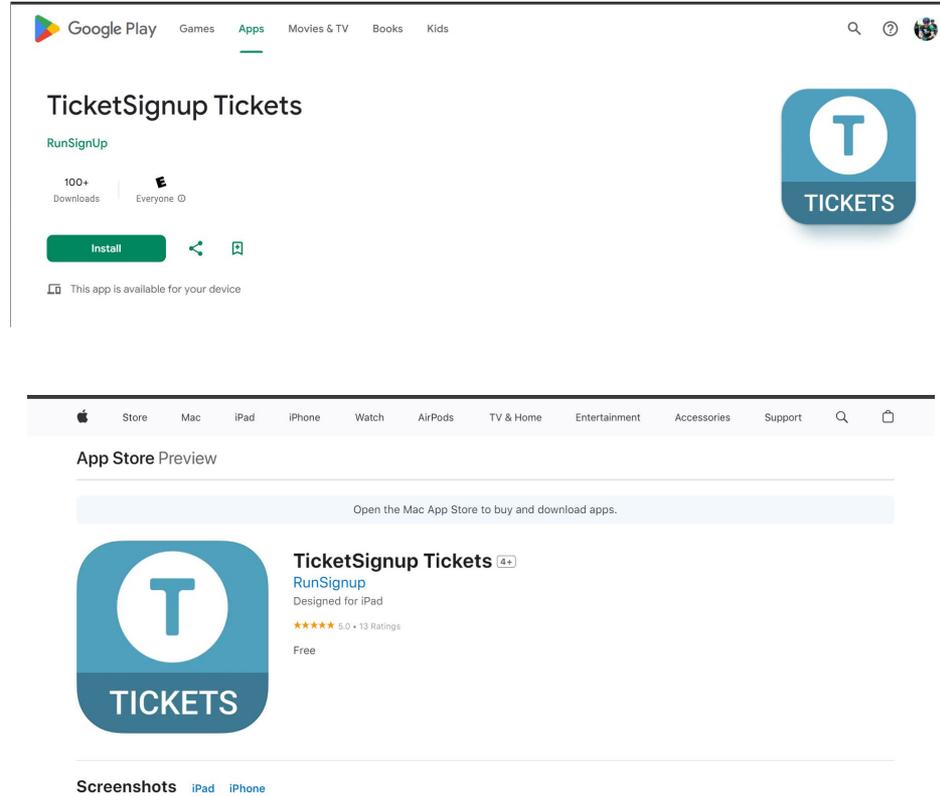
[Save Settings](#)



# App Setup

## Installing the App

- The App is available on Android and iOS and can be installed from the Google Play store/Apple App store.
- You can scan the QR codes on the CheckIn App setup page on the Event Dashboard, or search these stores for “RunSignup Tickets”.
- It is possible to install the app onto M1/M2 mac computers or Chromebooks if they support installing Android apps if you prefer a laptop experience.

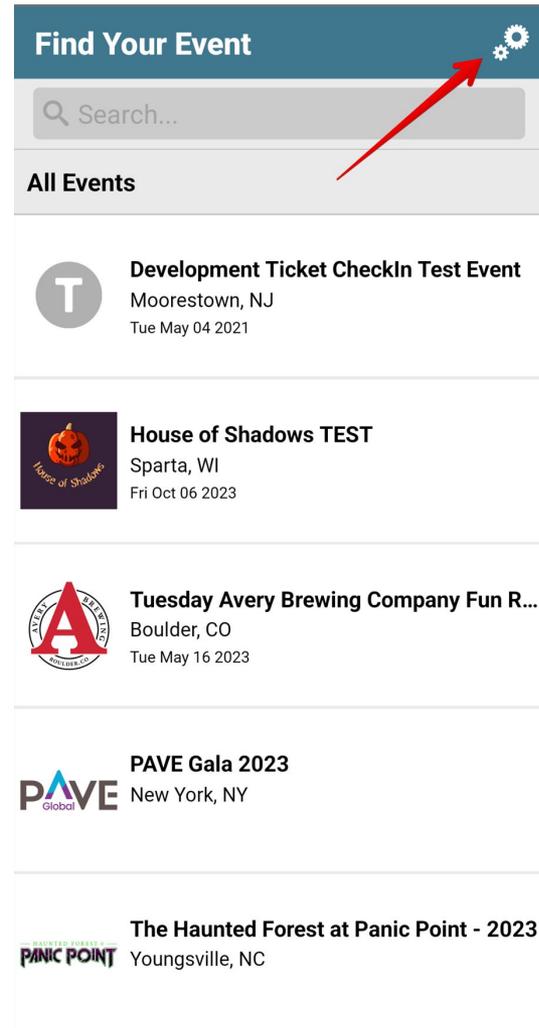




# App Setup

## App First Steps

- When you first start the app up, you will not have any Events currently loaded. You will need to search for your Event and load it using the search bar.
- The Global App Settings are available from the home screen, and allows you to define device level settings that will override any settings from the Event.

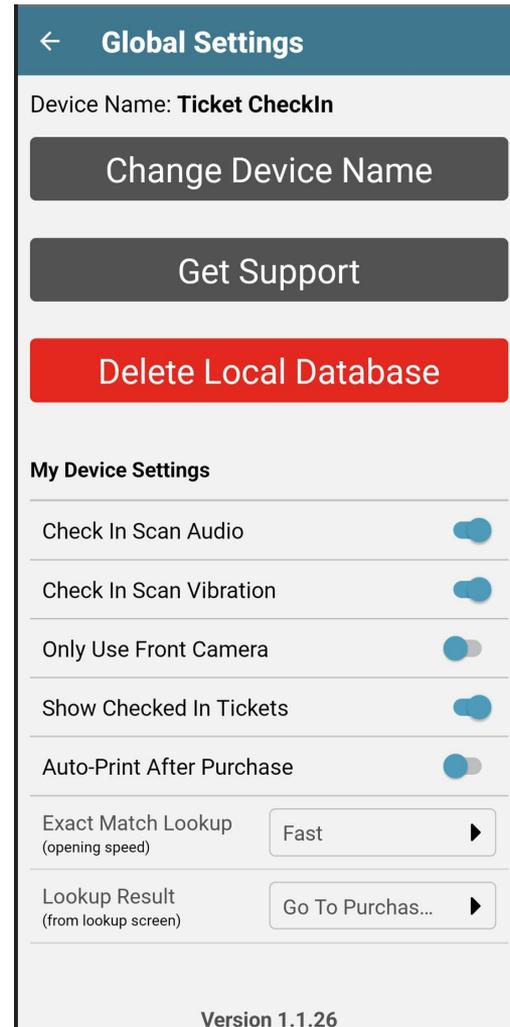




# App Setup

## Global App Settings

- Change Device Name to something that identifies this device (Matt's Phone).
- Get Support if you are having issues with using the App.
- Delete Local Database only if instructed by support or you know what you're doing.
- "My Device Settings" will override any settings that come from App Configurations.





# App Setup

## Global “My Device Settings”

- CheckIn Scan Audio/Vibration gives you audio and haptic feedback when scanning a confirmation QR code.
- Only Use Front Camera is useful if you are using the App on a Chromebook or M1/M2 Mac that does not have a front facing camera.
- Exact Match Lookup - the app will automatically load any exact match if you are typing to search. This can sometimes be too fast for some users. You can make this automatic load happen slower or disable it completely for this device here.
- Lookup Result determines the navigation when tapping or scanning a Ticket. You can change this to go to the Purchase Screen or the Fulfillment screen if you are only using this device to perform Store Purchase Fulfillment.

## My Device Settings

Check In Scan Audio



Check In Scan Vibration



Only Use Front Camera



Show Checked In Tickets



Auto-Print After Purchase



Exact Match Lookup  
(opening speed)

Fast



Lookup Result  
(from lookup screen)

Go To Purchas...





# App Setup

## Loading an Event

- Go back to the main landing page, and type in the name of the Event.
- If it is not showing, go to your Event Dashboard and ensure that the dates are properly set.
- When you tap your Event, you will need to type in the password for the Event that you created when you made this Event available for CheckIn on your Event Dashboard.
- If you forgot what the password is, tap the link in this message.
- If you plan on making purchases with this device, be sure to check the box to “Allow Device To Make Purchases”.

← Authenticate

Please type in your event password as configured in your [Event Dashboard](#).

Password

Allow Device To Make Purchases

Login

← Back To Events



# App Setup

## CheckIn Setup

Help

### Get the Ticket Checkin App!

Check in your participants with ease, when an internet connection is available. The Ticket Checkin app is available for both Apple and Android devices.



#### Apple Devices

<https://apps.apple.com/us/app/ticket-signup-tickets/id1473631385>

Copy URL



#### Android Devices

<https://play.google.com/store/apps/details?id=com.runsignup.ticketcheckin>

Copy URL

### Enable the Ticket Checkin App

Save the settings below to start using the Ticket Checkin app. Each device will need the password you set below.

CheckIn Start Date \*

01/01/2021 12 : 00 AM

America/New\_York Time

CheckIn End Date \*

12/31/2023 11 : 59 PM

America/New\_York Time

Shared Password \*

.....

Password Hint (Optional)

.....

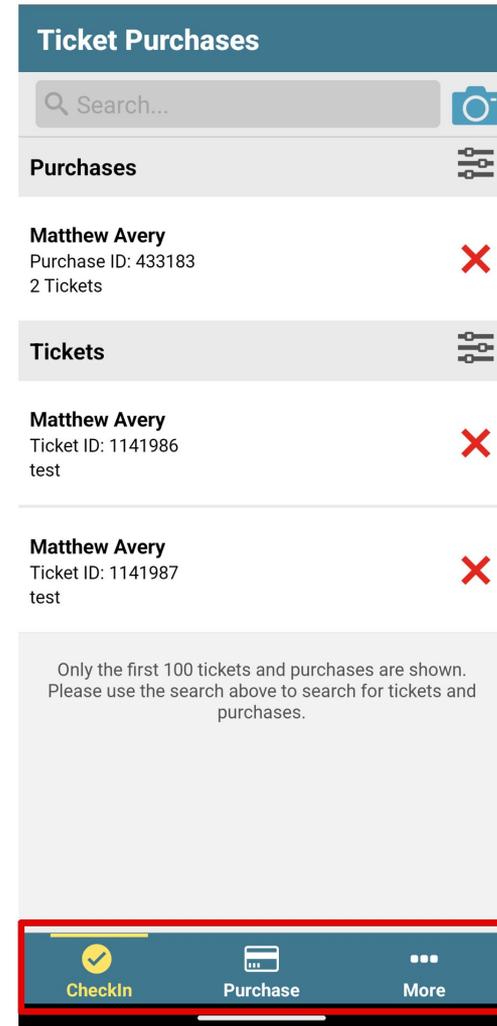
Save Settings



# App Setup

## Event Features

- The “Mode” Tab Bar is used to toggle between CheckIn Mode, Purchase Mode, and More.
  - **CheckIn Mode** is used to lookup and CheckIn Tickets with this device.
  - **Purchase Mode** is used to perform on-site sales using this device.
  - **More** shows the Event Options area which includes Event Settings and other functions.





# App Setup

## Event Options

- **Event Settings** allows you to setup Presets and Configurations to customize the CheckIn/Purchase experience for this device, and potentially other devices.
- **Event Stats** shows a breakdown of the number of Tickets that have been checked in, broken down by Ticket Group.
- **Queued Edits** shows a list of any pending changes made by this device that have not yet been pushed to TicketSignup. This sync happens every 30s.

## Event Options

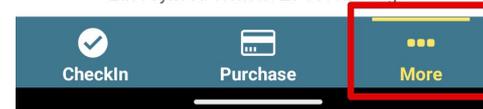
- ⚙️ Event Settings >
- 📊 Event Stats >
- ✓ Queued Edits >
- 🔒 Lock Event >

🔄 Force Sync

✉️ Get Support

← Back To Events

Last Synced Tickets: 21 seconds ago





# App Setup

## Event Options (continued)

- **Lock Event** allows you to lock this device down with a passcode so that users cannot access certain settings in usage.
- **Force Sync** will bring in any changes to the Event structure which would not come down automatically, like if you added new Ticket types.
- **Get Support** to contact support for assistance.
- **Back to Events** to navigate back to the Event List.

The screenshot shows a menu titled "Event Options" with a dark blue header. Below the header are four menu items, each with an icon and a right-pointing chevron: "Event Settings" (gear icon), "Event Stats" (bar chart icon), "Queued Edits" (checkmark icon), and "Lock Event" (lock icon). Below these items are three large, dark grey buttons: "Force Sync" (with a circular refresh icon), "Get Support" (with an envelope icon), and "Back To Events" (with a left-pointing arrow icon).

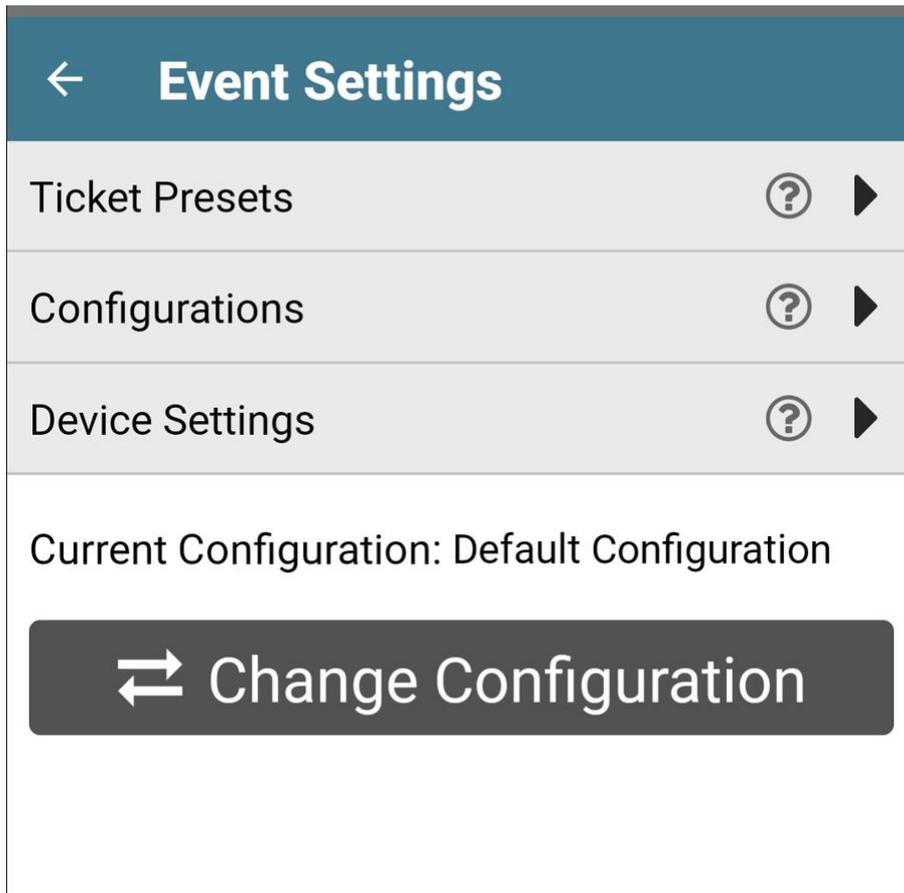
The screenshot shows the bottom navigation bar of the app. It has a dark blue background and contains three items: "CheckIn" with a checkmark icon, "Purchase" with a card icon, and "More" with three dots icon. The "More" item is highlighted with a red rectangular box. Above the navigation bar, the text "Last Synced Tickets: 21 seconds ago" is visible.



# App Setup

## Event Settings

- Access this from **More > Event Settings**.
- Here you can View/Edit/Add **Ticket Presets** and **Configurations** and define Event level Device Settings that will overwrite any settings that come from Configurations for this specific Event.
- You can also View/Edit and Change Configurations from this area.





# App Setup

## Presets/Configurations

- **Configurations** are essentially custom “modes” that can be built by users for all sorts of purposes. Typically, different “stations” will have their own Configurations set up in advance of the event that is customized to fit each station’s needs.
  - For example, one “station” may only care about checking in the main ticket at the gate, so the purchase tab is disabled, store purchases are not shown at all, and store fulfillment is disabled. Another “station” may only care about store purchase fulfillment, so they would change the “Lookup Result” to go directly to the Store Fulfillment screen instead of the purchase view, and disable the purchase tab.
- Configurations can be uploaded to the Cloud and will be available for anyone who loads your Event on their devices. Configurations have their own settings to customize the user experience, and allow you to use customize how certain Tickets are displayed using **Ticket Presets**.
- **Ticket Presets** are used by **Configurations** to customize how a certain Ticket is displayed and what kinds of actions are allowed for a certain kind of Ticket.
- When you apply a **Ticket Preset** to a **Ticket Group** within a **Configuration**, the customizations that you’ve made to that Ticket Preset will be applied to all Tickets that are in that Ticket Group when that Configuration is being used by a Device.



# App Setup

← **Event Settings**

Ticket Presets ? ▼

Default Preset (View-Only) >

Add New Preset  +

Configurations ? ▼

Default Configuration (View-Only) >

Add New Configuration  +

Device Settings ? ▶

Current Configuration: Default Configuration

 **Change Configuration**

Cancel Save

**Preset Name**

General Settings ▼

Show Ticket Group Name

Allow Ticket Un-Check In

Ticket Change Settings ▼

Allow Ticket Number Edit

Allow Clear Ticket Number

Ticket View Settings ▶

Cancel Save

**Configuration Name**

General Settings ▶

Check In Steps ▶

Visible Ticket Groups ▶

Ticket Groups Presets ▶

Purchase View Settings ▶

Store Settings ▶

Navigation Settings ▶



# Using **Point-of-Sale**



# QR Codes

## Best way to do on site purchases

- Partner Revenue share for online purchases
  - We don't currently charge for Point of Sale (just Square's fees) - so no partner revenue share on PoS transactions
- Even easier to buy on phones with Apple Pay and fast checkout (no billing address required)
- No lines on site
- **Promotions >> Links to get QR Codes**



### Purchase Tickets Link

<https://www.ticketsignup.io/TicketEvent/TestTrackMeet/Register>

#### QR Code

#### Text Message Link



Small | Medium | Large

This QR code links directly to this page on your website. You can include it on your promotional materials.

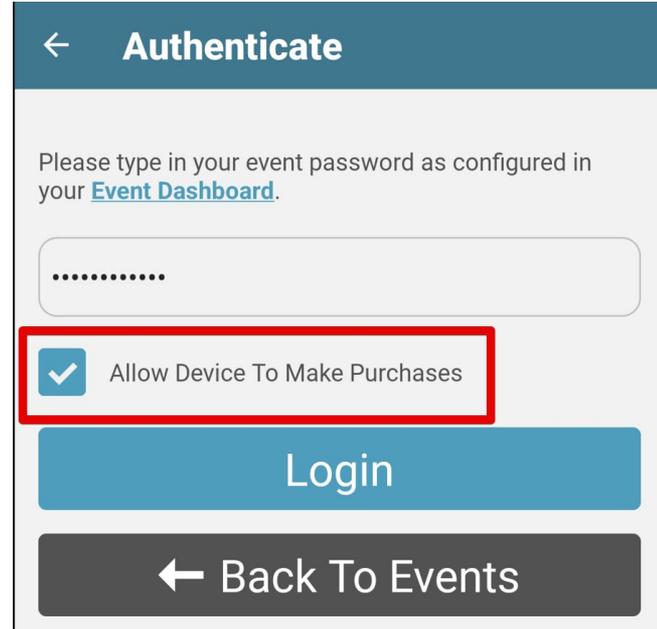
To save it, right-click the QR code below, and select "Save Image As" or similar option.



# Using Point of Sale

## Setup

- First, ensure that you have set up Square on the Event Dashboard.
- Then ensure that you have allowed this device to make purchases when you imported the Event on this device.
- Then tap the “Purchase” tab on the bottom to get started.





# Using Point of Sale

## Authorize Device for Square use

- When you set this up for the first time on a device, you will need to authorize this device for square use.
- Alternatively, you can use the “Continue” option here to collect payment details on the device manually.

### Square Not Authorized

Square is not authorized. You can continue using purchase mode without a reader, but card information will need to be entered manually.

[CONTINUE](#)   [AUTHORIZE SQUARE](#)





# Using Point of Sale

## Authorize Device for Square use

- When you set this up for the first time on a device, you will need to authorize this device for square use.
- Tap this button, and if you get an error message, go to your Event Dashboard and confirm that Square is enabled, and a Square Business is selected.

The screenshot shows a vertical menu titled "Event Options" with a dark teal header. Below the header are several menu items, each with an icon and a right-pointing chevron:

- Event Settings (gear icon)
- Event Stats (bar chart icon)
- Queued Edits (checkmark icon)
- Lock Event (lock icon)

Below these items are five large, dark grey buttons with white text and icons:

- Force Sync (refresh icon)
- Get Support (envelope icon)
- Back To Events (left arrow icon)
- Authorize Square** (square icon with a smaller square inside, highlighted with a red border)
- Disable Purchases (credit card icon)



# Using Point of Sale

## Square Integration

Help ?

To manage integrations for your account, please visit your [Account Integration Page](#)

### Enable Square Integration?

On



### Select a location for your Square integration

Square integration will not be active until a location is picked.

Business Name: Matthew Avery

**Address:**

5132 Larchwood Ave, Philadelphia, PA, 19143-1514, US

**Nickname:**

Matthew Avery

**Active Status:**

ACTIVE

**Business Hours:**

N/A

**Timezone:**

America/New\_York

More Options ▾

Save Settings

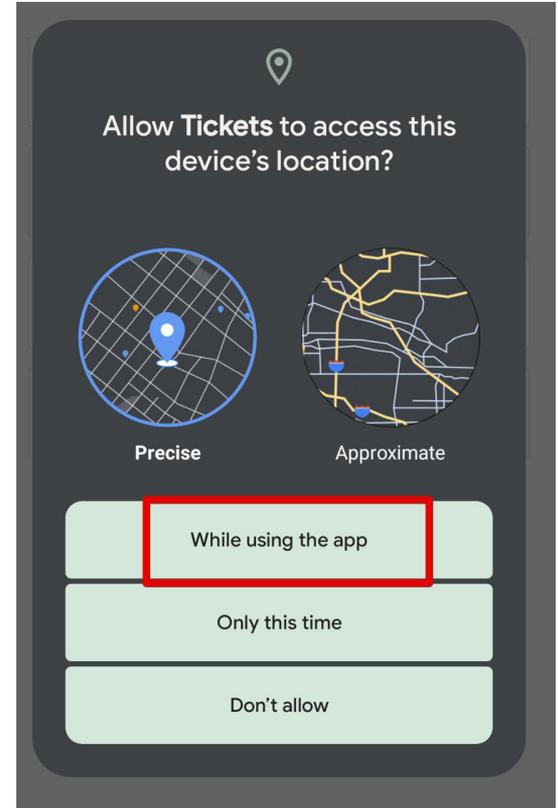
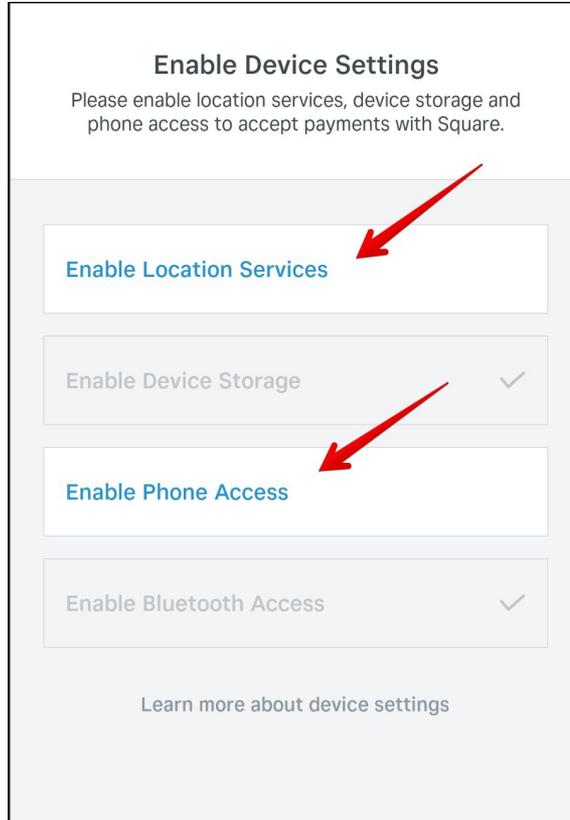




# Using Point of Sale

## Authorize Device for Square use

- When you step through the Square Authorization, you may need to grant additional permissions for your device.
- Go through each until they are all checked.

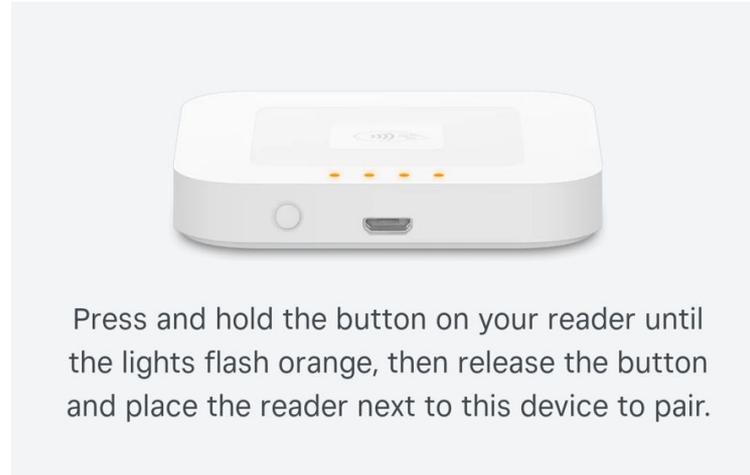
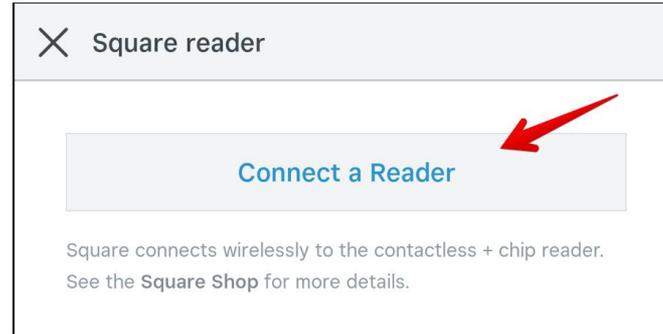


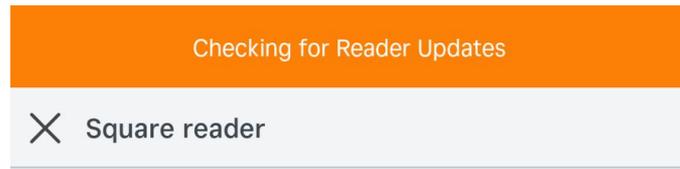
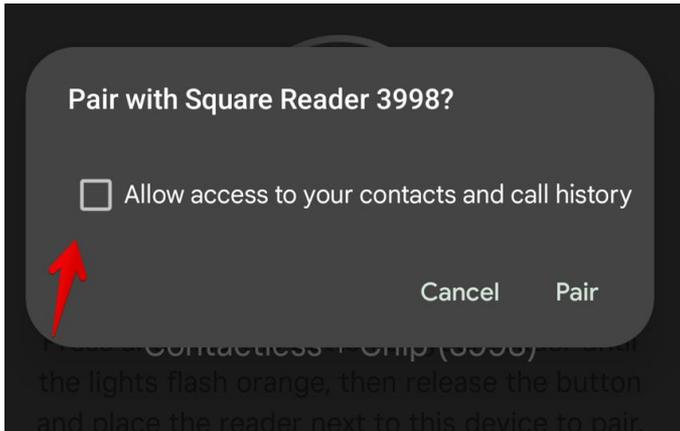
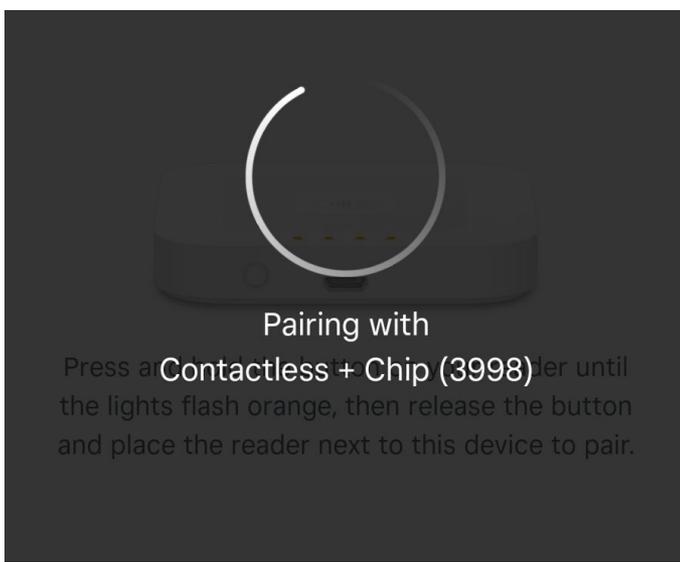


# Using Point of Sale

## Connect a Square Reader

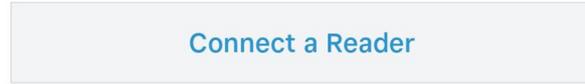
- Next we will connect a Square Reader to this device. Tap Connect a Reader.
- Then follow the instructions provided by Square to connect your contactless chip reader.



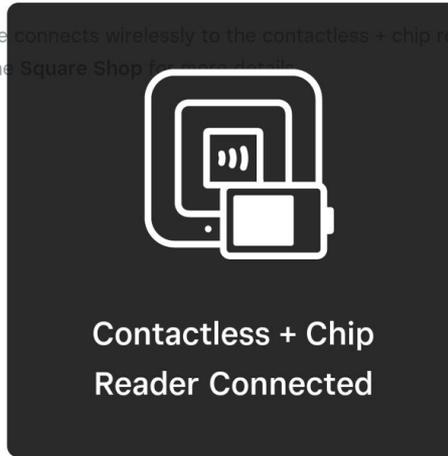


MY READERS

 **Square Reader 3998 (3998)**  
Updating



Square connects wirelessly to the contactless + chip reader.  
See the Square Shop for more details.

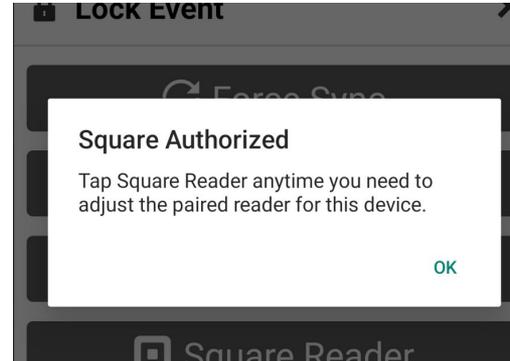
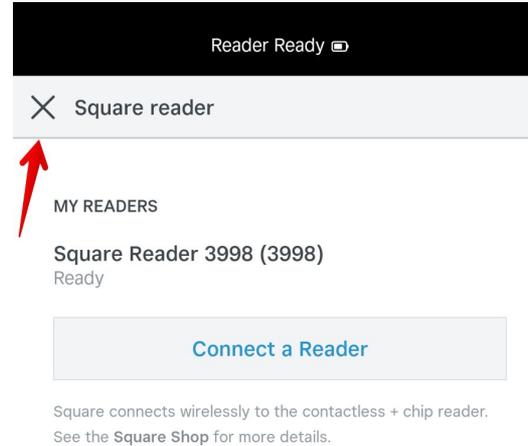




# Using Point of Sale

## Connect a Square Reader

- The reader may need to update, after which you will see that it is “ready”.
- Once “ready”, you are free to start using the Square Reader for onsite sales.
- Tap the “X” in the top left to return to the Tickets app.

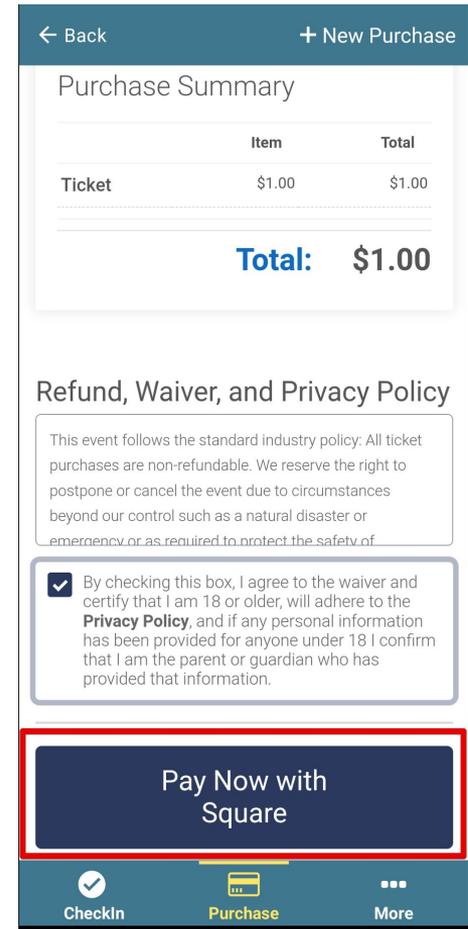
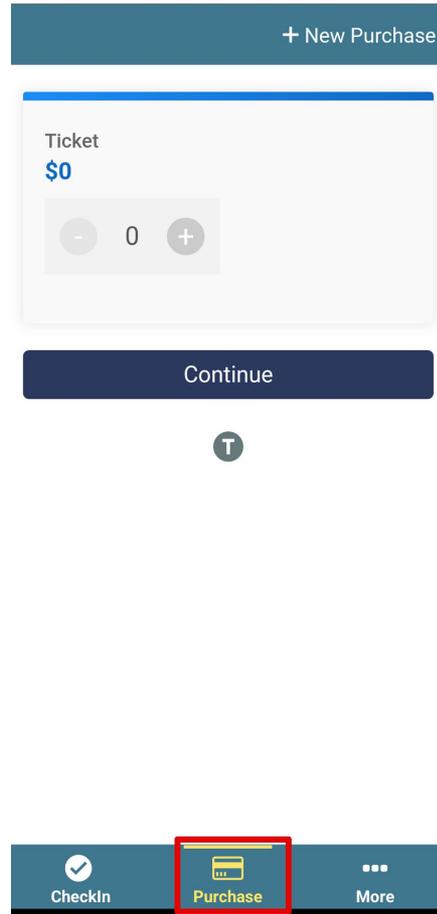




# Using Point of Sale

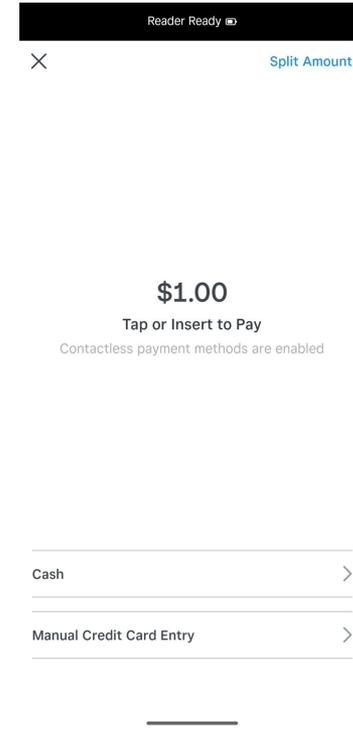
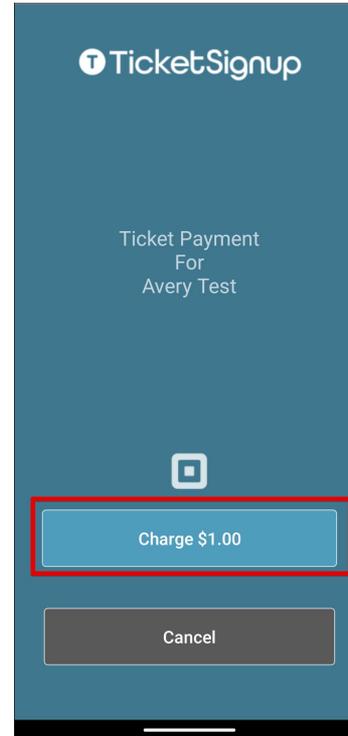
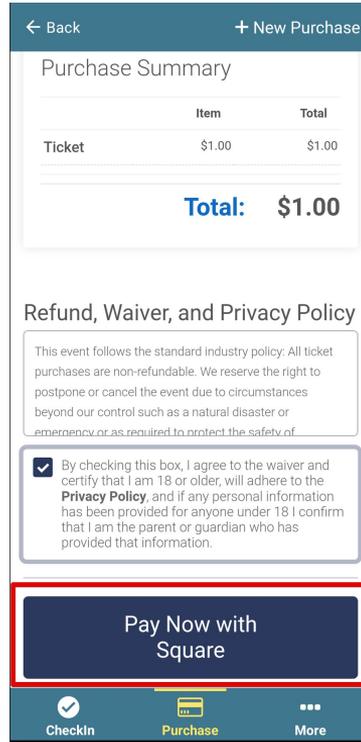
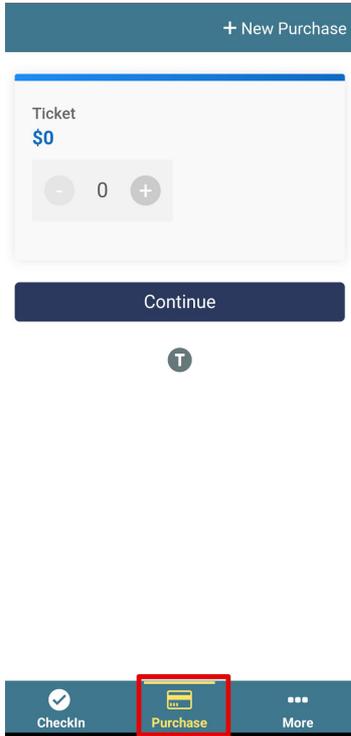
## Point of Sale Transaction

- Next, tap the “Purchase” tab again, and you will be able to purchase Tickets on this Device with Square.
- This will follow from your TicketSignup setup, so any Tickets you have setup will be available here.





# Using Point of Sale



...

# Questions?



..

# Thank You For Joining Us Today





# Today's Agenda

*Subtitle Goes Here*

- Section Title for Topic Number One
- Section Title for Topic Number Two
- Section Title for Topic Number Three
- Section Title for Topic Number Four
- Section Title for Topic Number Five
- Section Title for Topic Number Six
- Section Title for Topic Number Seven



Headline Goes Here  
Roboto Normal 40pt  
**Roboto Black 40pt**

*Subtitle Goes Here • Roboto Italic 15pt*



# Today's Agenda

*Subtitle Goes Here*

- Section Title for Topic Number One
- Section Title for Topic Number Two
- Section Title for Topic Number Three
- Section Title for Topic Number Four
- Section Title for Topic Number Five
- Section Title for Topic Number Six
- Section Title for Topic Number Seven



# Section Title Goes Here

*Subtitle Goes Here*

- Section Title for Topic Number One
- Section Title for Topic Number Two
- Section Title for Topic Number Three
- Section Title for Topic Number Four
- Section Title for Topic Number Five





# Hear From Our Customers

**“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec arcu orci. Curabitur aliquet, felis id varius sodales, odio turpis dignissim eros, et ultricies purus erat non elit. Sed purus magna, efficitur euismod est condimentum, tincidunt eleifend odio. Phasellus sed dolor quis est mattis facilisis in non tortor. Pellentesque ex nibh, eleifend sed urna et, mattis interdum diam.”**

**Jane Doe** • Job Title Goes Here  
Company Name Goes Here

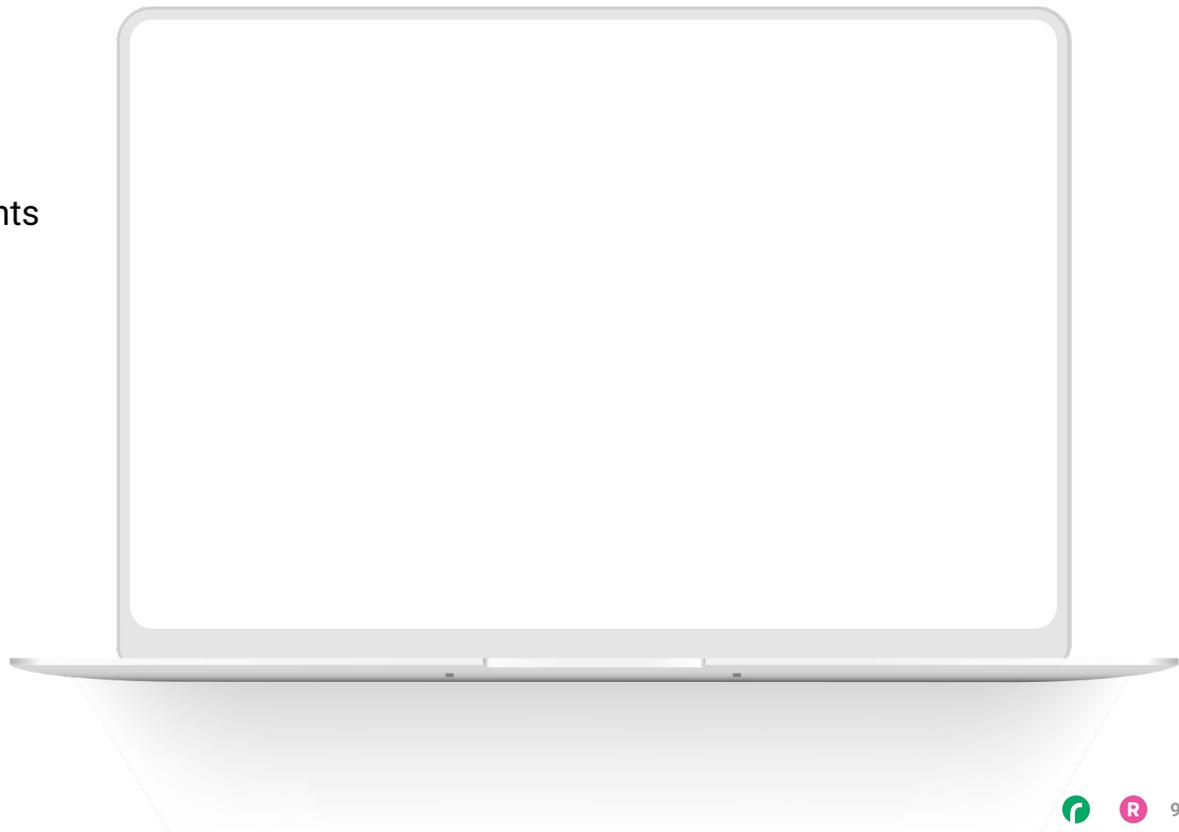


# Page Title Goes Here

*Subtitle Goes Here*

A couple of short sentences or bullet points about the displayed screenshot go here.

Limit the number of words for maximum retention.



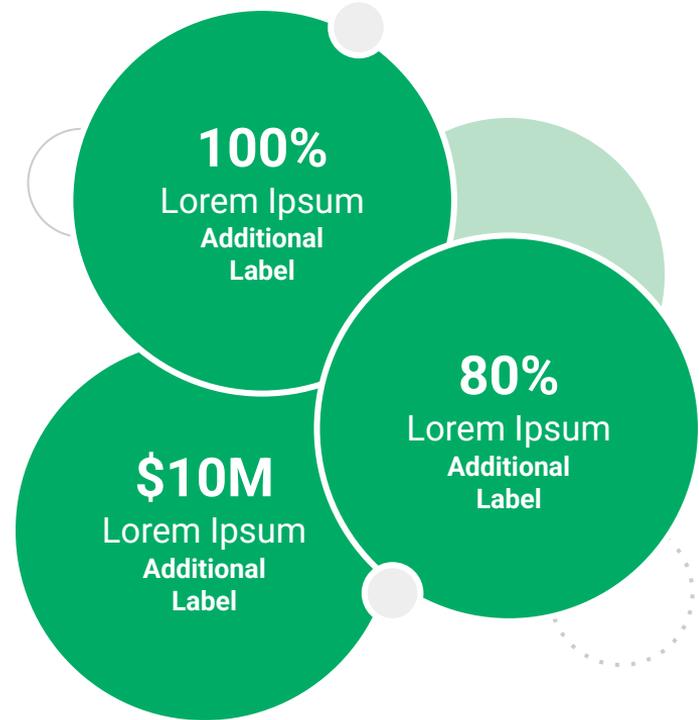
# Page Title Goes Here

*Subtitle Goes Here*

Content Label

Topic Title Goes Here:

**Month 00** • Lorem ipsum dolor sit amet



# Page Title Goes Here

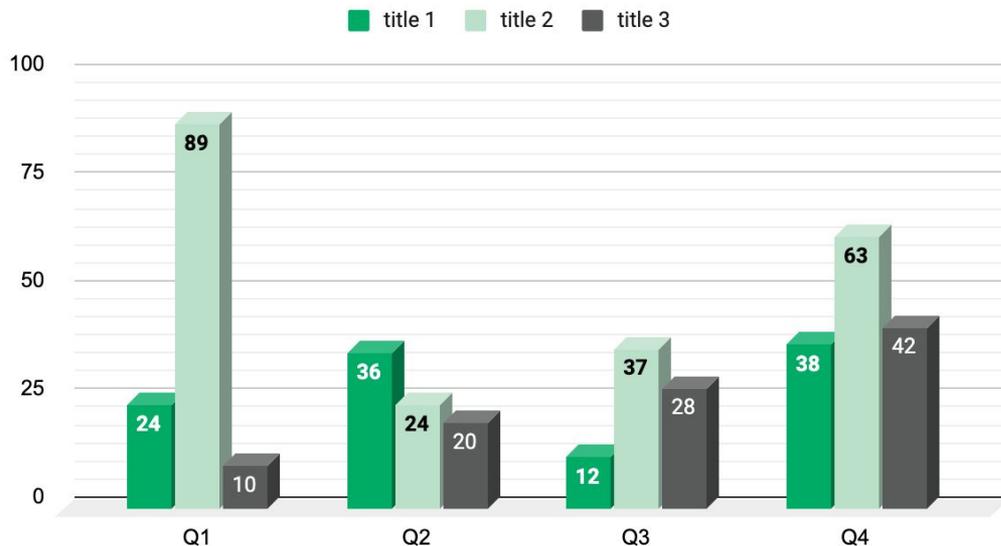
*Subtitle Goes Here*

**Content Label**

Topic Title Goes Here

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet

**Graph Title Goes Here**



# Page Title Goes Here

*Subtitle Goes Here*

**This layout is for use with two columns of text and no images or screenshots.**

- This layout is best for content with short, bulleted list items
- Use as little text as possible
- Slides should be a visual aid to what you're saying

**This layout is for use with two columns of text and no images or screenshots.**

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- Slides should be a visual aid to what you're saying

# Page Title Goes Here

*Subtitle Goes Here*

**This layout is for use with one column of text and no images or screenshots.**

- This layout is best for content with short, bulleted list items
- Use as little text as possible
- Slides should be a visual aid to what you're saying



# Thank You For Joining Us Today

*For more information, visit us online at [runsignup.com](https://runsignup.com).*



# Graphic Elements For Use

*Use these graphics to create your own layouts  
and add dynamic content to your pages*

- New Logos
- Icons
- Stat Bubbles
- Basic Charts & Graphs
- Screenshot Photography
- Live Event Photography



# Main Logos



# RaceDay Suite Logos



# General Icons



# RaceDay Icons

## Generic



## Users • Customers • People



## Payments



## Swag Store



## Endurance Events



# RunSignup Icons

## Generic



## Users • Customers • People



## Payments



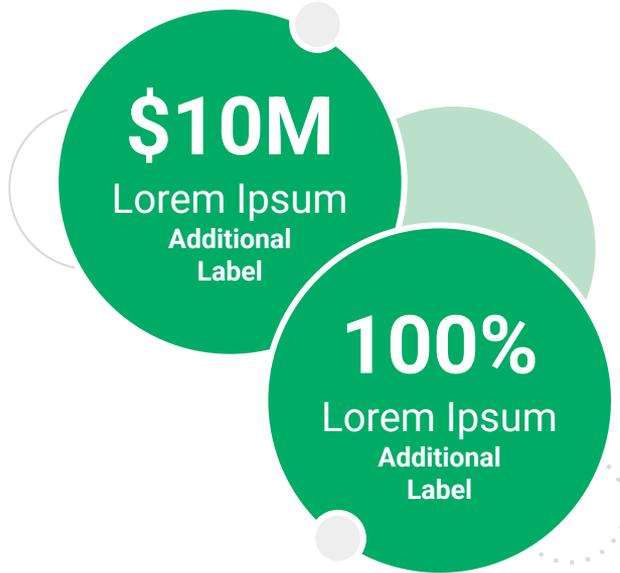
## Swag Store



## Endurance Events



# Stat Bubbles

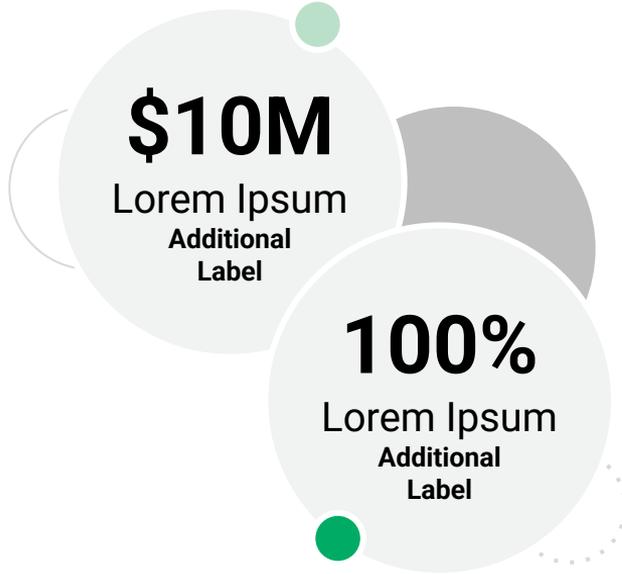


# Stat Bubbles



**Lorem  
ipsum dolor  
sit amet,  
consectetur  
adipiscing elit.**  
Sed cursus ante  
dapibus diam.

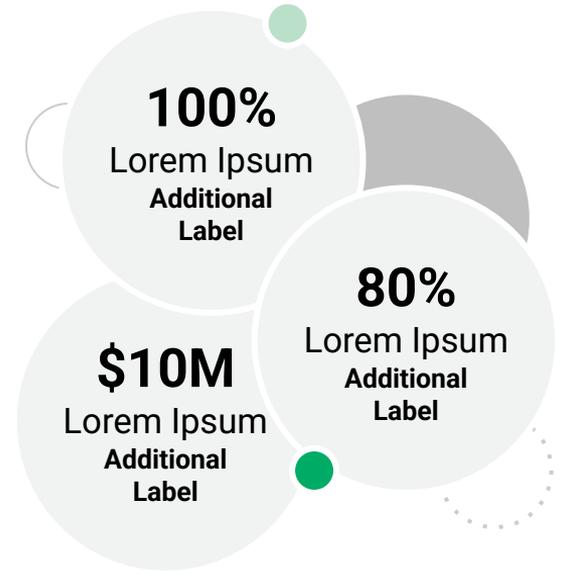
This bubble features a large light gray circle with a green circle at the top right and a green semi-circle at the bottom left.



**\$10M**  
Lorem Ipsum  
Additional  
Label

**100%**  
Lorem Ipsum  
Additional  
Label

This bubble features two overlapping light gray circles. The top circle has a green circle at the top and a gray semi-circle on the right. The bottom circle has a green circle at the bottom and a dotted line at the bottom right.



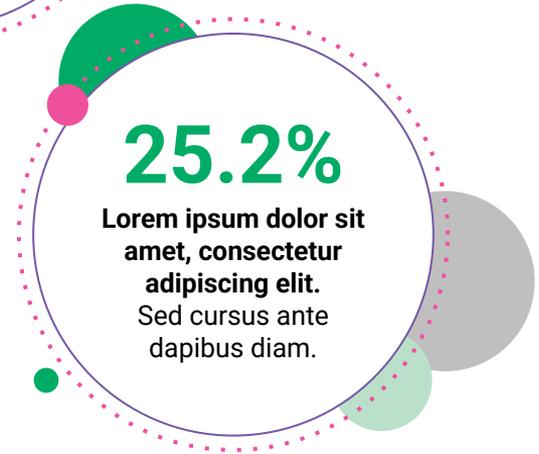
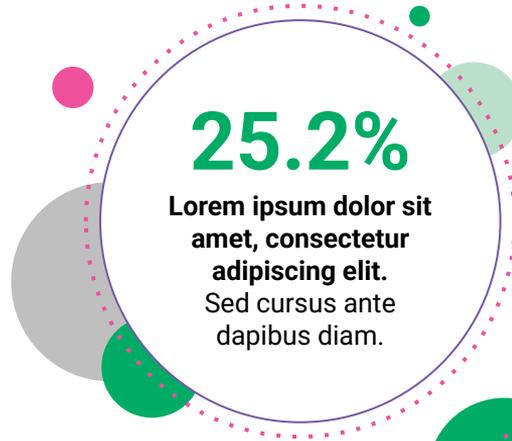
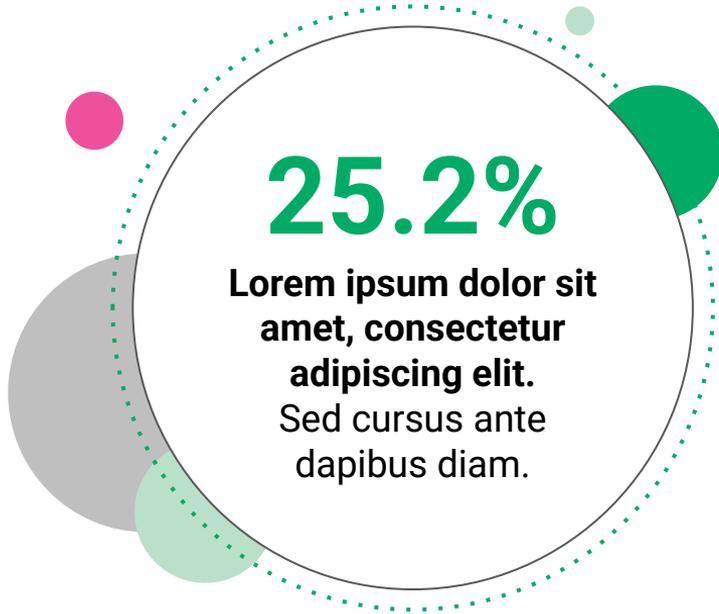
**100%**  
Lorem Ipsum  
Additional  
Label

**\$10M**  
Lorem Ipsum  
Additional  
Label

**80%**  
Lorem Ipsum  
Additional  
Label

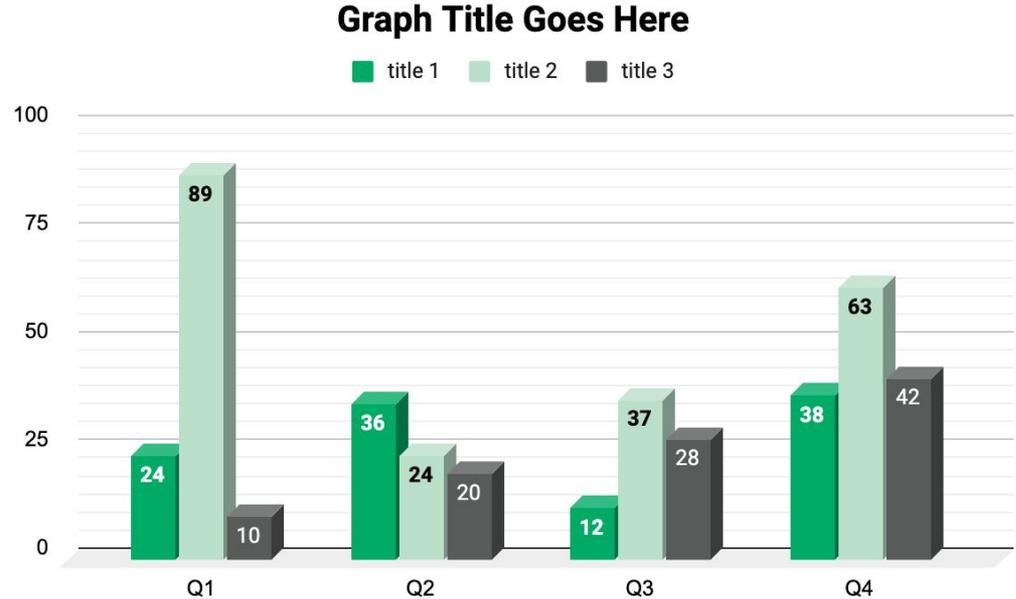
This bubble features three overlapping light gray circles. The top circle has a green circle at the top and a gray semi-circle on the right. The bottom-left circle has a green circle at the bottom. The bottom-right circle has a green circle at the bottom and a dotted line at the bottom right.

# Stat Bubbles



# Basic Charts & Graphs

Chart Title				
Section Title				
Data Title	Data Title	Data Title	Data Title	Data Title
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
Section Title				
Data Title	Data Title	Data Title	Data Title	Data Title
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX
XX	XX	XX	XX	XX

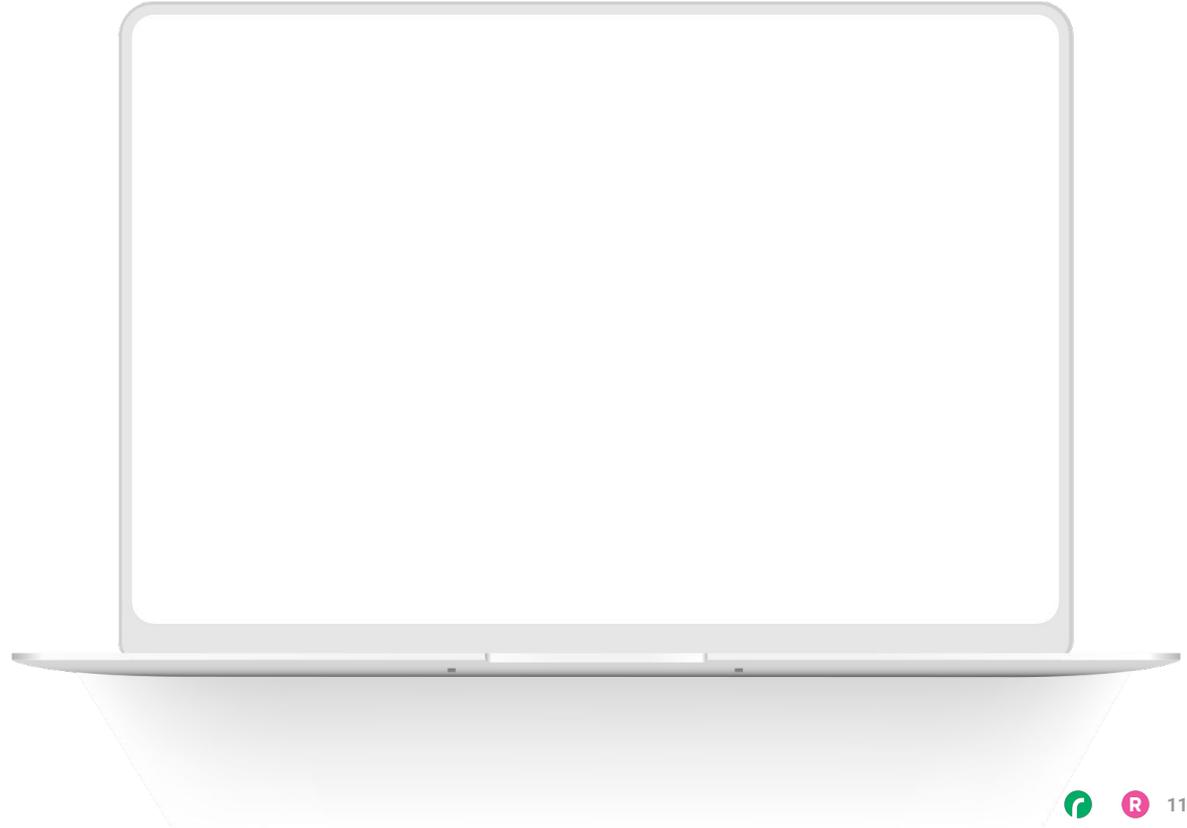


# Screenshot Photography

*Use this layout to showcase product screenshots for desktop*

To insert an image:

- Click on the icon on the laptop
- Select “Upload from computer”
- Click through to where your image file is located on your computer, select the file, and hit enter.

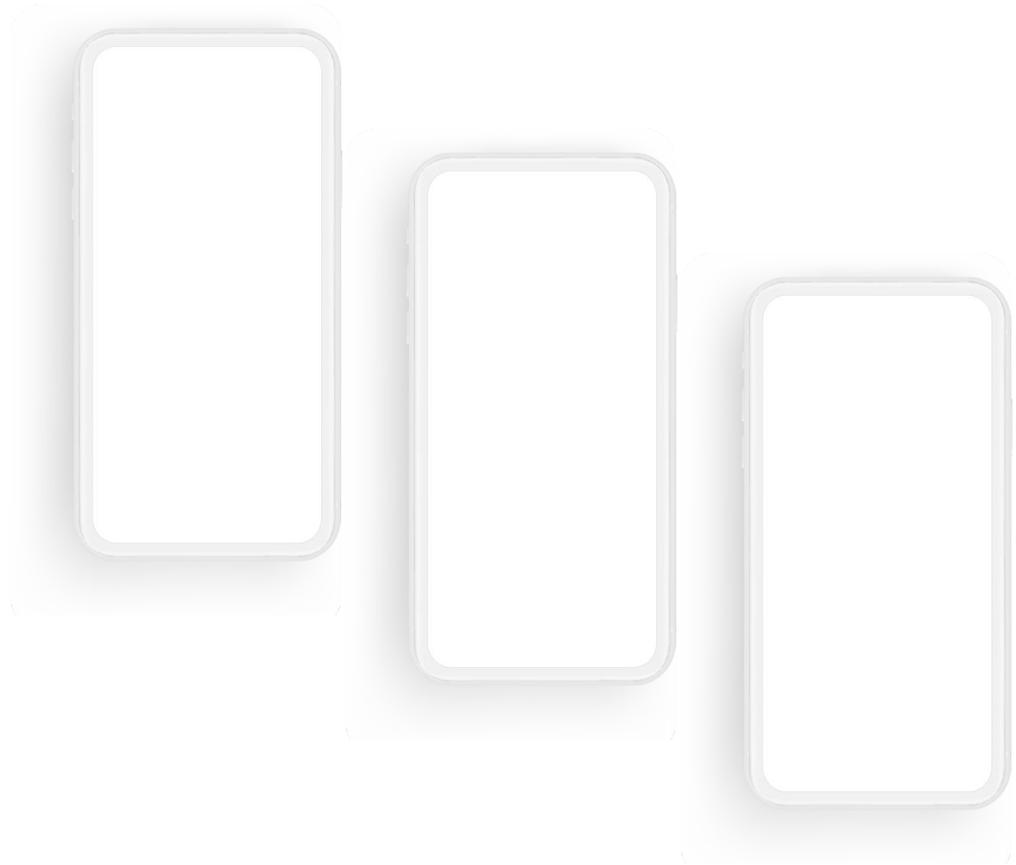


# Screenshot Photography

*Use this layout to showcase product screenshots for mobile*

To insert an image:

- Click on the icon on the mobile device
- Select “Upload from computer”
- Click through to where your image file is located on your computer, select the file, and hit enter.



# Screenshot Photography

*Use this layout to showcase product screenshots for desktop + mobile*

To insert an image:

- Click on the icon on the laptop
- Select “Upload from computer”
- Click through to where your image file is located on your computer, select the file, and hit enter.



# Screenshot Photography

*Use these devices to  
create your own layout(s)*



# Live Photography

