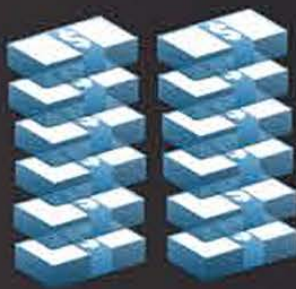


NBA TICKETS DRIVE BUSINESS

\$120

\$120 MILLION

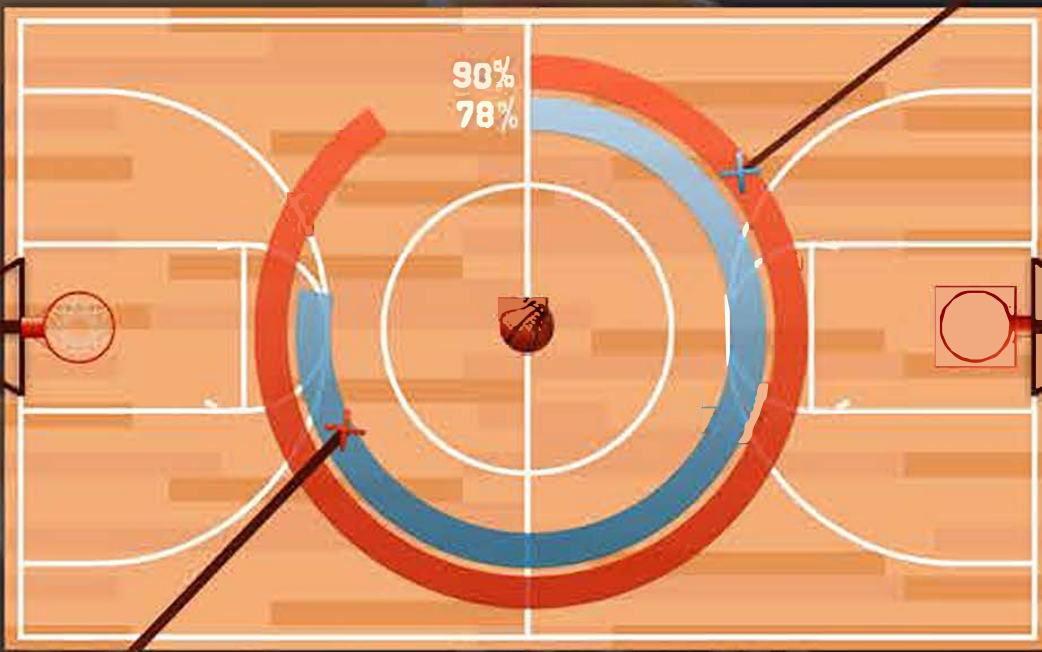
GET IN FRONT OF YOUR CUSTOMERS. SHARING UNIQUE EXPERIENCES DRIVES BUSINESS. PARTNERS ENTERTAINED MILLIONS OF DOLLARS AT EACH OF THE FORTY-ONE NBA REGULAR SEASON GAMES. FIRMS ENTERTAINED AN AVERAGE OF \$120 MILLION IN POTENTIAL AND CURRENT BUSINESS.



90%

OVER 90% UTILIZATION

TAKING AND USING SPORTS TICKETS EFFECTIVELY WITH INVITEMANAGER LEADS TO SIGNIFICANT TICKET USE. TICKETMANAGER PARTNERS USE MORE THAN 90% OF THEIR TICKETS EFFECTIVELY.



78%

78% WANT NEW BUSINESS

78% OF ALL TICKETS ARE USED FOR NEW BUSINESS DEVELOPMENT. THE MAJORITY OF THE BALANCE FOR CURRENT CUSTOMERS.

2.2

2.2 REQUESTS PER TICKET

MORE THAN 2 REQUESTS PER TICKET: HOT GAMES AND PLAYOFF TICKETS ARE IN HIGH-DEMAND ASSURING YOU THE GUESTS YOU NEED TO HELP GROW YOUR BUSINESS.



"We partnered with TicketManager in 2010 because we felt their technology provided our suite owners the best opportunity to track their return on investment. TicketManager continues to be a leader in this area and the feedback we receive from our suite owners regarding their customer service has always been exceptional."



SCORING SUMMARY

CASE STUDY 1

NBA SUITE HOLDER 1ST YEAR

- SMALL TO MEDIUM BUSINESS ELECTRONIC SALES
- TWO LOCAL OFFICES WITH A SALES STAFF OF 12
- NEW PRODUCTS LAUNCHING DURING THE NBA SEASON
- GOAL: SUPPORT THE LOCAL ECONOMY WITH A SUITE AND ENTERTAIN POTENTIAL CUSTOMERS.
- OUTCOME: 41 REGULAR SEASON GAMES - \$9.8 MILLION IN POTENTIAL REVENUE
- INVESTMENT: \$190,000

CASE STUDY 2

FORTUNE 100 COMPANY SUITE OWNER SINCE 2002

- GOAL: ENTERTAIN MAJOR LOCAL CUSTOMERS, AND DRIVE POTENTIAL BUSINESS.
- USAGE RATE 96%. EFFECTIVE USAGE RATE 100%.
- OUTCOME: \$5,691,816 IN CURRENT CUSTOMER BUSINESS OVER 10 GAMES.
- \$43 MILLION IN POTENTIAL REVENUE PER GAME.

CASE STUDY 3

NBA SUITE

- LARGE FINANCIAL INSTITUTION, NBA SUITE HOLDER SINCE 2004.
- \$130 MILLION IN CURRENT REVENUE ENTERTAINED IN SUITE IN PAST SEASON.
- INVESTMENT: APPROXIMATELY \$150,000 SUITE.
- GOAL: ENTERTAIN CURRENT AND POTENTIAL BUSINESS CUSTOMERS.
- USAGE RATE OF 87%. EFFECTIVE USAGE RATE 86%.

WHAT BUSINESS CAN YOU WIN WITH YOUR SPORTS TICKETS?

100X

100X INFLUENCED ROI
NBA SUITES HOST ON AVERAGE OVER 100X THE COST OF THE SUITE IN POTENTIAL BUSINESS.



"TicketManager's easy-to-use, world-class service is the perfect technology solution for our customers to get even more out of their ticket experiences."

Patrick Duffy

Vice president of Corporate Partnerships at Monumental Sports & Entertainment