10 New Ways to Use Your Ticket Printer

Erik Covitz
President of Worldwide Ticketcraft

Mark Turner
V.P. of I.S. at Worldwide Ticketcraft

Anna Zirbel
Director of Marketing & Sales
Thrasher-Horne Center for the Arts
Erik Covitz  
President & CEO  
Worldwide Ticketcraft

Mark Turner  
Vice President of Information Systems  
Worldwide Ticketcraft

Anna Zirbel  
Director of Marketing & Sales  
Thrasher-Horne Center for the Arts
About Worldwide Ticketcraft

• Successful Thermal and Digital printing company founded in 1999
• Manufacturer of over 700 million tickets annually
• Creative innovator of new production techniques
• Industry leader offering business-to-business solutions and end-user consumer products
• Worldwide Ticketcraft will remain on the leading edge of ticketing technology for delivering tickets in the digital age
Amusement & Water Parks • Fairs & Festivals • Concerts • Performing Arts • Dance Schools

Museums & Attractions • Hotels & Casinos • Cinemas • Athletics • High Schools

Professional & Collegiate Sports • Cruises • Transportation • Parking • Zoos & Aquariums

Page 4

“10 New Ways to Use Your Ticket Printer”
10 New Ways to Use Your Ticket Printer

- Thermal Tickets
- Roll & Raffle Tickets
- Event Tickets
- Season Sheets
- Season Books
- Coupon Books
- Credentials
- Parking Hang Tags
- String Tags
- Scratch-Offs
- Ticket Envelopes
- Plastic Cards
- Wristbands
- Magnets
- Posters & Banners
- Personalized Products
- Fulfillment
- Ticket Printers
About Thrasher-Horne Center for the Arts

- It’s All About The Arts
- Season Eleven: Celebrating over ten years of success
- Dedicated to developing and nurturing the artistic potential and growth of the students, residents and visitors of the community
- Offers the very best of professional theater, dance, and music performances and visual art exhibits
- Includes a state-of-the-art Conference Center
10 New Ways to Use Your Thermal Ticket Printer [TECH]

Attendees will be led through hands-on participation of how to use Microsoft® Mail-merge and common thermal ticket printers to produce a wide variety of items such as coupons, vouchers, and gift certificates that are customized for your venue without any additional software or hardware to purchase. Presenters will explain how to use the items to reduce costs and increase revenue. And, will demonstrate how to design items that are great souvenirs for your patrons and effective advertisements for your sponsors.
10 New Ways to Use Your Ticket Printer (and 10 More)

- Mailing Labels
- Guest Name Tags
- Customer Loyalty Cards
- Gift Certificates
- Food & Beverage Vouchers
- Raffle Tickets
- Parking Hang-Tags
- Business Cards
- Coat Checks
- Price Tags

- Coupons
- Season Passes
- Group Sales Wristbands
- Back-Stage Passes
- Luggage Tags
- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
The General Concept

• Thermal Printer performs similarly to Laser Printer
• Print using Microsoft-Word®
• Add Black and White Artwork
• Use Mail-Merge to Include Variable Information
• Add Sequential Numbering
• Add Barcodes
• Print On-Demand for VIPs, Group Sales, Sponsors, and more
Direct Thermal Ticket Printers

- 200dpi or 300 dpi
- Fan-folded Stacks or Rolls
- Paper or Plastic
- Adjustable Paper Guide
- Black Mark Sensor
- Microsoft-Windows®
What are STL, FGL, DPL, and the other printer programming languages?
What are STL, FGL, DPL, and the other printer programming languages?

- Standard Ticket Language (STL)
- Friendly Ghost Language (FGL)
- Datamax Programming Language (DPL)
- Every thermal printer manufacturer has their own language
- These legacy programming languages are still used in some box office systems
What are STL, FGL, DPL, and the other printer programming languages?

- Standard Ticket Language (STL)
- Friendly Ghost Language (FGL)
- Datamax Programming Language (DPL)
- Every thermal printer manufacturer has their own language
- These legacy programming languages are still used in some box office systems

Microsoft-Word® does not work with these old style languages
Ask your software provider:

What type of printer do we have?
Microsoft-Windows®
Printer Driver

Size and Orientation

[Image of a software interface for setting page size and orientation]
Create Designs Using Microsoft-Word®

• Set the size of the document (not 8.5 x 11)
• Bold, simple fonts print best
• Use Black and White Images (300dpi Line Art)
• Make Text Boxes for placing text
• What you see is what you get (WYSIWYG)
• Adjust the paper guide on the thermal printer (if applicable)
Page Setup:
Margins and Orientation
Page Setup:

Paper Size
Simple Fonts Print Clearly
Simple Fonts Print Clearly

Wopat Swings the Rat Pack

Friday, November 15, 2014 7:30 PM

THCA Cabaret

Table: 1  Seat: 1
Black & White Line Art Works Well
Insert Picture: Logos and Clip Art (300 dpi)
Add Multiple Text Boxes

- Match ticket stock
- Control text position
- Set text direction

Tom Wopat Swings the Rat Pack

Saturday, November 15, 2014  7:30 PM

THCA Cabaret

Table: 1    Seat: 1
A Couple of Tips About the Mouse

• “Mouse-over” to identify all the different pointers
• Right click for the short-cut menu
Text Boxes: Draw Text Box
Tom Wopat Swing

Saturday, November 15, 2014  7:30 PM

THCA Cabaret

Table: 1    Seat: 1
Tom Wopat Swings the Rat Pack

Saturday, November 15, 2014  7:30 PM

THCA Cabaret

Table: 1  Seat: 1
Text Boxes: Text Wrapping – In front of text
Rotate Text Boxes

Tom Wopat Swings the Rat Pack

Saturday, November 15, 2014  7:30 PM

THCA Cabaret

Table: 1  Seat: 1
Microsoft Word®

- Create Templates
- Re-Use Layouts
- Update Excel List and Re-Print
10 New Ways to Use Your Ticket Printer (and 10 More)

- Mailing Labels
- Guest Name Tags
- Customer Loyalty Cards
- Gift Certificates
- Food & Beverage Vouchers
- Raffle Tickets
- Parking Hang-Tag
- Business Cards
- Coat Checks
- Price Tags

- Coupons
- Season Passes
- Group Sales Wristbands
- Back-Stage Passes
- Luggage Tags
- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
Increase Revenue and Reduce Costs

• Print your logo on items to increase brand recognition
Increase Revenue and Reduce Costs

• Print your logo on items to increase brand recognition
• Print items with sponsor logos to increase exposure and value for your sponsors
Increase Revenue and Reduce Costs

• Print your logo on items to increase brand recognition
• Print items with sponsor logos to increase exposure and value for your sponsors
• Personalize items for group sales to increase the souvenir value for attendees at parties and events
Increase Revenue and Reduce Costs

• Print your logo on items to increase brand recognition
• Print items with sponsor logos to increase exposure and value for your sponsors
• Personalize items for group sales to increase the souvenir value for attendees at parties and events
• Increase sales with coupons, vouchers, and gift certificates
Increase Revenue and Reduce Costs

- Print your logo on items to increase brand recognition
- Print items with sponsor logos to increase exposure and value for your sponsors
- Personalize items for group sales to increase the souvenir value for attendees at parties and events
- Increase sales with coupons, vouchers, and gift certificates
- Use food and beverage tickets to simplify cash accounting
Increase Revenue and Reduce Costs

• Print your logo on items to increase brand recognition
• Print items with sponsor logos to increase exposure and value for your sponsors
• Personalize items for group sales to increase the souvenir value for attendees at parties and events
• Increase sales with coupons, vouchers, and gift certificates
• Use food and beverage tickets to simplify cash accounting
• Print wristbands and credentials to enhance security and facilitate crowd control
Increase Revenue and Reduce Costs

• Print your logo on items to increase brand recognition
• Print items with sponsor logos to increase exposure and value for your sponsors
• Personalize items for group sales to increase the souvenir value for attendees at parties and events
• Increase sales with coupons, vouchers, and gift certificates
• Use food and beverage tickets to simplify cash accounting
• Print wristbands and credentials to enhance security and facilitate crowd control
• Print exclusive items for sponsors and VIPs
10 New Ways to Use Your Ticket Printer (and 10 More)

- Mailing Labels
- Guest Name Tags
- Customer Loyalty Cards
- Gift Certificates
- Food & Beverage Vouchers
- Raffle Tickets
- Parking Hang-Tags
- Business Cards
- Coat Checks
- Price Tags
- Coupons
- Season Passes
- Group Sales Wristbands
- Back-Stage Passes
- Luggage Tags
- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
Mailing Labels

- Seasonal Marketing Mailings
- Renewal Forms
- Fundraising Drives
- Sponsors’ Coupons
- Special Promotions

Place your information directly in your patron’s hands!
Mailing Address Labels

- Fan-folded adhesive label stock
- Set the size to 3.25” x 2.00”
- Create single label or Mail-merge mailing list
**Microsoft Excel**

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Title</th>
<th>Company</th>
<th>Street</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlis</td>
<td>Ferro</td>
<td></td>
<td>Chamber South - South Miami Art Festival</td>
<td>5410 Sw 80th Street</td>
<td>South Miami</td>
<td>FL</td>
<td>33143</td>
</tr>
<tr>
<td>Joe</td>
<td>Prida</td>
<td></td>
<td>Greater Cleveland Aquarium</td>
<td>2090 Syracrue Street</td>
<td>Cleveland</td>
<td>OH</td>
<td>44113</td>
</tr>
<tr>
<td>Colia</td>
<td>Eising</td>
<td>Revenue Coordinator</td>
<td>NRH20 Family Waterpark</td>
<td>9014 Northland Blvd</td>
<td>N. Richland Hills</td>
<td>TX</td>
<td>76180</td>
</tr>
<tr>
<td>Bill</td>
<td>Alworth</td>
<td></td>
<td>Great Lakes Aquarium</td>
<td>350 Harbor Dr.</td>
<td>Duluth</td>
<td>MN</td>
<td>55818</td>
</tr>
<tr>
<td>Lauren</td>
<td>McDermid</td>
<td>Guest Services Manager</td>
<td>South Carolina Aquarium</td>
<td>359 Concord Street</td>
<td>Charleston</td>
<td>SC</td>
<td>29401</td>
</tr>
<tr>
<td>Donny</td>
<td>Mayfield</td>
<td>Athletic Director</td>
<td>Tennessee Wesleyan College</td>
<td>204 E College Street</td>
<td>Athens</td>
<td>TN</td>
<td>37303</td>
</tr>
<tr>
<td>Robert</td>
<td>Zabel</td>
<td></td>
<td>Landry's, Inc.</td>
<td>1510 W. Loop South</td>
<td>Houston</td>
<td>TX</td>
<td>77027</td>
</tr>
<tr>
<td>Kasha</td>
<td></td>
<td></td>
<td>Fort Randall Casino</td>
<td>PO Box 229</td>
<td>Pechin</td>
<td>SD</td>
<td>97457</td>
</tr>
<tr>
<td>Melissa</td>
<td></td>
<td></td>
<td>Hampton Film Festival</td>
<td>47 Newtown Lane</td>
<td>East Hampton</td>
<td>NY</td>
<td>11937</td>
</tr>
<tr>
<td>Mark</td>
<td>Krischenbaum</td>
<td>Production Manager</td>
<td>Arts Garage</td>
<td>180 NE First Street</td>
<td>Delray Beach</td>
<td>FL</td>
<td>33444</td>
</tr>
<tr>
<td>Raman</td>
<td>Fletcher</td>
<td></td>
<td>Mobile Convention Center</td>
<td>One S. Water St.</td>
<td>Mobile</td>
<td>AL</td>
<td>36062</td>
</tr>
<tr>
<td>Vicke</td>
<td></td>
<td></td>
<td>Darlington Raceway</td>
<td>PO Box 500</td>
<td>Darlington</td>
<td>SC</td>
<td>29540</td>
</tr>
<tr>
<td>Amanda</td>
<td></td>
<td></td>
<td>ArtServe, Inc.</td>
<td>1550 E. Sunrise Blvd</td>
<td>Fort Lauderdale</td>
<td>FL</td>
<td>33304</td>
</tr>
<tr>
<td>Becky</td>
<td>Menlove</td>
<td>Associate Director for Visitor Experience</td>
<td>Natural History Museum of Utah</td>
<td>301 Wacara Way</td>
<td>Salt Lake City</td>
<td>UT</td>
<td>84108</td>
</tr>
<tr>
<td>Dan</td>
<td>Keys</td>
<td></td>
<td>VeIsTix / Moonlight Amphitheatre</td>
<td>209 Civic Center Drive</td>
<td>Vista</td>
<td>CA</td>
<td>92084</td>
</tr>
<tr>
<td>Patric</td>
<td>Taylor</td>
<td>Fine Arts</td>
<td>Irvine College</td>
<td>5000 Irvine Center Dr</td>
<td>Irvine</td>
<td>CA</td>
<td>92618</td>
</tr>
<tr>
<td>Shawn</td>
<td>LaDouceur</td>
<td>Web Publication Specialist</td>
<td>EKU Center for the Arts</td>
<td>521 Lancaster Ave</td>
<td>Richmond</td>
<td>KY</td>
<td>40475</td>
</tr>
<tr>
<td>Jeff</td>
<td>Morgenstern</td>
<td>Executive Director</td>
<td>Community Performing Arts, Boca Raton</td>
<td>P.O. Box 831</td>
<td>Westford</td>
<td>MA</td>
<td>01886</td>
</tr>
<tr>
<td>Heather</td>
<td>Hogan</td>
<td>Executive Director</td>
<td>GET Center for the Performing Arts</td>
<td>4895 PGA Blvd</td>
<td>Palm Beach Gardens</td>
<td>FL</td>
<td>33419</td>
</tr>
<tr>
<td>Susan</td>
<td>Trelotte</td>
<td></td>
<td>Oregon Zoo</td>
<td>4001 S W. Caryen Rd</td>
<td>Portland</td>
<td>OR</td>
<td>97221</td>
</tr>
<tr>
<td>Kevin</td>
<td>Jackson</td>
<td>Coordinator of Ticket Operations</td>
<td>University of Richmond - Athletics</td>
<td>Robins Center</td>
<td>Richmond</td>
<td>VA</td>
<td>23173</td>
</tr>
</tbody>
</table>
Mailings: Start Mail Merge
Mailings: Select Recipients

- Use Existing List...
Mailings: Use Existing List

Select Data Source

- SharedData (\www\csvr01 \www)
- NT Files
- NT-Marketing
- Print

<table>
<thead>
<tr>
<th>Name</th>
<th>Date modified</th>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Envelopes</td>
<td>8/27/2014 4:00 PM</td>
<td>File folder</td>
<td></td>
</tr>
<tr>
<td>Erik letters</td>
<td>7/17/2014 2:14 PM</td>
<td>File folder</td>
<td></td>
</tr>
<tr>
<td>Letters</td>
<td>8/28/2014 6:09 PM</td>
<td>File folder</td>
<td></td>
</tr>
<tr>
<td>MT SF 2014-08-01_files</td>
<td>8/1/2014 6:33 PM</td>
<td>File folder</td>
<td></td>
</tr>
<tr>
<td>INTIX sample data</td>
<td>12/1/2014 9:05 AM</td>
<td>Microsoft Excel 97-...</td>
<td>27 KB</td>
</tr>
<tr>
<td>MT SF 2014-06-23</td>
<td>6/23/2014 3:59 PM</td>
<td>Chrome HTML Doc...</td>
<td>26 KB</td>
</tr>
<tr>
<td>MT SF 2014-06-23</td>
<td>6/23/2014 3:59 PM</td>
<td>Microsoft Excel 97-...</td>
<td>22 KB</td>
</tr>
<tr>
<td>MT SF 2014-06-27</td>
<td>6/27/2014 4:38 PM</td>
<td>Microsoft Excel Wor...</td>
<td>12 KB</td>
</tr>
<tr>
<td>MT SF 2014-07-18</td>
<td>7/18/2014 5:31 PM</td>
<td>Microsoft Excel Wor...</td>
<td>13 KB</td>
</tr>
<tr>
<td>MT SF 2014-08-01</td>
<td>8/1/2014 6:36 PM</td>
<td>Microsoft Excel Wor...</td>
<td>10 KB</td>
</tr>
<tr>
<td>MT SF 2014-06-01-b</td>
<td>8/1/2014 6:56 PM</td>
<td>Microsoft Excel Wor...</td>
<td>11 KB</td>
</tr>
</tbody>
</table>

File name: INTIX sample data

Tools

- Open

All Data Sources
Mailings: Insert Merge Field

![Image of Microsoft Word Mailings tool with highlighted Insert Merge Field option and example of inserting a merge field named "Company"]
Mailings: Insert Merge Field

**Example:**

```
SHIP TO:

«Company»
Attn: «First_Name» «Last_Name»
«Title»
«Street»
«City», «State» «Postal_Code»
```
Use Mail-Merge to Include Variable Information
Use Mail-Merge to Include Variable Info

[Diagram showing a table with columns for First Name, Last Name, Title, Company, Street, City, State, and ZIP Code. There is also a text box showing a Mail Merge example with variables such as Company, FirstName, LastName, Title, Street, City, State, and ZIP Code.]

“10 New Ways to Use Your Ticket Printer”
Use Mail-Merge to Include Variable Info
Use Mail-Merge to Include Variable Info
Use Mail-Merge to Include Variable Info
Use Mail-Merge to Include Variable Info
Use Mail-Merge to Include Variable Info
Use Mail-Merge to Include Variable Info
Use Mail-Merge to Include Variable Info

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Title</th>
<th>Company</th>
<th>Street</th>
<th>City</th>
<th>State</th>
<th>Postal Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smith</td>
<td>Johnson</td>
<td>Manager</td>
<td>Smith &amp; Johnson</td>
<td>123 Main St</td>
<td>New York</td>
<td>NY</td>
<td>12345</td>
</tr>
<tr>
<td>Lee</td>
<td>Lee</td>
<td>Director</td>
<td>Lee Engineering</td>
<td>456 Tech Ave</td>
<td>San Francisco</td>
<td>CA</td>
<td>12345</td>
</tr>
<tr>
<td>Brown</td>
<td>Smith</td>
<td>Analyst</td>
<td>Brown Analytics</td>
<td>789 Data Dr</td>
<td>Chicago</td>
<td>IL</td>
<td>12345</td>
</tr>
<tr>
<td>Davis</td>
<td>Davis</td>
<td>Intern</td>
<td>Davis Consulting</td>
<td>012 Business St</td>
<td>Houston</td>
<td>TX</td>
<td>12345</td>
</tr>
</tbody>
</table>

**Example Mail Merge Code:**

```
<Company> <FirstName> <LastName>
<Street>
<City>, <State> <PostalCode>
```

**Example Output:**

Smith, Johnson
123 Main St
New York, NY 12345

Lee, Lee
456 Tech Ave
San Francisco, CA 12345

Brown, Smith
789 Data Dr
Chicago, IL 12345

Davis, Davis
012 Business St
Houston, TX 12345
Mail Merge: Preview Results

Arts Garage
Attn: Mark Kirschenbaum
Production Manager
180 NE First Street
Delray Beach, FL 33444
Mail Merge: Preview Results

<table>
<thead>
<tr>
<th>Number</th>
<th>First Name</th>
<th>Last Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aravis</td>
<td>Prada</td>
<td>Revenue Coordinator</td>
</tr>
<tr>
<td>2</td>
<td>Joe</td>
<td>Ising</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Celia</td>
<td>Alworth</td>
<td>Guest Services Manager</td>
</tr>
<tr>
<td>4</td>
<td>Bill</td>
<td>McDermont</td>
<td>Athletic Director</td>
</tr>
<tr>
<td>5</td>
<td>Lauren</td>
<td>Mayfield</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Donny</td>
<td>Zabel</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Robert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Latasha</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Marissa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mark</td>
<td>Fletcher</td>
<td>Ticket Manager</td>
</tr>
<tr>
<td>11</td>
<td>Ramona</td>
<td>Gilbert</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Vicki</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Arts Garage
Attn: Mark Kirschenbaum
Production Manager
180 NE First Street
Delray Beach, FL 33444
Finish & Merge

```
«Company__Account»
Attn: «First_Name» «Last_Name»
«Title»
«Street»
«City», «StateProvince»
«ZipPostal_Code»
```
Finish & Merge: All or Part of the Excel

«Company_Account»
Attn: «First_Name» «Last_Name»
«Title»
«Street»
«City», «StateProvince»
«ZipPostal_Code»
Mail Merge the Labels

• Merge into a new Word doc (named “Letters1.doc”)

• Merge directly to the printer
Mailing Address Labels

• Increase sales by placing info directly in the patron’s hands
• Reduce costs by easily producing labels without wasting a whole sheet of laser printer labels
10 New Ways to Use Your Ticket Printer (and 10 More)

• Mailing Labels
• Guest Name Tags
• Customer Loyalty Cards
• Gift Certificates
• Food & Beverage Vouchers
• **Raffle Tickets**
• Parking Hang-Tags
• Business Cards
• Coat Checks
• Price Tags
• Coupons
• Season Passes
• Group Sales Wristbands
• Back-Stage Passes
• Luggage Tags
• VIP Credentials
• Staff ID Cards
• Marketing Handouts
• Material Handling Tags
• Packing Labels
Raffle Tickets

• Winners generate excitement
• Fundraising 50/50 Drawings
• Sponsor’s and Charity’s logos
• Images of the prizes
• Special promotions

Patrons win while helping raise funds for the community!
Use Mail-Merge to Include Sequential Numbering

MEGA RAFFLE 2015
$500 GRAND PRIZE
DRAWING HELD APRIL 1, 20XX

1 Ticket - $2
6 Tickets - $10

Must Be Present To Win

# 00001
Use Mail-Merge to Include Sequential Numbering
Raffle Tickets

- Increase revenue by customizing raffle tickets for every event
- Decrease costs by printing your own custom designs in just the quantity needed
10 New Ways to Use Your Ticket Printer (and 10 More)

- Mailing Labels
- Guest Name Tags
- Customer Loyalty Cards
- Gift Certificates
- Food & Beverage Vouchers
- Raffle Tickets
- Parking Hang-Tags
- Business Cards
- Coat Checks
- Price Tags

- Coupons
- Season Passes
- Group Sales Wristbands
- Back-Stage Passes
- Luggage Tags
- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
Group Sales Wristbands

- Print the guest of honor’s name on every wristband
- Easily identify separate groups with different colors
- Customize for corporate events, birthday parties, or school tours
- Show meal-plans
- Indicate 21+ Age status
- Include safety information

Keep group sales well organized!
Create Designs Using Microsoft-Word®

- Set the size of the document (1 x 11)
- Save different versions as templates
Wristbands Help Secure Lost Children
Wristbands Help Secure Lost Children

- Print the group name on every band
- Print matching wristbands for parent and child
- Indicated restricted area access
- Show travel pick-up times
- List field trip bus number
- Include contact information
Wristbands Help Secure Lost Children

- Print the group name on every band
- Print matching wristbands for parent and child
- Indicated restricted area access
- Show travel pick-up times
- List field trip bus number
- Include contact information

Keep groups secure and well organized!
Group Sales Wristbands

- Increase revenue by personalizing for patrons and sponsors
- Decrease costs by keeping groups safe and organized
10 New Ways to Use Your Ticket Printer (and 10 More)

• Mailing Labels
• Guest Name Tags
• Customer Loyalty Cards
• Gift Certificates
• Food & Beverage Vouchers
• Raffle Tickets
• Parking Hang-Tags
• Business Cards
• Coat Checks
• Price Tags

• Coupons
• Season Passes
• Group Sales Wristbands
• Back-Stage Passes
• Luggage Tags
• VIP Credentials
• Staff ID Cards
• Marketing Handouts
• Material Handling Tags
• Packing Labels
VIP Credentials ensure your staff will be able to quickly identify who gets in where
Treat your VIPs to exclusive privileges, reserved access, special offers, superior service, private shows, and more!
VIP Credentials

• Increase revenue by expanding VIP sales and enhancing the experience
• Decrease costs by producing items on your own printer
Add Barcodes

West Boca Soccer Championship
VIP Ticket
Nov. 10, 20XX
Ticket No.: «number»
Add Barcodes: Free 3 of 9 Barcode Font
Add Barcodes
10 New Ways to Use Your Ticket Printer (and 10 More)

- Mailing Labels
- Guest Name Tags
- Customer Loyalty Cards
- Gift Certificates
- Food & Beverage Vouchers
- Raffle Tickets
- Parking Hang-Tag
- Business Cards
- Coat Checks
- Price Tags

- Coupons
- Season Passes
- Group Sales Wristbands
- Back-Stage Passes
- Luggage Tags
- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
Guest Name Tags

- Set the size to 3.25 x 2
- Print as needed
- Mail-merge with list
Customer Loyalty Cards

- Set the size to
- Print as needed
- Mail-merge with list
Gift Certificates

- Set the size to
- Print as needed
- Mail-merge with list
Food & Beverage Vouchers

- Set the size to
- Print as needed
- Mail-merge with list
Parking Hang-Tags

- Set the size to match die-cut stock
- Use custom designed stock
- Print as needed
- Mail-merge with list
Business Cards

- Set the size to 2.11 x 3.375
- Print as needed
- Mail-merge with list
Coat Checks

- Set the size to
- Print as needed
- Mail-merge with list
Price Tags

- Set the size to
- Print as needed
- Mail-merge with list
Coupons

• Set the size to
• Print as needed
• Mail-merge with list
Season Passes

- Set the size to
- Print as needed
- Mail-merge with list
Back-Stage Passes

- Set the size to
- Print as needed
- Mail-merge with list
Luggage Tags

- Set the size to
- Print as needed
- Mail-merge with list
Staff ID Cards

- Set the size to
- Print as needed
- Mail-merge with list
Marketing Handouts

- Set the size to
- Print as needed
- Mail-merge with list
Material Handling Tags

- Set the size to
- Print as needed
- Mail-merge with list

![Ticket Example]
Packing Labels

- Set the size to
- Print as needed
- Mail-merge with list
Print small quantities on demand

- Company Name
- Address Line 1
- Address Line 2
- City, State Zip Code
- Country

- Sunshine Theatre
  SEASON SUBSCRIBER
  Name: John Doe
  Pass: Security
  Expiry: 6/1/20XX

- Sunshine Gift Shop
  XL TEE SHIRT
  (Men's)
  $15.95

- COAT CHECK
  Sponsor Logo

- Sunshine Performing Arts
  "The Main Event"
  General Admission
  Adult $10
  June 1, 20XX

- "Billy’s 12th Birthday Party"
  GROUP SALE
  June 1, 20XX

- Sunshine Fund-raise
  $1 Charity Drawing
  10001
  KEEP THIS PORTION

- Sunshine Fund-raise
  $1 Charity Drawing
  10002
  KEEP THIS PORTION

- Sunshine Fund-raise
  $1 Charity Drawing
  10003
  KEEP THIS PORTION

- Sunshine Fund-raise
  $1 Charity Drawing
  10004
  KEEP THIS PORTION

"10 New Ways to Use Your Ticket Printer"
Rewind Machines are available to produce your own roll tickets and wristbands
Highlighted Benefits

- Get more value from expensive thermal printer
- Increase brand recognition with logo placement
- Provide a souvenir for the attendee
- Process groups of patrons more efficiently
- Enhance cash control with coupons and vouchers
- Identify access permissions and privileges
- Recognize and promote sponsors
A Case Study: Thrasher-Horne Center for the Arts

Tom Wopat Swings the Rat Pack

Saturday, November 15, 2014 7:30 PM
THCA Cabaret

Table: 1  Seat: 1
Anna Zirbel, Director of Marketing & Sales, has been with the Thrasher-Horne Center for the Arts in Orange Park, Florida since 2005.

Anna founded the Florida Association of Ticketing (FLOAT) in 2007 and also chaired the INTIX Orlando Conference in 2013.
A Case Study:
Thrasher-Horne Center for the Arts

- First contact Wednesday afternoon around 5pm
- Request to print tickets for special performance
- Cabaret venue not already set up in box office software with seating chart (tables)
- Confirmed with Worldwide Ticketcraft printing was possible
- Needed Word document with ticket layout asap
- Needed Excel spreadsheet with table seating asap
A Case Study: Thrasher-Horne Center for the Arts
A Case Study: Thrasher-Horne Center for the Arts

- Seating chart finalized late Thursday afternoon
- Ticket layout finalized early Friday morning
- Tickets mail-merged into new Word document
- Word document saved as PDF file
- PDF file emailed and printed Friday morning for Saturday event

“This has turned out very nicely. Thank you so much!!”

Araina Eber, Box Office Manager
Thrasher-Horne Center for the Arts
Thank You!

Questions?
Increase Revenue and Reduce Costs

• Print your logo on items to increase brand recognition
Increase Revenue and Reduce Costs

• Print items with sponsor logos to increase exposure and value for your sponsors
Increase Revenue and Reduce Costs

• Personalize items for group sales to increase the souvenir value for attendees at parties and events
Increase Revenue and Reduce Costs

• Increase sales with coupons, vouchers, and gift certificates
Increase Revenue and Reduce Costs

• Use food and beverage tickets to simplify cash accounting
Increase Revenue and Reduce Costs

• Print wristbands and credentials to enhance security and facilitate crowd control
Increase Revenue and Reduce Costs

• Print exclusive items for sponsors and VIPs
Thank You!

Questions?
Worldwide Ticketcraft
3606 Quantum Blvd.
Boynton Beach, FL 33426
(877) 426-5754

Erik Covitz, President
erikc@wwticket.com

Mark Turner, VP of Info. Systems
mark@wwticket.com
Thrasher-Horne Center for the Arts
283 College Drive
Orange Park, FL 32065
(904) 276-6815

Anna Zirbel
Director of Marketing & Sales
Please visit us in Booth # 619