INTIX
Driving the Future of Ticketing and Entertainment

Annual Report
INTIX Annual Business Meeting
January 23, 2020 • 9:00 am
New York Hilton Midtown
Dear Members, Colleagues, Partners and Friends,

Like many of you, as 2019 draws to a close, I found myself reflecting on what we have accomplished and anxiously anticipating where we are headed in 2020. The past year certainly began positively with record breaking attendance, of over 1,100 participants, at our 40th Anniversary Conference & Exhibition in Texas. We have been able to build on that success with steady growth in membership, donations continuing to increase year on year resulting in strong financial results, and continued delivery of efforts in support of our Strategic Long-Range Plan (SLRP).

One area I am particularly proud of is our continued focus to grow our multi-national presence with increased membership, board participation and support of regional conferences around the globe. In March, many Board members were able to attend the 2019 Ticketing Professionals Conference (TPC) in Birmingham, United Kingdom where we had the opportunity to hold the first ever Board meeting outside of North America. In November, Maureen, myself and others participated in the new Ticketing Professionals Conference in Sydney, Australia. There are so many brilliant organizations around the world made up of passionate and innovative individuals that we can share ideas with. I look forward to continuing to expand the INTIX voice and welcoming new members into the association.

As you know 2019 was the second year of our content hub ACCESS as well as the weekly Access eNews, this coupled with a renewed focus on social media channels has seen significant results. An average of over 9,000-page views on ACCESS a month, an increase of 575% of Instagram impressions, 324% Facebook impressions, 62% LinkedIn engagements week over week are leading the way. We continue to find ways to engage with the membership as well as the wider industry community and encourage you to share ideas to help your association grow.

During the fiscal year INTIX leadership and members were on the road and directly impacted many other conferences and provided direct INTIX voice and content on panels or with keynotes at an unprecedented level. They included the International Association of Venue Managers (IAVM)’s Venue Connect, PacNet, the Ticket Summit, FutureTix Ticketing Symposium, ArtsReach Toronto, League of Historic American Theatre (LHAT), Ontario Professional Ticketing Association (OPTA) and TriTix Regional Ticketing group.

We continue our strategic growth initiatives by laying the groundwork for future development, engagement and growth through Board funding. Of import included the creation of the INTIX Impact Award to recognize and salute a person or organization that has provided impactful, direct, important and sustained support of INTIX. Chosen by the BOD Chair, Kay Burnham presented the inaugural Impact Award to Linda Deckard at the 2019 Texas conference. The Board of Directors approved funding for advance work on the creation and realization of a professional Standards & Endorsement program that we look forward to announcing more details about in the coming months. The Board unanimously approved and extended our CEO’s contract for another three years and look forward to our continued work together with Maureen. The Stewardship Circle comprised of the INTIX past Board Chairs was created to provide support to INTIX strategic endeavors that aid in the growth and sustenance of the organization and its members with emphasis on growing contributed income and fostering new members. INTIX is very lucky to have this incredible resource group that collectively bring, literally, 100s of years of experience and expertise and unique INTIX perspective to work for the INTIX members. As Past Chair, I am looking forward to working with them and continuing to partner with them to create additional opportunities for engagement with the membership and broader community.
I want to thank the many committee, taskforce, and mentor volunteers; our donors, sponsors, suppliers, and partners; and our members who are active in helping INTIX grow. I would again encourage anyone with an idea or a desire to help deliver on our purpose, to ignite and sustain success, to raise your hand.

As I complete my year as Board Chair, I will transition to Past Chair which means that Kay Burnham will be completing her year of service in that role. I want to thank Kay not only for her continued commitment to INTIX but also for all her help to me personally during this year; she has been an incredible resource. In addition to Kay, we say goodbye to Jenifer LaMorte, Andrew Thomas, and Amy Kline. I again personally thank each of you for your service and support, your contributions have been invaluable. Stepping into the role of Board Chair will be Anthony Esposito and Lynne King Smith will be joining him as Chair-Elect. I am excited to help support them in their new roles and wish them the very best.

The Board, in conjunction with the superb leadership of Maureen Andersen and the INTIX staff will continue to work on your behalf to raise the stature of INTIX in the industry and deliver sustained growth and success for the future.

Best Regards,

Derek Palmer
Donor Recognition

The International Ticketing Association would like to thank the following individuals for their contributions in support of our fundraising activities including the INTIX Annual Fund, Professional Development and Education Fund, and Chairman’s Challenges.

 Contributions to the Annual Fund support general operations making it possible for INTIX to realize its’ purpose of leading the forum for the entertainment ticketing industry through education, leadership, innovation, mentorship, and networking.

Professional Development and Education Fund contributions allow INTIX to drive excellence in educational programming and to provide conference scholarships and underwriting to individuals who otherwise would not be able to attend.

Contributions are accepted in many forms. For information go to www.intix.org or contact INTIX at info@intix.org or +1 212.629.4036.

Donations reflected for Fiscal Year October 1, 2018 - September 30, 2019.

Chairman’s Circle ($300 +)

Maureen Andersen, International Ticketing Association
Gail Anderson, Minnesota State Fair
Jennifer Aprea, Meadows Museum
Kai Blanche, TicketSocket
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Crystal Brewe, Kimmel Center, Inc.
Brendan Bruss, PMI Entertainment Group/TicketStar
Kay Burnham, Segerstrom Center for the Arts
Joseph Carter, Los Angeles Philharmonic
Chris Convery, SMG
Mardi Dilger, Miami Marlins
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Linda Forlini, Ticket Philadelphia
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Judy Webb, Grand 1894 Opera House
Kacy Woody, High Point Theatre
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Friends of INTIX ($50 or less)

Francine Accardi-Peri, GDTS TOO
James Alexander, SEC
Jim Aldridge, TicketKing
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Shayne Ballard, Dallas Mavericks
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Angela Davidson, The Royal Edinburgh Military TATTOO
Linda Deckard
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Carole Dollins, 12th Man Foundation/Texas A&M University
Lauren Dugan, SMG – INTRUST Bank Arena/Select-A-Seat
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John Gibson, Groupon UK
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Katie Glynn, The Royal Edinburgh Military TATTOO
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Ben Golan, Premium E-Commerce Solutions
Elise Golbourn, New Wolsey Theatre
Andrea Gow, Smarter Takeout
Chad Graham, Atlanta Braves
James Hastie, Protect Group
Ebony Hattix, FedExForum
Geo Haynes, Chase Center/Golden State Warriors
Andy Hendricks, Weldon, Williams & Wick
Maja Hoegaard, DR Koncerthuset
Richard Howle, The Ticket Factory
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Gabe Johnson, Roundabout Theatre Company
Luke Johnston, SHN
Liz Kelley, Paciolan
Betsey Kenney, Ticket Envelope Company
Jeff Koets, Red61
Elsie Kuresa, Paciolan
Veronica Lawlor, Los Angeles Lakers
Susie Lawton, The Royal Edinburgh Military TATTOO
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Kelsey Skiles
Doug Smith, Ticketmaster UK
Denise Smithson Green, Des Moines Performing Arts
Mark Sneddon, SUREmedia
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Marcus Stern, Anytickets
Daniel Storer, Groupon UK
Ian Taylor, bigdog Live
Christian Terrill, LW Theatres
Jason Varnish, BOM Advisers
Amy Venable, Greensboro
Stephanie Viegas Dias, Portland’5 Centers for the Arts
Ashley Voorhees, Omaha Performing Arts
Jim Walcott, Weldon, Williams & Wick
Donn White, San Diego Theatres
Mark Woolman, Campus West Entertainment
Caroline Zalman, American Airlines Center
Tim Zargoc, Tessitura Network
Awards Committee
Chair: Derek Palmer, QCUE

The 2019 Awards were presented at the annual INTIX Awards Lunch on Wednesday, January 30 in Grapevine, Texas. The 2019 recipients were Linda Forlini, Patricia G. Spira Lifetime Achievement Award; John Harig, Outstanding Ticketing Professional; Gail Anderson, Spirit; Tobin Center for the Performing Arts, Outstanding Ticket Office; and Duncan Moss, FutureTix Young Ticketing Professional. The Impact Award, chosen by the Board Chair, was created and is given to an organization or individual in recognition of impactful, sustained and important work to INTIX and was presented to Linda Deckard on Tuesday, January 29 in Grapevine.

The Awards Committee went through a governance change this year bringing it under the Board of Directors as a bylaw codified standing committee. Given the industry stature of the awards and the importance of this program to the Association and membership greater transparency and governance will be provided with the codification under the bylaws. Further governance and process work will be forthcoming. The Chair of the Board will act as the Awards Committee chair utilizing a Board approved cross industry representation submitted and approved by the Board. The Committee was chaired by current Board Chair Derek Palmer and the committee included Linda Forlini, Joe Carter, Ed Gow, Steve Fanelli, Betsy Yancey, and Jenna Whitnall and we thank them for their service and diligence on our behalf. The awards cycle was broken into two segments with a call for nomination, the nominating process, and scoring via 3rd party software for the Patricia G. Spira Lifetime Achievement Award during the summer. Following that process the call for nominations and associated activities for the Spirit, Ticket Professional, Ticket Office, and FutureTix Young Professional Award was conducted from July to November. The nominees for the Spirit Award were sent to the membership, per the governance, for a secured electronic vote by members. All results have been tabulated, secured and will be presented at the awards ceremony on January 22, 2020 in NYC. There were 25 nominations for the five award categories including nominations for multi-national members.

The Awards committee members do an exceptional job and have maintained the high standards that receiving an INTIX Award signifies. Their time and commitment is much appreciated.
INTIX 2020: THE CONFERENCE THAT ROCKED THE BIG APPLE!

Conference Committee - 2020 New York City
Co-Chair: Danny Frank, Citi
Co-Chair: Kyle Wright, Shubert Ticketing
Co-Chair: Kelly Brennan, FutureTix

INTIX 2020 was so big, it took three co-chairs to plan it all! In fact, due to the record number of attendees, educational sessions, the “over capacity” exhibition hall and all the amazing other activities, we had to extend the conference by a day and officially start it on the Monday. The goal of the committee, from the start, was to shake things up and make it a conference different than all others and we think we exceeded those expectations!

We kicked off with fantastic venue tours of MetLife Stadium and Radio City Music Hall, two of the most iconic venues in the area. What else would you expect for a conference this size than to have an Opening Night on Broadway? This was the theme of the event to raise the curtain on the festivities and was held at the beautiful Minskoff Theatre, in the heart of Broadway and Times Square.

Yes, there was also plenty of opportunities to learn. Attendees heard keynote addresses from the lead producer of the new hit show on Broadway “Jagged Little Pill”, from visionary diversity leaders in the technology, Broadway, sports and entertainment fields and from a legendary multi-Emmy award winning network sports broadcaster. The educational sessions were all well attended and provided attendees the ability to learn, share and exchange new ideas with each other.

The highlight of the conference was the INTIX Celebration. We brought the party to INTIX! How great was the concert by Big Shot, with Mike DelGuidice? Mike and some of his band mates play in Billy Joel’s back-up band and they ROCKED the house! It was a fantastic event, fun, and completely new to INTIX. We told you we knew how to celebrate!

While there was a lot of fun and games, we are really proud of our community giveback project and the way the attendees stepped up and embraced our recipients. We are so excited INTIX members exceeded the 2020 sock donation challenge to Knock Knock Give a Sock, which will go directly to warming the feet of the homeless; and the tremendous number of deserving youth who will get to experience unbelievable live entertainment events through tickets donated by our community to Kids in Seats. Our thanks to everyone who participated by “paying it forward.”

This was a conference that broke all kinds of attendance records and set the bar in terms of breaking the mold on the “standard” INTIX Conference. We now pass the “will call envelope” to our tribe brethren in Orange County and we can’t wait to see what you have in store for us next year at INTIX 2021.
INTIX 2021 is headed to Orange County, CA!

Conference Committee - 2021 Orange County
Co-Chair: Lisa Langham, Paciolan
Co-Chair: Norman Major III, Segerstrom Center for the Arts

We are rapidly approaching the 2020 conference and are focused on making a fun splash for our announcement. One of the most exciting changes we have made is rebranding the conference as the 2021 Orange County, CA Conference. We will announce this change with small crates of oranges (stress balls) with the 2021 Orange County logo on it, and the dates of the conference. What a way to remind folks when and where they will be in January 2021. Riding on the shoulders of giants, we will also do a t-shirt toss with gift cards to local business. Outside of the announcement, we are working on the overall branding of the conference and putting together our volunteer force that will help us make this the most fun and rewarding conference yet. Our logo and tagline are in development and we will be excited to reveal these in January. Our goal is to create a theme that can be felt throughout the conference, from the education sessions to the celebration. We would like to thank Maureen Andersen, Steve Demots and Kay Burnham for their support.

A round of applause to the re-energized engagement and participation of the Education Committee members.

Education Committee
Co-Chair: Christina Allen, Senators Sports & Entertainment
Co-Chair: Stuart Levy, Wicked 123

We would like to thank all the members of the Education Committee for their dedication, time and effort put into reviewing and vetting the submissions for INTIX 2020 in NYC. An extra thank you to Kyle Wright, Amy Graca and Maureen Andersen for the hours upon hours spent vetting, reviewing and slating the schedule. Your support, feedback and guidance are greatly appreciated!

Stuart and Christina shared the common goal of creating more engagement within the Education Committee this past year, with the hope to see an increased percentage of Education members who were able to review and grade submissions. We were ecstatic to see an increase of 15% over 2019 with 80% of the committee reviewing submissions.

Christina Allen will be rolling off as Chair of the Education Committee at the conclusion of this year and Stuart Levy will move from Co-Chair to Chair for INTIX 2021. We are excited to welcome Ebony Hattix from the Memphis Grizzlies as the in-coming Co-Chair..
International Ambassador Committee  
Co-Chair: Guislaine Bulman, Ticketpro.ca  
Co-Chair: April Moon, Canadian Stage

The committee spent its inaugural year on structure, organization, goals and creating measurement KPIs tied to the Board’s strategic long-range plan. This required work was completed prior to expanding the committee with new members.

In summary:
- Committee pages added to INTIX website.
- Created a “year-at-a-glance” document in sync with INTIX’s annual cycle for advance planning, goal setting and scheduling.
- Created “Canadians in Ticketing” Facebook page to create a sense of community and facilitate coast to coast messaging. To date there are 43 members country wide.
- Reviewed achievable short term and long term KPIs and goals that support a strong foundation for success.
- US recruitment to maintain diversity were unsuccessful; however, there are additional Canadian and UK INTIX members interested in joining.
- Proposed to the Board and was approved for a Canadian at-par rate for conference registration.
- Engaged regional ticketing groups including OPTA (Ontario); QTIX (Quebec); TPC (UK & Australia); and an unofficial group in Alberta. We did an email campaign in both English and French to encourage INTIX engagement via membership.

Results & Stats:
- Board nominations: 3 Europeans; 0 Canadians
- Board nominations to slate: 1 European, 1 Canadian
- Voted 3-year term: 1 Canadian
- Award nominations: 3 Canadian, 3 European, 1 Australian
- Call for Presentations 2020 program selections:
  - 4 Canadian, 2 UK; 2 European & 6 multi-national organizations
- PD&E Fund Applications: 3 Canadian, 4 European, 1 Australian, 3 Ukraine
- PD&E Fund Awards: 2 Canadian, 3 European, 1 Australian
- Utilization of CDN promotion: 2 new members; 9 current members
- Conference registrations (to date): 67 Canadian; 32 UK; 26 European; 13 South American; 5 Australian and 4 Russian
- US INTIX professionals presenting outside US:
  - Canada 3; TPC UK 20; TPC Australia 15

One of our main goals is to drive multi-national involvement within the INTIX community.
The Member Connections Committee will continue to work with the INTIX staff to send out welcome emails to all new members. We will continue to create topics for the forums, alternating between broad based general membership topics and expand first timers and mentor program topics and engagement. The committee is presenting – Welcome to INTIX. Designed for first time conference attendees and new members it will be presented in January. The Committee will continue to enhance this program by providing educational webinars throughout the year. We will continue our work in 2020 to enhance the First Timer programs at the annual Conference and work with the Mentor Committee to assist members who want to participate in the Mentor program. Committee members, board members, etc. will wear identifying buttons once again this year. These buttons are to serve as a symbol to all First Timers, so that they can easily identify friendly faces that they can talk to as well as ask questions. Lastly, the member connections committee will continue to contact new members as well as first timers to encourage them to participate in the INTIX committees and programs available to them.

Member Connections Committee
Co-Chair: Jo Michel, Michel Consultancy/TPC Australia
Co-Chair: Mandi Grimm, etix
Vice Chair: Kelley Monts de Oca, Durham Performing Arts Center

We will continue to create new forum topics geared specifically to new members and first timers.
Committee Reports

Mentor Program Committee
Co-Chair: Kelly Brennan, FutureTix
Co-Chair: Duncan Moss, Ravinia Festival
Vice Chair: Ami Johnson, Tempe Center for the Arts

In 2019, the Mentor Program officially became an INTIX committee (formerly the Mentor Task Force) after two successful program years since breaking off from the Member Connections committee. Furthermore, for the first-time a Vice Chair was introduced to facilitate an ongoing leadership plan. Over the past year, we have continued to welcome any INTIX member or exhibitor/sponsor to opt-in for a Mentor; be assigned to a group; or sign up to become a Mentor and help lead that group. In the past program year, we’ve been able to streamline our volunteer opportunities and focus in on the benefits our committee offers to program members. For example, we’ve rolled out “on-call” Mentors to be readily available if a Mentee (or prospective Mentee) needs assistance in a pinch. The committee successfully held its first Mentor/Mentee meet-up at the Monday Night Mingle in Texas, helping members facilitate face to face meetups and bring exposure to the program. In 2020, our committee will focus on an increased social media presence for the program expanding engagement from just conference to year round; and we will be determining the best communication tools for Mentors/Mentees, including committee members, for deeper continued connections.

INTIX Mentors use social media to help “spread the word” about volunteer opportunities and the benefits of the program.

Nominating Committee
Chair: Kay Burnham, Segerstrom Center for the Arts

The 2019 Nominating Committee, that represents our multi-faceted members and verticals, was submitted and approved by the Board of Directors. The Committee included Mardi Dilger, Miami Marlins; Dusty Kurtz, TicketsWest; Dan Demato, FutureTix; Mitchell Klein, Broadway Across America; Josh Logan, NCAA; Jo Michel, Consultant; Martin Gammeltoft, Activity Stream; Aubrey Stork, Mirvish Productions.

A call for nominations was done by INTIX resulting in 21 nominations, a record number. The Committee conducted a review, analysis, ranking of all submitted materials and arrived at a clear slate of eight individuals for the five open positions. This slate of nominees was presented to the membership via marked and individualized member electronic voting and included Jacque Holowaty, Peter I’anson, Daren Mitch, Aren Murry, Michelle Paul, Denise Smithson Green, Eric Valley, and Josh Ziegenbusch. Membership voting was completed and, by clear majority, directors were duly identified and are put forth as nominees for the final membership ratification election at the Annual Business Meeting. Nominees are Daren Mitch, Aren Murry, Denise Smithson Green, Eric Valley, and Josh Ziegenbusch. Peter I’anson will be Board appointed to a two-year term at the January board meeting to fill the remainder of Lynne King Smith’s term left vacant when she was elected by Board majority vote to Chair-elect. This appointment allows the size of the board to remain stable and fulfills the INTIX Bylaw goal of 12% non-North American participation.

I would like to thank this committee for their thoughtful and thorough service. It has been an honor to work with them and I am grateful to them for stepping up to ensure the strongest possible slate of nominees.

Final slate of board nominees:
Daren Mitch, Aren Murray, Denise Smithson Green, Eric Valley, Josh Ziegenbusch

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Professional Development Grants Committee
Co-Chair: Richard Powers, Blumenthal Performing Arts
Co-Chair: Anwar Nasir, Omaha Symphony

The Professional Development Grants Committee had an outstanding year with over $31,000 distributed for conference expenses and/or membership grants. In total we were able to award all the 32 grants applicants something, a 29% increase in funding and 66% in recipients over 2019. Due to the amazing support of members & INTIX contributions, we were able to award travel, if requested, to all conference recipients. The committee members were overjoyed with the additional funding provided by INTIX – thank you for your support. This year was also very exciting due an increase of international applicants and recipients, in part due to our working the UK Ticket Professionals Conference for better exposure. We also worked with them for a new grant that they underwrote. This year we had 11 of our 32 applicants from outside the US (United Kingdom x4, Canada x3, Ukraine x3, Australia x1). Thank you to all the committee members for all your time and effort put into the PDG Committee. Your feedback has continued to improve both the application and evaluation process and the time and effort put into reviewing the applications is greatly appreciated! Richard Powers will be rolling off as Co-Chair at the conclusion of this year and Anwar Nasir will continue as Chair for the 2020-2021 term.

Professional Development grants were awarded to an amazing 32 recipients for INTIX 2020... way to go members!

- **2017**: $10,143 awarded to 9 recipients
- **2018**: $12,635 awarded to 10 recipients
- **2019**: $22,375 awarded to 11 recipients
- **2020**: $31,185 awarded to 32 recipients

Professional Development Grants Committee
Regional Ticketing Group
Chair: Laura Zehe
Vice-Chair: Stephanie Viegas Dias
Committee members consist of representatives of each regional group. Laura Zehe will be rolling off as Co-Chair after serving a two-year term. Stephanie Viegas Dias will be staying on for a second year as Co-Chair of the group. We are currently seeking a Co-Chair for a two-year term.

2019 Key Accomplishments
To increase communication and engagement of the regional groups, an open forum request was approved by the INTIX board with the goal to continue to expand it to become a reliable resource for regionals. Below is a list of how the regional groups supported the industry within their areas:

- BAPTA: Supported and sponsored the FutureTix Ticketing Symposium in October
- LVRTA: Held their annual meeting where they reviewed Senate Bill 131 and a ticket products overview from Ticketmaster
- OCLATIX: Held a social mixer on July 10th
- FLOAT: Held a networking event on July 9th and recently produced their winter online newsletter
- ORTAA: Held a panel discussion on paperless entry in August followed by a networking reception; planned a September Social that was rained out.
- TSG (Upper Midwest): Held quarterly gatherings on specific topics including “Ask a Lawyer” on November 19th
- Ticketing Professionals Australia: Hosted their inaugural ticket conference
- OPTA: Held a gathering Sept 23rd at Ripley’s Aquarium
- SOBOM: Held a summer barbeque August 14th; Quiz Night Oct 17th; and a Christmas After Party Dec 10th
- OTT-TIX: Held “News, Views, and Brews” networking event over the summer
- TriTix: Host Region for INTIX, busy with planning for INTIX 2020

Standards & Endorsements Task Force
Chair: Eric Valley
The task force is focused on the creation of online courses, testing and endorsements that would be offered through INTIX. There are several desired outcomes of this initiative, ranging from increasing membership, adding value to current members and strengthening INTIX’s BoK as being THE reference in the industry. Discussions have centered around:

- Reassess and reconfirm the overall direction that had been suggested
- Identify roadblocks and limitations
- Identify next steps to push project forward

On May 25th 2019, the task force met to reignite the S&E project. It was determined that the format and core characteristics previously identified were still pertinent and that the scope of the project, its target market, along with some key motivational factors for potential candidates were still valid. Of the roadblocks identified, the lack of time/resources by task force members was most pertinent and it was decided that, to ensure that the project could be delivered, we would need to outsource the RFI process for the creation of an online course. These findings were presented to the Board in June where it was determined that further feasibility research, BoK updates and assessment would be outsourced by INTIX staff. A report is forthcoming at the January 2020 Board meeting.
INTIX Opens Doors
This exciting and informative content hub is a valuable tool for INTIX members and continues to grow!

Page Views or “Hits”
FY2018: 56,460
FY2019: 85,159
(66% Increase)

Unique Page Views
FY2018: 45,750
FY2019: 71,610
(64% Increase)

Featured New Stories
FY2018: 32
FY2019: 49
(66% Increase)

In 2019, ACCESS introduced “Women in Leadership” featuring 7 interviews of influential women in the ticketing industry!

INTIX Getting to Know You
Featured Interviews

20 Interviews published to date!

Technology 11.20.19
Who Are the Early Adopters of Technology in the Ticketing Industry?

Leadership 01.14.19
11 Ticketing Industry Trends: What to Expect in 2019

Revenue 01.02.20
Three Reasons - Unrelated to the CFP - Why Bowl Game Ticket sales Are Depressed.

Leadership 12.30.19
Getting to Know Your INTIX Community

Leadership 12.19.19
Angela Higgins in Final Preparations for Inaugural Australian Ticketing Conference
INTIX members are the Rock Stars of the ticketing industry!

Our members recognize the importance of giving back to their organization and supporting programs such as the Professional Development and Education Fund, Annual Fund and the Chair’s Challenge. This year...they really out did themselves!

**Total Member Donations**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
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<tbody>
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<td>2016-2017</td>
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</tr>
<tr>
<td>2017-2018</td>
<td>$45,750</td>
</tr>
<tr>
<td>2018-2019</td>
<td>$53,420</td>
</tr>
</tbody>
</table>

**Number of Members Who Donated**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-2017</td>
<td>42</td>
</tr>
<tr>
<td>2017-2018</td>
<td>93</td>
</tr>
<tr>
<td>2018-2019</td>
<td>182</td>
</tr>
</tbody>
</table>

**Kay Burnham’s $40 for 40 Chair’s Challenge**

Chair’s Challenge: **120** members donated **$8,620**
INTIX puts the Fun in Fundraising!

The Live Auction is always an INTIX member favorite!

In 2019 we introduced the “Dip” jar and “Be the Magic” wristbands

INTIX members loved the new “Noble Tribe” posters!

INTIX Surprise Boxes continue to be a fun and exciting way for members to give back... and get great prizes!
The Professional Development & Education Fund (PD&E) received a graphic makeover in 2019!

The PD&E Fund was established by INTIX to directly benefit members. The Fund is specific to the underwriting of scholarships and grants for ticketing professions that aid members to reach a higher level of career performance; support of INTIX members and their organizations with professional development funding; for continuing professional development and education; and to enhance the knowledge and career paths of our members. The PD&E is funded by our members, partners, vendors, and suppliers by making direct financial donations to the Fund and INTIX annually commits a minimum of $20,000 in direct funding to members via an application and vetting process. Further, the PD&E is called out as a core value and is directly tied to multiple goals of the INTIX Strategic Long-Range Plan.

It became clear that our branding and image of the PD&E Fund needed to be reimagined to better reflect the goals, the engagement, the enlightenment and the mission spirit of INTIX as well as the mission of the fund. We needed a brand that honored the traditional concept of illumination through education as well as our roots of giving and nurturing growth. We believe we have accomplished this with our new look and feel for the PD&E.

We also gratefully acknowledge and thank all the donors to the PD&E and the growth that these committed donors have provided and fostered.

INTIX Stewardship Circle gets a formal indentity.

In 2017 a work group came together that was fostered by passion, esprit de corps, shared experiences and an intense interest in giving back. This work group was comprised of the past Board Chairs of INTIX and their collective experience and expertise represents, literally, 100s of years. They are not only influential in the industry but are the brain trust of the INTIX history, traditions and instrumental in their work to the INTIX future. Over the past two years this dynamic, energetic, and efficient work group has morphed into a formal circle of engagement with a mission to support the INTIX mission and to drive engagement and elevation of the members and the profession.

The Stewardship Circle’s work is in tandem and in direct support to the INTIX mission. They support INTIX’s strategic plan aiding in the growth and sustenance of the organization and its members with emphasis on growing contributed income and fostering membership. In the years to come this core and valued group of supporters will be fostering a new generation of leadership, encouragement, growth success for INTIX, its members and to the industry. They have created an image that is always in motion and always inclusive with no beginning and no end. How lucky we are to have this cross generational group giving INTIX its experience and time.

The members of the Stewardship Circle are: Kay Burnham, Jane Kleinberger, Maureen Andersen, Gary Lustig, Jennifer Aprea, Mardi Dilger, Robert Bennett, Brian Sayre, Tracy Noll, John Harig, David Lowenstein, Jennifer Staats Moore, Linda Forlini, Debra Kay Duncan, Karen Sullivan and Angus Watson. Joining them in 2020 will be Derek Palmer. Watch for their endeavors and new initiatives to be announced in the coming months.
To our 2019 Sponsors we say “Thank You.”
We couldn’t do this without you.

Platinum Sponsors

WW

Paciolan
A LEARFIELD COMPANY

SINCE 1898

BOOKING PROTECT

patron TECHNOLOGY

MICROCOM CORPORATION
Nominees to the Board of Directors, 2020-2023

The International Ticketing Association is incorporated in New York State where the law requires that elections of not-for-profit corporations take place at the Annual Meeting of the membership. The following people were selected by email ballot to fill the available positions on the Board of Directors for a three-year term from 2019-2022.

Daren Mitch  
Phoenix Suns  
Talking Stick Resort Arena  
Phoenix, Arizona

Denise Smithson Green  
Des Moines Performing Arts  
Des Moines, Iowa

Josh Ziegenbusch  
Oakland Athletics  
Oakland, California

Aren Murray  
Tobin Center for the Arts  
San Antonio, Texas

Eric Valley  
Eric Valley Consulting  
Montreal, Quebec, Canada

2019 Board of Officers and Directors

Officers

Chair  
Derek Palmer  
Qcue  
Austin, Texas

Chair-Elect  
Anthony Esposito  
Atlanta Braves  
Atlanta, Georgia

Past-Chair  
Kay Burnham  
Segerstrom Center for the Arts  
Costa Mesa, California

President & CEO  
Maureen Andersen  
International Ticketing Association  
Palm Springs, CA

Treasurer  
Brendan Bruss  
PMI Entertainment/TicketStar  
Green Bay, Wisconsin

Secretary  
Amy Kline  
Patron Technology  
Pittsburgh, Pennsylvania

Directors

Alison Barry  
Chautauqua Institution  
Chautauqua, New York

Crystal Brewe  
Kimmel Center, Inc.  
Philadelphia, Pennsylvania

Tammy Enright  
Tickets.com  
Washington, District of Columbia

Amy Graca  
Caesars Entertainment  
Las Vegas, Nevada

Lynne King Smith  
Gilbert, Arizona

Jennifer LaMorte  
Tessitura Network  
New York, New York

Shawn Robertson  
Center Theatre Group  
Los Angeles, California

Cat Spencer  
Booking Protect  
Leeds, United Kingdom

Andrew Thomas  
Ticketing Professionals Conference  
Wales, United Kingdom

Eric Valley  
Eric Valley Consulting  
Montreal, Quebec, Canada

Josh Ziegenbusch  
Oakland Athletics  
Oakland, California
On behalf of the INTIX Organization, the following is a summary of the audit report for the fiscal year ending on September 30, 2019. The annual audit resulted in an unqualified opinion from our auditors, which is the desired result. The financial information was presented fairly and without material deficiencies. The INTIX Organization concludes the fiscal year in sound financial shape.

The organization did see a decline in net assets of ($143,166) during the fiscal year, 2019 to a year-end of $672,995. The basic explanatory factors were a decline in Exhibition/Sponsorship revenue combined with higher than expected conference expenses. In addition, there were some targeted expenses approved by the Board of Directors for SEO/website and travel to support a positioning of the INTIX message within our financial capacity.

Revenues for operational activities only slightly declined by ($17,732) during the fiscal year, ending in total revenues of $1,165,033. Overall operational expenses did increase from the prior year by approximately $150,000 to end the year at $1,308,199. Contributions to the organization did increase again to $61,393 which is 44% more than fiscal year end 2017. While we did see a decline in net assets, we note that as of September 30, 2019 the INTIX Organization had a slight increase in its cash and cash equivalents from $940,813 to $1,018,832.

The 2020 fiscal year centers on plans for a very successful New York conference and capitalizing on previous years investments in messaging and content. We have projected a net return on the conference to be the highest in the last five years and a $100,000 increase over the prior year. The Board has approved a budget plan for a yearlong campaign to boost brand awareness, capture more leads, and generate more revenue across membership and conference. The Finance Committee and Full Board continue to review our financial outcomes at quarterly and regular meetings as we discuss our strategic plans.

The financial status of INTIX remains on solid ground allowing the Board of Directors, led by Anthony Esposito during fiscal year 2020 to be strategic in providing the membership with outstanding programming. Our President and CEO, Maureen Andersen continues to provide engaged leadership, sound fiscal planning and exciting outcomes.

Sincerely,

Brendan Bruss
Treasurer
Statement of Financial Position

For the year ended September 30, 2019
(with comparative totals for the year ended September 30, 2018)

<table>
<thead>
<tr>
<th>Assets</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,018,832</td>
<td>$940,813</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>141,974</td>
<td>187,345</td>
</tr>
<tr>
<td>Interfund receivable (payable)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>117,420</td>
<td>65,161</td>
</tr>
<tr>
<td>Property and equipment-net</td>
<td>1,262</td>
<td>3,590</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$1,279,488</td>
<td>$1,196,909</td>
</tr>
</tbody>
</table>

Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$34,087</td>
<td>$23,431</td>
</tr>
<tr>
<td>Refundable advances</td>
<td>484,099</td>
<td>287,242</td>
</tr>
<tr>
<td>Deferred membership dues</td>
<td>88,307</td>
<td>70,075</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>606,493</td>
<td>380,748</td>
</tr>
</tbody>
</table>

Net Assets:
- Without donor restrictions     | 527,150    | 693,772    |
- With donor restrictions         | 145,845    | 122,389    |
| **Total Net Assets**             | 672,995    | 816,161    |

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$1,279,488</td>
<td>$1,196,909</td>
</tr>
</tbody>
</table>

The accompanying notes are an integral part of these financial statements.

Statement of Activities

For the year ended September 30, 2019
(with comparative totals for the year ended September 30, 2018)

<table>
<thead>
<tr>
<th>Operating Activities:</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$37,937</td>
<td>$23,456</td>
<td>$61,393</td>
<td>$55,163</td>
</tr>
<tr>
<td>Conferences and meetings</td>
<td>425,642</td>
<td>425,642</td>
<td>393,613</td>
<td>168,222</td>
</tr>
<tr>
<td>Membership dues</td>
<td>183,850</td>
<td>183,850</td>
<td>168,222</td>
<td>168,222</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>210,328</td>
<td>210,328</td>
<td>239,308</td>
<td>239,308</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>225,568</td>
<td>225,568</td>
<td>274,518</td>
<td>274,518</td>
</tr>
<tr>
<td>Newsletter</td>
<td>-</td>
<td>-</td>
<td>1,950</td>
<td>1,950</td>
</tr>
<tr>
<td>Other income</td>
<td>40,962</td>
<td>40,962</td>
<td>48,236</td>
<td>48,236</td>
</tr>
<tr>
<td>Investment income</td>
<td>17,290</td>
<td>17,290</td>
<td>1,755</td>
<td>1,755</td>
</tr>
<tr>
<td><strong>Total Revenues and Other Support</strong></td>
<td>1,141,577</td>
<td>23,456</td>
<td>1,165,033</td>
<td>1,182,765</td>
</tr>
</tbody>
</table>

Expenses

<table>
<thead>
<tr>
<th>Program services:</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences and meetings</td>
<td>776,605</td>
<td>-</td>
<td>776,605</td>
<td>700,262</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>40,710</td>
<td>-</td>
<td>40,710</td>
<td>40,147</td>
</tr>
<tr>
<td>Communications, including publications</td>
<td>54,280</td>
<td>-</td>
<td>54,280</td>
<td>53,529</td>
</tr>
<tr>
<td>Membership and educational development</td>
<td>98,328</td>
<td>-</td>
<td>98,328</td>
<td>68,492</td>
</tr>
<tr>
<td>Membership services</td>
<td>132,764</td>
<td>-</td>
<td>132,764</td>
<td>116,426</td>
</tr>
<tr>
<td>General and administration</td>
<td>205,512</td>
<td>-</td>
<td>205,512</td>
<td>179,382</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>1,308,199</td>
<td>-</td>
<td>1,308,199</td>
<td>1,158,238</td>
</tr>
</tbody>
</table>

Change in net assets from operations

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>(166,622)</td>
<td>23,456</td>
<td>(143,166)</td>
</tr>
</tbody>
</table>

Net assets- beginning of year

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>693,772</td>
<td>122,389</td>
<td>816,161</td>
</tr>
</tbody>
</table>

Net assets, end of year

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$527,150</strong></td>
<td>$145,845</td>
<td>$672,995</td>
</tr>
</tbody>
</table>

The accompanying notes are an integral part of these financial statements.
## Statement of Functional expenses

For the year ended September 30, 2019  
(with comparative totals for the year ended September 30, 2018)

<table>
<thead>
<tr>
<th>Conferences and Meetings</th>
<th>Communications and Publications</th>
<th>Membership and Educational Development</th>
<th>Total</th>
<th>Membership Services</th>
<th>Administration</th>
<th>Total</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and wages</td>
<td>$57,680</td>
<td>$34,607</td>
<td>$46,144</td>
<td>$23,072</td>
<td>$161,503</td>
<td>$34,608</td>
<td>$34,608</td>
<td>$69,216</td>
</tr>
<tr>
<td>Related expenses</td>
<td>8,397</td>
<td>5,029</td>
<td>6,718</td>
<td>2,360</td>
<td>23,514</td>
<td>5,030</td>
<td>5,030</td>
<td>10,078</td>
</tr>
<tr>
<td>Total salaries and related expenses</td>
<td>65,077</td>
<td>39,646</td>
<td>52,862</td>
<td>25,432</td>
<td>185,017</td>
<td>39,647</td>
<td>39,647</td>
<td>79,294</td>
</tr>
<tr>
<td>Commissions</td>
<td>77,660</td>
<td>-</td>
<td>-</td>
<td>77,660</td>
<td>-</td>
<td>-</td>
<td>77,660</td>
<td>86,658</td>
</tr>
<tr>
<td>Consulting fees</td>
<td>5,029</td>
<td>-</td>
<td>-</td>
<td>5,029</td>
<td>1,315</td>
<td>7,337</td>
<td>8,150</td>
<td>13,950</td>
</tr>
<tr>
<td>Contributions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Conferences and Seminars</td>
<td>574,329</td>
<td>-</td>
<td>68,441</td>
<td>642,770</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>642,770</td>
</tr>
<tr>
<td>Office and printing</td>
<td>8,600</td>
<td>-</td>
<td>-</td>
<td>8,600</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Postage</td>
<td>1,280</td>
<td>784</td>
<td>1,045</td>
<td>522</td>
<td>3,657</td>
<td>783</td>
<td>783</td>
<td>1,566</td>
</tr>
<tr>
<td>Telephone</td>
<td>467</td>
<td>280</td>
<td>373</td>
<td>186</td>
<td>1,106</td>
<td>280</td>
<td>280</td>
<td>560</td>
</tr>
<tr>
<td>Professional fees</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>30,888</td>
<td>30,888</td>
<td>30,888</td>
</tr>
<tr>
<td>Websites and software</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>29,412</td>
<td>3,668</td>
<td>32,680</td>
<td>32,680</td>
</tr>
<tr>
<td>Bank charges</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>40,192</td>
<td>40,192</td>
<td>40,192</td>
</tr>
<tr>
<td>Membership development</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>61,329</td>
<td>61,329</td>
<td>61,329</td>
<td>52,391</td>
</tr>
<tr>
<td>Travel</td>
<td>39,574</td>
<td>-</td>
<td>-</td>
<td>39,574</td>
<td>60,544</td>
<td>100,118</td>
<td>43,481</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>3,192</td>
<td>-</td>
<td>-</td>
<td>3,192</td>
<td>-</td>
<td>7,461</td>
<td>7,461</td>
<td>10,653</td>
</tr>
<tr>
<td>Depreciation</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,747</td>
<td>2,747</td>
<td>-</td>
<td>-</td>
<td>2,747</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$796,605</td>
<td>$60,710</td>
<td>$54,280</td>
<td>$98,328</td>
<td>$969,223</td>
<td>$132,234</td>
<td>$263,272</td>
<td>$338,230</td>
</tr>
</tbody>
</table>

The accompanying notes are an integral part of these financial statements.

## Statement of Cash Flows

For the year ended September 30, 2019  
(with comparative totals for the year ended September 30, 2018)

### Cash flows from operating activities:
- Change in net assets:  
  - 2019: $(143,166)  
  - 2018: $24,527
- Adjustments to reconcile change in net assets to net cash provided by (used for) operating activities:
  - Depreciation: 2,747
- Changes in operating assets and liabilities:
  - Decrease (increase) in accounts receivable: 45,371
  - Increase (decrease) in prepaid expenses: (52,259)
  - Increase (decrease) in accounts payable and accrued expenses: 10,656
  - Increase (decrease) in refundable advances: 196,857
  - Increase (decrease) in deferred membership dues: 18,232
- Net cash provided by (used for) operating activities: 78,438

### Cash Flow From Investing Activities:
- Purchase of equipment: (419)

### Net increase (decrease) in cash and cash equivalents: 78,019

### Cash and cash equivalents at beginning of year: 940,813
### Cash and cash equivalents at end of year: $1,018,832 $940,813

The accompanying notes are an integral part of these financial statements.
NOTE 1: DESCRIPTION OF ORGANIZATION

The International Ticketing Association, Inc. (the “Association”) is a not-for-profit organization exempt from Federal income taxation pursuant to Section 501(c)(3) of the Internal Revenue Code and has been designated as an organization, which is not a private foundation.

The Association provides a definitive resource and forum for the international ticketing industry within the following broad areas:

a) Present annual and regional educational conferences and trade shows, produce publications, surveys, and career development opportunities and keep members apprised in the latest developments of systems to better serve the field and the public.

b) Exchange information on technological advances, the development of high professional standards and advanced management techniques.

Funding of the Association’s budget is provided from contributions, membership dues, conference registration, exhibitors’ fees, sponsorship, advertising income and related service income.

NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The financial statements of The International Ticketing Association, Inc. have been prepared in accordance with U.S. generally accepted accounting principles (“US GAAP”), which require the Association to report information regarding its financial position and activities according to the following net asset classifications:

Net assets without donor restrictions - Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the organization. These net assets may be used at the discretion of the Association’s management and the board of directors.

Net assets with donor restrictions - Net assets subject to stipulations imposed by donors, and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of the Association or by the passage of time. Other donor restrictions are perpetual in nature, where by the donor has stipulated the funds be maintained in perpetuity.

Donor restricted contributions are reported as increases in net assets with donor restrictions. When a restriction expires, net assets are reclassified from net assets with donor restrictions to net assets without donor restrictions in the statements of activities.

Measure of Operations

The statements of activities report all changes in net assets, including changes in net assets from operating activities. Operating activities consist of those items attributable to the Association’s ongoing programs and investment income earned on money market activity.

Accounts Receivable

The Association carries its accounts receivable at cost. On a periodic basis, the Association evaluates its accounts receivable and establishes if needed, an allowance for doubtful accounts, based on a history of past write-offs and collections and current credit conditions.

Accounts receivable are considered by management to be fully collectible and accordingly no allowance for doubtful accounts is considered necessary.

Contributions

Contributions received are recorded as net assets without donor restrictions or net assets with donor restrictions, depending on the existence and/or nature of any donor-imposed restrictions. Contributions that are restricted by the donor are reported as an increase in net assets without donor restrictions if the restriction expires in the reporting period in which the contribution is recognized. All other donor restricted contributions are reported as an increase in net assets with donor restrictions, depending on the nature of restriction. When a restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

Financial Instruments

The Association’s financial instruments are cash and cash equivalents, accounts receivable, prepaid expenses, accounts payable and accrued expenses, refundable advances and deferred income. The recorded values of cash and cash equivalents, prepaid expenses, accounts receivable, accounts payable and accrued expenses refundable advances and deferred income approximate fair values based on their short-term nature.

Revenue Recognition

Revenue and expenses are recorded on the accrual basis. Revenue received for future years’ programs are deferred to the applicable year and classified as refundable advances. Membership dues are recorded as collected and taken into revenue over the membership term.

Cash and Cash Equivalents

Cash equivalents include all highly liquid investments with an original maturity of three months or less at date of purchase and include money market accounts amounting to $868,832 and $0 at September 30, 2019 and 2018 respectively.

Prepaid Expenses

Costs related to conferences and exhibitions paid in advance are prepaid until the projects are completed.

Functional Allocation of Expenses

The costs of providing the various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.
NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (con’t)

Estimates
The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Refundable Advances
Conference fees and exhibition fees collected in advance are deferred in the accompanying statement of financial position. Such refundable advances are substantially recognizable within one year.

Comparative Information
The financial statements include certain prior-year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with accounting principles generally accepted in the United States of America. Accordingly, such information should be read in conjunction with the Association’s financial statements for the year ended September 30, 2018 from which the summarized information was derived.

Property and Equipment
Property and equipment is capitalized based on their useful lives and are recorded at cost. Depreciation is provided on the straight-line method over the estimated useful lives of the assets. Maintenance and repairs are charged to expenses as incurred; major renewals and betterments are capitalized. When items of property or equipment are sold or retired, the related cost and accumulated depreciation is removed from the accounts and any gain or loss is included in the results of operations. Management reviews property and equipment for impairment when events or changes in circumstances indicate that the carrying amounts may not be recoverable. Property and equipment are written off to operations when considered impaired. Maintenance and repairs, which neither materially add to the value of the property nor appreciably prolong its life, are charged to expense as incurred.

New Accounting Pronouncement
On August 18, 2016, FASB issued ASU 2016-14, Not-for-Profit Entities (Topic 958) – Presentation of Financial Statements of Not-for-Profit Entities. The update addresses the complexity and understandability of net asset classification, deficiencies in information about liquidity and availability of resources, and the lack of consistency in the type of information provided about expenses and investment return. The International Ticketing Association, Inc. has adjusted the presentation of these statements accordingly. The ASU has been applied retrospectively to all periods presented.

NOTE 3: AVAILABILITY AND LIQUIDITY
The following represents the Association’s financial assets at September 30, 2019 and 2018:

<table>
<thead>
<tr>
<th>Financial assets at year end:</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,018,832</td>
<td>$940,813</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>141,974</td>
<td>187,345</td>
</tr>
<tr>
<td>Total financial assets</td>
<td>$1,160,806</td>
<td>$1,128,158</td>
</tr>
</tbody>
</table>

Financial assets available to meet general expenditures over the next twelve months

<table>
<thead>
<tr>
<th>Financial assets available to meet general expenditures over the next twelve months</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,160,806</td>
<td>$1,128,158</td>
</tr>
</tbody>
</table>

The Association structures its financial assets to be available as its general expenditures, liabilities, and other obligations come due.

NOTE 4: DONATED SERVICES

A) The value of donated conference sponsorship income and expenses included in the financial statement for the years ended September 30, 2019 and 2018 is $92,500 and $124,750 respectively.

B) The Association receives a significant amount of donated services from unpaid volunteers who assist in fund raising and special projects. No material amounts have been recognized in the statement of activities because the nature of these volunteer services do not meet the criteria for recognition under generally accepted accounting principles.

NOTE 5: DONOR RESTRICTED NET ASSETS

Donor restricted net assets of $145,845 as of September 30, 2019 are available for:

• Assisting ticketing professionals to participate in INTIX conferences.
• Support organizations to provide continuing education to their employees.
• Enhance the knowledge of ticketing professionals.

NOTE 6: CONCENTRATION OF CREDIT RISK

The Association maintains cash balances with high quality financial institutions and may periodically exceed the federally insured limit of $250,000. Management believes the Association is not exposed to any significant credit risk on cash. Management credit decisions do not result in significant adverse risk and historically have not experienced significant credit-related losses.
NOTE 7: PROPERTY AND EQUIPMENT
The major components of property and equipment which is recorded at cost, consists of the following:

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>$85,403</td>
<td>$84,984</td>
</tr>
<tr>
<td>Accumulated depreciation</td>
<td>84,141</td>
<td>81,394</td>
</tr>
<tr>
<td></td>
<td>$ 1,262</td>
<td>$3,590</td>
</tr>
</tbody>
</table>

Depreciation expense for the years ended September 30, 2019 and 2018 was $2,747 and $4,852 respectively.

NOTE 8: INCOME TAXES
The Association is an organization exempt from federal income tax under Section 501(c)(3) of the U.S. Internal Revenue Code. Therefore, no provision for income taxes is made in the accompanying financial statements.

The Association believes it has adequate support for positions taken on its Information Return of Exempt Organization (Form 990) and, accordingly, believes there are no uncertain tax positions that would affect its tax-exempt status. Management continually evaluates expiring statutes of limitations, audits, proposed settlements, changes in tax law, new authoritative rulings, and its operating characteristics to comply with its status as a tax-exempt organization.

NOTE 9: COMMITMENTS
(A) The Association has entered into various contracts for bookkeeping, operational support, conference management, publishing of newsletter and advertising which are renewable annually. The approximate annual costs of the contracts are $153,000.

(B) The Association has entered into contracts with hotels for future conferences. The contracts contain guarantees for room occupancy and penalties for non-compliance.

NOTE 10: SUBSEQUENT EVENTS
The Association has evaluated subsequent events through December 20, 2019, which is the date the financial statements were available to be issued. Management is not aware of any subsequent events which would require recognition or disclosure in the accompanying financial statements.
Wait ‘til you see what’s next...
INTIX is committed to giving our members even MORE in the year ahead!

More Education
More Fundraising
More Technology
More Programs
More Advancement
More FUN!
INTIX is Driving the Future of Ticketing and Entertainment