Powerful Connections for Industry Professionals

INTIX
39th Annual Conference & Exhibition
Baltimore

Annual Business Meeting
January 25, 2018 • 9:00 am
Hilton Baltimore
Dear INTIX Members, Partners, and Friends:

Your International Ticketing Association’s Board of Directors is proud to announce the conclusion of a pivotal, challenging and successful 2017. We look forward to a historic 2018 as we continue our successful pursuit of delivering you a new and improved INTIX organization and engagement!

Over this past year we welcomed a new President and CEO; began execution of a Strategic Long-Range Plan; completely revamped our website; created and deployed a new content hub to better serve our voice in the industry; revised our eNews to a weekly vs monthly format; visited with multiple regional groups as we took INTIX to the people; created a stronger base for our fundraising activities; evaluated and revised bylaw language to meet our governance mandates; and recorded another year of profitability both in earned and contributed income. On the global front, we are making strides putting the International back into INTIX with both greater Board representation and INTIX engagement in Europe. Perhaps most importantly, INTIX is behaving differently with how we engage others in our entertainment community in an effort to broaden our impact for the benefit of all our members.

With the leadership of our industry-veteran President, Maureen Andersen, your INTIX Board completed work on a long term strategic plan and launched the initial stages of that plan’s execution. With the tireless effort of our many committees, task forces, and key stakeholders, we are re-inventing our organization and the value it delivers to us all. If you haven’t seen INTIX lately, you don’t know the new INTIX!

The strategic plan development process began with serious reflection on the state of our industry and the value INTIX does deliver today, but more importantly, the needs of the industry that INTIX was not serving. One critical area of observation was how so many organizations and businesses that serve our entertainment community had begun offering meetings, forums, and education on the topic of ticketing – all without voice from INTIX or our members. While we commend these external groups for focusing on “ticketing”, we want to ensure that INTIX is and remains the dominant voice for ticketing in the entertainment industry. We do not look to replace these external groups but rather to celebrate and partner with them. By doing so, we can be the organizing force that not only delivers value to our own members, but to others who serve our industry. This includes other disciplines within our own organizations such as entertainment executives, marketers, fundraisers, and salespersons.

The Strategic Long Range Plan (SLRP) has multiples Goals, Objectives, Strategies, and Tactics and can be found on the INTIX website. However, at the highest level it is designed to encapsulate and ensure the following:

Our Mission: The International Ticketing Association connects entertainment professionals with the education, innovation, tools, and relationships necessary to ignite and sustain success.

Our Values: The principles that guide our behavior as we serve and build our community; as we commit to continuous education through collaboration and professional development; and to provide leadership by supporting and fostering visionary thinking, innovation, and accountability in an ethical culture.
**Our Goals:** The outcomes that we seek to accomplish over the next 3-5 years for the key stakeholders we serve.

- **TICKETING PROFESSIONALS GOAL:** Entertainment ticketing professionals will have a consistent voice in senior and executive leadership.

- **INTIX ORGANIZATION GOAL:** INTIX will be globally recognized as the authority in entertainment ticketing and customer experience.

- **TECHNOLOGY PROVIDERS AND PARTNERS GOAL:** INTIX will be the neutral forum for providers and partners to establish best practice leadership for the industry.

To share our thinking and further test our direction, we took this messaging out to key groups and even on the road over the past 6 months. We conducted meetings with our Committee Chairs, our Past Board Chairs, and our Lifetime Achievement Award recipients. We also travelled about meeting with regional ticketing groups in San Francisco, Las Vegas, Atlanta, and the tri-state New York area. The feedback from these groups has been resounding and we are looking forward to engaging our greater community in Baltimore at our annual INTIX 2018 conference.

As I conclude my service as your Board Chair, I could not be more pleased and encouraged to pass the gavel to a deeply passionate professional who has achieved executive status in live entertainment. Kay Burnham, Vice President, Guest Services at the Segerstrom Center for the Arts in Costa Mesa, CA, will be your 2018 Chair and will oversee the continued execution of our Strategic Long-Range Plan. Joining her team as our Chair-Elect is Derek Palmer of Tickets.com who helms their European operations – our first international elected officer and another testimonial to our commitment to International! Lastly, it is with deep appreciation that we say thank you to Joe Carter of the Los Angeles Philharmonic Association who I will be replacing as Past-Chair. Joe has given tirelessly of himself with multiple terms on the Board and extended service on the Executive Committee. Thank you Joe for going far above and beyond the call for INTIX – your contribution is recognized, appreciated, and will never be forgotten!

These leaders, the entire Board, our Committees, Task Forces, and Past Chairs are working hard on delivering you a new and improved INTIX. We expect that you will also bear witness to the emergence of the NEW INTIX over the coming months and years. However, to be clear, INTIX is entering a new stage of mature development. For those of you who care deeply about the jobs we do and the value we provide, we ask that you join us! Join a committee! Join a task force! Stand for Board election! Voice your opinion! We are ONE community and together, we are strong!

“If you don’t know the NEW INTIX, you don’t yet know INTIX!”

Respectfully Submitted,

Jane Kleinberger
INTIX Board Chair
The International Ticketing Association would like to thank the following individuals and organizations for their contributions in support of INTIX’s Annual Fund and the Professional Development and Education Fund.

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, innovation, participation and networking.

Professional Development and Education Fund contributions allow INTIX to present quality educational programming and provide conference scholarships 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.

**Chairman's Circle ($500 +)**
- Maureen Andersen, International Ticketing Association
- Gail Anderson, Minnesota State Fair
- Carl Bailey, NC Blumenthal Performing Arts Center
- Deborah Ballentine
- Alison Barry, State University of New York at Fredonia
- Jaanus Beilmann Piletilevi, Piletilevi AS
- Brendan Bruss, PMI Entertainment Group/TicketStar
- Kelly Brennan, FutureTix
- Kay Burnham, Segerstrom Center for the Arts
- Jennifer Butler, Ravinia Festival Association
- Joseph Carter, Los Angeles Philharmonic
- Chris Convery, SMG
- Erik Covtiz
- Tammy Enright, Smithsonian Enterprises
- Anthony Esposito, Atlanta Braves
- Nick Falzon, Disney Theatrical Group
- Carrie Farina, MGM Resorts International
- Linda Forlini, Ticket Philadelphia
- Robert Friend, Patron Technology, Inc.
- Geo Haynes
- James Hipp
- Melinda Johnston, Lakefront Arena
- Jane Kleinberger, Paciolan
- Amy Kline, ShowClix
- Jo Labrecque-French, Wolf Trap Foundation
- Gary Lustig, LusTicks Consulting
- April Moon, Canadian Stage
- Dee Dee Naff, Smith’s Tix
- Derek Palmers, Tickets.com UK
- Bruce Radley, Spurs Sports & Entertainment
- Andrew Thomas, Ticketing Professionals
- Jennifer Thomas, Disney Theatrical Group
- Weldon, Williams & Lick, Inc.
- Derek Younger, DC Government
- Josh Ziegenbusch, Oakland Athletics

**Supporting Donors ($50 +)**
- Skyp Cabanas, Center Theatre Group
- Keralee Clay, panhandletickets.com
- Crystal Clinton, Opry Entertainment
- Ted Geiss, The Smith Center for the Performing Arts
- Ed Gilchrist, Cleveland Playhouse
- Cheryl Hammitt, Stanford Athletics Ticket Office
- John Harig, Cincinnati Arts Association
- Richard Powers, Wolf Trap Foundation
- Nick Pretzer, Stages Theatre Company
- Vince Rieger, The Shubert Organization
- Jeff Risley, Sacramento Kings
- Jim Sachs, Hartman Arena/ Venue Works
- Rick Schefter, A Great Place to Sit
- Tampa Bay Rays
- David Winn, Boston Symphony Orchestra
- Christopher Worsham, Paciolan

**Friends of INTIX (< $50)**
- Consolidated Printing, Inc.
- ShowClix
- Susanna Erdos
- New York Yankees
- Ticket Envelope Company
Awards Committee
Chair: Jennifer Staats Moore, Rialto Center for the Arts

The INTIX Awards Committee successfully completed the Awards nomination and evaluation process for the year. As in previous years we oversaw the nomination and selection of 5 award categories to be announced at the 2018 Annual Conference in Baltimore including: Spirit (nominations approved by committee and voted on by INTIX membership), FutureTix Young Professional, Ticket Professional, Ticket Office and the Patricia G. Spira Lifetime Achievement awards. The committee members do an exceptional job and they have maintained the high standards that receiving an INTIX Award means.

Conference Committee - 2018 Baltimore
Chair: Bernard Berry, Wolf Trap Foundation

On behalf of the 2018 Baltimore Conference Committee it has been my pleasure to welcome you to the 39th Annual INTIX Conference & Exhibition, ‘Where History Meets the Future.’ We have been confident all along that that we would be well prepared to host our colleagues from around the world and worked well as a team throughout the process. I want to thank everyone that has been an invaluable resource over the last two years in getting prepared and throughout the conference. I would like to specifically call out and thank Maureen Andersen, Brian Antin, Andrew Bragman, Zach Brown, Andrew Ciandella, Tammy Enright, Ron Gilbert, Tiffany Kelham, and extra special thanks to Richard Powers for making this seamless. It has been my absolute pleasure to be a part of this special moment.

Education Committee
Co-Chair: Andrew Bragman, Washington Nationals
Co-Chair: Denise Smithson-Green, Des Moines Performing Arts

The Education Committee has had a successful year and as a group worked quickly and efficiently on our primary and large task: reviewing the educational content survey, collecting/reviewing the Call for Presentation submissions and with the help of the INTIX team, creating the 2018 INTIX conference education schedule. Our group convened in late March to begin the first phase which included the membership and attendee education survey that takes the pulse of the Association and Industry. It further helps us determine the overall education tracks, to set the tone or theme of the education workshops and to help guide us in our work. The survey was distributed in April with 133 responses and we opened the Call for Presentations on June 15. During the Call for Presentation period the committee was actively doing recruitment of speakers and workshop topics for the submission process. In tandem we worked with the Conference Committee and with INTIX staff on the conference keynotes. When we closed submissions on July 14 we had a record 66 submitted proposals. Through the month of July and August the committee was busy reading, vetting, scoring the proposals and delivered the final list to INTIX and the education logistics team for the program, scheduling and speakers information in late August. The proposals were excellent, and the quality made our work easy but also more difficult as there were so many good workshops to choose from. We are proud to have over 65 educational workshops scheduled across the 15-minute Inspiration Stage to the 60- and the 90-minube workshops.

We are still in progress of recruiting new members and determining the succession plan as Andrew Bragman rolls off. Thank you to the Committee for all their hard work throughout the summer to ensure the quality programming that INTIX is very proud of.
Fundraising Activities Committee
Chair: Linda Forlini, Ticket Philadelphia

Zack Krone will be returning to 2018 in Baltimore, and has reviewed & is working on presentation on the list of live auction items included. We have pulled together all the forms and certificates needed for the conference.

In addition to the Auction Sponsor, SeatGeek Enterprises, INTIX leadership has renewed TicketsWest as the surprise box sponsor and we are grateful to both organizations for their support.

We will repeat our success with the Heads/Tails game at the Wednesday lunch. It is a $20 pay to play and is a great opportunity for everyone to get involved. We will continue to rely heavily on Social Media communication with all attendees about the items for bid, the games and the surprise boxes.

It takes at least a dozen volunteers to assist in overseeing the auction at each meal. The previous chair, Crystal Clinton has reached out to solicit help from current and past grant recipients, which provides them not only an opportunity to “give back”, but engages them directly with our committee in hopes that they will want to get involved in the future.

Thank you to those volunteers and my committee for all their work!

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Thank you to those volunteers and my committee for all their work!

Member Connections Committee
Chair: Kelly Brennan, FutureTix
Vice Chair: Kevin Devaux, Toronto Symphony

The Member Connections committee will continue to work with INTIX staff to send out INTIX Welcome emails to all new members of INTIX and continue to create a monthly forum topic (alternating between general topics geared towards all INTIX Members, and topics specific to Red Dot First Timers as well as those involved with the Mentor Program). The Committee Chair & Vice Chair have both received logins to the INTIX approved email system. We continue to work on the creation of email content as well the establishment of segmentation processes. We facilitated and solidified a third-party sponsor (Etix) to provide webinar software and we worked to outline and define the webinar schedule and topics. The committee completed its first webinar this month and will continue to enhance this program by providing a minimum of two or three educational webinars throughout the year. We will continue our work in 2018 around separating the Mentors into a separate program and with the Board created the Mentor Task Force to work toward the facilitation of this as a year round program.

For #intix2018 we added the Red Dot First Timers Mingle, provided workshop recommendations, and will manage the return of the successful Red Dot Lounge. The Committee Chair/Vice Chair and Committee Volunteers will continue to engage with the 2017/2018 Mentors & Mentees plus will encourage Mentors to reach out to their Mentees on their own. Lastly, email campaigns/templates were created to allow for the member connections committee to reach out to new members as well as to first timers to encourage them to participate in the Mentor Program.
Committee Reports

Nominating Committee
Chair: Joe Carter, Los Angeles Philharmonic
There were 12 nominations for the board. Eight candidates accepted and filled out all supporting materials. The committee narrowed the field to 7, to ensure the slate was as tightly representative as possible. The final slate included Alison Barry, Crystal Brewe, Crystal Clinton, Tammy Enright, Anthony Esposito, Robert Friend, Andrew Thomas. Alison Barry, Tammy Enright, Crystal Brewe and Anthony Esposito were elected by the membership via a ballot vote. Andrew Thomas will be Board appointed to a two-year term at the January board meeting. This allows the size of the board to remain stable and for INTIX to have fulfill the INTIX Bylaw goal of 12% non-North American participation.

Lastly, with an upgrade in software we can better manage the election process online and therefore, we can expand the amount of text that has traditionally been given to the candidates to tell their story. This will allow us to provide more information on each of the candidate and to help facilitate membership in their knowledge of each candidate.

Professional Development Grants Committee
Chair: Christina Allen, Senator Sports & Entertainment
The evaluation and awarding of grants occurred earlier this year than in previous years, allowing the PDG committee to focus on evaluating the current process and ballot questions during this past quarter. In the spirit of continuous improvement, we are currently discussing the current application and how it can be improved to ensure we are getting a full picture of the applicants’ needs and wants.

We awarded grants to 10 individuals this year. Three full grants were awarded to an American, Canadian and International recipient. The remaining grants covered what the recipient had requested in their application (registration, hotel and/or membership). Applicants who were unsuccessful in their application were offered the special member rate of $700 and encouraged to apply again next year. One grant recipient did not respond to the grant offer.

I am pleased to welcome Richard Powers as co-chair for the Professional Development Grant committee for 2018; he will also Chair the committee for the 2019-2020 term once my term is complete.

Regional Ticketing Group
Chair: Aren Murray, Tobin Center
Vice-Chair: Holly McKenzie, The Peace Center
Committee members consist of Regional Group representative(s) who are members of each regional group and meet the requirement of membership in INTIX. Throughout the year we meet quarterly (3rd Thursday at 1PM Central in April, July, and Oct) with committee members to liaise regarding INTIX involvement, their regionals activities, and membership engagement. During this past year we did outreach to other ticketing groups to assess interest in a connection with INTIX. We met and provided feedback to the INTIX Board regarding committee involvement and suggestions. We continue to maintain a collection of standard Regional Groups leadership details, and structural make up to assist in INTIX membership development and outreach research. Our committee provided connections between Regional Groups and we acted as the main INTIX resource point for Regional Groups in all stages of their development providing: sample structures, sample bylaws, regional meeting concepts, potential speaker lists, opportunities for INTIX involvement and INTIX membership information. I will be rolling off as the Chair at the conclusion of this year and Holly McKenzie will roll up from Vice-Chair to Chair.
Nominees to the Board of Directors, 2018-2021

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 2018-2021.

Alison Barry  
SUNY Fredonia, Rockefeller Arts Center  
Fredonia, New York

Tammy Enright  
Smithsonian Institution  
Washington, District of Columbia

Crystal Brewe  
Kimmel Center, Inc.  
Philadelphia, Pennsylvania

Anthony Esposito  
Atlanta Braves  
Atlanta, Georgia

2017 Board of Officers and Directors

Officers

Chair  
Jane Kleinberger  
Paciolan  
Irvine, California

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

Past-Chair  
Joseph Carter  
Los Angeles Philharmonic  
Los Angeles, California

President & CEO  
Maureen Andersen  
International Ticketing Association  
Denver, Colorado

Treasurer  
Brendan Bruss  
PMI Entertainment/TicketStar  
Green Bay, Wisconsin

Secretary  
Robert Friend  
Patron Technology, Inc.  
New York, New York

Directors

Alison Barry  
SUNY Fredonia, Rockefeller Arts Center  
Fredonia, New York

Jennifer Butler  
Ravinia Festival Association  
Chicago, Illinois

Tammy Enright  
Smithsonian Institution  
Washington, District of Columbia

Carrie Farina  
MGM Resort International  
Las Vegas, Nevada

Linda Forlini  
Ticket Philadelphia  
Philadelphia, Pennsylvania

Amy Kline  
ShowClix  
Pittsburg, Pennsylvania

April Moon  
Canadian Stage Company  
Toronto, Ontario, Canada

Derek Palmer  
Tickets.com  
Milton Keynes, United Kingdom

Jenifer Thomas  
Disney Theatrical Group  
New York, New York

Josh Ziegenbusch  
Oakland Athletics  
Oakland, California
The INTIX Organization is pleased to report a successful ending to our fiscal year concluding on September 30, 2017. The annual audit resulted in an unqualified opinion from our auditors, which is the desired result. The financial information was presented fairly, without material deficiencies; and in addition the organization is in solid financial position.

The organization saw growth in Net Assets of $123,423 to a total of $791,634; an 18.5% increase from the prior fiscal year end. Operational activities for the fiscal year were once again strong, exceeding $1.11 million in total revenue. Operational revenue was equal to the prior year from a strong New Orleans Conference. Expenses for conference activities again were similar to prior year, the overall ($87,000) decrease in expenses for the year primarily tied to Executive level vacancy to start the year. Cash and cash equivalents at end of year increased by 9.5% to $997,857.

As we look forward to the 2018 fiscal year, the conference activity is trending towards budget and we have begun executing components of our long range strategic plan. The Board focus on the strategic plan has led to a budget to implement areas such as digital delivery of information and improving our content management tools. In addition, focus on fund raising and solidification of contributions to the organization helps improve our revenue line items. The Finance Committee and Full Board continue to review our financial outcomes, but more importantly have focused on long range revenue growth.

It is exciting to report on financial information that demonstrates INTIX to be in sound position to be able to invest in the strategic path forward. Strong reserves balanced with quality oversight on our execution of the budget puts INTIX in good financial shape at this time. The Board of Directors, led by Kay Burnham as we enter the 2018 fiscal year, has been fully engaged in matching a budget to our long range strategic plan and will have more of these conversations throughout this year. Our CEO Maureen Andersen has been a strong leader for the organization, and has also through strong relationships helped to maintain our revenue position going forward.

Our association is fortunate to have such an engaged Board of Directors, it is a pleasure to serve with them in leading us forward towards a bigger and brighter future.

Sincerely,

Brendan Bruss
Treasurer


## Statement of Financial Position

For the year ended September 30, 2017
(with comparative totals for the year ended September 30, 2016)

<table>
<thead>
<tr>
<th>Assets</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total 2017</th>
<th>Total 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents - Bank</td>
<td>$590,337</td>
<td>$ -</td>
<td>$590,337</td>
<td>$505,008</td>
</tr>
<tr>
<td>- Money market</td>
<td>407,520</td>
<td>-</td>
<td>407,520</td>
<td>485,898</td>
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<tr>
<td>Total cash and cash equivalents</td>
<td>997,857</td>
<td>-</td>
<td>997,857</td>
<td>910,906</td>
</tr>
<tr>
<td>Interfund receivable (payable)</td>
<td>(99,453)</td>
<td>99,453</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Prepaid expenses and other receivables</td>
<td>241,714</td>
<td>-</td>
<td>241,714</td>
<td>268,614</td>
</tr>
<tr>
<td>Property and equipment - net</td>
<td>8,442</td>
<td>-</td>
<td>8,442</td>
<td>10,622</td>
</tr>
<tr>
<td>Total assets</td>
<td>$1,148,560</td>
<td>$99,453</td>
<td>$1,248,013</td>
<td>$1,190,142</td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Liabilities:</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total 2017</th>
<th>Total 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$27,620</td>
<td>$ -</td>
<td>$27,620</td>
<td>$35,001</td>
</tr>
<tr>
<td>Refundable advances</td>
<td>329,119</td>
<td>-</td>
<td>329,119</td>
<td>348,415</td>
</tr>
<tr>
<td>Deferred membership dues</td>
<td>99,640</td>
<td>-</td>
<td>99,640</td>
<td>140,315</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>456,379</td>
<td>-</td>
<td>456,379</td>
<td>521,931</td>
</tr>
<tr>
<td>Net Assets</td>
<td>692,181</td>
<td>99,453</td>
<td>791,634</td>
<td>668,211</td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td>$1,148,560</td>
<td>$99,453</td>
<td>$1,248,013</td>
<td>$1,190,142</td>
</tr>
</tbody>
</table>

See accountants’ audit report and notes to financial statements.

## Statement of Activities

For the year ended September 30, 2017
(with comparative totals for the year ended September 30, 2016)

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total 2017</th>
<th>Total 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$19,820</td>
<td>$22,843</td>
<td>$42,663</td>
<td>$30,291</td>
</tr>
<tr>
<td>Conferences and meetings</td>
<td>433,659</td>
<td>-</td>
<td>433,659</td>
<td>437,621</td>
</tr>
<tr>
<td>Membership dues</td>
<td>210,074</td>
<td>-</td>
<td>210,074</td>
<td>208,237</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>199,038</td>
<td>-</td>
<td>199,038</td>
<td>195,918</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>174,828</td>
<td>-</td>
<td>174,828</td>
<td>169,759</td>
</tr>
<tr>
<td>Newsletter</td>
<td>2,860</td>
<td>-</td>
<td>2,860</td>
<td>1,800</td>
</tr>
<tr>
<td>Other income</td>
<td>47,947</td>
<td>-</td>
<td>47,947</td>
<td>78,212</td>
</tr>
<tr>
<td>Investment income</td>
<td>3,042</td>
<td>-</td>
<td>3,042</td>
<td>2,088</td>
</tr>
<tr>
<td>Total revenues</td>
<td>$1,091,208</td>
<td>$22,843</td>
<td>$1,114,051</td>
<td>$1,123,917</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total 2017</th>
<th>Total 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conferences and meetings</td>
<td>583,222</td>
<td>-</td>
<td>583,222</td>
<td>581,851</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>36,746</td>
<td>-</td>
<td>36,746</td>
<td>33,218</td>
</tr>
<tr>
<td>Communications, including publications</td>
<td>48,998</td>
<td>-</td>
<td>48,998</td>
<td>44,292</td>
</tr>
<tr>
<td>Membership and educational development</td>
<td>40,959</td>
<td>-</td>
<td>40,959</td>
<td>45,436</td>
</tr>
<tr>
<td>Membership services</td>
<td>103,956</td>
<td>-</td>
<td>103,956</td>
<td>90,573</td>
</tr>
<tr>
<td>General and administration</td>
<td>171,166</td>
<td>5,581</td>
<td>176,747</td>
<td>301,899</td>
</tr>
<tr>
<td>Total expenses</td>
<td>985,047</td>
<td>5,581</td>
<td>990,628</td>
<td>1,077,269</td>
</tr>
</tbody>
</table>

| Changes in net assets | 196,161 | 17,262 | 123,423 | 46,648 |

| Net assets, beginning of year | 586,020 | 82,191 | 668,211 | 621,563 |
| Net assets, end of year | $692,181 | $99,453 | $791,634 | $668,211 |

See accountants’ audit report and notes to financial statements.
### Statement of Functional Expenses

For the year ended September 30, 2017
(with comparative totals for the year ended September 30, 2016)

<table>
<thead>
<tr>
<th>Program Services</th>
<th>Supporting Services Management &amp; General</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences and Meetings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications and Publications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership and Educational Development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Salaries and wages</th>
<th>$ 50,714</th>
<th>$ 30,428</th>
<th>$ 40,572</th>
<th>$ 20,286</th>
<th>$ 142,000</th>
<th>$ 30,428</th>
<th>$ 30,428</th>
<th>$ 60,856</th>
<th>$ 202,856</th>
<th>$ 179,309</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total salaries and related expenses</td>
<td>8,994</td>
<td>5,360</td>
<td>7,148</td>
<td>3,573</td>
<td>25,015</td>
<td>5,360</td>
<td>5,360</td>
<td>10,720</td>
<td>35,733</td>
<td>32,044</td>
</tr>
</tbody>
</table>

| Commissions | 70,547 | - | - | - | 70,547 | - | - | - | 70,547 | 65,097 |
| Consulting fees | - | - | - | - | - | - | - | - | - | - |
| Contributions | - | - | - | - | - | - | - | - | 5,512 | 5,512 |
| Conferences and seminars | 419,817 | - | - | 11,559 | 431,376 | - | - | - | 431,376 | 437,571 |
| Office and printing | 12,692 | - | - | - | 12,692 | - | - | - | 24,129 | 24,129 |
| Postage | 867 | 220 | 693 | 347 | 2,046 | 520 | 520 | 1,040 | 4,467 | 5,742 |
| Telephone | 721 | 438 | 585 | 292 | 2,046 | 438 | 438 | 876 | 2,222 | 2,466 |
| Professional fees | 4,236 | - | - | - | 4,236 | - | - | - | 20,102 | 20,102 |
| Website and software | - | - | - | - | - | 18,443 | 2,050 | 20,493 | 24,993 | 23,233 |
| Bank charges | - | - | - | - | - | - | - | - | 32,295 | 32,295 |
| Membership development | - | - | - | - | - | 46,000 | 46,000 | 46,000 | 46,000 | 30,000 |
| Recruitment - Search | - | - | - | - | - | - | - | - | 65,024 | 65,024 |
| Travel | 12,518 | - | - | - | 12,518 | - | 30,303 | 30,303 | 42,821 | 42,364 |
| Severance | - | - | - | - | - | - | - | - | 25,470 | 25,470 |
| Miscellaneous | 2,166 | - | - | - | 2,166 | - | 9,928 | 9,928 | 12,694 | 12,111 |
| Depreciation | - | - | - | 4,902 | 4,902 | - | - | - | 4,902 | 2,637 |

| Total | $ 583,222 | $ 36,746 | $ 48,998 | $ 40,928 | $ 709,925 | $ 103,956 | $ 176,747 | $ 280,703 | $ 990,928 | $ 1,077,269 |

See accountants’ audit report and notes to financial statements.

### Statement of Cash Flows

September 30, 2017 and 2016

<table>
<thead>
<tr>
<th>Cash Flows From Operating Activities:</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes in net assets</td>
<td>$ 123,423</td>
<td>$ 46,648</td>
</tr>
<tr>
<td>Adjustments to reconcile increase in net assets to net cash provided by operating activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>4,902</td>
<td>2,637</td>
</tr>
<tr>
<td>Changes in operating assets and liabilities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decrease (increase) in prepaid expenses and other receivables</td>
<td>26,900</td>
<td>(42,201)</td>
</tr>
<tr>
<td>(Decrease) increase in accounts payable and accrued expenses</td>
<td>(5,381)</td>
<td>21,440</td>
</tr>
<tr>
<td>(Decrease) increase in refundable advances</td>
<td>(19,296)</td>
<td>133,631</td>
</tr>
<tr>
<td>Decrease in deferred membership dues</td>
<td>(40,875)</td>
<td>(10,824)</td>
</tr>
<tr>
<td>Net cash provided by operating activities</td>
<td>89,673</td>
<td>151,331</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash Flow From Investing Activities:</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of equipment</td>
<td>(2,722)</td>
<td>(8,680)</td>
</tr>
<tr>
<td>Net increase in cash and cash equivalents</td>
<td>86,951</td>
<td>142,651</td>
</tr>
</tbody>
</table>

Net cash and cash equivalents at beginning of year | 910,906 | 768,255 |

Net cash and cash equivalents at end of year | $ 997,857 | $ 910,906 |

See accountants’ audit report and notes to financial statements.
NOTE 1: 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 Accounting

The accompanying financial statements are prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

Basis of Presentation

The financial statement presentation follows the guidance of the Financial Accounting Standards Board Accounting Standards Codification under which the Association is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets and permanently restricted net assets. Accordingly, net assets of the Association and changes therein are classified and reported as follows:

Unrestricted net assets – Net assets that are not subject to donor-imposed stipulations.

Temporarily restricted net assets – Net assets subject to donor imposed stipulations that may or will be met, either by actions of the Association and/or the passage of time. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions.

Permanently restricted net assets – Net assets resulting from contributions whose use is limited by donor-imposed stipulations that neither expire by passage of time nor can be fulfilled or otherwise removed by actions of the Association.

There were no permanently restricted assets at September 30, 2017 and 2016.

Contributions

Contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and/or nature of any donor restrictions.

Contributions are recorded as revenue upon receipt of cash or on notification of an unconditional promise to give cash or other assets. A promise to give is recognized when it becomes unconditional; that is, when conditions are substantially met by the donee and the promise is legally binding upon the donor. Contributions are considered to be available for unrestricted use, or as designated by the Board of Directors, unless specifically restricted by the donor.

Financial Instruments

The Association’s financial instruments are cash and cash equivalents, accounts receivable, prepaid expenses, accounts payable and accrued expenses, and deferred income. The recorded values of cash and cash equivalents, prepaid expenses, accounts receivable, accounts payable and accrued expenses, 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.

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 benefitted.

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.
NOTE 2: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (con’t)

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.

NOTE 3: DONATED SERVICES

A) The value of donated conference sponsorship income and expenses included in the financial statement for the years ended September 30, 2017 and 2016 is $63,830 and $61,400 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 4: TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets of $99,453 as of September 30, 2017 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 5: CONCENTRATIONS

The Association maintains cash balances with high quality financial institutions and may periodically exceed the federally insured limit of $250,000 for interest bearing accounts. Management believes the Association is not exposed to any significant credit risk on cash.

NOTE 6: 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>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>$84,984</td>
<td>$82,262</td>
</tr>
<tr>
<td>Accumulated depreciation</td>
<td>76,542</td>
<td>71,639</td>
</tr>
<tr>
<td></td>
<td>$ 8,442</td>
<td>$10,622</td>
</tr>
</tbody>
</table>

Depreciation expense for the years ended September 30, 2017 and 2016 was $4,902 and $2,637 respectively.

NOTE 7: 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 8: 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 $91,000.

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 9: SUBSEQUENT EVENTS

The Association has evaluated subsequent events through January 10, 2018, 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.
MARK YOUR CALENDAR NOW FOR

INTIX
2019
DALLAS/FT. WORTH

CELEBRATING OUR
40th
ANNIVERSARY

JANUARY 29-31, 2019
GAYLORD TEXAN RESORT

INTIX will be pulling out all the stops as we celebrate 40 years of commitment to the ticketing and entertainment industry. This is a don’t miss event, so mark your calendar today and plan to join us!

www.intix.org