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Turnstyles Ticketing Overview



Turnstyles Ticketing, a **STATE-OF-THE-ART** full service ticketing company, has become the unequalled industry leader in ticketing support services. We serve professional sports organizations, major colleges, universities, and the fine arts industry in all aspects of ticketing. We serve several major ticketing platforms including Paciolan, Agile, Blackbaud, AudienceView and Tessitura software clients.

Our Professional Services Include:

- Inbound sales handled by our telephone call center.
- Aggressive outbound sales by our professionally trained and highly experienced telemarketing staff.
- Complete hosting capability for all box office and fulfillment services. Professional consultation for best practices in all ticketing disciplines including sales, marketing, branding, seat relocation, box office, fulfillment and guest services.

Turnstyles Ticketing's executive team are experts **AVERAGING MORE THAN 20 YEARS** of industry experience in sports, entertainment, and fine arts ticketing. We have serviced accounts for the NFL, MLB, NBA, NHL, Regional Performing Arts Complexes, Broadway Theatre, Arena Football, and the Olympic Games. We also serve numerous colleges, universities, minor league teams, multi-purpose facilities, fairs, festivals, and independent sports and entertainment events around the globe. Our vast industry experience provides us with **UNIQUE** insights into the needs of our clients and their patrons.

We are **DEDICATED** to providing the finest in personalized one-on-one customer service. Our representatives are monitored regularly to ensure prompt, accurate, and professional responses. We feature the most modern telephone ticketing software and computer technology available in the industry. But, unlike other ticketing service providers that shuffle ticket buyers from one computerized menu to another, we connect every caller to a live operator who can answer questions quickly and knowledgeably.

Turnstyles is a convenient **ALTERNATIVE** that allows your patrons to purchase tickets in a safe, secure environment. We are able to offer a secure, widespread distribution capability for your ticket inventory and personalized customer service care simultaneously.

Turnstyles Ticketing is an **AFFORDABLE** and cost efficient way to ensure the availability of your ticketing products around the clock. We emphasize the importance of reasonable per-ticket handling fees.

Through our wide variety of services, we are ready to provide you and your patrons with the most positive ticket-buying experience anywhere in the industry. Turnstyles Ticketing is...**YOUR NEW WAY IN.**

Management Team

Turnstyles Ticketing's management team is comprised of ticketing professionals who average 20 years of direct industry experience. Our expertise extends from events, teams and venues, to League Office support. We have a proven track record of success in supporting professional, collegiate, and minor league sports teams. We are experts in the field of supporting sales and services for clients in the Performing Arts world. Everyone at Turnstyles is accountable for providing the highest quality standards of customer service to our clients and their patrons.

Turnstyles Principals

Chris Hutson – Chief Marketing and Sales Officer. Ticket sales and branding expert. 27 years direct industry experience. Focus on sales, marketing, and branding.

Michael Jennings – Chief Administrative Officer. Ticket operations expert. 21 years experience. Focus on administration, operations, and services.

Support Team

Jeannie Sgro – Vice President Operations. 16 year industry professional. Expertise in technology including ticketing systems, telephony, and computers.

Jim White – Treasurer Board. Financial expert. 26 year industry professional.

Glenn Taglieri – Vice President Call Center Services. 22 years Performing Arts experience. Day-to-day call center functionality, performing arts sales and client relations. Ticketron, Telecharge, Paciolan, and Tessitura expertise.

Amy Pyle – Director Project Management. 13 years in the industry with teams in MLB, the NFL, and various minor league projects.

Gordon Armstrong – Director of Sales and Business Development. 4 years of outbound sales management professional and college athletics.

Fast Facts

- Turnstyles Ticketing was established in 2003 as a sports and entertainment-specific resource.
- Non-branded to public. We answer telephones as your facility, event or team.
- Turnstyles' Executive team averages more than 20 years of direct industry experience in their fields of expertise.
- Located in Central New Jersey approximately half way between New York City and Philadelphia, Pa.
- National headquarters is comprised of six thousand square foot office building that houses executive offices, call center and training facility.
- Telecommunications is powered by Avaya S8700 communications server, with capacity to process more than 50,000 inbound calls per hour.
- Ability to sell in "real time" by connection to most client ticketing software applications.
- Current call center configuration of 50 seats with capability of up to 100.
- Current outbound capability of up to 20 aggressive sales people for outbound sales projects.
- Satellite offices currently being planned for early 2007 that will increase call center capacity to approximately 150 seats.
- Current standard inbound call center hours are 9am to 9pm, EST Monday through Friday and 9am to 8pm, EST, Saturdays and Sundays.
- Will amend hours to accommodate special client needs.
- Utilization of on-line operator event guide to ensure accuracy and quick delivery of information to patrons.
- All salespeople professionally trained and managed by Turnstyles' Executive team.
- Daily training upgrades, screening and floor supervision.
- Periodic testing for accuracy.
- Bonuses tied to outstanding customer service satisfaction.
- Needs for getting connected to Turnstyles' telephone resource
 - Telecommunications system with call forward capabilities
 - Call rollover capability when your operators are on calls
 - Call rollover capability when your phone system is deactivated

Inbound Sales and Support



Turnstyles Ticketing offers either complete inbound call center services or can simply supplement your existing infrastructure during those difficult to staff peak sales periods. Some clients utilize our services simply to handle overflow, after hours, weekends, and holiday traffic when they are either understaffed or not able to answer phones. Whether you need a complete inbound solution or simply support service for your overflow, Turnstyles Ticketing can tailor a professional program to answer your needs.

Other clients have found our services to be so proficient and so exceptional; they have either reduced staffing or completely eliminated their internal call centers all together. The economics of our solution are such that clients can actually save and redirect funds previously used for call center operations for other internal purposes. Bass Performance Hall in Ft. Worth, Texas did. During 2006 Bass Hall sent over 42,000 calls to Turnstyles. More than 28,000 tickets were sold by our representatives in a seamless environment.

Other notable examples include the Overture Center. Turnstyles answered 21,000 calls and sold 21,300 tickets to their patrons in 2006. In a seventh month time frame, Turnstyles Ticketing answered 18,000 calls for ARMY Athletics and sold 34,000 tickets.

Clients who have used our services for shorter sales periods understand our value. The Houston Ballet used Turnstyles Ticketing for two months in 2006 to help sell tickets to the *Nutcracker*. Turnstyles Ticketing answered 9,100 calls and sold 5,700 tickets. Also in 2006, The Pacific Science Center used Turnstyles Ticketing for three months to help sell the *Dead Sea Scrolls* exhibit. Turnstyles Ticketing answered 29,000 calls and sold more than 36,000 tickets.

Options Include:

- Complete Inbound call center service
- Supplemental Inbound call center service for overflow, after hours, weekends, holidays, and peak periods

Features Include:

- No cost dedicated Toll Free telephone connections
- Branded phone room service as your facility (event)
- Up-selling capability by our highly trained sales agents
- Customer service for calls regarding specific event information

Ticketing Platforms currently served:

- Paciolan
- Agile
- Tessitura
- AudienceView
- SeatAdvisor
- Blackbaud

Finally! A new and affordable way to better manage the ebb and flow of inbound call activity. No more dropped calls or extended queues during peak periods. Better service for your patrons from a resource built to suit your needs.

Turnstyles Ticketing.....Your new way in!

Hosting and Consulting



Hosted Solutions

Do you have a need for a full capability ticketing system but can't afford or justify the expense? We have your solution! Turnstyles Ticketing can provide you with all of the capability you need for your event or team by connecting you directly to our server and giving you access to top of the line ticketing software. We are aligned with several software solutions and offer the widest variety of options in the industry.

You will be able to utilize great software on an as needed basis. We provide all technical services and assistance for you. You simply access the server when needed and coordinate with us for technical assistance. We realize that every organization's needs and budgets are different, so Turnstyles Ticketing will offer a variety of ways to structure fees for this service. And don't forget, when coupled with our telephone room services, you have an all encompassing and affordable ticketing solution.

We offer:

- Access to complete ticketing software applications
- Technical support
- Fulfillment services

General Consulting

Turnstyles Ticketing offers the widest variety of consulting services in our industry. Whether you have sales, service or fulfillment needs, our professional staff is prepared to roll-up their sleeves and offer in-market, hands-on, bonded assistance. Our impeccable track record of success includes projects at every level of entertainment and sports.

Areas of expertise include:

- In-house assessment, consultation for existing sales, service, and operations
- General sales planning
- Sales, Service, and Operations training
- Marketing and Sales initiatives
- Database development and maintenance
- Fan services
- Procedure and Policy refinement

Outbound Sales and Support



A major business component of Turnstyles Ticketing is our aggressive outbound sales program. Ticket sales are the life blood of any entertainment organization usually accounting for as much as 90% of total revenues on an annual basis. Outsourcing such an important segment of your business can be risky if you do not outsource to professionals with a multitude of industry experience. What separates Turnstyles Ticketing from our competitors is our collective years of selling for professional organizations, universities, and performing arts industry clients. We have achieved unprecedented results for several high profile clients.

We offer a complete aggressive outbound sales infrastructure; or if you prefer, a supplemental program for peak selling periods. In either case, Turnstyles Ticketing is able to offer this service more economically than any in-house solution. No longer will you be concerned with the annual need to recruit, train, and maintain an aggressive sales staff. You will realize considerable savings in salaries, commissions, benefits, management costs, telephone hardware and software, computer hardware and software, rent, sales training, and maintenance fees.

We are a non-branded company and feature professionally trained and supervised sales agents who are rewarded through outstanding customer service ratings. We are able to sell your inventory in "Real Time" which means that we are able to identify ourselves as representatives of your organization or team. Our sales agents are dedicated to one project at a time, which ensures their expertise and familiarity with your product for long-term assistance and accountability.

Options include:

- Complete aggressive outbound sales services.
- Supplemental aggressive outbound sales services.

Features Include:

- Professionally trained and maintained aggressive outbound sales staff.
- No cost dedicated Toll Free telephone and ticket software connections.
- Branded phone room service as your team, facility, or event.
- Up-selling services.
- "Real Time" sales capability.

Sales Menu:

- Season, Subscription, Donor Development, Annual Giving, PSL, Premium and Suite Seating, Group, Mini-Plan, Individual Event, Canvassing, Seat Relocation, Renewals, and Appointment Setting.

Client Testimonials



Complete season ticket sales staff.

David Peart Vice President of Sales and Marketing San Francisco 49ers

"We used Turnstyles Ticketing to supplement our annual season ticket sales push. They were extremely responsive to our needs and expectations. The Turnstyles team jumped on our project quickly and provided on the spot attention to our project. They proved to be a quick study on how to represent us and delivered great service to our fans. The sales results were impressive and they produced significant revenue for our bottom line. I will absolutely use Turnstyles again when the opportunity arises."

Failsafe backup support.

Andrew Edmonson, Director of Marketing & Public Relations, Houston Ballet.

"During our busiest time of year, when we were selling tens of thousands of dollars worth of tickets each day to our production of The Nutcracker, our box office phone system suddenly and unexpectedly went down. It took almost a week to resolve the phone problems. If we had not had Turnstyles as a back-up call center, the impact on our sales would have been devastating. Turnstyles quickly and efficiently sprung into action immediately. We were able to move forward seamlessly, and enjoyed a strong year for sales for The Nutcracker."

Extended hours = more revenue.

Scott McLaren - Director of Sales, Marketing, and Ticket Operations Georgia Tech

"The ability to stay open for sales after normal business hours has been great. In using them for outbound sales we have increased our sales for special groups and mini-season packages."

Client Testimonials



Test call from the office of the producer's of Jersey Boys.

Phone representatives at Turnstyles Ticketing are always as polite and courteous as possible. This was a comment regarding the customer service audit made on March 7th, 2007 at 6:02 pm.

This was by far the best representative I have ever spoken with. He was very calm and did not rush me at all. Also, he did not mind answering questions even though he knew I was not purchasing tickets.

On-Sale Success: Action Day / Primary Plus

Cathy Jelic—Marketing Director

Is Sting Opening Up for Beauty and The Beast?

With more than 1600 tickets sold in the first hour, you would have thought Sting was going to be the first act! Maybe next year. Tickets are going fast but still available so don't forget to get your Beauty and The Beast tickets and merchandise online.

Turnstyles Ticketing is part of the family.

Gary Lustig—Director of Ticketing Services, Ticket Philadelphia

"We've been very pleased with the work done by Turnstyles Ticketing. They are responsive to our needs and the needs of our customers. We truly consider them part of our organization."

The efficient alternative.

Sande Allen—Director of Ticketing Bass Hall

"Our need for reliable call center staff presented several real challenges, especially during the holidays. Turnstyles has filled the vacancies in staffing for us without the added cost of hiring additional people."

Client List



Inbound

5th Avenue Theatre
 AMT San Jose
 ARMY Athletics
 Bass Performance Hall
 Blue Shoe Project
 Center Theatre Group
 Cincinnati Arts Association
 DCPA – Denver, CO
 Georgia Tech University
 Hobby Center
 Houston Ballet
 Mesa Arts Center
 Museum of Fine Arts - Boston
 Nashville Speedway
 NAVY Athletics
 NC Blumenthal Performing Arts
 Omaha Performing Arts Center
 Overture Center
 Pacific Science Center
 Playhouse Square Center
 Rutgers University
 Sears Centre
 San Francisco Jazz
 Southern Mississippi University
 Texas Ballet Theatre
 Texas Christian University
 Texas Tech University
 The Festival Network
 The Metropolitan Opera
 Theater Under the Stars
 Ticket Philadelphia
 University of Southern California
 University of Wisconsin
 Western Kentucky University

Outbound – Active Campaigns

ARMY Athletics
 Big Apple Circus
 Georgia Tech University
 Minnesota Vikings
 New York Yankees
 Opera Colorado
 Rutgers University
 San Francisco 49ers
 University of Maryland
 Utah Symphony & Opera
 Washington Capitals

Outbound – Prior Campaigns

Atlanta Braves
 Atlanta Motor Speedway
 Carolina Panthers
 Charlotte Bobcats
 Georgia Force
 Houston Aeros
 Houston Texans
 Louisville Orchestra
 Miami Dolphins
 Nashville Predators
 New Orleans Hornets
 Omaha Performing Arts Center
 Phoenix Coyotes
 Phoenix Mercury
 Sacramento Monarchs
 Seattle Seahawks
 Stanford University
 Texas Bowl
 Texas Motor Speedway
 U.S. Cellular Coliseum
 University of Miami
 University of Oklahoma
 Washington Nationals

Hosted

Action Day/Primary Plus
 Chick-Fil-ABowl (Peach Bowl)
 ClickATix.com
 Liberty Jazz Festival
 Maltz Museum
 Martha's Vineyard African
 American Film Festival
 NJ Festival of Ballooning
 NFL Hall of Fame
 WNTI Radio

Consulting

NBA
 New York Yankees
 NFL
 RunningWild
 San Francisco 49er's

Why Turnstiles Ticketing?

Turnstiles Ticketing is a **state-of-the-art** entertainment ticketing support company located in central New Jersey approximately half way between New York City and Philadelphia, Pennsylvania. **We feature the finest telephone, computer, and ticketing software technology in the industry.**

Our management team has **vast industry experience** in providing ticketing services for the performing arts, professional sports franchises, and arenas and venues from all over the United States. Our Executive team averages more than 20 years of experience in their respective fields of expertise.

- Turnstiles Ticketing is truly a **one stop shopping solution** for your ticketing needs. We offer a full array of ticketing services including Inbound sales, Outbound sales, General Consulting, Hosted Solutions, and complete box office fulfillment services.
- Turnstiles Ticketing provides the most **cost effective** way to either support your existing telephone room services or replace it entirely. You will realize considerable savings in salaries, commissions, benefits, management costs, telephone hardware and software, computer hardware and software, rent, sales training and maintenance fees.
- Call center capacity of 100 customer service agents branded specifically to your organization.
- Client's ticketing software platforms (Inbound):
Paciolan
Tessitura
Agile
Blackbaud (The Patron Edge)
AudienceView
SeatAdvisor
- Turnstiles Ticketing is an affordable way to better manage your organization's ticketing needs, and getting connected is easy and convenient!

Turnstiles Ticketing

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