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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, Tessitura, Agile, AudienceView and Blackbaud software clients.

Our Professional Services Include:

- Non-Branded 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. 17 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. 29 years Performing Arts experience. Day-to-day call center functionality, performing arts sales and client relations. Ticketron, Telecharge, Paciolan, and Tessitura expertise.

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

Marty McGinty – Director of Project Management. 26 years of experience in the Ticketing Industry. Experience ranges from operations to sales and project management.

Audra Branham – Project Manager. 7 years of industry experience. Operations and project management.

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.
- Additional location opened in Canton Georgia
- 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 outbound capability of up to 36 aggressive sales people for outbound sales projects.
- Satellite offices currently being planned for early 2012 that will increase call center capacity to approximately 200 seats.
- Current standard inbound call center hours are 7am to 9pm, EST Monday through Friday and 7am 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 seven 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, Vendini, Neulion

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 the 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 see 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 Seating.

Client Testimonials



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."

Friendly service.

Hatem El-Gamasy, Event Producer

I do appreciate your company service, your people have been friendly and co-operative from day one which is very important and makes you score higher than others who offer the same service. Looking forward to doing business with you in near the future.

Increased revenue as a result of service.

Christy Warren, VP of Ticketing and Customer Service, TPAC

"Our single ticket phone sales are up this year. Through the Ticketmaster years, we regularly saw less than 10% of all single tickets sold over the phone. However, in the past 6 months, that percentage has risen to roughly 18%. Some of this can be attributed to people's excitement about our change in ticketing system. However, I am confident that a portion of these increased phone sales is also attributed to the higher level of service that our TPAC employees and the Turnstyles Ticketing staff are able to provide our patrons."

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. 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.

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."



Client List



<p>Inbound</p> <p>ARMY Athletics Bass Performance Hall Bermuda Tix Carolina Tix Center Theatre Group Cincinnati Arts Association Houston Ballet LA Ballet Lake Tahoe Shakespeare Festival Mesa Arts Center Museum of Fine Arts - Boston Ocean Grove Great Auditorium Omaha Performing Arts Center Overture Center Pacific Science Center Penn Relays Pittsburgh Cultural Trust Playhouse Square Center Rrazz Room Seattle Symphony SF Jazz The Smith Center Tennessee Performing Arts Center TheaterMania Theatre Under the Stars Ticket Philadelphia University of Alabama University of Wisconsin</p>	<p>Outbound – Active Campaigns</p> <p>ATT Performing Arts Center Carolina Panthers Minnesota Vikings New York Yankees Pittsburgh Power Philadelphia Soul Suite Experience University of Delaware University of Oregon Utah Symphony/Opera</p> <p>Outbound – Prior Campaigns</p> <p>Atlanta Braves Atlanta Motor Speedway Big Apple Circus Charlotte Bobcats Georgia Force Georgia Tech University Houston Aeros Houston Texans Louisville Orchestra Miami Dolphins Nashville Predators New Orleans Hornets Omaha Performing Arts Center Opera Colorado Phoenix Coyotes Phoenix Mercury Rutgers University Sacramento Monarchs</p>
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<p>Seattle Seahawks Stanford University Texas Bowl Texas Motor Speedway U.S. Cellular Coliseum University of Miami University of Oklahoma Washington Capitals Washington Nationals</p> <p>Hosted</p> <p>National Baseball Hall of Fame NJ Festival of Ballooning NYSportimes Pro Football Hall of Fame</p>
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<p>Consulting</p> <p>NBA New York Yankees NFL RunningWild</p>

Why Turnstyles Ticketing?



Turnstyles 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.

- Turnstyles 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.
- Turnstyles 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	AudienceView
Tessitura	SeatAdvisor
Agile	Vendini
Blackbaud (The Patron Edge)	Neulion
- Turnstyles Ticketing is an affordable way to better manage your organization’s ticketing needs, and getting connected is easy and convenient!

Turnstyles Ticketing

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