

## Ticketing and Admissions Solutions

Admission-based nonprofits need more from their ticketing solution than just front-desk or front-gate sales, printing and validation. Your visitors expect to buy tickets online at any time, in the same transaction with an event registration or other purchase. And you need to be able to sell tickets for admissions, events, tours and attractions anywhere—not just at admissions but within your site and even off-site.

Doubleknot’s ticketing solutions are specially designed to meet the needs of admission-based nonprofits. With Doubleknot, your organization can:

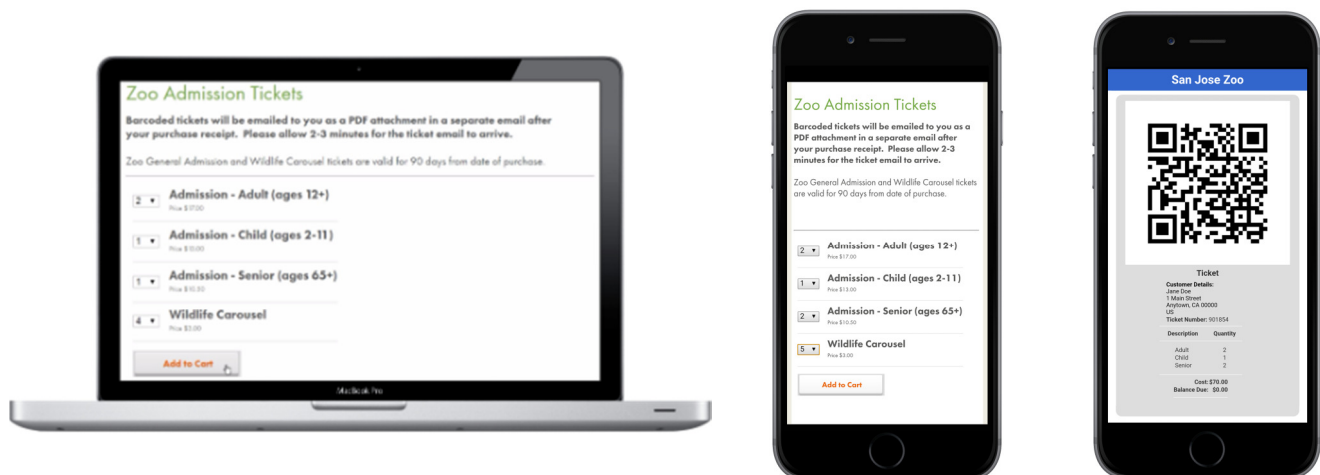
- **Sell print-at-home and mobile tickets** directly to customers on computers, tablets and smartphones.
- **Sell and print tickets at admissions** with the Sales Station POS and industry-standard peripherals including ticket printers.
- **Sell tickets for admissions, events, tours and attractions anywhere** with the **Sales Station Mobile POS app** for iPads, which is included at no extra cost with your Doubleknot subscription.
- **Create and market bundled packages** that include different kinds and numbers of tickets. For example, you can bundle an admission ticket and an iMax or ride ticket together to sell at a lower price than each individual ticket. You can also create packages combining tickets with other Doubleknot items: for example, a new membership can include four free carousel tickets, or a children’s birthday party could include 20 additional admission tickets to send home as party favors.
- **Automatically apply member discounts** to any ticket purchase, and **offer discounts on other items** based on ticket purchase.
- **Increase revenues and customer convenience** by empowering visitors to buy tickets, register for camps and events, book reservations, become members and make donations in a single transaction.

Because Doubleknot ticket sales are managed in a single database, your organization can:

- **Manage capacity** no matter how the ticket was issued. Capacity can be set for overall attendance and for each kind of ticket.
- **Eliminate long lines** with “linebusting”—during peak times, deploy staff with iPads and our secure credit card readers to sell tickets or memberships to visitors waiting in line. And, you can speed check-in lines by issuing and scanning group tickets instead of individual tickets.
- **Update attendance and collect payment anywhere**—just scan the ticket, make any changes, add the balance due and collect credit card payment with Sales Station POS/MPOS.
- **Identify trends and opportunities** with comprehensive reporting and analytics for all ticket sales, ticket validations and member visits.

Doubleknot also supports integration with Gateway Ticketing Systems’ eGalaxy ticketing, delivering easier-to-use and easier-to-manage solutions for selling Gateway tickets online.

*Quick and easy online ticket sales are integrated with on-site and mobile sales for capacity management and accurate reporting and forecasting*



**To learn more about Doubleknot’s solutions, call us at (408) 971-9120.**

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