

The background of the entire page is a grayscale photograph of a crowd of people, likely at a sports event, cheering with their mouths open. Overlaid on this image are large, semi-transparent geometric shapes in shades of gray and white, creating a modern, abstract design.

uptixTM
by **givex**[®]

**STORED VALUE
TICKETS**

UPTIX STORED VALUE TICKETS CAN BENEFIT TEAMS IN 3 MAJOR WAYS:



CASHLESS CONCESSION

Ticket holders spend more than the value added on their tickets, creating lift and resulting in higher concession and merchant revenues.



ADVANCED PROMOTION

Enhance fan experience through in-game promotions.

entice season ticket holders by adding money on their tickets for every game.



INSIGHTFUL ANALYTICS

Track fan spending throughout the venue.

Identify key customer segments and discover how to target these customers to increase spending.

UPTIX IS AN INNOVATIVE STORED VALUE TICKETING PLATFORM FROM GIVEX DESIGNED SPECIFICALLY FOR THE SPORTS AND EVENTS INDUSTRIES.

The uptix complete suite of services works in real-time and turns your existing tickets into stored value tickets, also known as loaded tickets, so they can serve as cashless payment at concessions and merchants throughout your venue.



ADDITIONAL FEATURES

EASY MANAGEMENT

Different types of tickets (season tickets, seats in a particular section, corporate pass holders) can be given different rules or values and grouped in the system. Money can be added automatically at time of purchase or later using a secure web interface.

CUSTOMIZABLE REDEMPTION

Drive traffic to specific concessions and merchants throughout the venue. Increase sales during traditional lulls in a game or at concessions that don't see a lot of traffic.

PATRON PATROL

A custom website for ticket holders to manage their tickets, add value, view ticket/event information and register tickets to protect against theft/loss.

CORPORATE INCENTIVE

Corporate tickets can also now be given to clients or employees with money already added to the tickets to spend at the event, ensuring their needs are taken care of.

GROUP TICKET SALES

Attract more group sales by adding money onto each ticket as an incentive. Use batch process to add value onto large numbers of tickets to increase efficiency.

INSTANT-WIN PROMOTIONS

Uptix works in real-time. Adding value to fans' tickets based on in-game events can enhance fan experience. For example, every home run in the 8th inning gets \$3 added onto a ticket.

ADD SKUS

More than just adding money, teams can add specific SKUs or coupons to tickets. A hotdog meal for example, or even a hat.

LOYALTY

Ticket holders can collect points depending on how much money they spend or how frequently they attend games. Points can be redeemed for more value or merchandise/concession rewards.

SKU FREQUENCY

Ticket holders can get rewarded for frequent purchases of specified SKU items i.e. buy 3 hot dogs and get the 4th free.

MOBILE OPTIONS

Unique mobile campaigns. Send a text message to check ticket balance or text the correct answer to a trivia question and win value on your ticket.

**AND SO MANY MORE!
THE POSSIBILITIES OF UPTIX STORED
VALUE TICKETS ARE ENDLESS.
CONTACT GIVEX FOR MORE
INFORMATION OR VISIT UPTIX.COM.**



CONTACT US

CANADA
+1 877 478 7733

USA
+1 877 478 7733

EMEA
+44 (0) 20 8865 3015

BRAZIL
+55 11 3443 7783

AUSTRALIA
+61 7 5322 5360

HONG KONG
+852 2866 9668

CHINA
+86 755 83038498

SINGAPORE
+65 9679 6743

MEXICO
+52 55 5584 6627

SWITZERLAND
+41 21 803 61 61

FOR MORE INFORMATION, CONTACT:

DEBBI BLACKBURN
+1 770.514.8436
DEBBI.BLACKBURN@GIVEX.COM

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