



## **Ticketing Solution Proposal**

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for

**Lincoln Center of Fort Collins**

February 10, 2011



## 1. Background

### 1.1. A New Partnership – Lincoln Center of Fort Collins and VisionOne, Inc. DBA ShoWare™

VisionOne, Inc. ("ShoWare™") is pleased to provide Lincoln Center of Fort Collins with this proposal to develop a custom ticketing solution based on the ShoWare™ software. Working collaboratively, we have been able to clarify, validate, and make more tangible Lincoln Center of Fort Collins' business objectives, and identify ShoWare™ as the system capable of meeting many of these goals through the development of a ShoWare™ solution. The information, findings, and recommendations from our interactions with Lincoln Center of Fort Collins have been incorporated into this Web solution proposal.

ShoWare™ values its new business relationship with Lincoln Center of Fort Collins and is prepared to proceed with execution of the work detailed in this proposal.

### 1.2. About ShoWare™

Our U.S. Headquarters are located in Fresno, CA, with offices in Annapolis, MD and Las Vegas, NV. European headquarters are in Switzerland with offices in Germany and Austria, and Latin American offices are located in Chile, Mexico, Argentina and Brazil. This global presence enables ShoWare™ to leverage its collective expertise in Internet-based technologies in order to provide custom solutions to our diversified client base.

ShoWare™ firmly believes that the Internet provides the most compelling environment for organizations to communicate and collaborate with their customers, suppliers, employees, and other stakeholders in an increasingly global economy. Our mission is to simplify the process of integrating Web-based technologies into an organization's existing operations in a manner that best promotes the underlying business objectives of the client.

The ShoWare™ culture provides an environment where business, creative, technology, and infrastructure specialists combine their talents to develop and execute robust e-business solutions in collaboration with our clients. Our Fresno California worldwide headquarters houses 35 full-time professionals and ShoWare™ boasts more than 160 employees worldwide. ShoWare™ follows the practice of NPS (Net Promoter Score) and regularly reaches out to current customers to always keep this score up-to-date. The NPS is a customer loyalty measurement used by some of the largest companies in the world including Philips, American Express, and Intuit. Companies with the most efficient growth engines operate at NPS efficiency ratings of 50 to 80%. ShoWare™ currently boasts a 66.7% and continuing to climb.

#### Primary service offerings by ShoWare™ includes:

- ❖ White Label-Web Based Operating System
- ❖ Fully Customizable, Easy-To-Use Interface
- ❖ Real-Time Operations
- ❖ State-of-the-Art Call Center
- ❖ 24/7 USA Based Customer Service
- ❖ ShoWare Access Control (SWAC)
- ❖ PCI compliance
- ❖ Ticket System Hosting and Security at no additional cost
- ❖ Interactive Seat Maps
- ❖ Extensive Reporting available 24/7

## 2. Proposal Overview – Web Development & Implementation

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### 2.1. Project Objectives

Lincoln Center of Fort Collins is looking for a ticketing vendor who can deliver intuitive functionality at a price point that is consistent with Lincoln Center of Fort Collins' financial budget. ShoWare™ will demonstrate the functionality of its ticketing system and provide Lincoln Center of Fort Collins with a unique venue promotion system. As part of this project, Lincoln Center of Fort Collins will provide feedback regarding the solution and work with ShoWare™ to develop a Customer Profile and Press Release to announce the project.

#### 2.1.1. Benefits to Lincoln Center of Fort Collins

- ❖ Seamless integration of ShoWare™ solution into Lincoln Center of Fort Collins' website
- ❖ Lower convenience fees for patrons
- ❖ Increased affordability for patrons and increased attendance for events
- ❖ Real-time, detailed overview and reporting of sales and demographics
- ❖ Flexible security based on permissions and user profiles
- ❖ No Server hardware to purchase or maintain
- ❖ Connected to your Merchant Account (Transaction Money will flow right to your Bank account)
- ❖ Multiple Sales Channels (Internet, Box Office, Call Center, Outlets, Kiosks)

#### 2.1.2. Benefits to Patron

- ❖ Low Convenience Fees
- ❖ Ability to purchase ticket before event
- ❖ Real time display of available seats
- ❖ Individual Seat Selection
- ❖ Virtual View to Center Stage from selected seats
- ❖ Real-time transaction
- ❖ Graphical Interface, easy to use
- ❖ Safe & Secure Transactions
- ❖ Print@Home Ticketing

### 2.2. Timing & Implementation

ShoWare™ is prepared to create, implement, and launch Lincoln Center of Fort Collins' ShoWare™ solution within 30 working days of contract approval, subject to client's timely fulfillment of project responsibilities.



### 2.3. ShoWare™ Requirements for Online Transactions Backend

The following is required for online ticket processing:

- ❖ Merchant account with online credit card processing capabilities
- ❖ Authorized Payment Gateway. ShoWare™ recommends PayPal Payflow Pro: \$59.95 per month, first 1,000 transactions free then \$.10 per each additional transaction (price details on [https://www.paypal.com/us/cgi-bin/webscr?cmd=\\_payflow-gateway-pricing-outside](https://www.paypal.com/us/cgi-bin/webscr?cmd=_payflow-gateway-pricing-outside)) fee subject to change during course of contract
- ❖ Ticket system Administration requires IE 7 or above
- ❖ Windows operating system (Windows XP, Vista or Windows 7), DSL or above
- ❖ Windows compatible ticket printer, preferably a BOCA printer and ticket stock

### 2.4. ShoWare™ License

In the case that VisionOne discontinues to provide hosting of ShoWare™ the Customer has the right to obtain one copy of the ShoWare™ software.

### 2.5. Custom Development

Custom Development services will be provided at the rate disclosed in the Investment Summary for contracted development and any services outside the original scope of the project.

### 2.6. Background Check

ShoWare™ reserves the right to verify the existence of the User and business status with a records search to determine the name of record, legal status of the User, date of registration, and general background of the User. Information may be obtained by any 3<sup>rd</sup> party service provider, the Secretary of State, or any official registrar of the area pertaining to any User that applies to do business with ShoWare™.

### 3. Summary of Investment Requirements

#### 3.1. SOLUTION DEVELOPMENT & IMPLEMENTATION

## Lincoln Center of Fort Collins

### Investment Summary – Complete Box Office Solution

All pricing based on client provided estimates for ticket sales of:

- Online: 16,000
- Box Office/Other: 55,000
- Subscribers: 8,000

Component	Proposed Solution	Cost
<b>Graphical Development &amp; Implementation</b>	<ul style="list-style-type: none"> <li>• ShoWare™ Installation (hosted by ShoWare™)</li> <li>• One-time ShoWare™ setup fee</li> <li>• Up to 10 hours of Graphical Design including One (1) Graphical Design Concept</li> <li>• Seamless integration of ShoWare™ solution into existing Lincoln Center of Fort Collins website</li> <li>• Venue Presentation</li> <li>• Dynamic site layout</li> <li>• Creation of one (1) Seating Map. Additional Seating Maps can be created by Lincoln Center of Fort Collins</li> </ul>	\$10,000 included
	<b>Total Project Investment</b>	<b>\$10,000 waived</b>
<b>Online Orders:</b> Per ticket prices are based on an estimated annual ticket volume. Client will be invoiced \$1.00 per ticket for the difference in actual tickets sold and the minimum of 3,900 tickets. This minimum is to cover costs and is invoiced at year-end.	<ul style="list-style-type: none"> <li>• SSL and Payment Gateway setup</li> <li>• Monthly Secure Server Certificate</li> <li>• Domain Name transfer or set up</li> <li>• ShoWare™ Monthly Hosting</li> <li>• Unlimited Events, Performances, Locations</li> <li>• Unlimited Users</li> </ul>	<b>\$1.00 per ticket</b>
<b>Box Office Orders:</b> Per ticket prices are based on an estimated annual ticket volume. Client will be invoiced \$0.50 per ticket for the difference in actual tickets sold and the minimum of 27,000 tickets.	<ul style="list-style-type: none"> <li>• Complete Online Ticketing Solution</li> <li>• Call Center / Box Office Module</li> <li>• Unlimited Events, Performances, Locations</li> <li>• Unlimited Users</li> <li>• Unlimited Administration Access</li> <li>• 24/7 Technical Support</li> </ul>	<b>\$0.50 per ticket</b>
<b>Subscription Packages</b>	<ul style="list-style-type: none"> <li>• Complete Fixed Subscription Module</li> <li>• Ability to Create Unlimited Fixed Season Packages, Mini Plans, Series</li> <li>• Pricing is for Online and Offline Packages</li> </ul>	<b>\$2.50 per package</b>

<b>Training</b>	<ul style="list-style-type: none"> <li>Up to 4 hours via phone or at ShoWare™ location with unlimited 24/7 ongoing support</li> </ul>	<b>Included</b>
<b>ShoWare™ Access Control (SWAC)</b>	<ul style="list-style-type: none"> <li>Real Time ticket scanning for bar coded tickets</li> <li>WiFi ready no onsite server required</li> </ul>	<b>\$3,000.00</b> One time set up fee <i>(optional)</i>
<b>ShoWare™ Social Media Connect</b>	<ul style="list-style-type: none"> <li>Sell tickets directly through Facebook</li> <li>Fully integrated</li> <li>Sell in Real-time from system inventory</li> </ul>	<b>\$1,000.00</b> One time set up fee <i>(optional)</i>
<b>Call Center Orders</b>	<ul style="list-style-type: none"> <li>Open 12 hours per day (hours can be extended based on demand).</li> <li>30+ dedicated lines to handle high demand on-sales</li> <li>Custom branded messaging</li> <li>Intelligent call routing with back end screen pop</li> <li>Extensive reporting</li> </ul>	<b>\$3.50 per order</b> <i>(optional)</i>
<b>Custom Development</b>	<ul style="list-style-type: none"> <li>Custom Development/ Content Management</li> <li>Services outside the scope of the original project</li> </ul>	<b>\$150.00 per hour</b> <i>(optional)</i>
<b>Fulfillment Fees</b>	<ul style="list-style-type: none"> <li>Ticket Printing</li> <li>Envelope stuffing</li> <li>Postage (regular mail)</li> </ul>	<b>\$3.50 per order</b> <i>(optional)</i>
<b>PayPal Payflow Pro</b>	<ul style="list-style-type: none"> <li>First 1,000 transactions free then \$.10 per each additional transaction (price details on <a href="https://www.paypal.com/us/cgi-bin/webscr?cmd=_payflow-gateway-pricing-outside">https://www.paypal.com/us/cgi-bin/webscr?cmd=_payflow-gateway-pricing-outside</a>) fee subject to change during course of contract</li> <li>Your existing merchant may be able to provide these services directly.</li> </ul>	<b>\$59.95 per month</b> <i>(optional)</i>
<b>Constant Contact Email Marketing</b>	Email Marketing – Constant Contact Benefits: <ul style="list-style-type: none"> <li>Easy Campaign Creation – No HTML required</li> <li>Email Campaign Templates – Fully customizable. Over 300 available.</li> <li>Email List Management</li> <li>Image Hosting</li> <li>Tracking &amp; Reporting</li> <li>Email Archive Hosting (optional)</li> <li>Email Delivery</li> <li>Free Customer Support</li> <li>Online Surveys (optional)</li> </ul>	Pricing determined by email volume. <i>(optional)</i>



All costs are based on a three-year commitment starting the day the first ticket is sold through the ShoWare™ system or 30 days after Proposal signature, whatever happens first. Proposal definition and pricing expires 20 days after receipt.

ShoWare™ requires a signed contract and user agreement, and full payment to be received prior to shipping any equipment.

PAYMENT TERMS

Graphical Development & Implementation	100% due at contract signing	\$10,000 waived
Hardware and Equipment	100% due at contract signing or at time of order	\$TBD

IN WITNESS WHEREOF, ShoWare™ and Customer have executed this Agreement to be effective as of the date first written above.

Lincoln Center of Fort Collins

ShoWare™ VisionOne, Inc. a California Corporation

Approved by Authorized Representative

Approved by Authorized Representative

By: [Signature]

By: [Signature]

Print Name: JAMES RONEILL II

Print Name: Bruno Boehl

Title: DIRECTOR OF PURCHASING + RISK MGT

Title: CEO

Date: 2/15/11

Date: 2-10-11

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