

Considering RFID Technology for Your Next Event

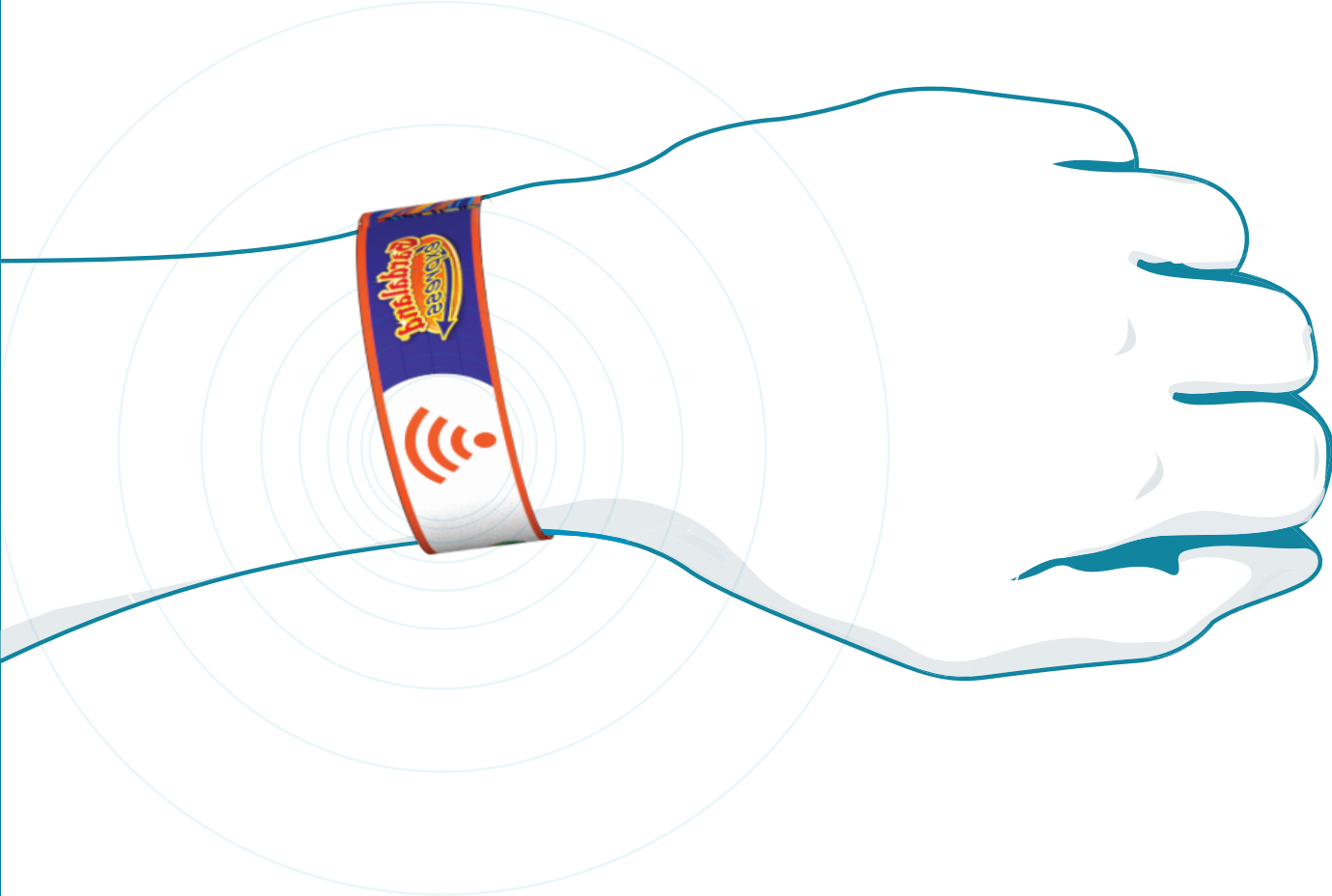


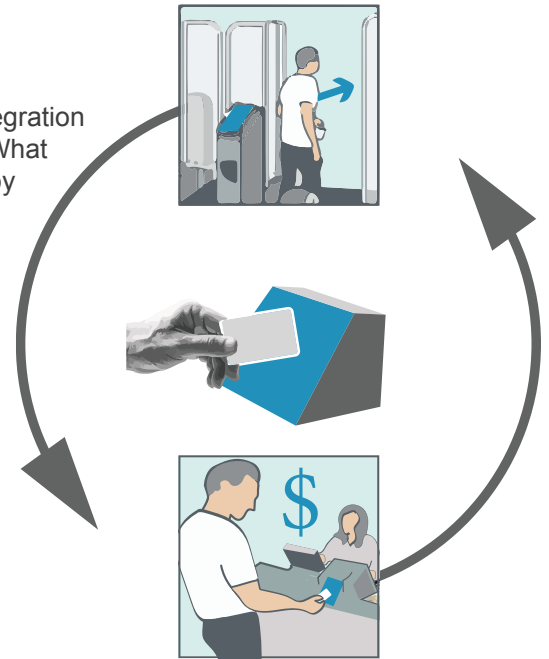
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What is RFID and How Does it Work?

There are several key questions to consider when evaluating the integration of RFID technology for your event: How will your customers react? What will it cost? What are the risks? We'd like to lend a helping hand by providing you with a framework for your decision-making process. This document outlines what you need to know, and how you can make the most of your investment in RFID technology at your next event.

Radio Frequency Identification (RFID) is a generic term used to describe a data-transfer process between RFID tag (chip, paper ticket, wristband, plastic card, etc.), and RFID reader. RFID is designed to enable readers to capture data on tags and transmit that data to a computer system, without the need for physical contact.



RFID for Events

RFID technology is not new in the event space, it's been tried and tested, and for the events that have made the investment already, RFID technology is making a huge improvement in two very important areas: the customer experience and data integrity. When it comes to live events, RFID is being used primarily for:



Access Control

- Speed up event access
- Significantly reduce queues
- Eliminate ticket fraud
- Control unlimited zones on a single system (VIP, GA, Production, Camping)
- Real-time digital reports with capacity counts
- Improve staff allocation during peak periods and locations



Cashless Payments

- Increase on-site spending by 15-30%
- Speed up transaction times and reduce queues
- Real-time digital reports for vendor reconciliation and a wealth of data



Brand Amplification

- Connect with guests through interactive brand experiences and encourage their curiosity - for example, interactive print (with RFID tags embedded in a page) creates a print to digital bridge
- Increase online impressions with social media integration
- Increase sponsorship revenue and create marketing buzz - RFID tags embedded in toys bridge the physical and online gaming worlds
- Give sponsors measurable ROI and tangible analytics based insights

What's the Return on Investments (ROI)?

Implementing any new process or technology (RFID included) will require an investment in time and money. However, the potential upside of a proper implementation is substantial and more than outweighs the investment.



SPEED UP WAIT
TIMES BY UP TO
15 MINUTES



INCREASE ON-SITE
GUEST SPENDING
BY **15-30%**



DECREASE TICKET
FRAUD BY UP TO 100%



GAIN UNPRECEDENTED
AUDIENCE **INSIGHT**



ENGAGE AUDIENCES AND
INCREASE SPONSORSHIP
REVENUE

For **Access Control**, imagine securing the gate at a festival of 50,000 people; If you experience a large number of ticket fraud cases (fake tickets/wristbands, sharing of wristbands through passbacks), the ROI could be substantial. If you can eliminate even a few hundred cases of fraudulent tickets, savings very easily get into the six figures.

For **Cashless Payments**, the increase in on-site guest spending can be significant due to fast transaction times and reduced queue, as well as additional features such as pre-event top-up and automatic topup. For events implementing a Cashless Payment system, there are also significant cost savings from minimizing shrinkage and eliminating cash transportation, security and reconciliation expenses.

Getting Started

STEP ONE: DEFINE YOUR GOALS & OBJECTIVES

Before you begin your search for the right RFID supplier, start the conversation internally to define your goals and objectives. The introduction of RFID should either solve an existing problem or offer added value to your customers. Be clear about what it is you would like to accomplish with the implementation and decide what is most important to you.

STEP TWO: JUSTIFY THE BUSINESS CASE

- research is vital
- define your audience
- think like a guest
- speak to your stakeholders
- think about your future

STEP THREE: SELECT YOUR RFID PARTNER

- look at the company's track record
- ask for client feedback
- experience the technology firsthand
- take the partnership approach
- work with industry leaders

STEP FOUR: CREATE A PROJECT PLAN

When you've chosen an RFID partner and made the commitment to implement an RFID solution at your event, create a thoughtful implementation plan involving all major stakeholders. Your provider should be able to coach you through the rollout process and offer helpful tips along the way. Ask for any resources or guides that they've created and ensure you follow their best practices. Here are a few points to consider as you get started:

PRE-EVENT

Inform your audience

Since ultimately it is the guest who will be utilizing the new technology, you need to pre-emptively build a communications and marketing plan to engage and inform them. Use every communication channel and touch point available (website, e-mail, social media, print, etc.) and clearly explain what it is that you're changing, how it's going to work and most importantly, how it's going to benefit the end-user. Set user expectations early on so there aren't any surprises.

Educate your team

Educate your managers, vendor Partners, and front-line staff from the beginning. Provide information packs and explain how they can get involved, how the process works, and who they can rely on as a resource during the event. Your RFID partner should be able to provide training pre-event, and be available during the event to ensure a seamless experience for vendors and visitors.

DURING EVENT

Adequate signage

Ensure your guests are directed throughout the event site with adequate signage for designated locations (e.g. Customer Service, Wristband/Ticket Pick-Up, Cashless Top-Ups, RFID Brand Amplification Sponsored Areas etc.). Consider adding them to the festival map and any promotional materials distributed to guests.

Educate front-line staff

Questions will arise, so make sure that you brief all staff on how RFID technology works, how it benefits guests, and any eventspecific policies such as in-andout privileges for Access Control or the refund policy for Cashless Payments. During an event, all of your front-line staff will become teachers! Security personnel, vendors, customer service reps, should all be aware of the RFID technology and key benefits.

POST-EVEN

Capitalize on loyalty

Provide opportunities for your audience to engage with sponsors and vendors, download exclusive content and offers, purchase merchandise or get access to tickets for your next event. Why not send a personalized email with a summary of their event experience? Transactions, stage visits, social interactions. Give them a memento they'll love.

Balance refund

With Cashless Payments, a great way to garner trust with guests is to offer them a balance refund at the end of an event. In fact, if your customers know that they'll get a refund for any leftover balance, they may be encouraged to spend more during the event!

Post-mortem

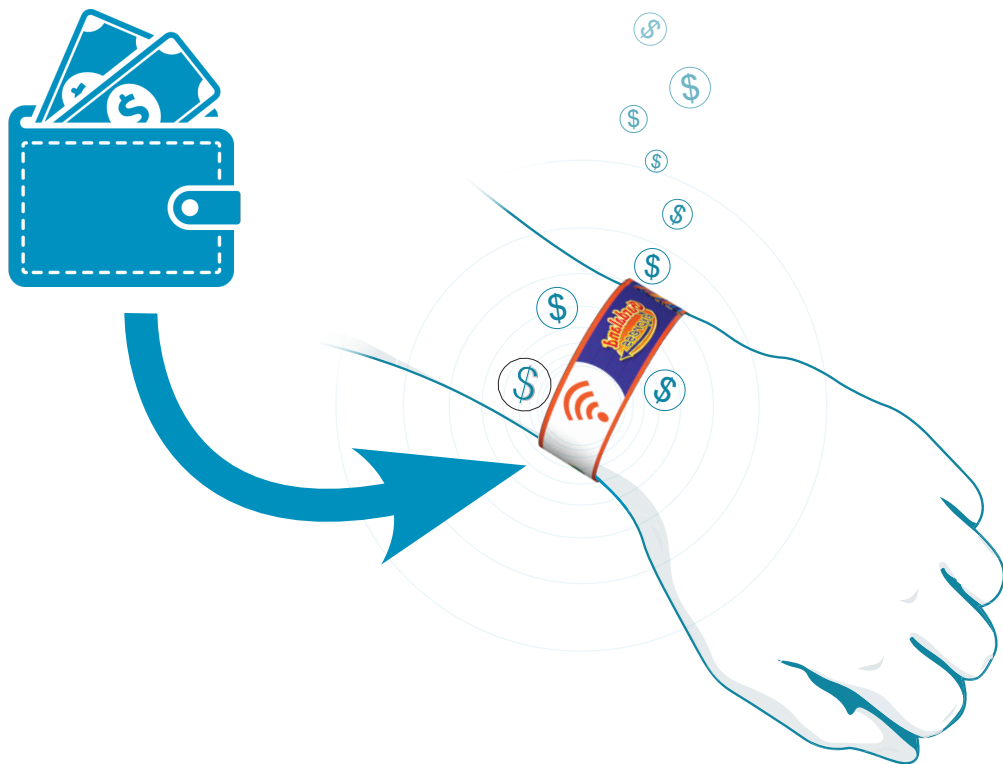
What worked well? What lessons did you learn for next year? A debrief session with your internal team and RFID partner is a great way to develop key learnings to make next year's event even better.



What is Cashless Payments?

For festivals and live events, no cash or credit cards are used to make direct purchases for food, drink, products or services on-site. No more fumbling for cash or waiting for credit card transactions to process.

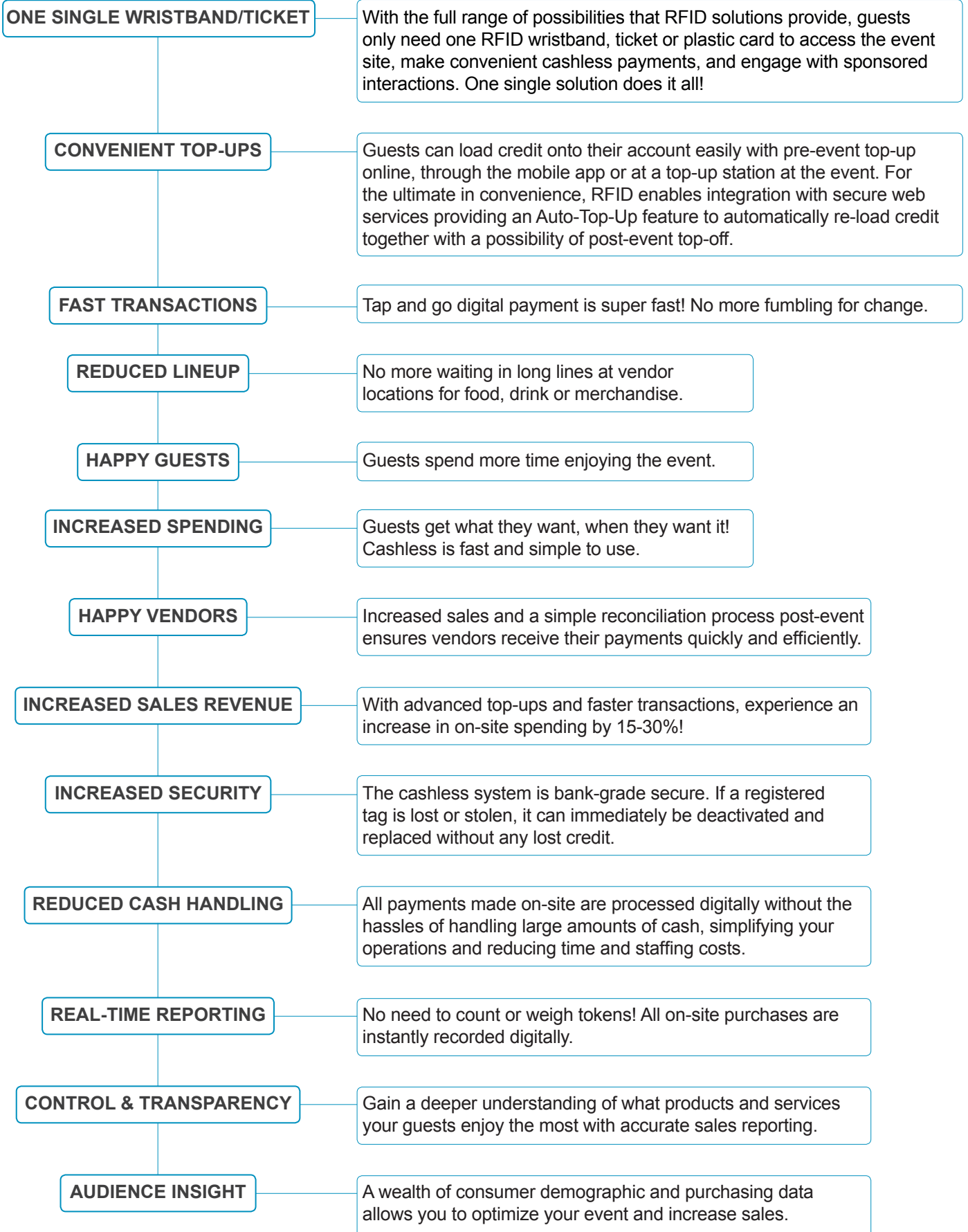
Instead, guests can make fast and secure purchases using digital payments with a simple double-tap of their RFID-enabled event wristband, paper ticket or plastic card. The funds are deducted instantly from the guest's account balance and recorded digitally in real-time in the system.



Cashless Payments are extremely convenient for guests, vendors and event organizers. All transactions are processed digitally and accessed in real-time, allowing event organizers to decrease costs and increase on-site revenue.

Take your event to the next level with game-changing Cashless Payment Technology. Once you go cashless, you'll never go back to the way things were!

Benefits of Going Cashless



TLS - Boca Systems and RFID Technology

TLS - Boca Systems has a fully dedicated department for Chip-on-Paper, RFID Cards and RFID Label solutions.

TLS - Boca Systems offers:

- tickets fan-folded, in rolls or single
- technology on the top of the market: we can propose all the major chips used directly from our stock, both HF and UHF
- tickets and wristbands in various sizes
- a graphic quality difficult to match
- big and small productions
- flexible, matching the client's needs
- very fast delivery time
- competitive price

Furthermore we can propose a FULL PACKAGE including: thermal RFID printers and RFID thermal tickets. This package grants an extended warranty of the printer and mainly the print head. We will make sure printer and tickets are compatible.

Last but not least, we as TLS - Boca Systems connect to all leading system integrators in the field of RFID entertainment. We have been on this market for over 10 years, let us know what you are looking for and we will help you further.

