



# Event Partner Worksheet

## Evaluating your options?

Use this worksheet to compare the features and benefits offered by AttendStar vs. other event providers.

EVALUATION CRITERIA	attendstar	Provider A	Provider B
<b>Air Show Expertise</b>			
Does the provider offer a ticketing platform built specifically for airshows, with expertise in both military and civilian airshows?	✓		
Does the provider have extensive experience working with military and civilian airshows, demonstrating strong leadership in the industry?	✓		
Does the provider offer a parking pass solution designed specifically for airshow events?	✓		
<b>Event Manager / Platform</b>			
Can the event use its own merchant account via Stripe?	✓		
Does the provider offer daily payouts with automatic deposits for faster access to funds?	✓		
Can you search for ticket orders across all events in your account and easily resend or cancel tickets?	✓		
Can you collect different types of information from attendees using custom fields?	✓		
Does the platform allow you to download attendee data, including order details, emails, and custom fields?	✓		
Can you cancel tickets and release unused inventory while keeping reporting accurate?	✓		
Does the ticketing platform provide a self-service option for resending tickets via SMS or email?	✓		
Does the platform offer a contact form for ticket buyers to ask event-related questions?	✓		
Can you track real-time updates on price adjustments, artwork revisions, and event milestones through activity reports?	✓		
Does the provider offer a scorecard with recommendations to optimize ticketing and event operations?	✓		
Can you set up custom FAQs to reduce ticket buyer inquiries?	✓		
Does the provider offer a mobile app for ticket scanning with ticket buyer search, configurable scanning rules by device, and offline & live ticket sync for uninterrupted operations?	✓		

## Integrations &amp; Expanded Features

Does the provider support frictionless checkout with Link by Stripe for secure auto-billed payment information?



Does the provider integrate with Google Analytics V4 to track visitor activity and ticket sales performance?



Does the provider support Google Tag Manager for easy management of marketing tags without website code modifications?



Does the provider integrate with Meta Pixel for Facebook Ads conversion tracking and campaign optimization?



Does the provider support Google Ads integration to track conversions from ad clicks and measure campaign success?



Does the provider offer AdRoll retargeting to reach visitors who previously viewed your ticket sales page?



Does the provider sync with MailChimp to automate targeted email campaigns and follow-ups with ticket buyers?



Does the provider support TikTok Pixel tracking to measure conversions and optimize ad spend on TikTok?



## Ticket Types &amp; Customization

Does the provider support bundled ticket packages to simplify buyer decisions?



Can you offer ticket add-ons such as VIP parking, merchandise, or ride passes?



Does the system limit parking pass issuance to one per order when needed?



Can you sell multi-day tickets that limit scanning to once per day?



Does the provider offer reserved seating with custom layouts and assigned seats that are built for you?



Can you create and manage BOGO+ promotions to increase ticket sales?



Can you set minimum and maximum ticket purchase limits per order?



Can buyers see ticket status messages like 'On Sale' or 'Sold Out' before purchasing?



Can you add terms and conditions for each ticket to ensure clarity and transparency?



Can you add custom category banners, logos, or sponsor images to enhance ticket pages?



Can you attach files like parking passes, event instructions, or sponsor promotions to ticket purchases?



Does the system support ticket buyer financing through Affirm?



**Ticket Types & Customization** *(concluded)*

Can buyers use digital wallets (Apple, Google, Samsung) for seamless checkout experience?

Can the provider absorb or adjust ticket fees to simplify pricing for buyers?

**Reporting & Insights**

Can you send post-event surveys to gather feedback from ticket buyers?

Does the provider offer event comparison reports for tracking growth and trends by event and ticket-type?

Can you view ticket sales analytics, traffic sources, and conversion rates in their base feature set?

Does the system alert you via email when ticket inventory is running low and to unique recipients?

Can you receive daily ticket sales reports via email?

Does the platform provide real-time scanned ticket reports?

Can you generate an attendee report with buyer details for event planning?

Does the system generate a postal code map to analyze ticket buyer locations?

Can you export a list of unsold reserved seating for review and planning?

Can you track revenue share agreements within the ticketing platform?

**Marketing & Promotion**

Does the provider offer integrated done-for-you email and SMS marketing tools?

Does your provider send 'Know Before You Go' emails to ticket buyers for you?

Does the system allow automated re-engagement emails for abandoned carts?

Can the system handle automated phone responses for ticket buyer inquiries?

Does the provider give you a dedicated, fast, and convenient phone line for your event, featuring a custom-built interactive voice response (IVR) menu to handle customer inquiries and reduce the burden on event organizers?

Does the provider offer ticket sales page analytics to monitor traffic, orders by day, unique sessions, page views, conversion funnel, and revenue-driving campaigns?

Can you display a real-time countdown of remaining tickets to create urgency?

**Marketing & Promotion** *(concluded)*

Does the platform support promo codes, unlock codes, and discount campaigns?	<input checked="" type="checkbox"/>		
Can you generate campaign tracking links to monitor ad performance?	<input checked="" type="checkbox"/>		
Does your provider setup dyanmic social proof noti cations to enhance your ticket sales page with real-time social proof, encouraging others to buy.	<input checked="" type="checkbox"/>		
Does your provider give you access to your abandoned buyer list? You should be able to see the people who started the ticket-buying process and did not complete the process; you can download these abandoned ticket buyers to use in other remarketing activities.	<input checked="" type="checkbox"/>		

**Event Logistics & Support**

Does the provider offer ticket buyer support via phone and email 7 days a week, allowing customer inquiries to be handled by a support team instead of event organizers?	<input checked="" type="checkbox"/>		
Does the provider offer a security questionnaire to streamline screening and background checks for secure parking and onsite access?	<input checked="" type="checkbox"/>		
Does your provider send an automated 48hr reminder email for ticket buyers before the event’s start date to ticket buyers to download / print their tickets?	<input checked="" type="checkbox"/>		
Does the provider offer onsite support for ticketing and gate management?	<input checked="" type="checkbox"/>		
Does the provider offer private 5G connectivity to ensure seamless ticket scanning?	<input checked="" type="checkbox"/>		
Does the ticketing system integrate with satellite connectivity for large events?	<input checked="" type="checkbox"/>		
Does the provider offer drone technology for traf c and security management?	<input checked="" type="checkbox"/>		

**Day-Of Services & Support**

Does the provider offer buyer re-engagement campaigns with follow-up promotions, FAQs, and additional communication to boost conversions?	<input checked="" type="checkbox"/>		
Does the provider deliver comprehensive presale and onsale campaigns, including email and SMS marketing, to support event organizers?	<input checked="" type="checkbox"/>		
Does the provider offer day-of-event marketing assistance for last-minute announcements, alerts, or updates?	<input checked="" type="checkbox"/>		
Does the provider offer day-of-event client support to address unexpected challenges and provide real-time assistance?	<input checked="" type="checkbox"/>		
Does the provider offer real-time day-of-event ticket buyer support to assist guests with questions or issues?	<input checked="" type="checkbox"/>		
Does the provider provide on-the-ground onsite support for large events, managing logistical issues such as parking, gate design, and weather announcements?	<input checked="" type="checkbox"/>		

## Hardware &amp; Connectivity

Does the provider offer portable, high-speed, low-latency satellite internet to ensure seamless event operations?



Does the provider operate on a private 5G network to ensure prioritized and uninterrupted service during peak usage?



Does the provider rely solely on consumer-grade cellular (5G) service, which may result in connectivity challenges during high-demand periods?



Does the provider offer high-speed ticket scanners and handheld POS devices for efficient event entry and sales at no-cost?



Notes:

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