

The Cashless Wristband Making Your Event Easy



EventsWearables™

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EventsWearables – We Had A Problem



Hi, we are Craig and KT.

Just like you, we run a growing, annual event.

And just like you, we knew we could make it **better for our fans**, merchandisers and our volunteers.

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EventsWearables – Where Is The Money?

We looked at our Festival and knew it could be **better for everyone.**

We knew our **bottom line was capable of growing substantially**
– but did not have the controls, data or the tools to analyze our event to the depth that we wanted to.

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EventsWearables – Necessity

Little day to day **insight**

Big Decisions were made by gut

We had to manage **Regulatory Controls**

Reconciliation and Audit were hard and complex

We kept growing...

But no one had the software we needed

So we built it...

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EventsWearables – What Is It?

- A bar-coded wristband technology, that enables **cashless** transactions at your your event
- Identifies your **age of majority** fans, your underage fans, your certified bartenders and volunteers.
- It helps to **prevent fraud**, mitigates alcohol related litigation, creates an **audit-able transaction history** for **reconciliation and reporting**, and, most importantly, makes life easy for your fans.
- All of this with a swipe of a wrist band

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EventsWearables – Evolution

- We grew our product year over year. We developed a feature, field tested it and made it available to everyone
- We focused on 4 core areas all with a view to making life easier:
 - Sales, Cash and Cost Management
 - Regulatory and Legal Risks
 - Audits, Analytics and Reconciliation
 - Fan Convenience

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Sales, Cash and Cost Management

Sales

- People spend more when not using cash
- Wristbands can be paid for and branded by headline sponsors
- Shorter and Faster queues = more sales

Cash: Less Cash = Reduces Costs

- Cash handling fees
- Physical security requirements
- Cash/Ticket Reconciliation
- Decrease in “Change Calculation” and “Payment Oversight” issues
- Less cash + controlled cash points + difficult to replicate wristbands = less ticket and over the counter fraud

Costs

- Less staff required to manage your event
- JIT inventory

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Minimizing Regulatory and Legal Risks

- Highly visible coloured wristbands have specific meanings
- Access to age of majority and band ownership details at POS
- Large and frequent drink orders automatically flagged for bartenders and security
- Built in volume/frequency based prompt for bartenders to perform sobriety check
- Each wristband has an event level audit trail that can be rolled up across events
- Ability to throttle sales towards the end of an event

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Audits, Analytics and Reconciliation

Audits

- Less cash less likely to be audited
- Audits are easier with in-depth traceability, automated reports and extracts

Analytics

- Talent – per act event profile can be created
- Purchasing – event profile leads to JIT ordering and projections
- YOY analytics out of the box
- Marketing - Profiling by age / sex / time / brand / postal code
- Performance – Bartenders, merchandisers, volunteers, locations
- KPI – creation and management

Reconciliation

- Is single source, factual and automated

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Fan Convenience

- Reduced lines and faster transactions
- No fumbling for cash or ID
- Fans don't worry about running out of cash or carrying it
- Fans can self-serve top up their bands via the secure app without lining up
- Fans will be able to pre-order food and merchandise on-site

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How It Works - Fans

Pre - Event

- Fans can download the app prior to coming to the event

During Event

- Fan presents ID for scanning or manual entry
- Wristband is put around wrist, scanned, activated
- Money can be added to wrist band at this point
- Fan adds money to wrist band via app or at top up points

Purchase - Fan goes to F&B or merchandiser and pays via scan

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How it works – Merchandisers and F&B

Pre-Event

- Fill out set up form with details
- Access to training video
- Provision of laptops and scanners (deposit required)

During Event

- Scan a wrist band – scan an article barcode – scan complete -done

Post

- Reconciliation Process
- Payment process
- Event Post Mortem

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How It Works - Event Owner

Pre-Event

- WIFI review service (optional \$\$ - via our sister company)
- Event Information filled out
- Site Map Analysis
- Phone Interview

During Event

- Deployment and testing of hardware
- Event Staff Training
- On site support – an hour before and after everyday

Post-Event

- Reconciliation and Analytics
- Funds Transfer
- Event Post-Mortem

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Pricing

Please contact us to discuss pricing

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EventsWearables - Thank You

A great event is only a scan away

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