

WELCOME
TO
MOSHTIX!

MORE
MOSH
LESS
DOSH

The logo for moshtix, featuring a white speech bubble with four colorful icons (a red lightning bolt, a green leaf, a blue gear, and a red star) above the word "moshtix" in a lowercase, sans-serif font.

*TABLE OF CONTENTS

- About moshtix
- Free to use
- Bullet proof
- Promoter login
- Marketing
- Your database
- Outlets
- Ticket types
- Entry into events
- Getting paid
- Green ticketing
- moshtix is everywhere



* ABOUT MOSHTIX



- moshtix began in 2004 with our first client – The Basement in Sydney – introducing them to online ticket sales without the cost or hassle of paper ticketing!
- Other Sydney venues quickly saw what they were missing out on, and within a few short months moshtix had grown to be the ticketing system of choice for the majority of Sydney music venues.
- The next big breakthrough was the moshtix moshcard – taking paperless ticketing one step further – into retail outlets
- It was soon apparent that Australia was ready for a new, cost free ticketing service and national expansion began. moshtix is now used in all States at hundreds of venues and festivals around the country!
- 2007 saw the company join News Digital Media – bringing a whole new dimension of marketing power to moshtix clients, (something no other ticketing provider can offer or match!)
- To support the Australian explosion in music festivals moshtix developed the most advanced and secure bar-coded print @ home ticket system available today. Some of our biggest festivals quickly joined the revolution including **Parklife, Good Vibrations, Laneway Festival, Southbound, West Coast Blues & Roots**, and too many more to mention here.
- moshtix continues to set the standard for online ticketing for events of all shapes and sizes, whether you sell 10 tickets or 1 million – moshtix is your ticketing solution!



* FREE

Using the moshtix system is absolutely free to you – the promoter.

It won't cost you a cent to tap into all that moshtix has to offer.

You get Australia's most up-to-date ticketing system, access to a host of marketing features (more on that later), and an association with a brand that your patrons relate to, feel good about, and trust.

You retain the full ticket value at all times. No inside charges.

Complimentary & VIP tickets are also handled extremely easily, **at no charge**.

And yet moshtix consistently delivers one of the lowest booking fees in the business!

moshtix customers

make the BF their

BFF!



* BULLET PROOF

The moshtix ticketing system is incredibly robust.

It can handle the onslaught of thousands of simultaneous online ticket purchase requests, making it ideal for events of any scale.

Onsale dates for festivals like Good Vibrations, Parklife, Southbound, and Field Day barely raise the pulse of the moshtix servers, easily handling mind-boggling volumes of ticket transactions with absolute reliability.

The moshtix system has proven itself time and time again.

And thanks to moshtix' highly efficient swipe and scan systems, ticket holders gain entry extremely rapidly. No hold ups at the door or the gate.

And our systems are almost completely scalper-proof! You'll almost never see a moshtix ticket on ebay.

the fun starts sooner

with moshtix



* LOGIN

Want to know how your ticket sales are going? Simply login to your own online promoter control room and check for yourself.

You can see instantly how sales are progressing with information updated as it happens. Then drill down to detailed information about where the sales have originated. **Your site. Our site. Over the phone. Over the counter.** Vital information for marketing and promotion of events that no one else can offer!

And you can do it from anywhere in the world, any time day or night. You'll never have to make a phone call again to find out how your ticket sales are going. The moshtix system puts this information at your fingertips, and a whole lot more. And this service is free of course.


You can also: Set up your own events, modify your events, view and contact your database, download your door entry files and much more.

you are

in control!

* LOGIN





Control Room

Sales Summary and inventory update

Select event/s: All open events + last 14 days closed

Select quick range: Select

Or Select Date range: Day Month 2009 to (but excluding): Day Month 2009 Display Report

(All open events)
 IG = Inventory Group QA = Quantity Allocated GS = Gross Sold R = Refund E = Exchanged NS = Net Sold A = Available

Event Date	Event Name [Event ID]	Ticket title	IG	QA	GS	R	E	NS	A	Ticket price	Total Sold Value
Event: Event Name Client: Client Name Payee: Payee Name Venue: Venue name											
Event Date	Event Name	General Admission	A	7000	102	0	2	100	3963	\$97.00	\$9,700.00
		General Admission	A	7000	7	0	0	7	3963	\$86.54	\$605.78
		General Admission	A	7000	2987	1	63	2923	3963	\$97.00	\$283,531.00
		General Admission	A	7000	7	0	0	7	3963	\$98.00	\$686.00
		Industry Tickets	C	400	400	0	0	400	0	\$0.00	\$0.00
		MX winner	D	2	2	0	0	2	0	\$0.00	\$0.00
		test ticket only - no access to event	B	1	1	0	0	1	0	\$0.10	\$0.10
Total				7483	3586	1	65	3448	3963		\$284,522.88
Event: Event Name Client: Client Name Payee: Payee Name Venue: Venue name											
Event Date	Event Name	Over 18's	A	888	32	0	0	32	768	\$38.00	\$1,216.00
Total				888	32	0	0	32	768		\$1,216.00
Event: Event Name Client: Client Name Payee: Payee Name Venue: Venue name											
Event Date	Event Name	General Admission	A	1000	13	0	0	13	987	\$45.00	\$585.00
Total				1000	13	0	0	13	987		\$585.00
TOTAL ALL OPEN EVENTS					9283	3551	1	65	3485	5718	\$286,323.88

Sales Report Page



* LOGIN

The screenshot shows the 'moshtix administration login' page. At the top, there is a navigation menu with links: HOME, ABOUT, MOBILE, MOSHPIX, VENUES, OUTLETS, ADMIN, HELP. Below the navigation is a login form with fields for 'Ticket seller login', 'Password', and 'Enter the word below'. A large orange bubble containing the word 'waterpipe' is positioned over the word entry field. Below the form, there is a 'login' button and a 'save login' checkbox. At the bottom of the page, there are five columns of links: 'browse' (Live music, Festivals, Dance, Arts, All ages, Other), 'register' (Want the fast tickets to the best gigs in town? Click here to register for free and be in the running to score weekly prizes.), 'about moshtix' (What is moshtix, Who is moshtix?, How to advertise with us, How to sell tickets, Our logo, Privacy policy, Terms of use, Contact details, Give us feedback), 'more' (Mosh mobile, moshpix), and 'help' (moshcard, moshpass, Barcode tickets & outlets, Security & personal information, About purchasing & refunds). The moshtix logo is in the bottom right corner.

Admin login page

The screenshot shows the 'moshtix event control room' dashboard. At the top, there is a navigation menu with links: GETTING STARTED, CUSTOMER SUPPORT, MANAGE EVENTS, MANAGE THEME, PRINT DOOR LIST, SALES REPORTS, SALES REPORTS NEW, EMAIL SALES REPORT CONFIGURATION, BOOKING HISTORY, MOSHSCAN V2 DOOR FILE, BUY EMAIL AND SMS CREDITS, CREATE A SUBSCRIBE FORM, SET UP CALENDAR, VIEW CALENDAR, MOSHTIX SWIPE ENTRY SOFTWARE, RECORD STORES, and TERMS AND CONDITIONS OF USE. The dashboard is divided into several sections: 'Getting started' (Getting started, Customer Support), 'Manage events' (Manage events, Manage Theme, Print Door List, Sales Reports, Sales Reports NEW, Email Sales Report Configuration, Booking History, Moshscan V2 door file), 'Manage Theme' (Manage Theme), 'Print Door List' (Print Door List), 'Sales Reports' (Sales Reports, Sales Reports NEW, Email Sales Report Configuration, Booking History, Moshscan V2 door file), 'Buy Email and SMS credits' (Buy Email and SMS credits), 'Create a subscribe form' (Create a subscribe form), 'Set up calendar' (Set up calendar, View calendar), 'moshtix swipe entry software' (moshtix swipe entry software), 'Record stores' (Record stores), and 'Terms and conditions of use' (Terms and conditions of use). There are also links for 'Bank Account Details [show/hide]', 'New event', 'Take Phone Bookings', 'Create phone sales only login', 'Create Door List only login', 'Refunds / Exchanges', 'Issue Complimentary Tickets', 'Complimentary Tickets Bulk Issue', 'Complimentary Tickets Admin', 'Broadcast', 'Email/SMS ticket buyers database', 'Email/SMS form subscribers plus ticket buyers database', 'Import/Export Subscriber Data', 'Remove Subscribers', 'Export Survey responses', 'Update account information', and 'Payment processing set-up'.

Your Control Room



* MARKETING

moshtix is part of News Digital Media.

That means there's a whole swag of media is at your disposal!

The moshguide email lands in over 300000 email inboxes every week, informing subscribers about events that match their location and preferences.

Head to the music and entertainment pages of news.com.au, dailytelegraph.com.au, heraldsun.com.au, couriermail.com.au, adelaidenow.com.au, and perthnow.com.au - you'll see a permanent listing of moshtix events, seen by millions of people every week.

moshtix also has permanent weekly columns in the extremely popular **MX** papers in Brisbane, Sydney, and Melbourne, the **Sunday Times** in Perth, and The Advertiser in Adelaide, meaning more exposure for your event.

when you sell with moshtix

people know about it



* ONLINE MARKETING



myspace.com

Australia
Wide

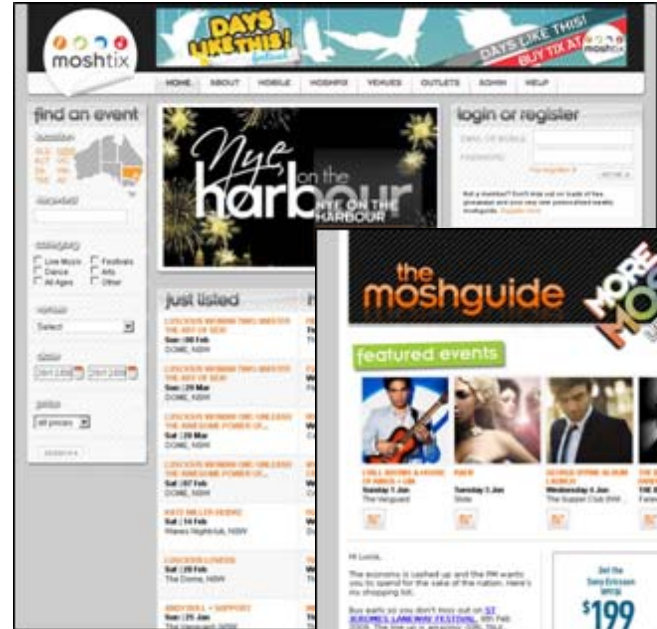
VIC

NSW

WA

SA

QLD



moshtix
website



moshguide e-newsletter



* PRINT MARKETING

The Advertiser - Adelaide

3 WAYS TO BUY YOUR TIX

- Buy tickets online via moshtix.com.au and moshtix.com.au/mob
- Visit us at our outlets: Perth, Hills, Garrya, Garrya Music, Supreme Court Gardens, The Spirit @ Curlin St
- Use your Expresso to buy online via moshtix.com.au

ON SALE NOW

- Nov 23 Tonight Only Showcase feat. Tim Deluxe & more - The Bakery AMPHITHEATRE Complex & SoCo Garage
- Nov 28 Architecture in review - Capitol
- Nov 30 Late Spazzies - Amplifier Bar
- Dec 2 Ministry of Sound: The Summit - Supreme Court Gardens
- Dec 4 Bouncing Souls - Amplifier Bar
- Dec 7 House of Digs - Hills City
- Dec 8 Fraternal Sounds - Amplifier Bar
- Dec 8 World Tour - HQ (HQ), Perth
- Dec 8 Balamandir - Amplifier Bar
- Dec 13 The Group - Capitol
- Dec 13 The First Fight feat. Heavy Weight Champ - Amplifier Bar

JUST LISTED

- Nov 4 - warrin - Capitol
- Nov 8 - Tolo - Hills City

PHONE 1300 GET TIX (438 849)

BREAKFAST BELVOIR AMPHITHEATRE DECEMBER 26, 1 PM

moshtix

PHONE: 1300 GET TIX (438 849)
MOBILE: moshtix.mobi OUTLETS: moshtix.com/outlets

WED 10th December

- SHILEY HAWLAND | 8pm | The Sugar Out | Lot 1, 134 Oxford St, Darlinghurst | \$20 + \$F
- JOHN FIELD SUPERBAND | 9:30pm | The Basement - 406 Riley Place, Surry Hills | \$15 + \$F
- ROOT - THE MANIKERS | 8pm | The Warehouse | 40 Kings St, Newtown | \$20 + \$F
- SET IT OFF TOUR FEAT THE RED SPICE + FOR THE PAINTS DREAMS + MORE | 8pm | (Back Street Stage House) 165 Fitzroy St, Leichhardt | \$20 + \$F
- ALICE COMEDY CLUB - FEAT SKELLOCK | 8:30pm | The Daily News | 48 Garrya Ave, Garrya | \$20 + \$F

THU 11th

- THE BRONX | 7pm | Manning Bar | Lot 2 Manning House, Surry University | \$20 + \$F
- SE-FREIGHTS: THE FUEL | 8:30pm | THE RISING TIDE | 1000 Kings St, Newtown | \$15 + \$F
- SOUL WILLIAMS & BAND | 8pm | Oxford Air Factory | 38-40 Oxford St, Darlinghurst | \$20 + \$F
- EDWARD SAVON & MARIAM | 8:30pm | The Basement | 425 Riley Place, Surry Hills | \$15 + \$F
- JAMES MCKENRY + DIMA | 8:30pm | The Basement | 425 Riley Place, Surry Hills | \$20 + \$F

SAT 13th

- FOURTH FLOOR COLLAPSE | 8pm | The Garage | 104 Devonshire St, Surry Hills | \$15 + \$F
- MARI MARI + THE JOHN STEEL DRAGERS | 8pm | Oxford Air Factory (Basement) | 38-40 Oxford St, Darlinghurst | \$20 + \$F
- THE SPIDER HOLE COLLECTIVE PRESENTS TRACKRIP | 8:30pm | SLEAZEBAGS | 100 Kings St, Newtown | \$15 + \$F
- BACK ON THE BLOCK: CELEBRATING THE MUSIC OF ROLLY JOHNS | 8pm | The Basement | 425 Riley Place, Surry Hills | \$20 + \$F
- FESTIVAL OF THE SUN | 10pm | Sunburner Basement | 38-40 Oxford St, Darlinghurst | \$20 + \$F
- FORWARD TOUR'S SAMUEL | 8:30pm | Capitol | 406 Riley Place, Surry Hills | \$20 + \$F
- ZOOFF JEFF DUFFY'S TRIBUTE | 10:00pm | The Warehouse | 40 Kings St, Newtown | \$15 + \$F
- DU ARSUALY | 11:30pm | Oxford Air Factory (Basement) | 38-40 Oxford St, Darlinghurst | \$20 + \$F
- TRONDISQUE TUNED | 8pm | Paradise Bar | 28-30 Riley St, Kings Cross | \$20 + \$F

SUN 14th

- SOCIAL SLAMMER FESTIVAL | 11am | Beachcomber Hotel | 208-210-212 Surry Hills | \$20 + \$F
- SUNDAY ARISE feat. MCG SPINNET HEAT PUMP | 10pm | Cambridge Hotel | 170-180 Riley St, Newcastle | \$20 + \$F
- GORILLA RESISTS | 7pm | Humana's | 121-123 Cross Street & Nulton Avenue, University of Sydney, Grand Plaza of the Sydney Building | \$20 + \$F
- NOCK LATA | 8:30pm | THE SCARLETT | 4/30pm | Old Market Building | 140 The Market, Sydney | \$20 + \$F
- GRAND OPENING | 8:30pm | Oxford Air Factory (Basement) | 38-40 Oxford St, Darlinghurst | \$20 + \$F
- JACQUES CARRETTAS | 8:30pm | The Warehouse | 40 Kings St, Newtown | \$15 + \$F
- THE KIN + MIRIAM | 8:30pm | The Warehouse | 40 Kings St, Newtown | \$15 + \$F

THE GIG GUIDE

book tix

moshtix

Death Angel Capitol 15 Mar - \$60.50 + \$F

Summer Slaughter Tour Capitol 16 Mar - \$85 + \$F

Rise Against Metro City 24 Mar - \$61.60 + \$F

Back to the Future NYE 09 Amplifier 31 Dec - \$29 + \$F

Whitechapel Amplifier 16 Jan - \$33 + \$F

Bleeding Through Fly By Night 22 Jan - \$35 + \$F

Gatecrasher Metro City 23 Jan - \$55 + \$F

Boonick pres. Kaskadee Amplifier 23 Jan - \$30 + \$F

Element Boys of Summer Amplifier 24 Jan - \$30 + \$F

Heavenweight Sounds Metro City 25 Jan - from \$65 + \$F

Eddy Current Suppression Ring Metro City 31 Jan - \$15 + \$F

Cold War Kids Metropolis Fremantle 2 Feb - \$51.70 + \$F

Lunewest Festival Perth Cultural Centre 6 Feb - \$97 + \$F

Crystal Castles Capitol 11 Feb - \$44 + \$F

The Streets Metro City 13 Feb - \$69 + \$F

Cut Of Luna Capitol 18 Feb - \$49.50 + \$F

Kora Amplifier 21 Feb - \$30 + \$F

Good Vibrations 09 Heirison Island Capitol 22 Feb - \$129 + \$F

Propagandhi Capitol 25 Feb - \$35.20 + \$F

WEB: moshtix.com.au PHONE: 1300 GET TIX (438 849)
MOBILE: moshtix.mobi OUTLETS: moshtix.com/outlets

Sunday Times magazine - Perth

mX - Sydney



* YOUR DATABASE

The people buying **YOUR** tickets are **YOUR** customers. Every person buying a ticket is given the chance to join **YOUR** database, even people buying over the counter from a moshtix outlet. One by one **YOUR** database grows.

YOUR moshtix database is a vital marketing tool containing much more than just an email list. Names, addresses, phone numbers, origin of purchase, cash or credit. At moshtix it's all **YOURS**.

moshtix even helps you make the most of your database by providing an email broadcast system. Communicating with your customers couldn't be easier. And it's free!

at moshtix

it's all **YOURS!**



* YOUR DATABASE

moshtix Step 3 - Broadcast Builder Control Rooms

Broadcast will be sent to **36882** subscribers

Email Credits

Available	49976
Required	36882
Remaining	13094

Your moshtix account comes pre-loaded with some demo templates. Moshtix can create customised templates for your account - please contact sales@moshtix.com.au

Event Quick and easy way for sending specific info for an individual event.
Custom Event Same as event however lets you load custom image and your own copy.
Calendar For sending an update of your full event calendar - add your own intro and feature event image.
Custom For sending an update of your full event calendar - add your own intro and feature event image.

Email Message

Event | **Calendar** | Custom | Custom Event

Subject:

Template:

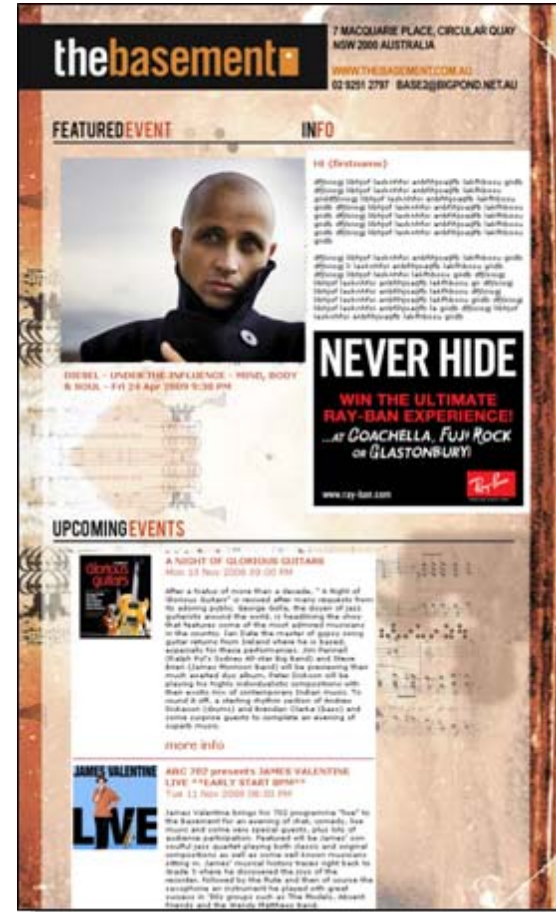
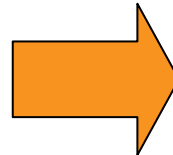
Feature Image:

Feature Event:

Teaser Text

Font Name: | Size: | Color:

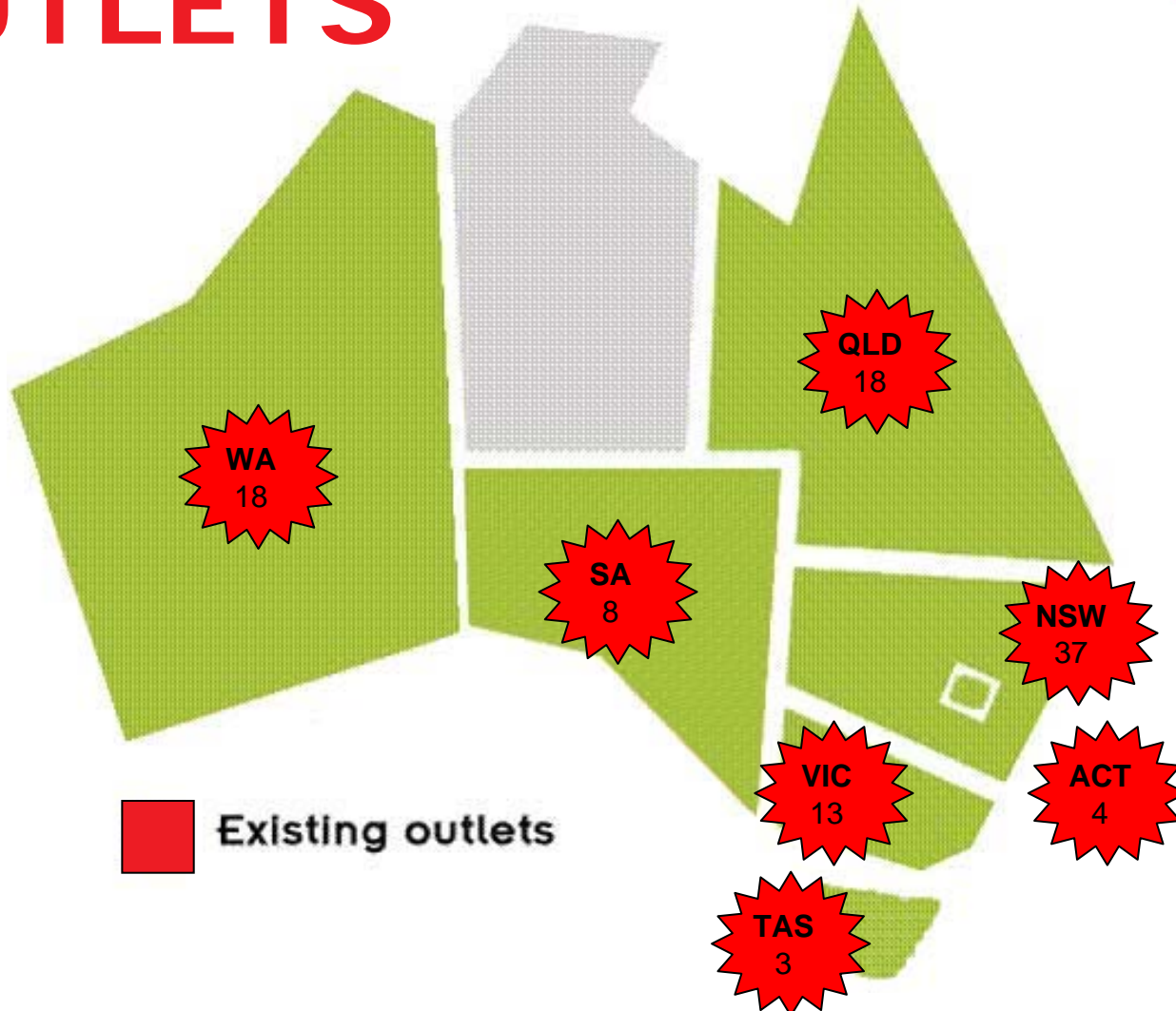
Words: 1 Characters: 9



Build your newsletter

What your database receives

* OUTLETS





*TICKET TYPES

Festivals & Large Venues

Small to Medium Venues

Barcode Ticket

Card : Moshcard or Credit Card

Standard Design

Branded Design



- Reusable, environmentally friendly
- Currently over 400,000 issued



* ENTRY INTO EVENTS

At moshtix it isn't just about selling tickets. It's also about making sure your event runs smoothly, and that your patrons enjoy the whole experience from the moment they arrive.

moshtix entry technology is state of the art, from moshcard swipers to wireless barcode scanners. It's all designed to make sure your patrons enter your venue quickly with a smile on their face. Who wants to be stuck in a queue!

Whether it's a venue or a festival, our experienced support team will work with you to train your staff and assist with all facets of entry.





* GETTING PAID

The payment of fees is handled through our secure accounting and payment system. Payment is processed into the promoter's account within 5 business days after the event.

Event title: SAUL WILLIAMS

Start date of the event: 05 Jan 2007 8:00 PM

Finish date of the event: 05 Jan 2007 8:00 PM

Search Topics: Category: Live Music, Second choice: Live Hip Hop, Theme: No Themes Available

Age Limit: 18+

Venue: Australia, Gaelic Theatre [add venue]

Payment To: Please Select



Within 5 days money is in promoters account*

Payment Bank Account details set up at this time, or changed where necessary

Money collected securely by moshtix from web, store or phone sales.

Numbers and Attendees certified :

- *Automatically by moshcan system, or*
- *Printed and certified door list returned to moshtix*



* GREEN TICKETING

**Want to do the environment a favour?
Use moshtix. Here's how you can make
a difference with every ticket you sell.**

All moshtix tickets are delivered electronically. moshtix does not print tickets, or send anything by traditional mail. This dramatically reduces the load on the environment in the following ways:

- Saves paper (tickets and envelopes).
- Saves ink (tickets and envelopes).
- Saves fuel (from the various stages of printing, delivery, and distribution to retail outlets).
- Saves human handling (distribution centre and post office).

If a ticket is delivered by email, it still has to be printed out at home, usually using a single sheet of A4 paper. This of course can be recycled A4 paper, and all collected tickets are recycled post-event.

moshcards are made of plastic, and are designed to be reused over and over again.

When you consider the millions of tickets that other ticketing companies are still printing and delivering by mail, the benefit to the environment is huge. moshtix is part of the News Digital Media Group and supports NDM's One Degree initiative, striving to minimise its carbon footprint. moshtix's operations are 100% offset for carbon emissions, and all office waste is recycled where possible.





*MOSHTIX IS EVERYWHERE



mX magazine & other state print titles

Available to purchase through all web-enabled phones, and optimised for iphone

Available through network of retail stores. Over 110 nationally!

For questions or non-web users, sales can be handled by our call centre

Event information feeds automatically updated on your site

Events automatically added to moshtix website and weekly moshguide email

Entertainment & Music Sections of News Digital Sites & Myspace