

# Going Cashless



Yes, We'll Still Accept your Money.  
It's just the way we'll do it is a game-changer

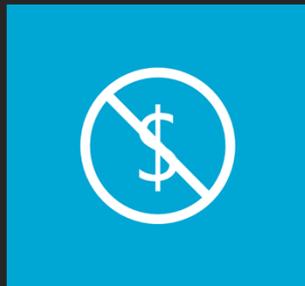
## PROBLEM

At events, everybody hates long lines

- ◆ For food ◆ The ATM
- ◆ Beverages ◆ Merchandise
- ◆ Tickets ◆ *and the ATM!*

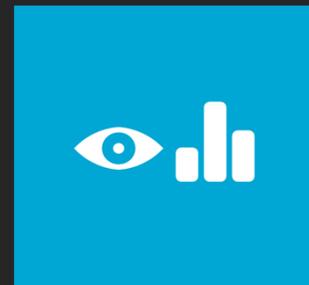
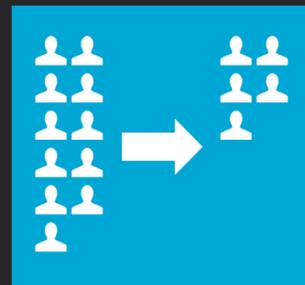
## SOLUTION

Going cashless solves the payment problem at events with a payment system that's quicker than anything else on the market



## SOLUTION

Going Cashless helps increase revenue, decrease labor, shorten lines, provide detailed analytics and *improve the guest experience!*

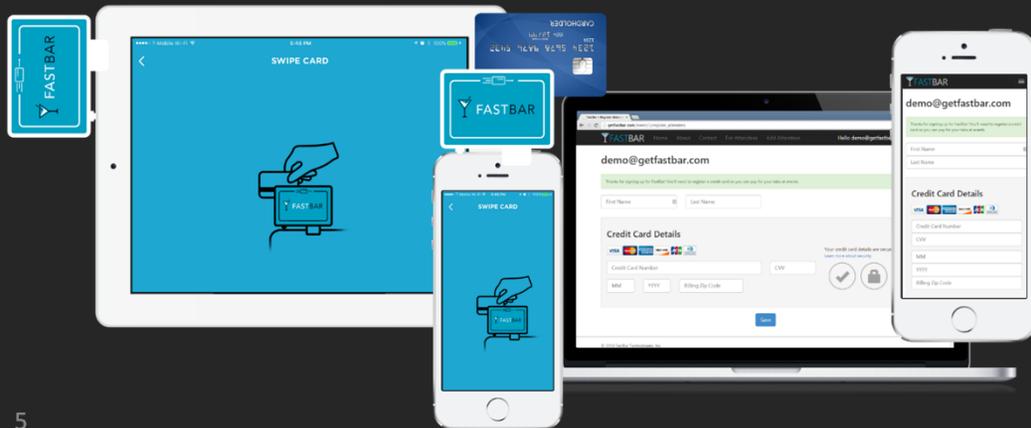


# HOW IT WORKS



## 1. Registration

- Attendees get a wristband and link it to their credit card and mobile phone
- This can happen either before the event, or at the event, and can be done in as little as 10 seconds

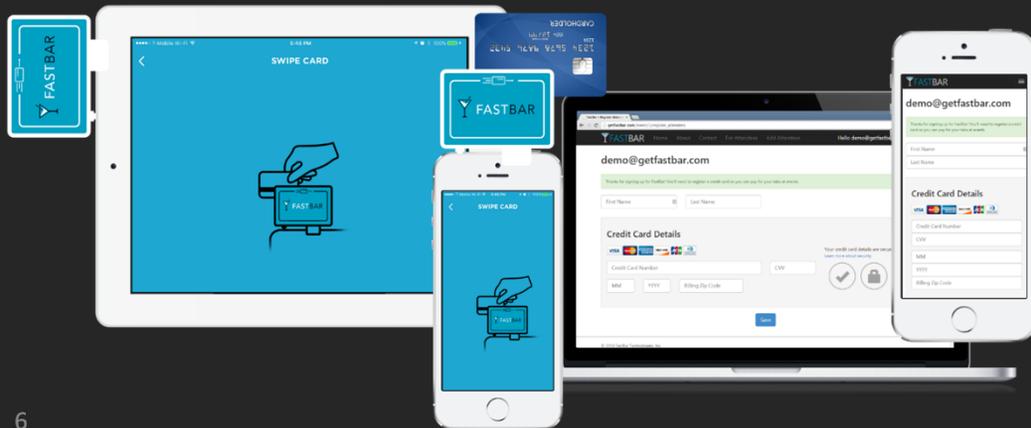


# HOW IT WORKS

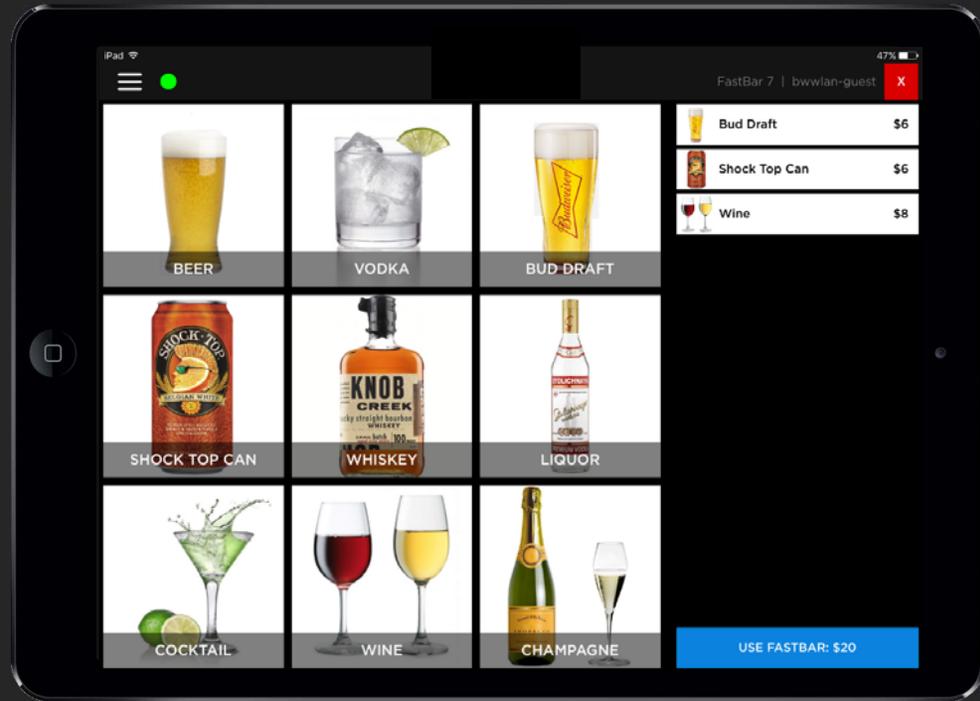


## 1. Registration

- Open loop system – just like running a regular bar tab on a credit card
- Closed loop system – guest will load cash onto it



# HOW IT WORKS



## 2. At the Beverage (or other) Tent

- Bartenders use an iPad-based point of sale system
- Guests pay by tapping their wristband on a reader
- Payment is completed in less than 1 second
- Guest receives text within a minute to confirm purchase

# HOW IT WORKS

## MNFEA Receipt

Thanks for your purchase at MNFEA!

BILLED TO  
Anna Irwin

EVENT  
MNFEA Conference and Party

VENUE  
St. Cloud Convention Center

TAB  
1 x Beer                    \$5.00  
2x Rum and Coke        \$16.00

AMOUNT CHARGED (tax and tip included)  
**\$26.44**

PAYMENT  
 Personal Visa 0022

## 3. Close-out

- At the end of the night, we automatically close out guests with their credit card on file and send them an electronic receipt
- Money left on pre-loaded wristband? Many options are available

### Music Festival

#### Sales

Filter: Entire Event

**Revenue**

TOTAL REVENUE      PRODUCT SALES      TAX

**\$227,217.25 = \$201,684.00 + \$0.00 +**

**Items**

TOTAL ITEMS      ITEMS PER WRISTBAND      ITEMS PER TAB

**34371      4.10      4.69**

For 8375 wristbands      For 7334 tabs

**Spend**

SPEND PER WRISTBAND      SPEND PER TAB

**\$27.13      \$30.98**

#### Products and Categories

Products      Categories

Show 10 entries      Search:

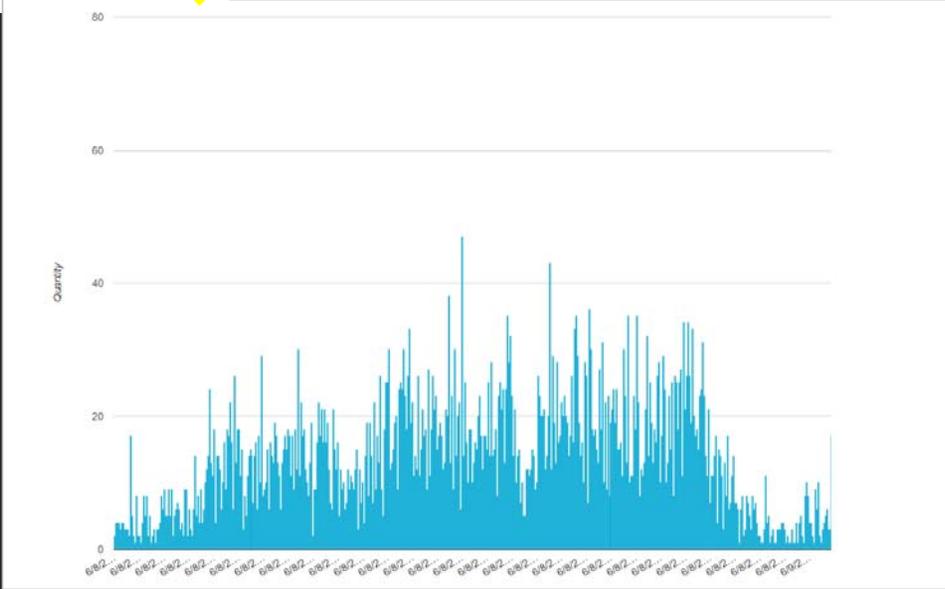
Name	Product Sales	Quantity	Percentage of Quantity
Bud Light	\$66150	9450	27.49 %
Michelob Ultra	\$45108	6444	18.75 %
Budweiser	\$19362	2766	8.05 %
Shock Top Summer	\$16800	2101	6.11 %
Goose Island IPA	\$11608	1451	4.22 %
Lime-A-Rita	\$9548	1364	3.97 %
Strawber-Rita	\$9275	1325	3.85 %
Budweiser Can 16oz	\$8981	1283	3.73 %
Water	\$6367	6367	18.52 %
Budweiser Draft 16oz	\$5495	785	2.28 %

Showing 1 to 10 of 15 entries

#### Sales Over Time

1 Minute      10 Minutes      30 Minutes

Quantity      Product Sales



ANALYTICS

**Real-time Sales Information Available:**

- Total Revenue
  - Also By Tent or By iPad
- Total Spend per Wristband
- Peak Sales Times
- Number of Products Sold

**Music Festival**

### Attendees

Filter: Entire Event

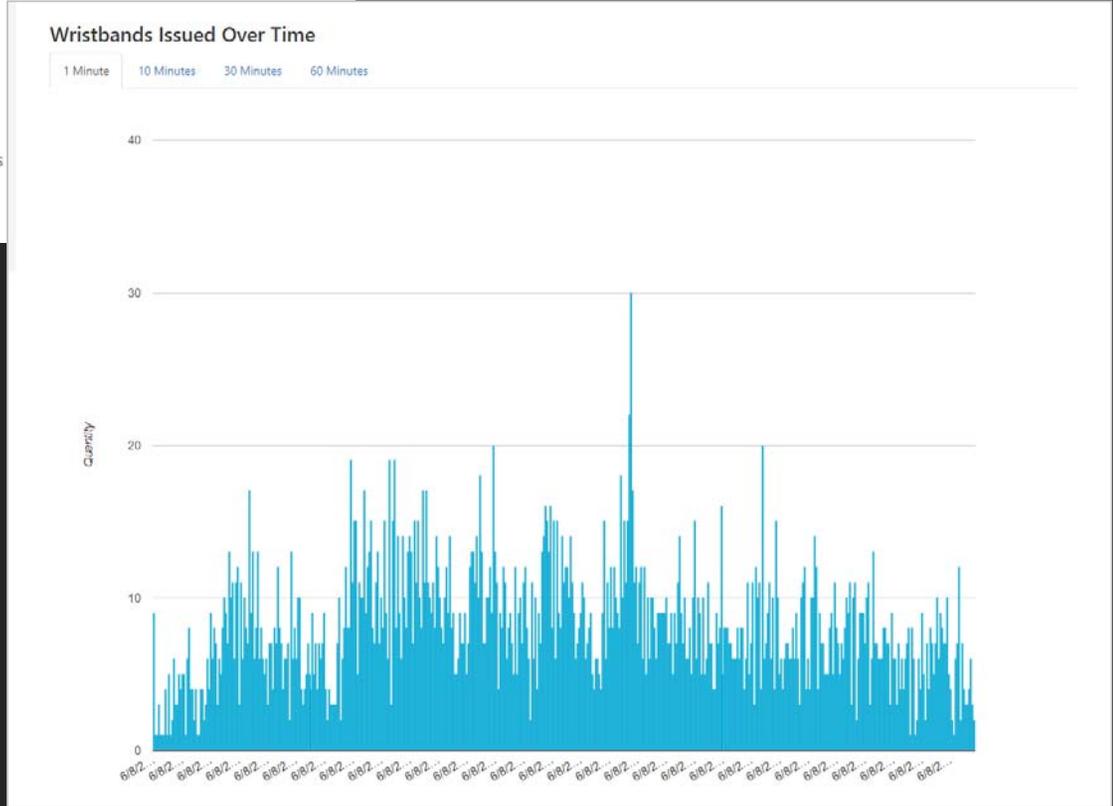
Wristbands and Tabs		
TOTAL WRISTBANDS	TOTAL TABS	TOTAL ACTIVE TABS
8375	7334	5191

Pre-Registered Attendees	
QUANTITY	PERCENTAGE
2482	33.84 %

Peak Wristbands Issued		
PER 1 MINUTE	PER 10 MINUTES	PER 30 MINUTES
31	148	342

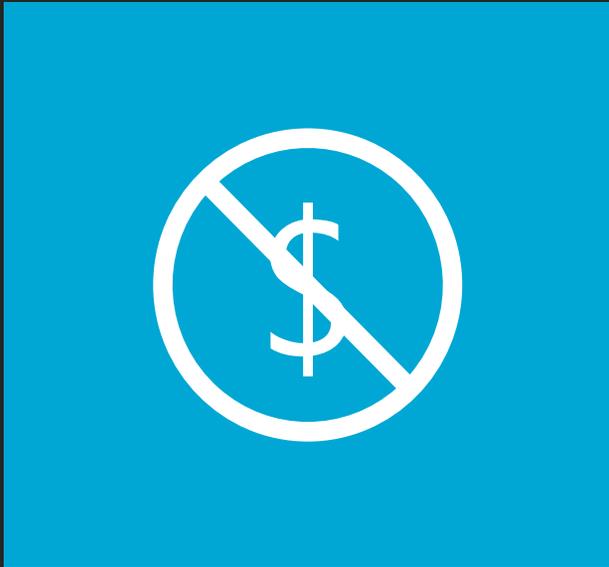


ANALYTICS

Real-time Sales Information Available:

- Number of Wristband Issued
  - Total Tabs
  - Total Active Tabs
- Total Pre-registered Attendees
- Number of Wristbands Issued at Peak Times

# BENEFITS



## Going Cashless

- Quick and easy for guests and vendors
- Link up to 6 wristbands to 1 credit card
- Eliminate theft and loss dealing with cash
- Excellent option for crowded events with long lines

## BENEFITS



### Pay in Less Than 1 Second

- Making change for cash transactions takes time and is error prone
- Credit cards typically take 5 - 45+ seconds
- **Going Cashless** can complete a transaction in less than 1 second

## BENEFITS



16-35+%

### Increase Revenue

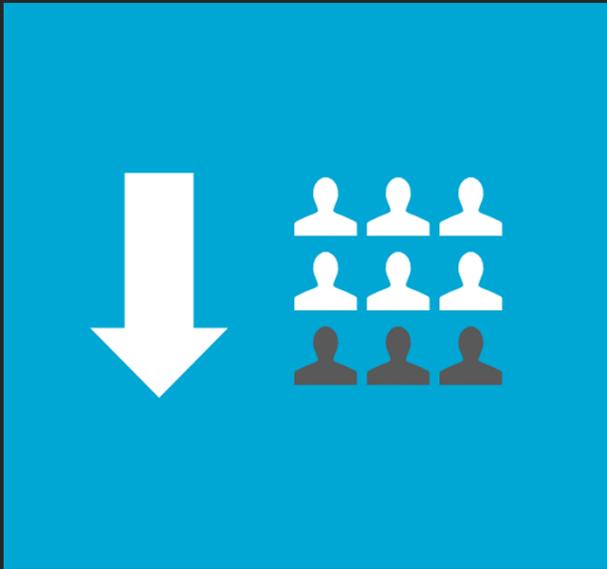
- Industry research proves *Going Cashless*, on average, can increase revenue 16 - 35% or more
- Why? *Going Cashless* takes the hassle out of buying anything. No worries about running out of cash, tickets or tokens
- It's easy to spend!

\* Festival Insights: <http://www.festivalinsights.com/wp-content/uploads/RFID-0120-copy.jpg>

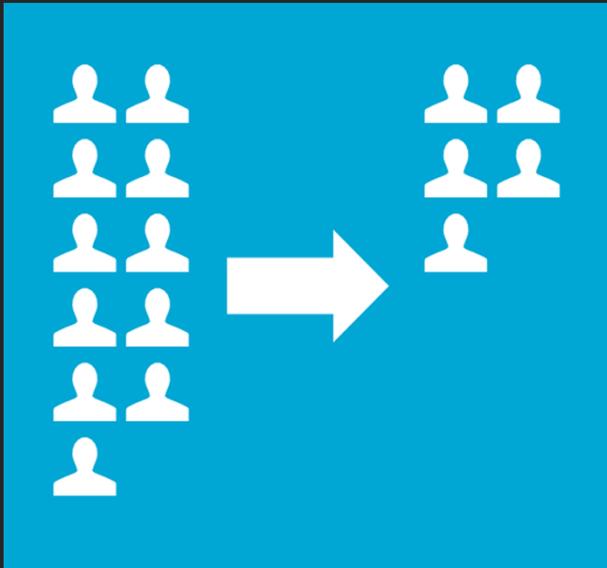
## BENEFITS

### Decrease Labor Cost

- Eliminate cashiers from behind the ordering counter
- No more \$1 or \$5 bills for change
- Extra security not needed to roam the grounds to pick up cash multiple times a day
- Operations are more efficient



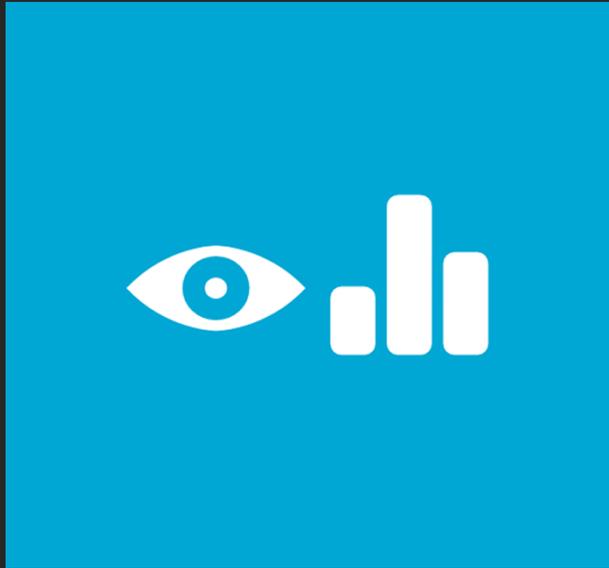
# BENEFITS



## Reduce Lines

- Shorter lines mean happier guests and happier staff
- Your ATM vendor probably won't be happy

## BENEFITS



### Extraordinary Business Insight

- Get to know your guests
- Gather demographic info at registration
- Person-level analytics
- Detailed insight into sales operations
- Compare and contrast across events

## BENEFITS

# Unprecedented Guest Experience



- Take care of your guests like never before
- Option to include different benefits depending on type of guest
- *For example, General Admission guests receive two free beverages with WB*
- VIPs receive five drinks and multiple food options
- Survey guests and get immediate feedback from them on their festival experience

# WHAT EVENTS SHOULD USE CASHLESS?

## High Volume Events for Best ROI

- Music Venues and Festivals
- Beer, Wine and Food Events
- Social Events
- Sporting Events
- Corporate Events



Cashless Systems are Scalable

Delight your attendees and increase revenue at your next event. Contact us to learn more.



Scott Henry

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# IRISH FAIR OF MINNESOTA BACKGROUND

- 3 Day Arts and Cultural Festival on Harriet Island in St Paul
- 85,000 attendees over the 3 days (40-60% on Saturday)
- Free to attend, no gate or admission fee
- 700,000 paper tickets printed (plus volunteer tickets)
- Food vendors are required to accept only tickets, no cash
- Tickets are weighed and recorded each evening
- Irish Fair keeps a percentage of the food sales
- Vendors paid by check at close of festival
- 2 main ticket booths at front gate with 8 sellers per booth
- 1 ancillary ticket booth with 1-2 sellers
- 15 food vendors, 5 alcohol service areas

# REASONS FOR GOING CASHLESS

- #1- Guest Experience! Typically long lines to purchase tickets especially at peak mealtimes. Lines at ticket booths are dependent on volunteer speed.
- #2- Volunteer Logistics. Solving the organizational need to streamline procedures for ticket counting/weighing and collecting and counting cash. Reducing risk of onsite cash operations.
- #3- Demonstrated potential for uplift in sales and for increased digital engagement with attendees.
- #4- DATA! The ability to analyze event logistics and guest information is unprecedented.

# PROPOSALS

- Depending on your size and needs, we found the infrastructure needs (# of top up and POS systems, required internet speed) and # of support staff were identical across proposals.
- Costs did vary widely and were difficult to compare apples-to-apples. 1-- paying for wristbands and staff up front pre-event plus a percentage of all sales to 2--flat rate front cost 90% due pre-event to 3--a per attendee rate, without specifying if due entirely pre-event.
- Varied whether they required their company to be the payment gateway or if we could retain control of our own funds.
- All promised a sales uplift of about 25% and had excellent data and references to back up this claim.
- All necessitated that we see a minimum of 13% sales uplift to break even.

# CRITICAL QUESTIONS IRISH FAIR ASKED

- Are we just moving the wait lines? Or truly improving guest experience?
- How do our vendors and attendees feel? Have we asked them?
- In the transition for guests from cash to credit, how much education will be involved? How much retraining will we be able to do pre-event? Will they be comfortable or feel duped into spending more than they wished?
- How realistic is it to train all POS volunteers and all food vendor employees in the span of time we have them on site?
- Can we be confident in the uplift in sales as presented? Are there unique things about our event that we aren't seeing understood by cashless providers?
- Are we the right organization to be an early adopter of this technology?
- What smaller changes could we make to be ready to move to this technology in the future?

# IRISH FAIR'S TAKEAWAYS FROM OUR RESEARCH

- This technology is undeniably the future of event payments. Allows for guests to still pay cash if they choose by pre-loading the RFID.
- Systems are extremely customizable for all sizes and types of events.
- If your event sells tickets online in advance, pre-sales of RFID can be a huge source of information. Guests can pre-register and receive their wristband in advance by mail or much quicker upon arrival on the day.
- Will require a behavioral shift for volunteers and audiences, be conscious of your demographics and your groups' comfort with technology.
- How much you can track your attendees may be at odds with how much you want to be responsible for tracking them.
- Minnesota has not had a major event using the technology yet. This will be changing over the next few years, helping to ease our future guests into comfort with RFID.



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- |                             |                                 |                                      |                          |
|-----------------------------|---------------------------------|--------------------------------------|--------------------------|
| 1 Shuttle Buses             | 6 Native Dogs                   | 11 Celtic Kitchen                    | 16 Pub Tent              |
| 2 Volunteer Check In        | 7 Performance Dance Tent        | 12 River Stage                       | 17 2 Gingers Patio Porch |
| 3 Angry Orchard Picnic Area | 8 Community Organizations Tent  | 13 Crossroads Social Dance & Session | 18 Finnegans Tent        |
| 4 Children's Tents          | 9 Eóin McKiernan Speaker's Tent | 14 IMDA Workshop Tent                | 19 IFM/Band Merchandise  |
| 5 Miniature Golf            | 10 Triscéil Tea Room            | 15 Marketplace                       | 20 Taxi Dropoff/Pickup*  |



Toilets



First Aid



Food & Beverage



ATM



Food & Beverage Tickets

\*Address For Taxi/Uber: 110 Harriet Island Road, St. Paul, 55107

Bring your own lawn chair or blanket. Dogs and pets are discouraged. No coolers, bicycles, or skateboards allowed.



- |                             |                                 |                                     |                         |
|-----------------------------|---------------------------------|-------------------------------------|-------------------------|
| ① Shuttle Buses             | ⑥ Native Dogs                   | ⑪ Celtic Kitchen                    | ⑯ Pub Tent              |
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Toilets	First Aid	Food & Beverage	ATM	Food & Beverage Tickets
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Tickets Purchased      Tickets Redeemed