

Welcome

“Simplicity is the ultimate sophistication.”

-Lao Tzu





#9 Webinar Online Ticketing

Tuesday, February 16 • 1 pm ET

Shopify, Ticketleap & more!



TICKETLEAP

~~\$0.29~~

~~\$2500 cap~~

\$0.69

/ticket

No pricing cap

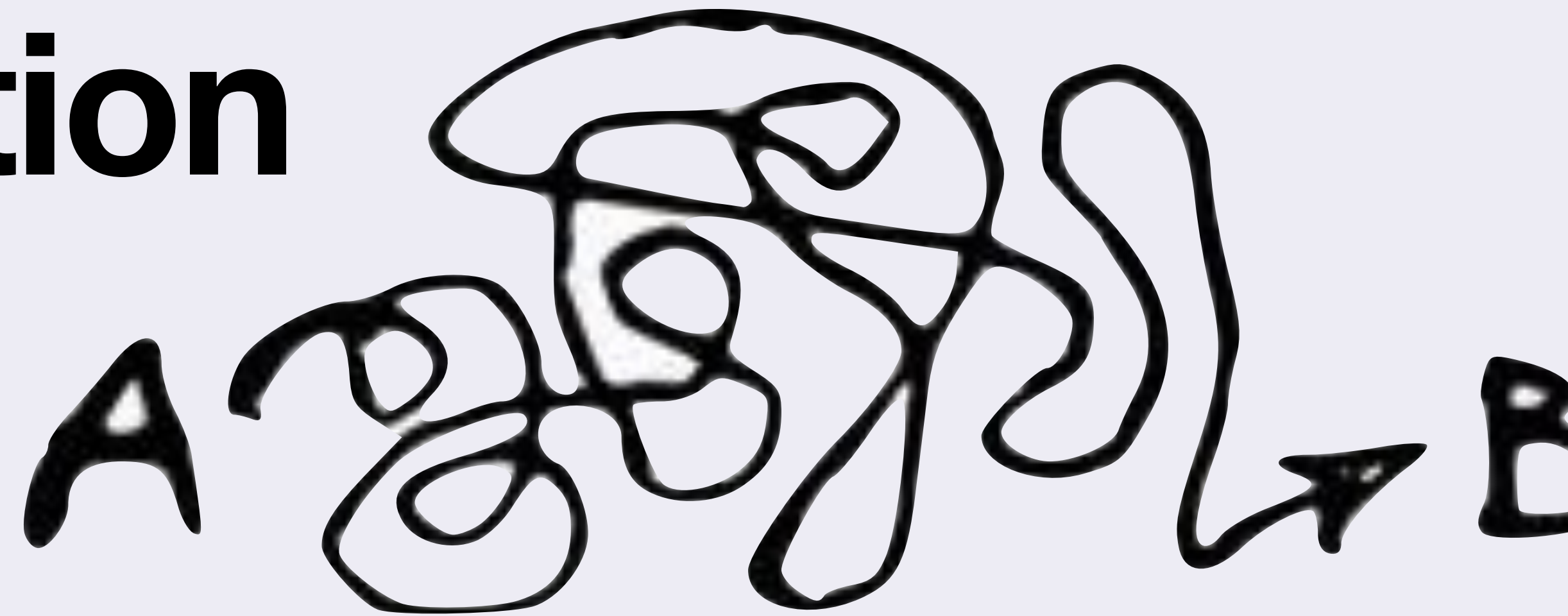
New pricing starts March 1st

Finding a solution

More features

Better pricing

True Omni-Channel Solution



What is an omni-channel solution?

Omni-Channel

Multi-Channel



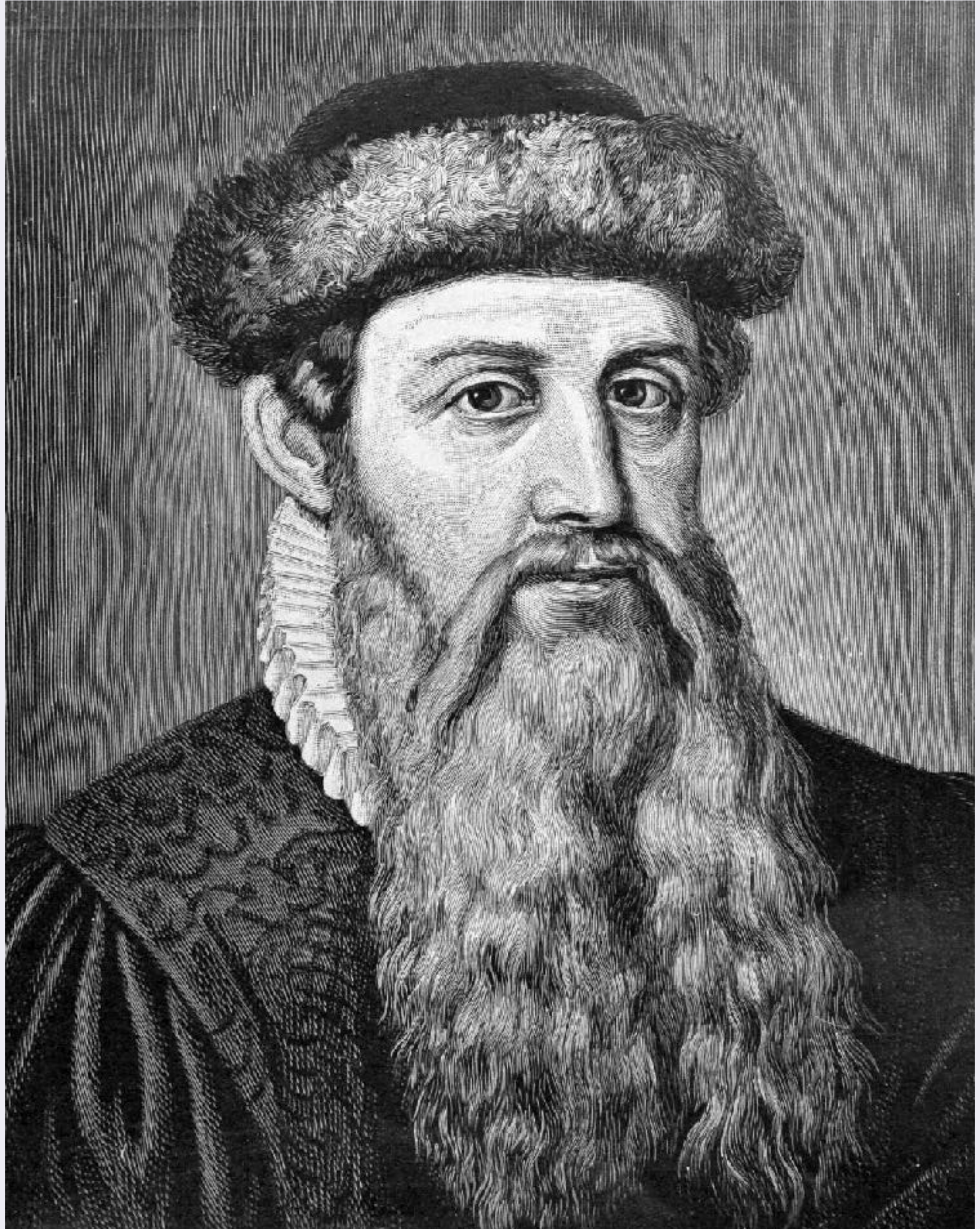
VS



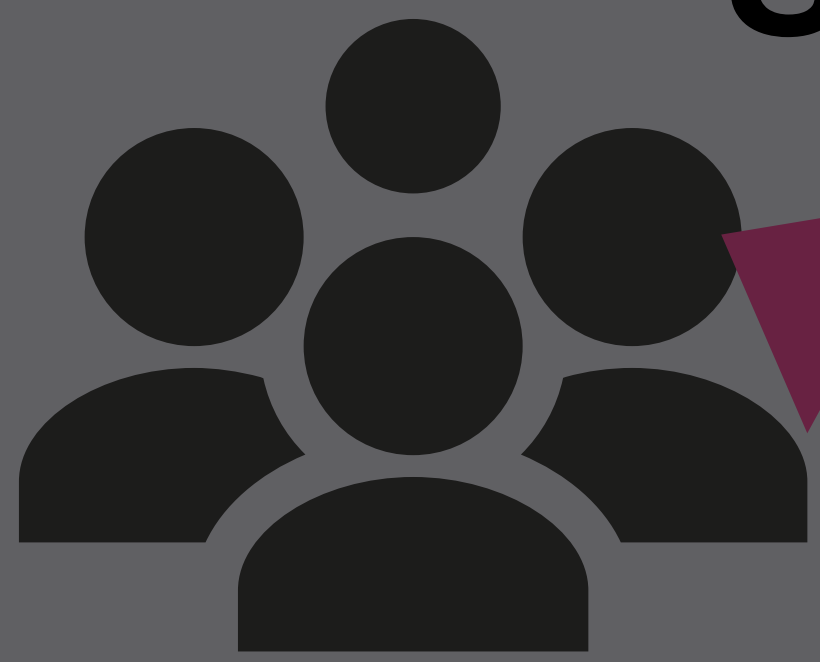
**One of the most
influential men in the
world.**

Johannes Gutenberg

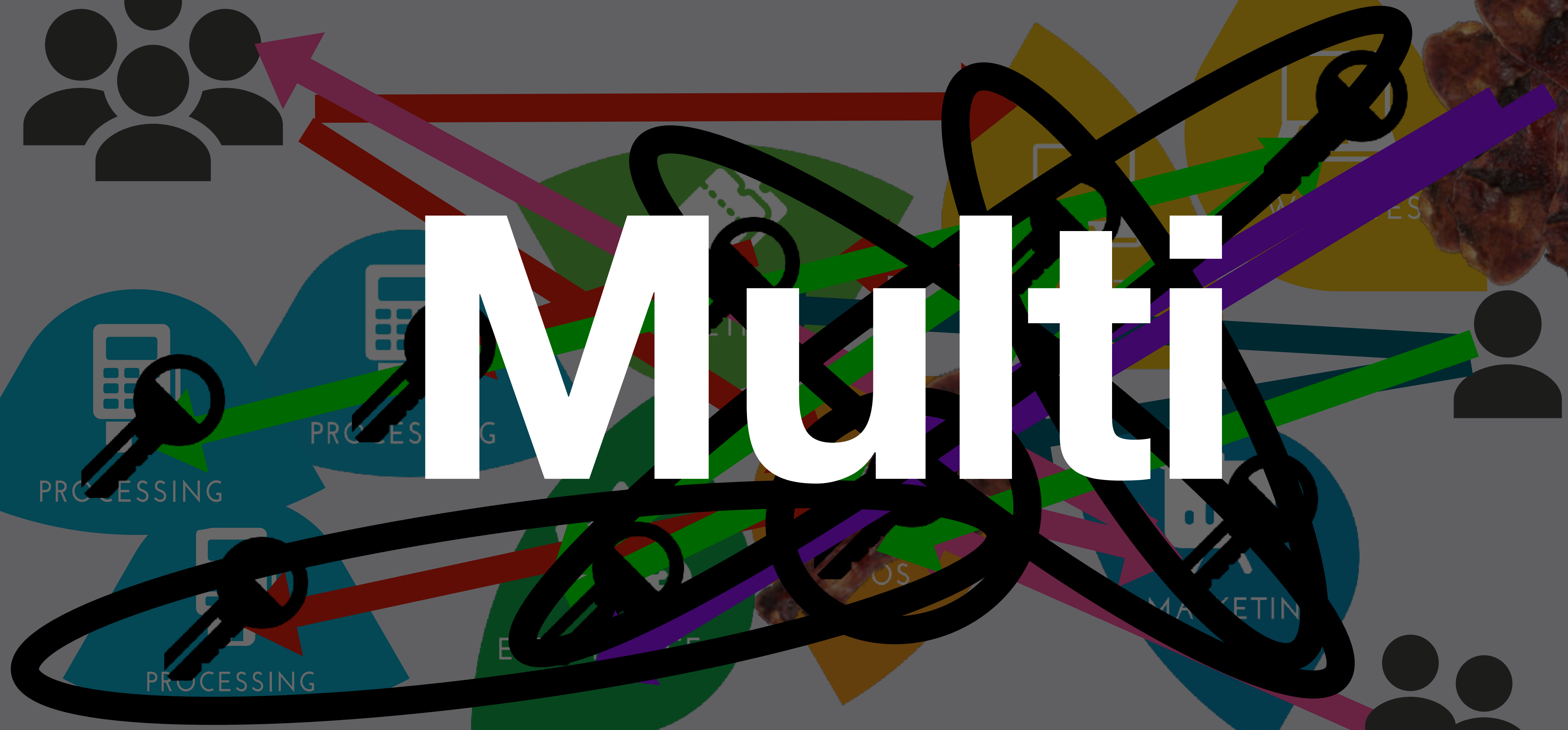
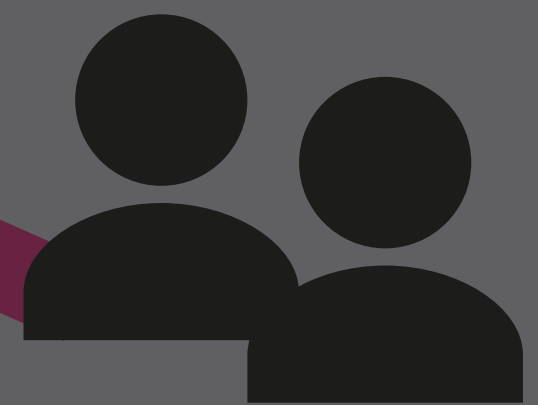
**Made it possible for the
world to more easily
communicate.**



Story of the TICKET and the TURKEY LEG?



Multiti



Finding a solution

More features

Better pricing

True Omni-Channel Solution



Story of the TICKET and the TURKEY LEG?

Omni



OWNiFY

— OMNI-CHANNEL SOLUTIONS —



Shopify

Backed by the world's largest small
business e-commerce platform



The MAiZE

Created and curated by the world's
largest agritainment company



We Do Digital

Developed and supported by one of
the biggest names in amusement &
attractions



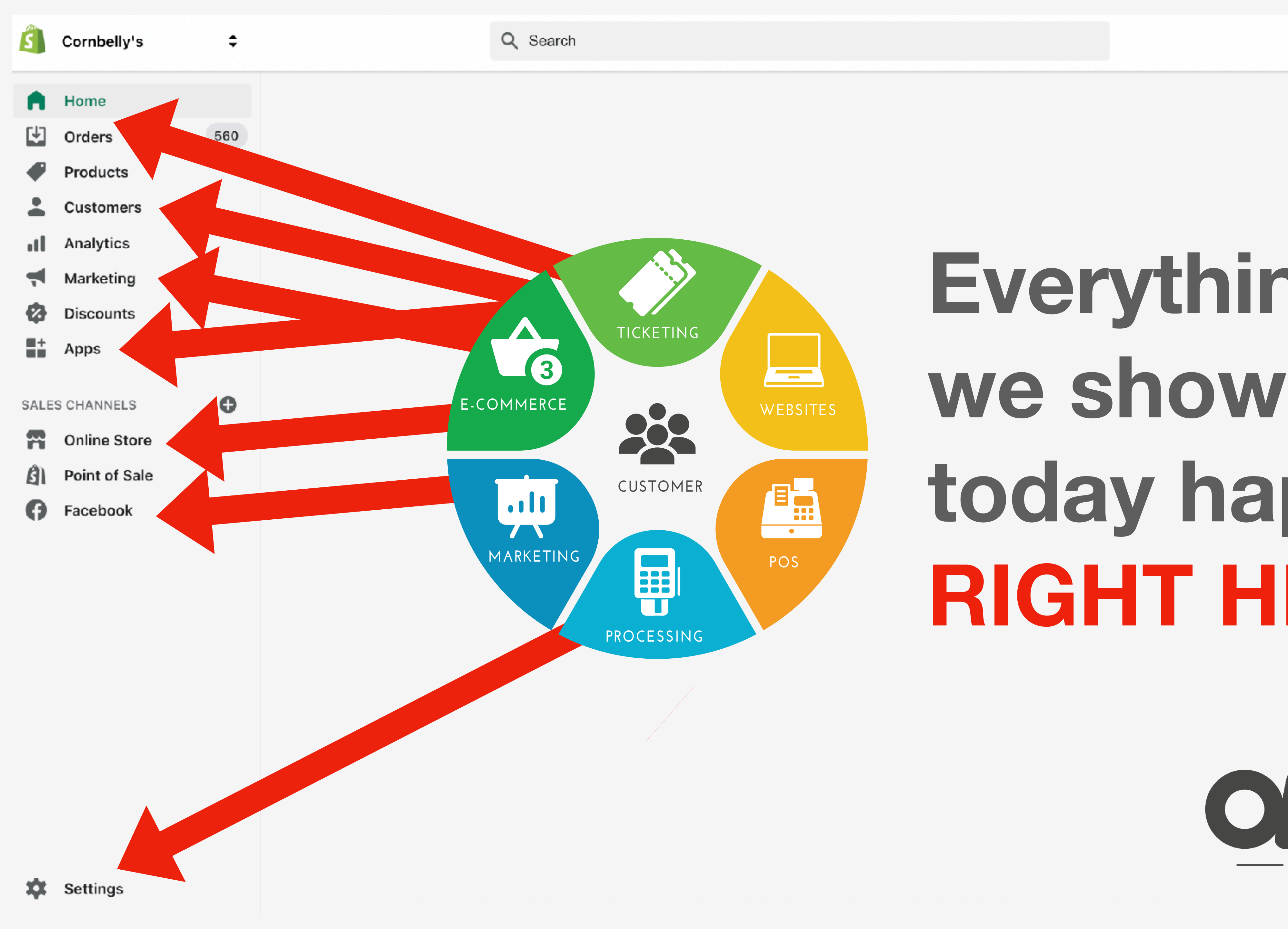
Funtix

Online ticketing delivered by a 5-star
rated platform & mobile app



Great place to be and grow!

We have just touched the tip of the iceberg.



Everything that we show you today happens **RIGHT HERE**





**If you can't measure it...
you can't manage it**



SEO

Email

Website

Google Ads

Social Media

Text Marketing

Loyalty & Referral Programs



WDD Marketing Partnership in 2020

- Beggs Family Farm
- Belvedere Plantation
- Cherry Crest Adventure Farm
- Cornbelly's Corn Maze & Pumpkin Fest
- Gary's Fall Festival
- Honeysuckle Hill Farm
- Irons Mill Farmstead
- Liberty Ridge Farm
- Siegel's Cottonwood Farm
- Stokoe Farms





VISIT TODAY and enjoy the final day of our 2020 season with our Halloween Light Show, Fireworks, Pumpkin Smash, Trick-or-Treating, Costume Contest and more! Save \$3 with code **LASTCALL**. Click button below to buy!

Buy Tickets

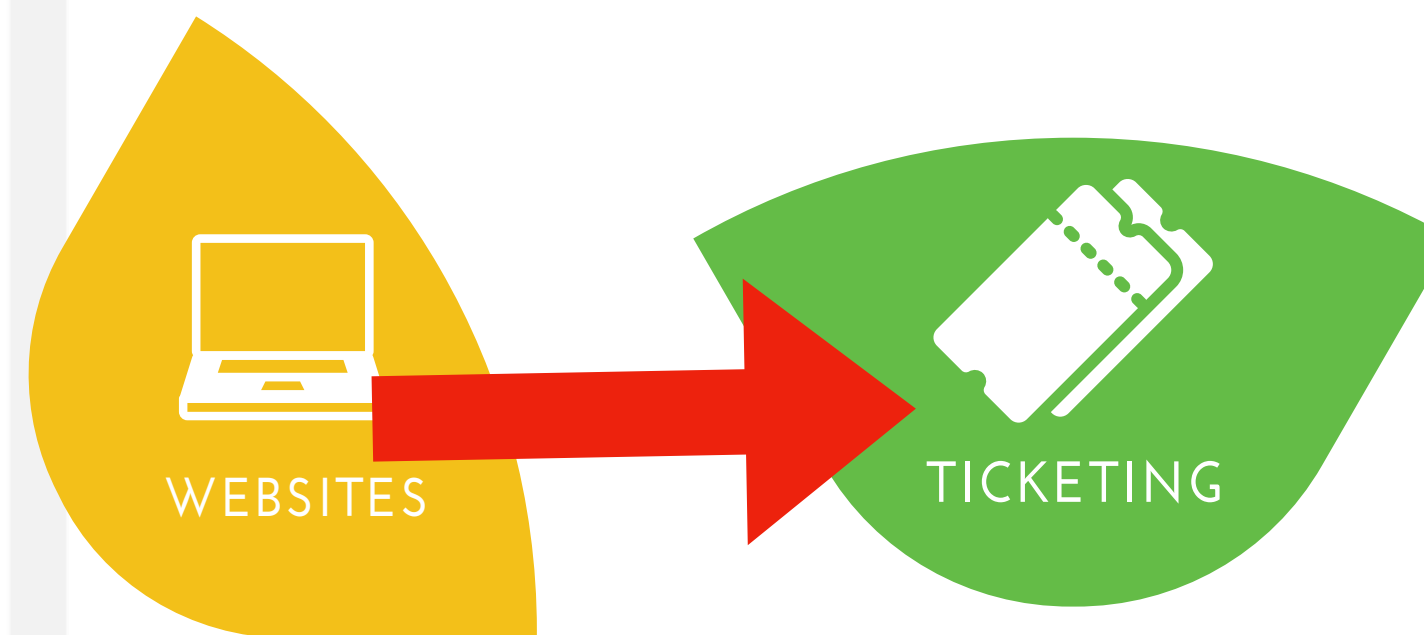
Halloween Bash & Pumpkin Smash

Bring the gang, dress up and come join in the destruction of any unsold pumpkins...or bring your own! Festivities will also include trick-or-treating, pumpkin pie eating contests, our annual costume contest & more! Find details at <https://www.cornbellys.com/special-events>

Final night of Insanity Point tonight starting at 7pm

Magic of Halloween Light Show, plus fireworks tonight at 8:30








Stunt Dog live show



Email Marketing

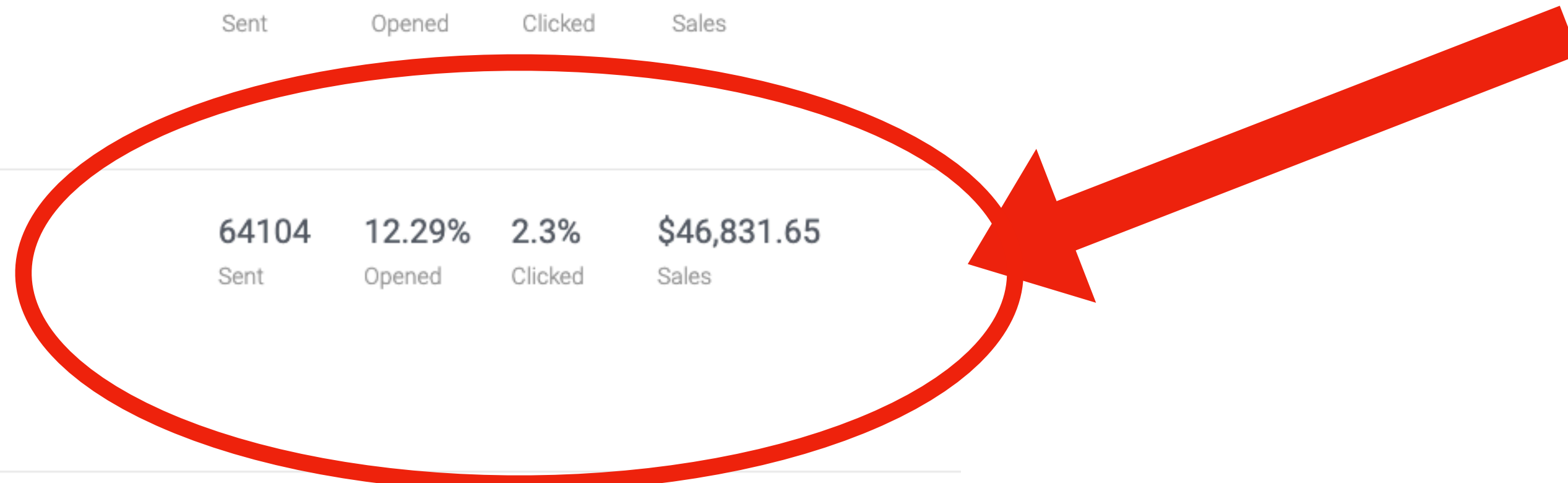
- No need to export from one platform and import to another
- Initial importing is possible



 Inside Scoop #1 for Cornbelly's Season Pass Members Sent to Holiday Sale 2019 Season Pass Holders • Season Pass Sent on Thu, Sep 24, 2020 10:05 PM • By Logan	Sent	4905 Sent	60.89% Opened	0.22% Clicked	\$7,065.56 Sales
 Ticket Edited on Mon, Sep 14, 2020 12:59 PM • By Logan	Draft				
 Cornbelly's Season Pass Sale LAST CHANCE Sent to From Wix Sent on Mon, Sep 7, 2020 2:48 PM • By Logan	Sent	2106 Sent	25.21% Opened	6.31% Clicked	\$3,551.72 Sales
 Booster of: [[contact.first_name]], Cornbelly's 72-Hour Season Pass Sale Happening Now Sent to All contacts Sent on Mon, Sep 7, 2020 11:59 AM • By Logan	Sent	64104 Sent	12.29% Opened	2.3% Clicked	\$46,831.65 Sales
 Booster of: Follow-up re: Season Pass Credit Cornbelly's Sent to Holiday Sale 2019 Season Pass Holders Sent on Sun, Sep 6, 2020 11:08 AM • By Logan	Sent	223 Sent	51.56% Opened	0.89% Clicked	\$82.30 Sales
 Booster of: Season Pass Credit Cornbelly's Sent to Holiday Sale 2019 Season Pass Holders Sent on Sun, Sep 6, 2020 10:05 AM • By Logan	Sent	165 Sent	47.87% Opened	29.09% Clicked	0 No sales
 [[contact.first_name]], Cornbelly's 72-Hour Season Pass Sale Happening Now Sent to All contacts Sent on Sat, Sep 5, 2020 11:59 AM • By Logan	Sent	78199 Sent	17.12% Opened	3.88% Clicked	\$95,916.01 Sales

Email Marketing

- Analytics
- Resulting sales
- Auto boost to non-opens



Email Marketing

•Customer-specific analytics

← Visit Today

VISIT TODAY!

From Cornbelly's Corn Maze & Pumpkin Fest <info@cornbellys.com>

Sent on Sat, Oct 31, 2020 1:59 PM

Overview **Contact Activity**

Orders ▾ 86 contacts

[Download](#) ↓

Email

Sales

Date

winmaster7@gmail.com

\$3.51

Sat, Oct 31, 2020 11:37 PM

winmaster7@gmail.com

\$11.78

Sat, Oct 31, 2020 11:25 PM

janabythesea@gmail.com

\$0.00

Sat, Oct 31, 2020 10:45 PM

mortarmanjl@gmail.com

\$106.57

Sat, Oct 31, 2020 9:53 PM

codyherbst17@gmail.com

\$0.00

Sat, Oct 31, 2020 9:52 PM

hunter.anderson1231@gmail.com

\$0.00

Sat, Oct 31, 2020 9:46 PM

rosriley18@gmail.com

\$0.00

Sat, Oct 31, 2020 9:13 PM

rosriley18@gmail.com

\$0.00

Sat, Oct 31, 2020 9:10 PM

lauerfam06@gmail.com

\$22.43

Sat, Oct 31, 2020 9:08 PM

[View clickmap](#) ^

[View email](#)

[Copy campaign](#)





**When we know more...
we can do more**

All Unfulfilled Unpaid Open Closed All Locations

Filter orders Status Payment status More filters Edit view Sort

Order	Date	Customer	Total	Payment	Fulfillment	Items	Delivery method	Tags
#233822	Dec 9 at 8:23 am	Angela Bottger	\$48.65	Paid	Fulfilled	2 items		
#215530	Oct 30 at 9:26 am	Angela Bottger	\$0.00	Paid	Fulfilled	2 items		
#209150	Oct 29 at 4:10 pm	Angela Bottger	\$16.02	Paid	Fulfilled	2 items		
#179435	Oct 23 at 3:34 pm	Angela Bottger	\$0.00	Paid	Fulfilled	1 item		
#179363	Oct 23 at 3:27 pm	Angela Bottger	\$0.00	Paid	Fulfilled	4 items		
#157296	Oct 19 at 4:23 pm	Angela Bottger	\$9.72	Paid	Fulfilled	3 items		
#156192	Oct 19 at 2:38 pm	Angela Bottger	\$0.00	Paid	Fulfilled			
#78607	Oct 8 at 7:48 pm	Angela Bottger	\$0.00	Paid	Fulfilled	1 Cold Apple Cider		
#78564	Oct 8 at 7:45 pm	Angela Bottger	\$0.00	Paid	Fulfilled	1 Cold Apple Cider		
#75701	Oct 8 at 4:35 pm	Angela Bottger	\$59.63	Paid	Fulfilled	1 Lemonade		
#74930	Oct 8 at 9:03 am	Angela Bottger	\$37.50	Paid	Fulfilled	1 Hot Cocoa		
#70806	Oct 7 at 8:21 am	Angela Bottger	\$0.00	Paid	Fulfilled	1 Hot Cocoa		
#70805	Oct 7 at 8:20 am	Angela Bottger	\$0.00	Paid	Fulfilled	1 item		
#70804	Oct 7 at 8:18 am	Angela Bottger	\$0.00	Paid	Fulfilled	1 item		
#70802	Oct 7 at 8:14 am	Angela Bottger	\$0.00	Paid	Fulfilled	1 item		
#70800	Oct 7 at 8:09 am	Angela Bottger	\$0.00	Paid	Fulfilled	1 item		
#15970	Sep 25 at 4:25 pm	Angela Bottger	\$0.00	Paid	Fulfilled	5 items		
#6151	Sep 7 at 9:58 pm	Angela Bottger	\$205.73	Paid	Fulfilled	5 items		


Angela Bottger



- Track their spending
- Know what they like
- Market smarter and in real time
- Customer tagging allows you to market to segments



Automated Email Workflow

- If/Then Triggers
- Pre-Program off season
- Act on knowledge vs waiting 12 months
- Track in real time
- It's all about automation



 Custom Workflow No.3	Draft	This workflow has not been started			
 Curbside Workflow First email is sent 2 days after customer makes a purchase Disabled 3 months ago • By Logan	Disabled	27837 Sent	44.49% Opened	1.64% Clicked	\$13,306.75 Sales

Automated Email Workflow

- Abandoned Cart Reminders
- And so many more workflows

Complete Your Purchase



The MAiZE <logan@themaize.com>

Sat 2/6/2021 9:40 PM

To: You



You left an item in your cart

Hi, you added an item to your shopping cart and haven't completed your purchase. You can complete it now while it's still available.

Items in your cart

or Visit our store



Cre

or other announcements. Typically, the more targeted your campaigns are, the better they will perform.

Status

Preview

Status	Sent	Clicked	Ordered	Earned
Completed	15,666 2.7% Unsub.	1,020 6.5% CTR	12 1.2% Conv.	\$1,994.81 \$0.13 EPM
Completed	15,437 2.7% Unsub.	1,187 7.7% CTR	79 6.7% Conv.	\$811.02 \$0.05 EPM

Text Marketing



Cornbelly's Search KC

Home Orders 560 Products Customers Analytics Marketing Discounts Apps

SALES CHANNELS +

Online Store 👁

Point of Sale

Facebook

Settings

Facebook

What feature do you want to get started with?

FACEBOOK SHOP

Sell your products on Facebook

Bring the look and feel of your Shopify store to Facebook Shops, and create custom collections.

[Start setup](#) [Learn more](#)

INSTAGRAM SHOPPING

Sell your products on Instagram

Tag your products on Instagram to let shoppers discover them through your Instagram posts, stories, and shop tab.

[Start setup](#) [Learn more](#)

FACEBOOK MARKETING

Create free and paid ads on Facebook

Get your store in front of millions of Facebook users who are most likely to convert into customers with ads.

[Start setup](#) [Learn more](#)

Social Media is Next

- Facebook & Instagram
- Know resulting sales from social media ad buys





Website = Selling Machine

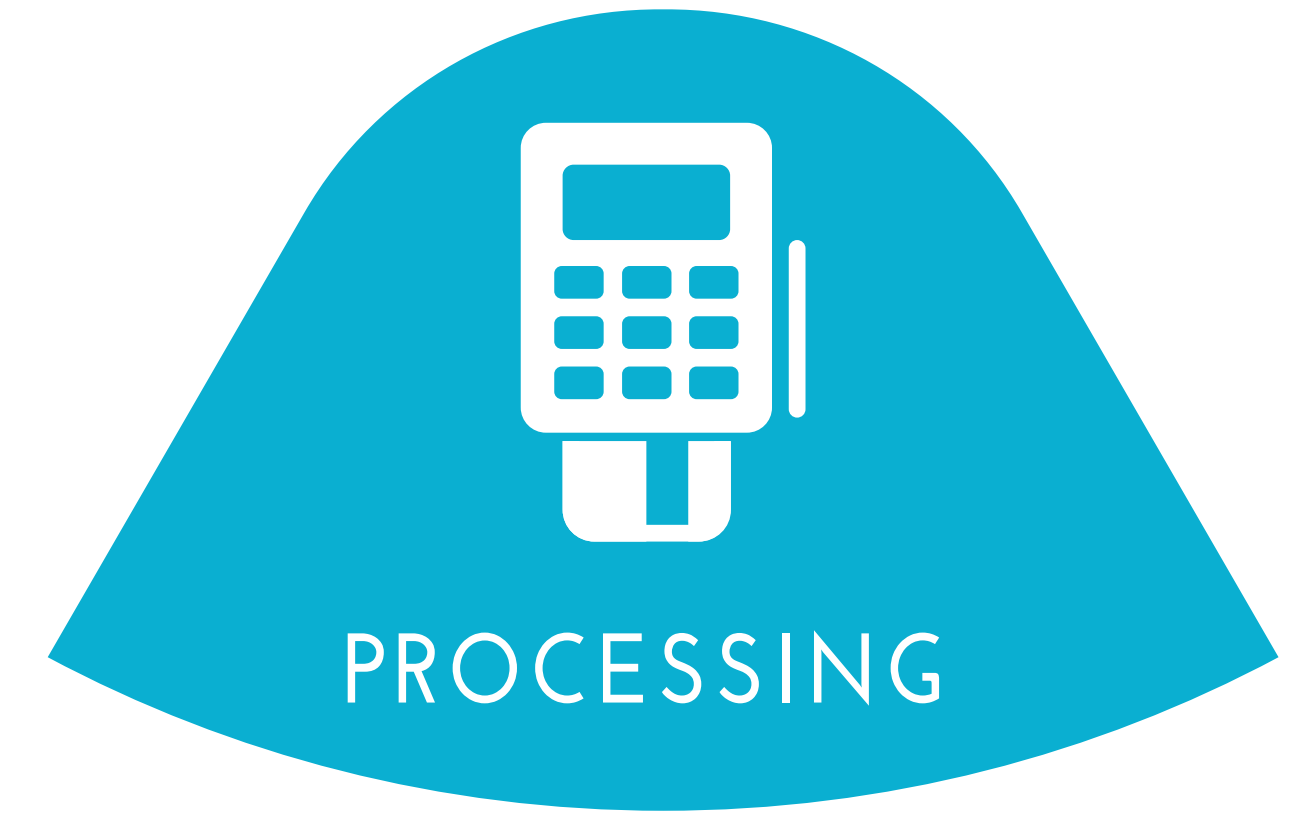


Mobile 1st
Desktop 2nd










**Website is
100% Integrated**





Credit Card Processing Rates

- No gateway
- All in one spot
- 2 Day funding
- Potential to negotiate
- Accept all cards
- Accept “smart pay” options like Apple Pay

<input checked="" type="checkbox"/>		Visa	Credit card	See rates
<input checked="" type="checkbox"/>		Mastercard	Credit card	See rates
<input checked="" type="checkbox"/>		American Express	Credit card	See rates
<input checked="" type="checkbox"/>		JCB	Credit card	See rates
<input checked="" type="checkbox"/>		Discover	Credit card	See rates
<input checked="" type="checkbox"/>		Diners Club	Credit card	See rates
<input checked="" type="checkbox"/>		Elo	Credit card	See rates

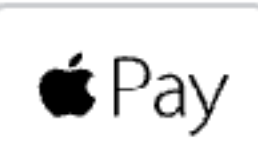
Onsite

2.4%

Online

2.4% +30

Amex & International 3.15%



Chargebacks

- Fight all chargebacks in one spot
- Shopify helps fight them for you
- Submit your own documentation
- Built in fraud protection

\$15.00

Refunded if you win

Payment	
<input type="radio"/> Partially refunded	<input checked="" type="radio"/> Chargeback won
<input checked="" type="radio"/> Paid	<input checked="" type="radio"/> Chargeback submitted
<input checked="" type="radio"/> Paid	<input type="radio"/> Chargeback lost
<input checked="" type="radio"/> Paid	<input type="radio"/> Chargeback lost
<input checked="" type="radio"/> Paid	<input type="radio"/> Chargeback lost

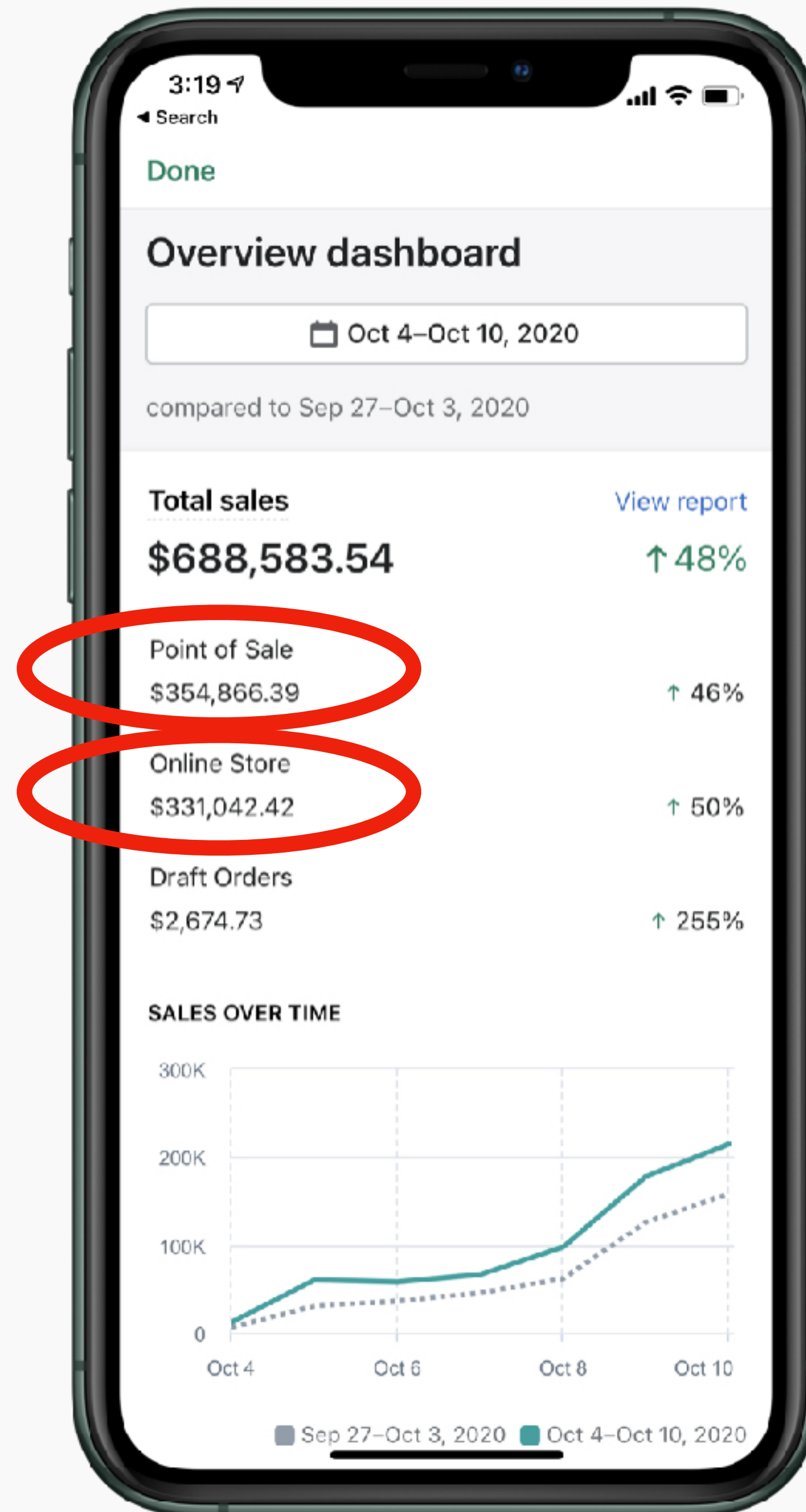


8 high risk orders to review



One place to look

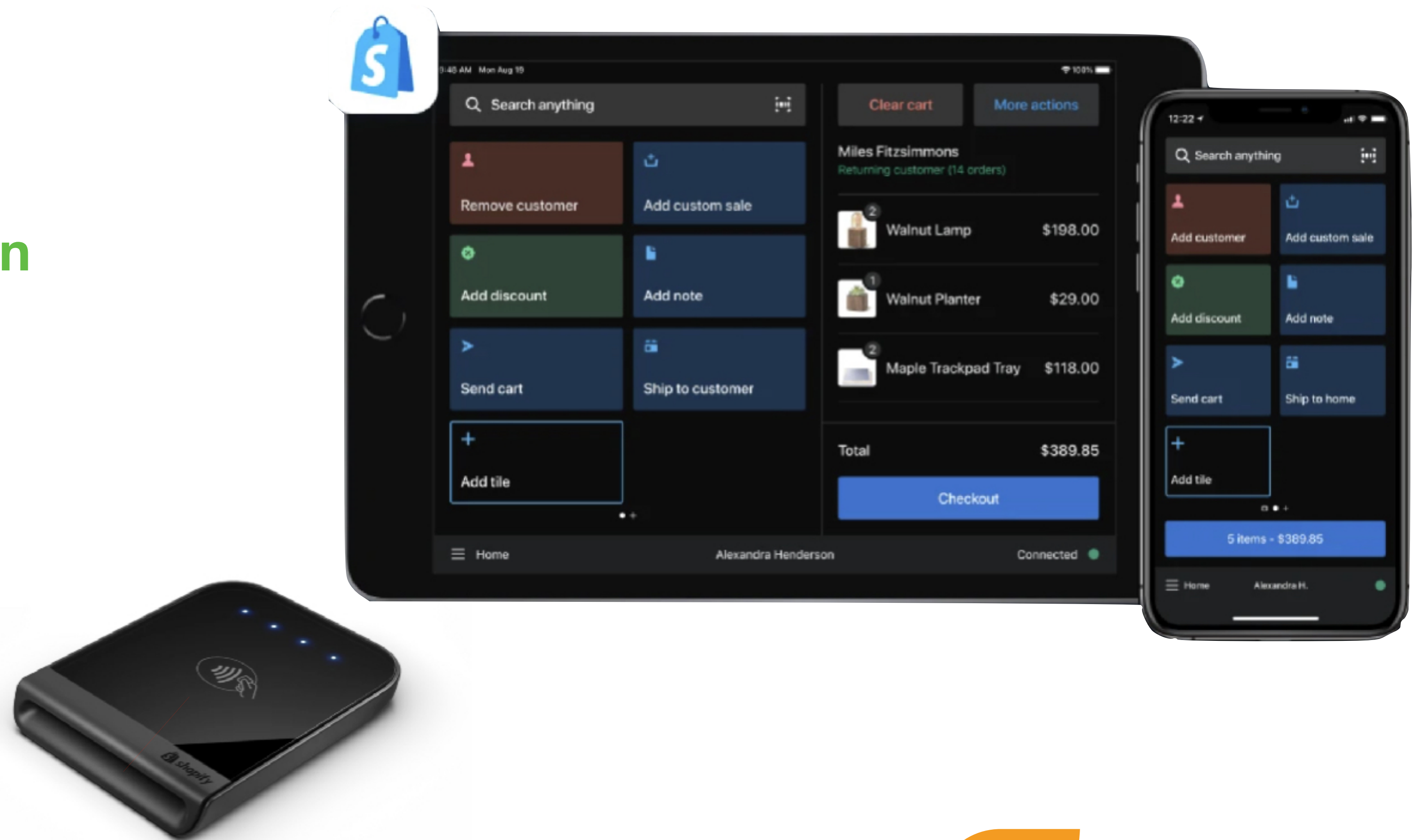
- Simple reporting
- Forecasting demand
- Compare daily/weekly numbers
- Unlimited custom reporting





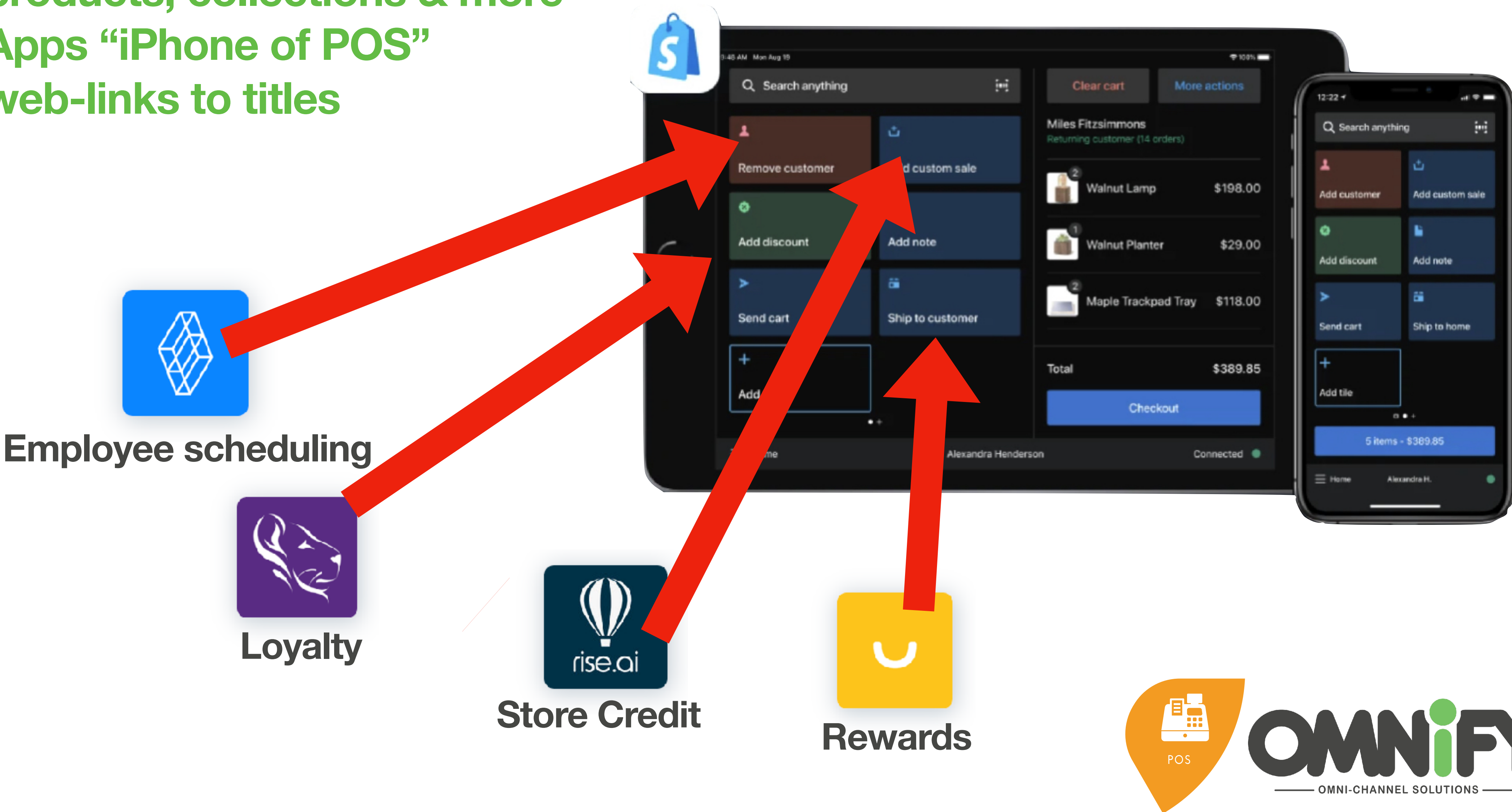
Hardware

- Use current iPads
- Readers start at \$49
- hardware.shopify.com
- Simple & Affordable
- Part of the omni solution



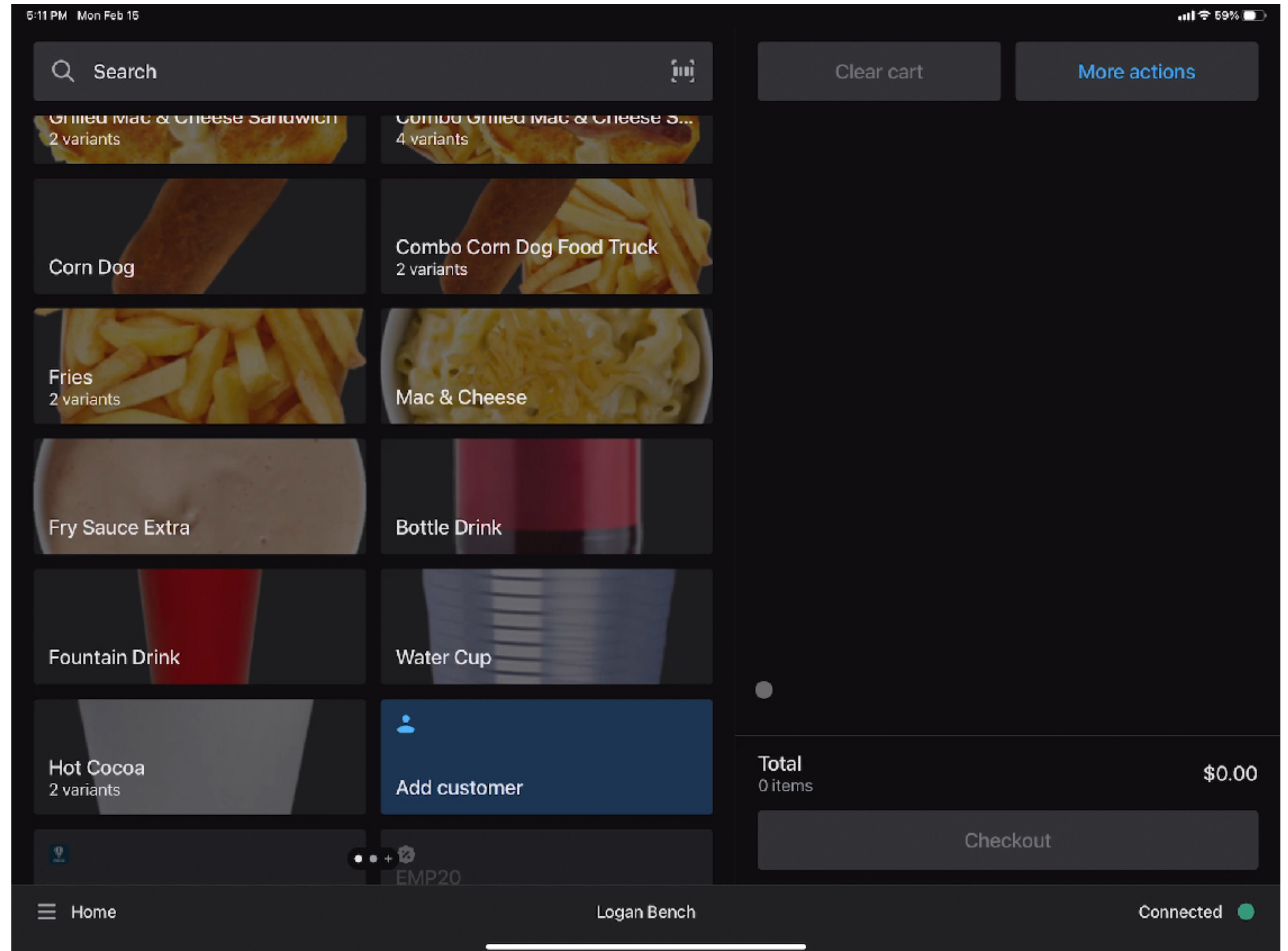
The Titles

- Add products, collections & more
- Add Apps “iPhone of POS”
- Add web-links to titles



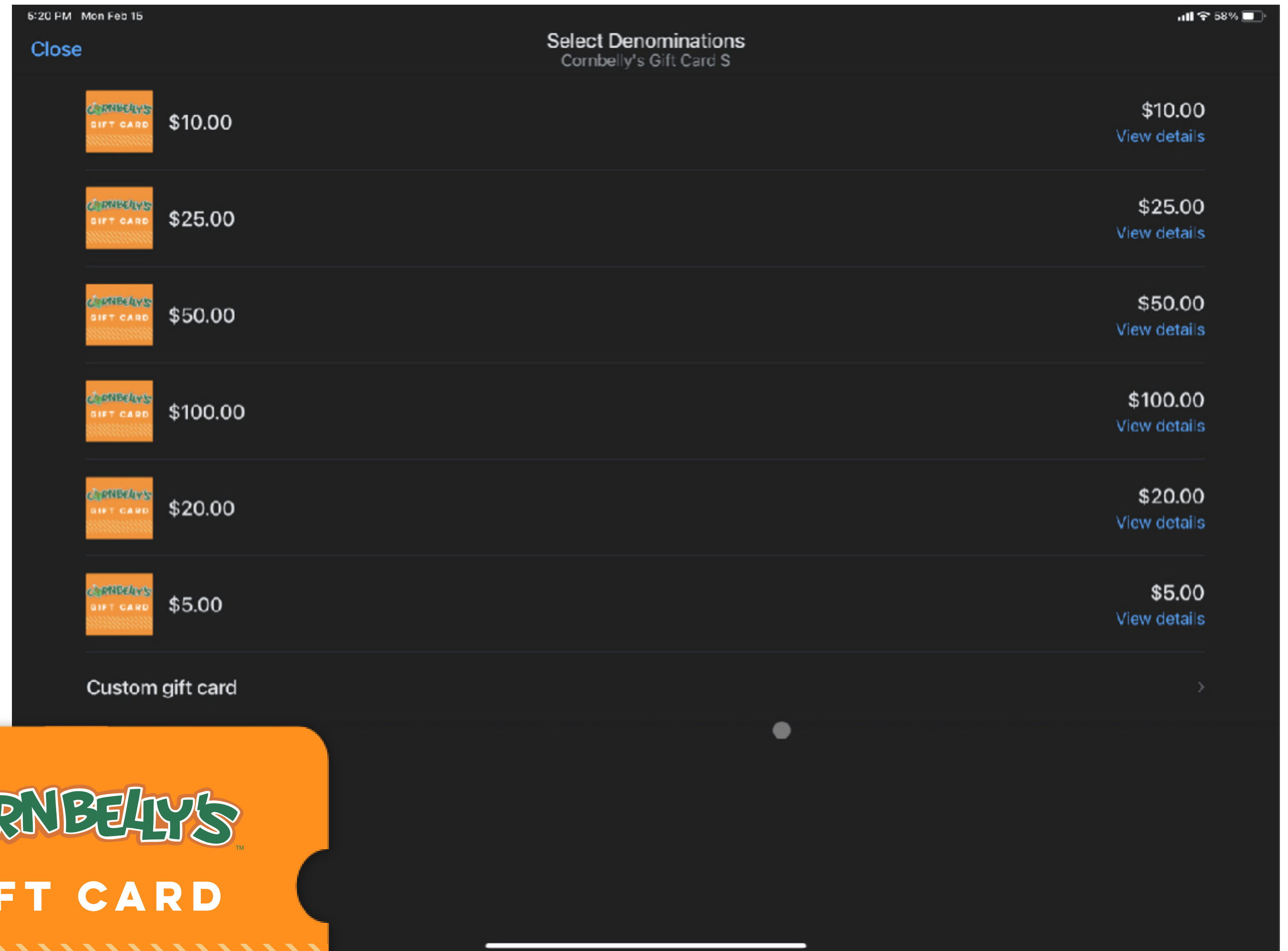
Use case

- Used store credit for our supervisors to get food.
- Simple and effective



Gift Cards

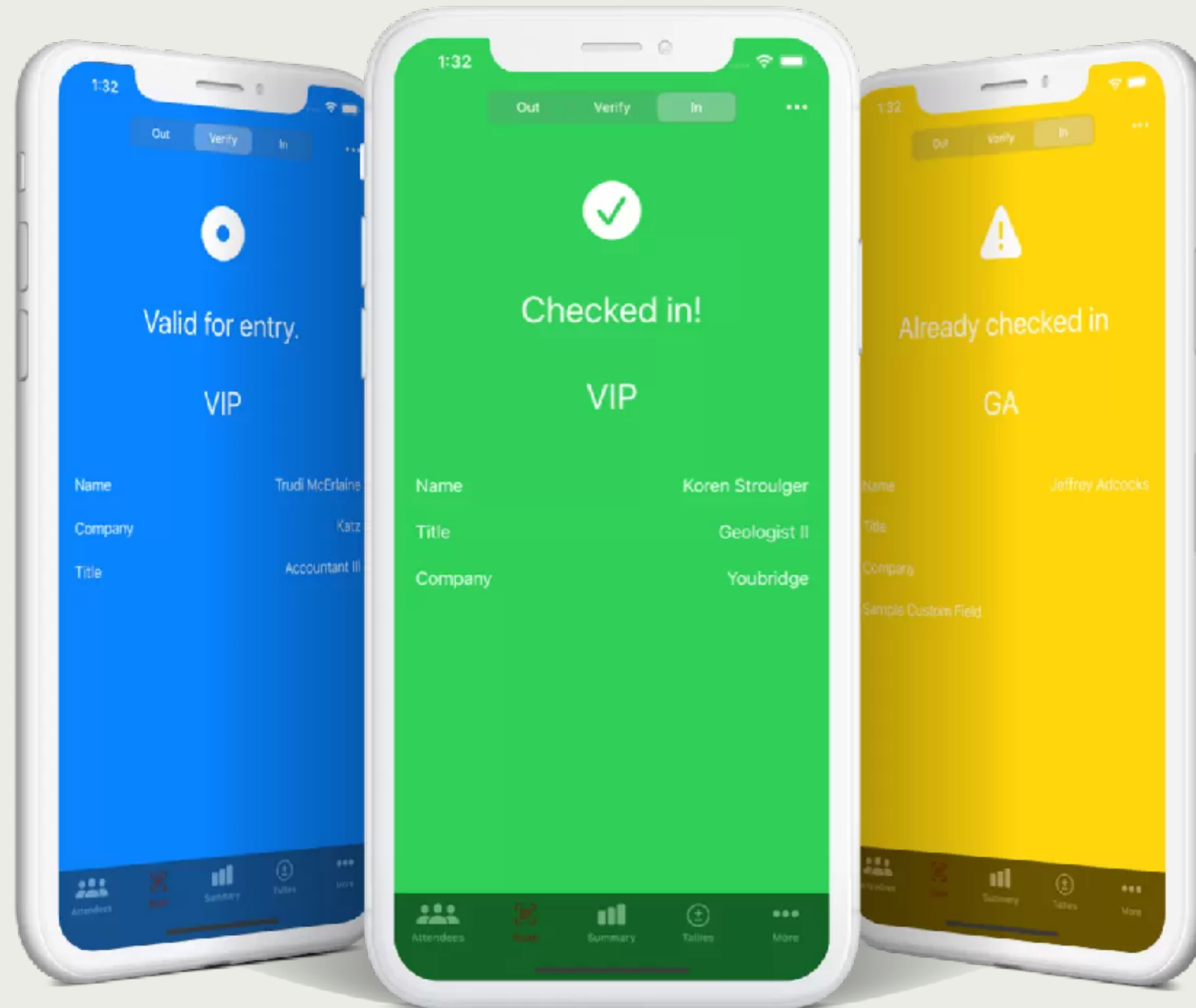
- Works online and onsite
- Refund back to gift card
- Print gift card code on receipt (great for cashless)



Bounce Back Passes to the Next Level

- Unique codes on each
- Trackable
- Worked online & at gate
- Worked in our time sensitive events







Friday & Saturday 2021

\$19.95

DATE

October 01, 2021	October 02, 2021	October 03, 2021
October 09, 2021	October 15, 2021	October 16, 2021
October 22, 2021	October 23, 2021	October 29, 2021
October 30, 2021		

Two red-outlined rectangular boxes, one above the other, representing input fields for name and email.

QUANTITY

- 1 +

Add to cart

f Share

General Ticketing

- Date and time reservations
- Custom questions
- Add photos and video
- Access to other apps
- Modular approach



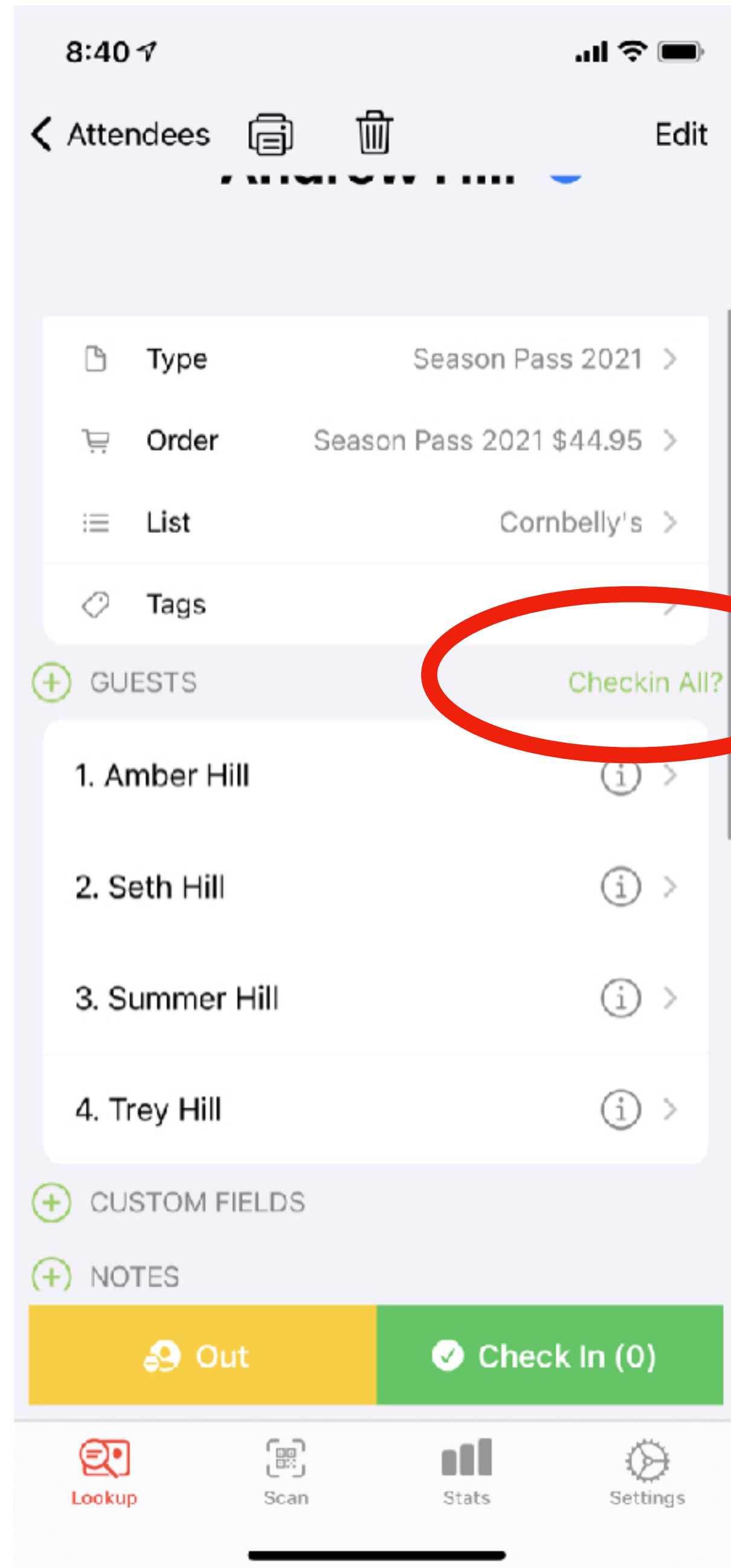
Web admin
for managing attendees

Mobile app
for on-site check in

Scanning & Apps

- Check attendees in & out
- Take photos for passholders
- Real time stats
- Group check-in
- Custom PDF ticket
- Apple Wallet





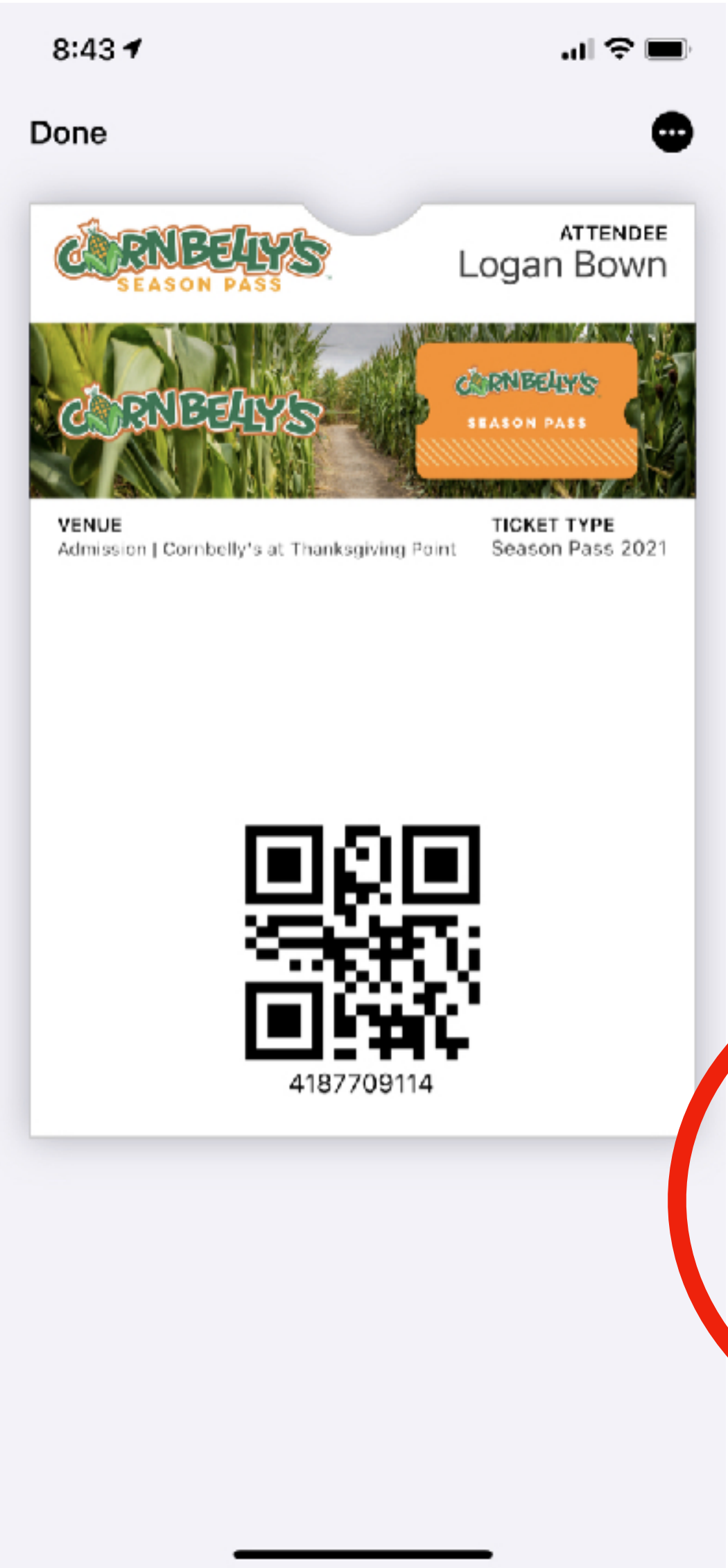
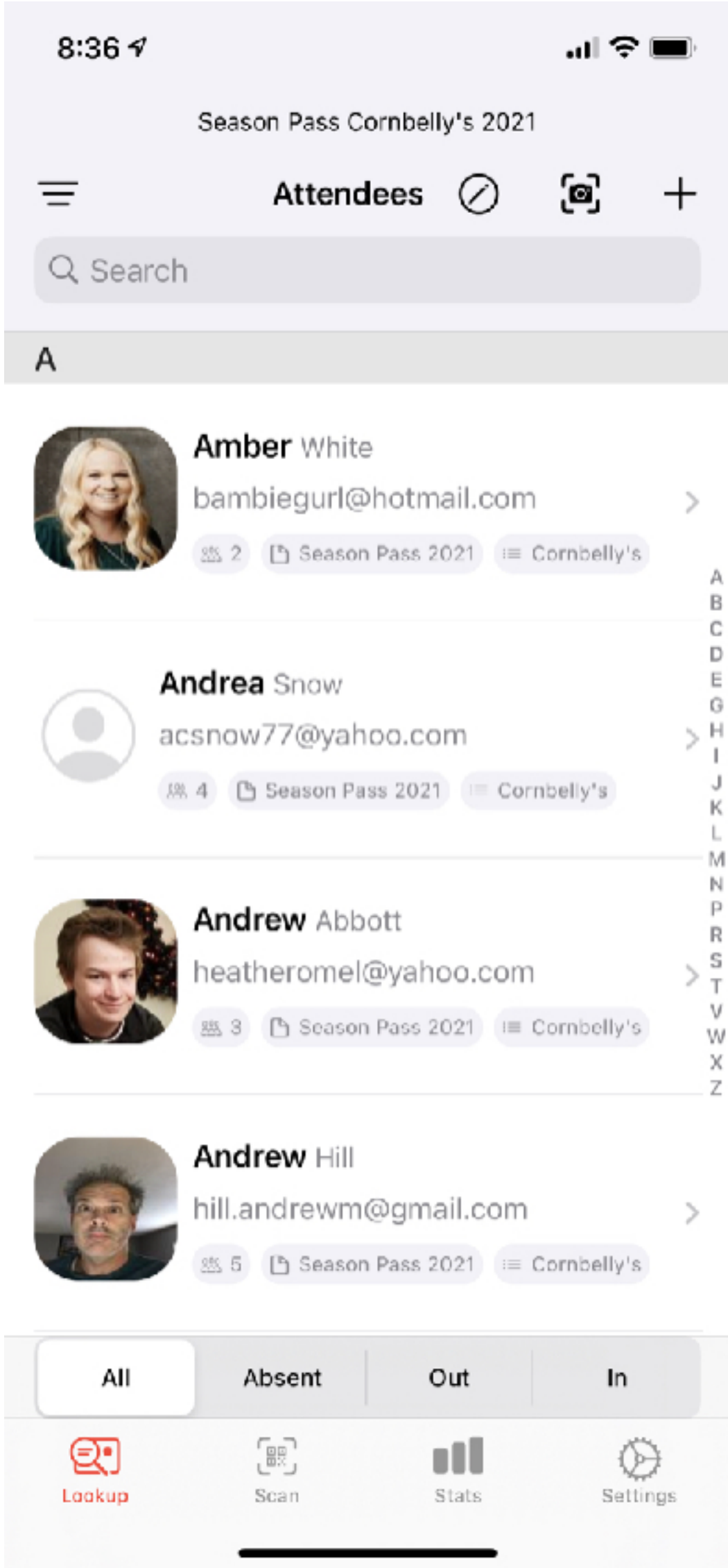
Check in all

- One click to check in all within an order



Season Passes

- Upload photos from home
- Apple wallet
- Customer tagging
- Logistical controls



ALL ACCESS PASS 1: \$10 Edit Delete

- Valid for 1 uses per date

Name
All Access Pass 1

Price
\$ 10 USD

Inventory
10

How much is it? Enter zero for free. How many available to sell?

- Restrict validity period?
Have the pass expire in a defined time period: days, months, or years.
- Restrict total uses?
Set a total number of times this pass may be scanned, across any date.
- Restrict uses per date?
Common for season passes, ensure this pass cannot be scanned multiple times per date.

Uses Per Date
1





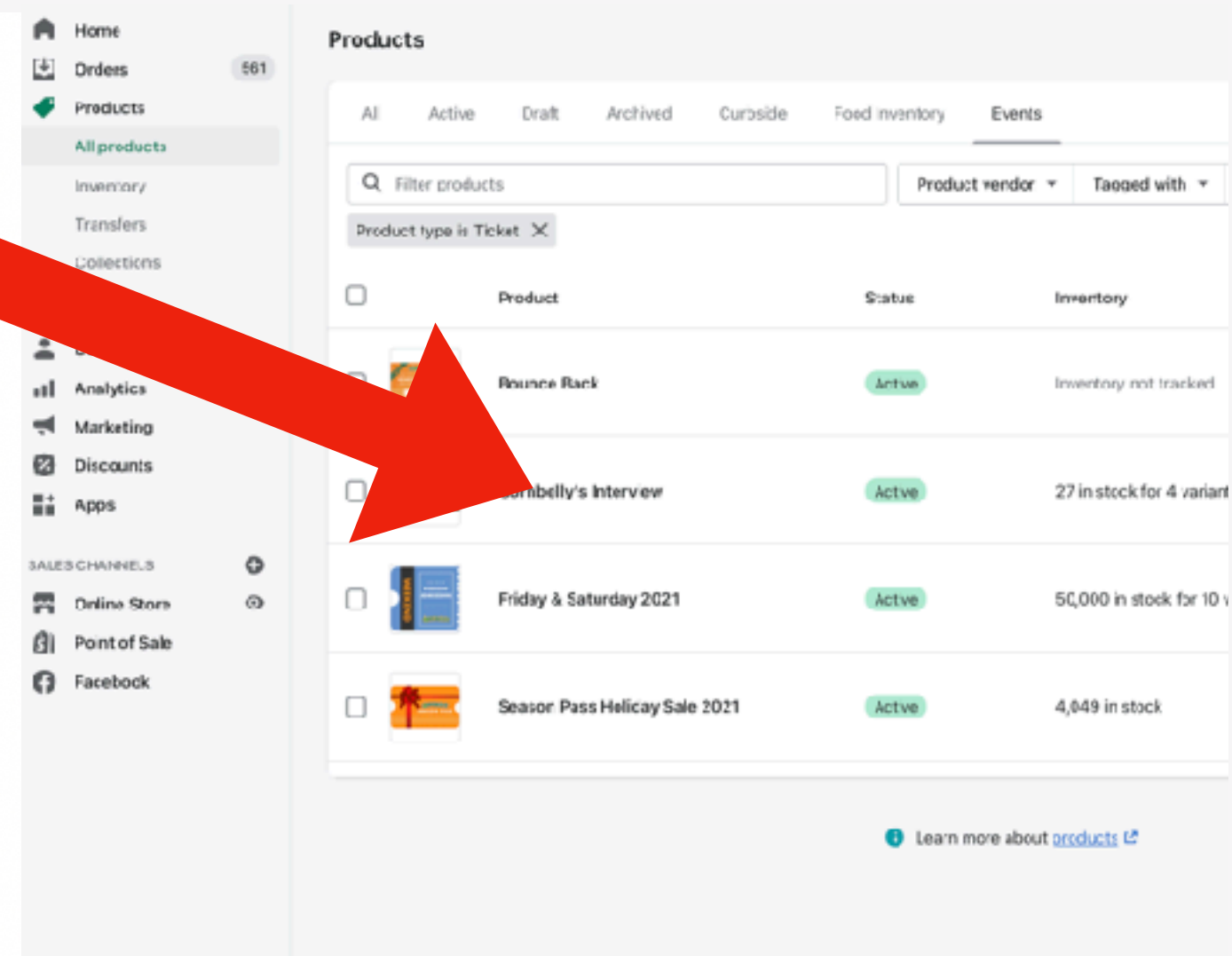
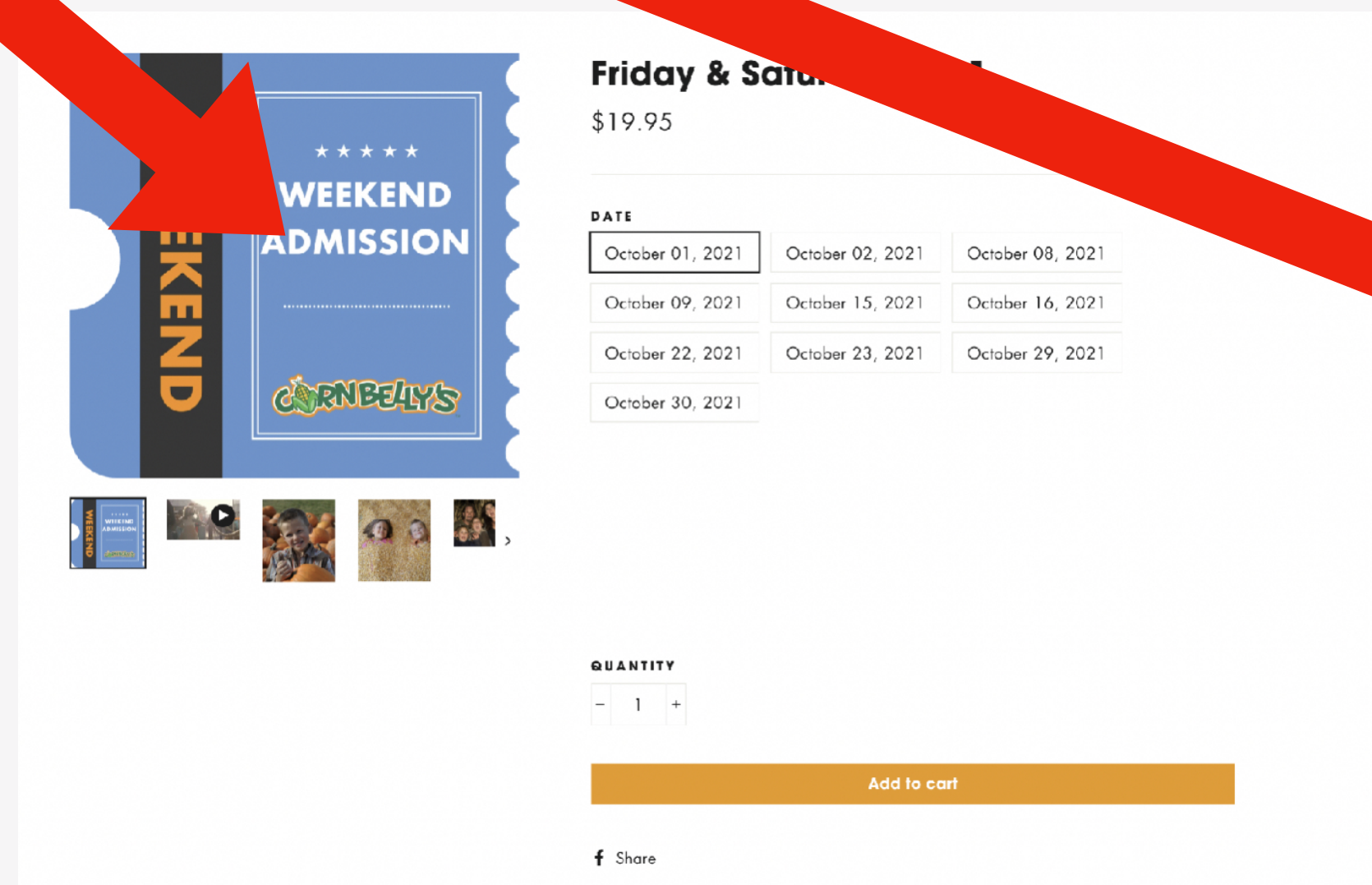
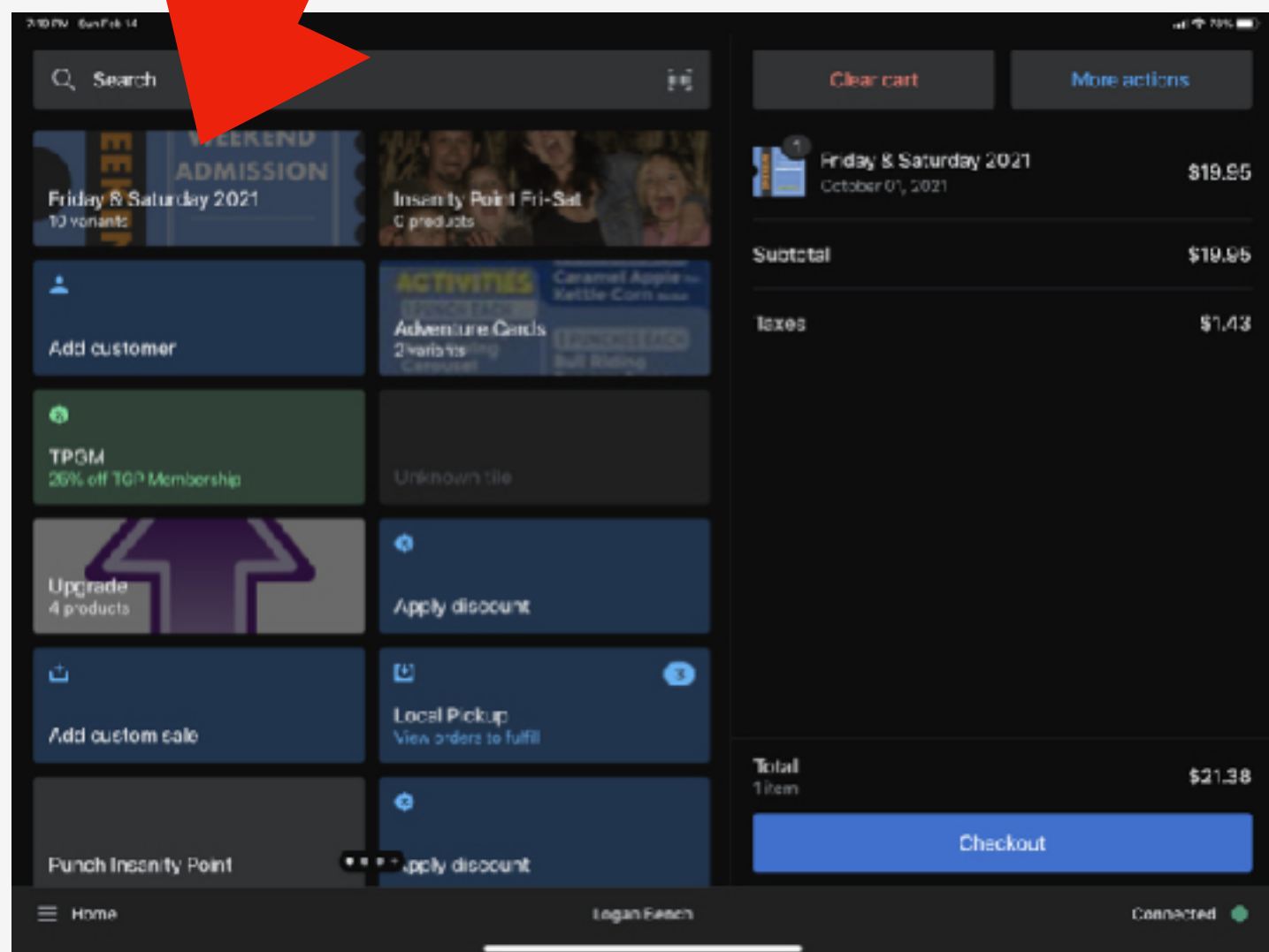
One product fits all!

- Inventory is saved across all channels
- Update price in one single spot
- Simple reporting

Face to Face
POS

Online

Reporting



← Edit order


Add product


[Add custom item](#)


🔍 Search product to add

Browse

🔴 Unfulfilled

 **Weekend Cornbelly's 2020** \$19.95
1 × \$19.95
• Discount: LOGAN20 (-\$19.95)
• Added
[Adjust quantity](#) [Remove item](#) [Apply discount](#)

 **Pass Process Fee** \$0.49
1 × \$0.49
• Discount: LOGAN20 (-\$0.49)
[Adjust quantity](#) [Remove item](#)

 **Season Pass Holiday Sale 2021** \$0.00
SKU: 84606
0 × \$74.95
• Original quantity: 1
 Restock 1 item
[Adjust quantity](#)

Summary

Total \$0.00
Paid by customer \$0.00
Amount to collect \$0.00

NOTIFICATION

Send notification to customer

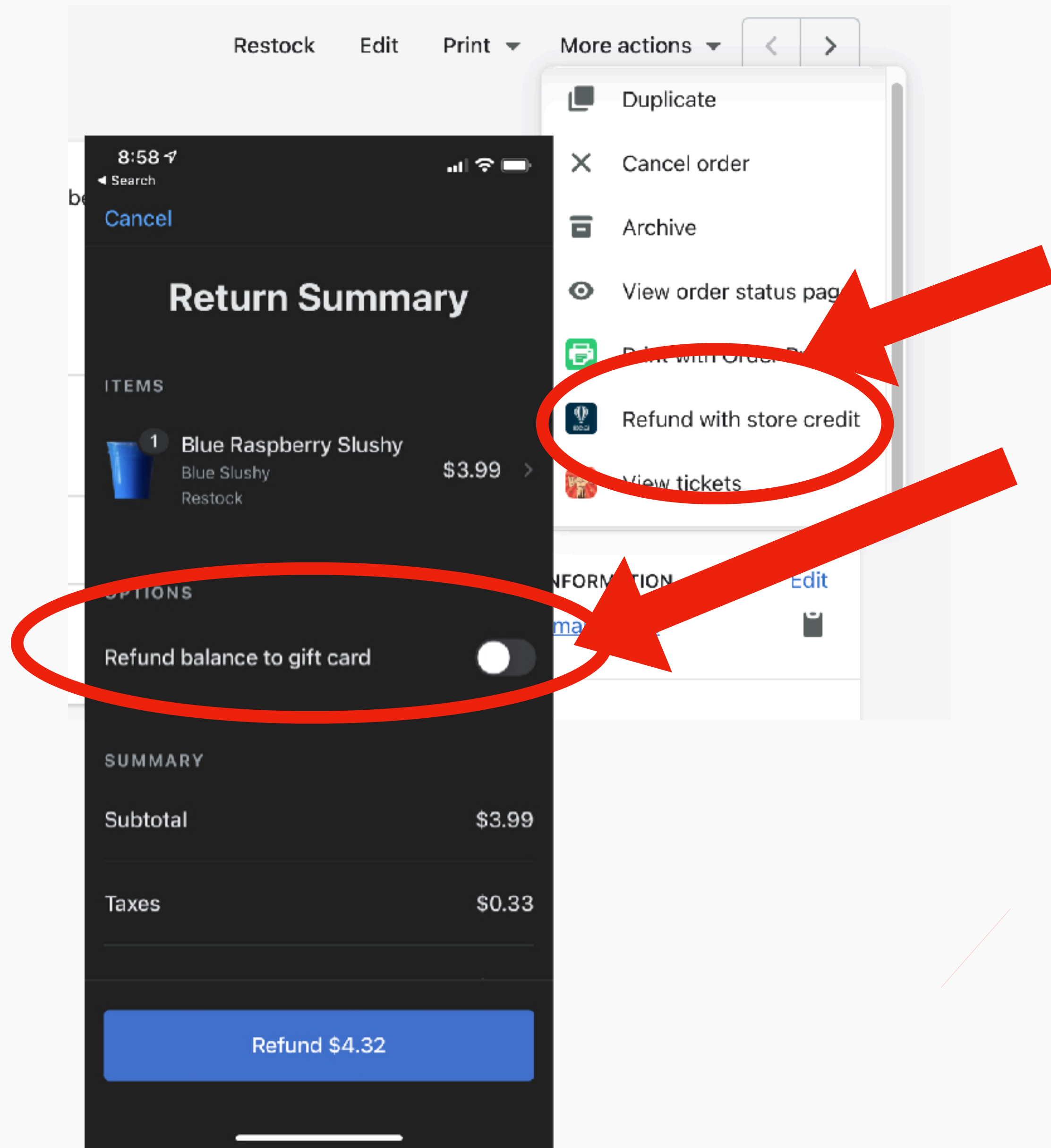
Update order



Manual Order Editing

- Swap out a ticket for another
- Exchange a ticket for an item
- Charge a custom change fee
- Send an e-invoice
- Restock ticket inventory





Refund with store credit

- Refund to digital or hard stock gift card
- Credit is good toward anything
- Build loyalty programs
- Avoid giving money back
- Give customer options



Mass refunding

Feature available 03/31

- Refund all on a particular day or time slot
- Refund with all with store credit

Friday & Saturday 2021

Cornbelly's Thanks Giving Point

10-01-2021 - 10:00 AM

Refund All

Edit

Customize

Attendees

View Product





Order #233689

Thank you logan!

Your order is complete

Electronic Ticket Delivery tracking number:
Click_to_download_tickets

Your order options:

Edit Order

Download your tickets

Please download your tickets or transfer them to your guests. If you have purchase a Season Pass please add a name and photo to all your pass holders.

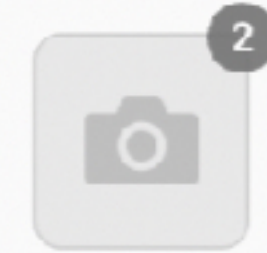
Logan Bench
Season Pass 2021
#9460781939

Complete registration

Logan Bown
Season Pass 2021
#4187709114

Update details

Download/Print Ticket



Pass Process Fee

\$0.58



Season Pass Holiday Sale 2021

\$89.90

Subtotal

\$90.48

Discount LOGAN20

-\$90.48

Total

USD \$0.00

Customer Order Editing

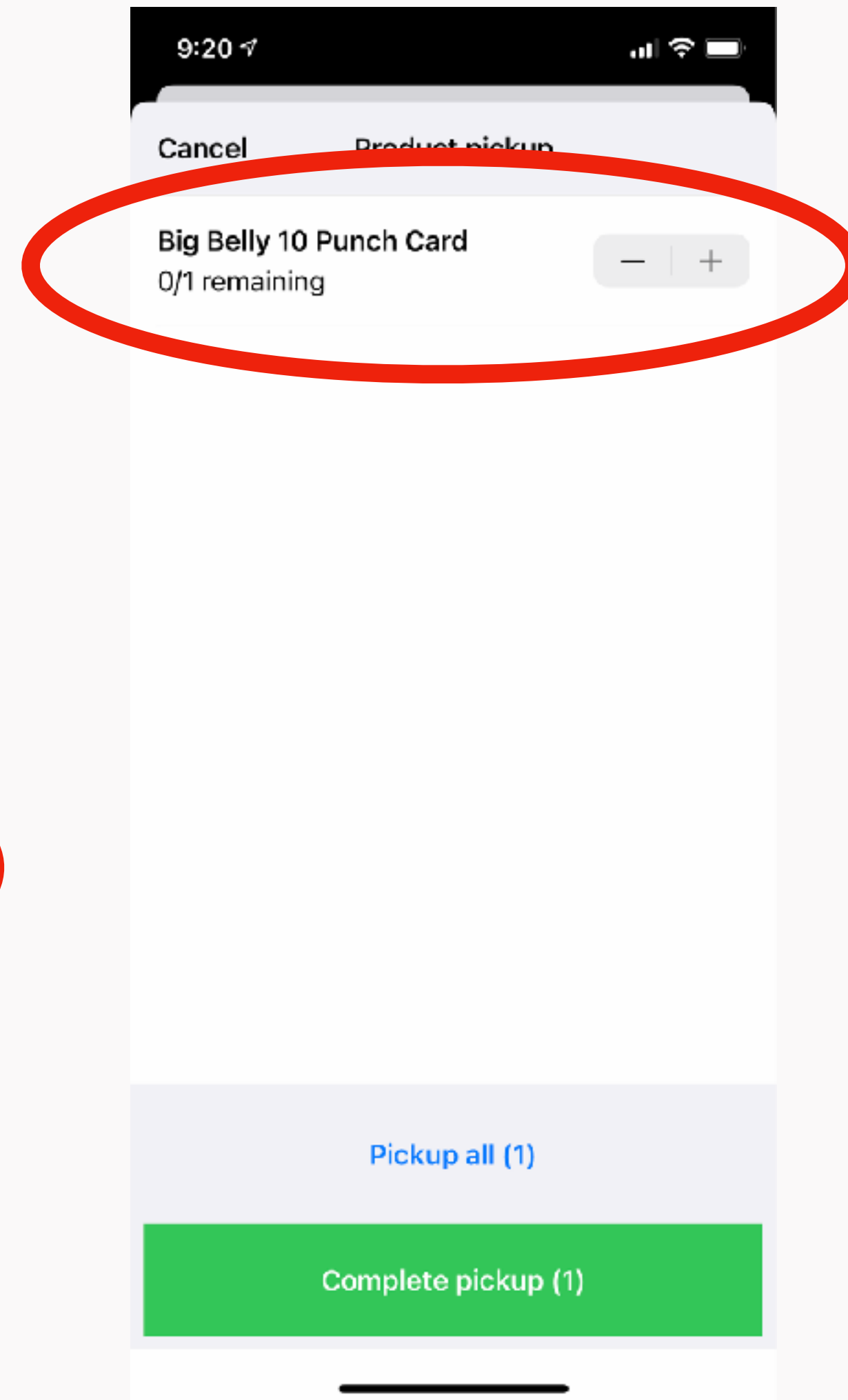
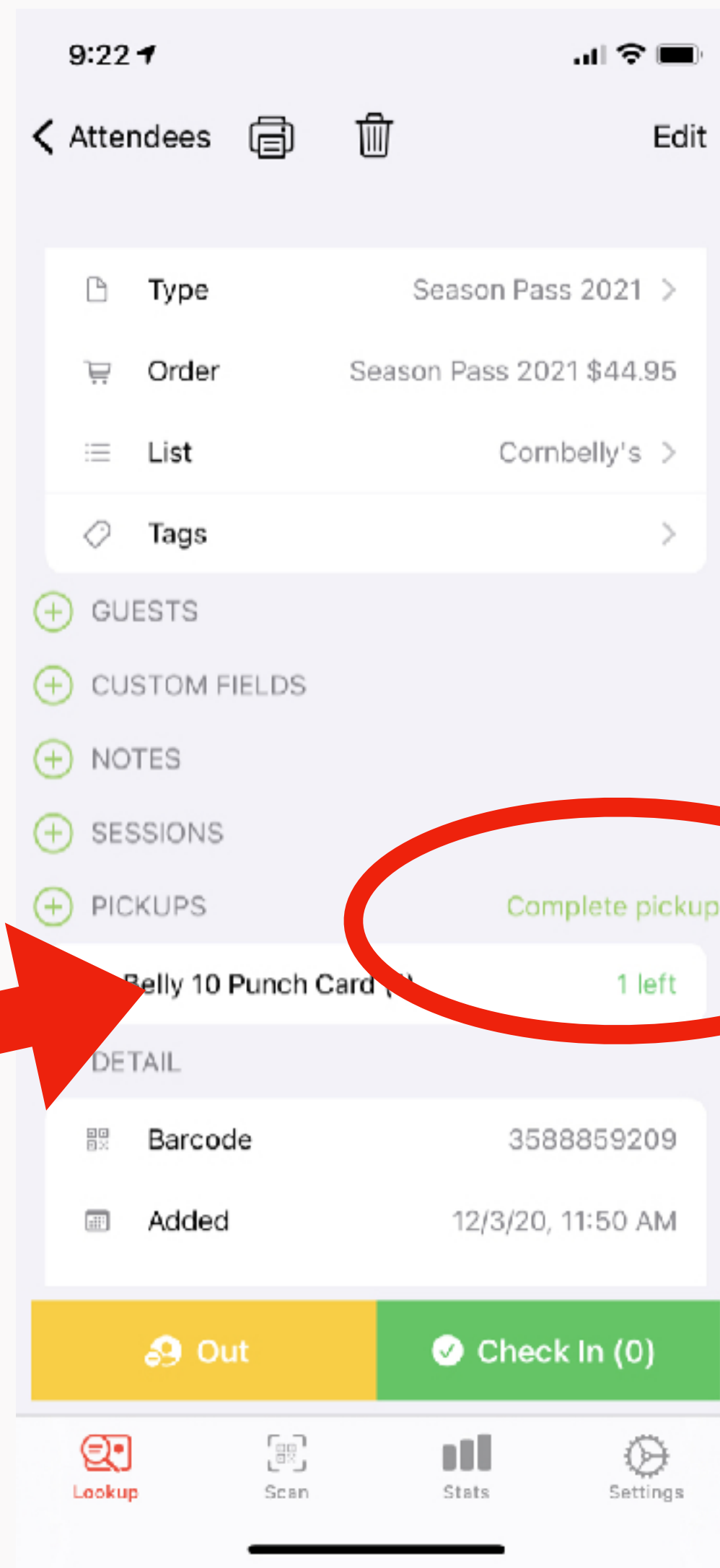
Feature available 03/31

- Control timing (shut off 8 hours ahead)
- Ability to turn on or off
- Charge a change fee automatically
- Invoice the difference
- Fulfillment when paid



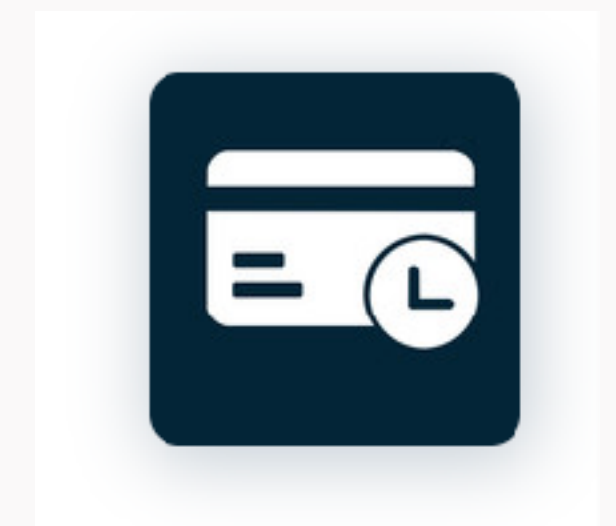
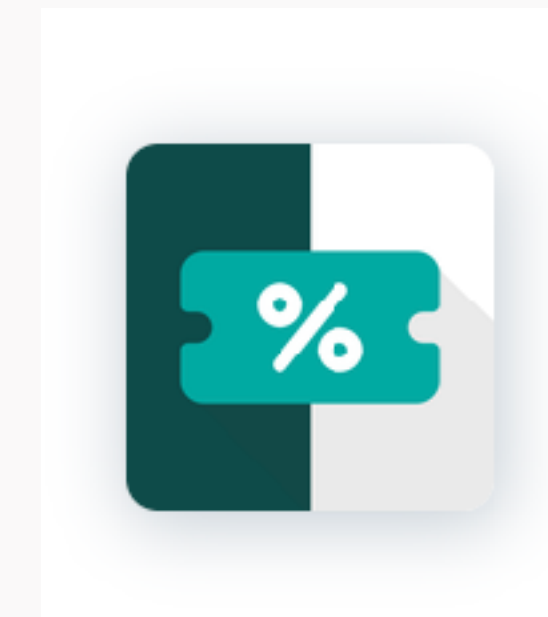
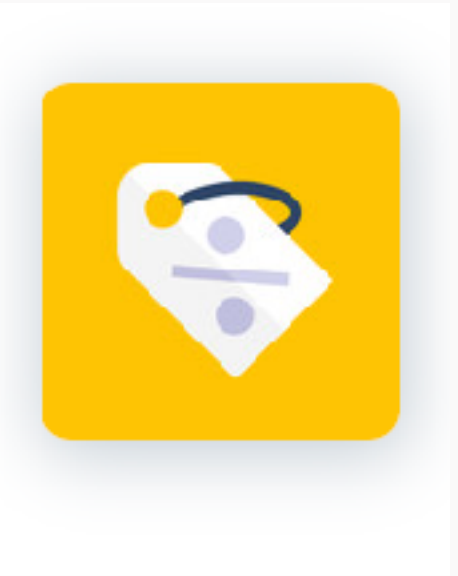
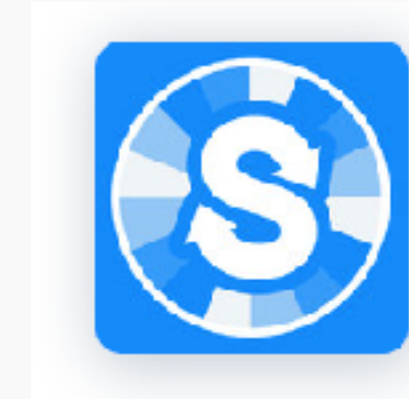
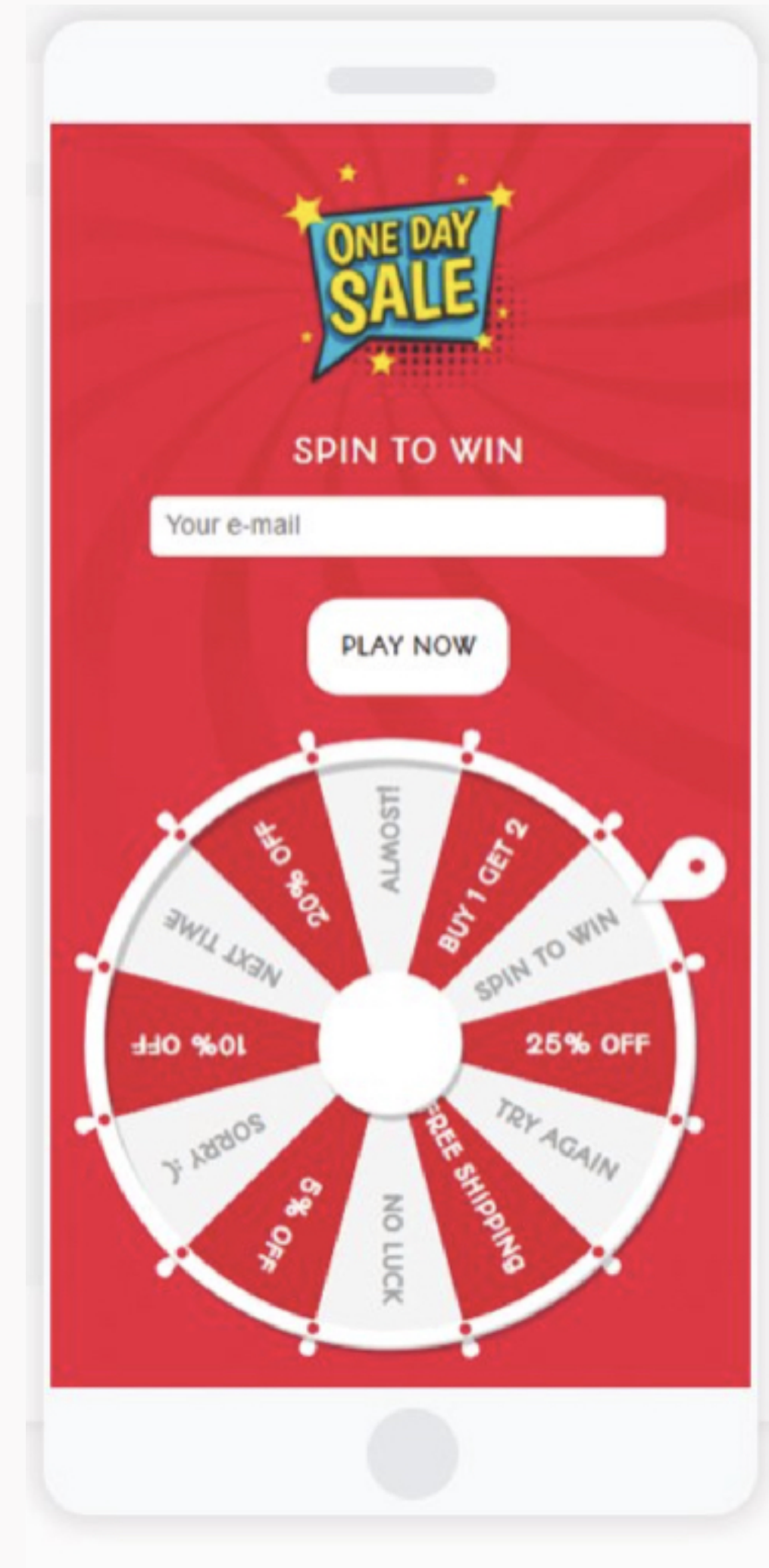
Upselling

- Upsell anything
- Fulfill when checking in
- Huge potential



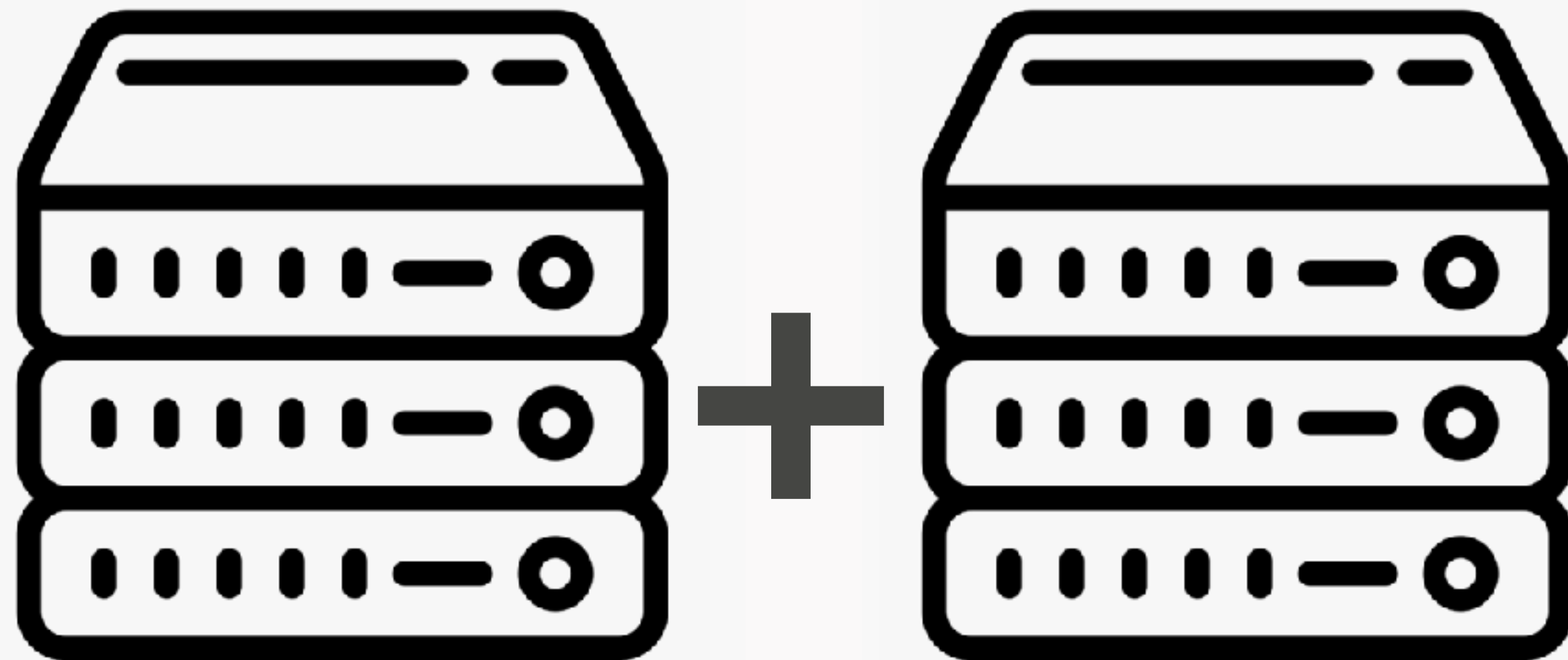
4200+ Apps

- iPhone of e-commerce
- There's an app for that
- Omnify will research best apps
- Wholesale rules
- Spinning wheels
- Bulk discounts
- and more



Dual Servers

- Stack Servers (scale based on demand)
- One server is for selling
- One server is for delivery
- Shopify 99% uptime guarantee



Control your own fees

- **Make as much or as little on your own itemized ticketing fees.**

Name

Print @ Home

The name of the fee displayed to the customer during checkout.

Description

You may download your ticket(s) immediately upon purchase.

Description of the fee displayed to the customer during checkout.

Amount

0.6

The dollar amount to charge per ticket.
For example, all of Event Ticketing's fees are just a Base Fee.

Plus Percentage

0.03

Percentage of the ticket price to charge as a fee. E.g., enter 0.03 for a 3% fee.

Save



Ticket Pricing and Revenue

- All ticket features included
- Includes season pass feature

.59 / online ticket

Non-Members

.49 / online ticket

MAiZE Members

.39 / online ticket

Bundle
When you add any other service

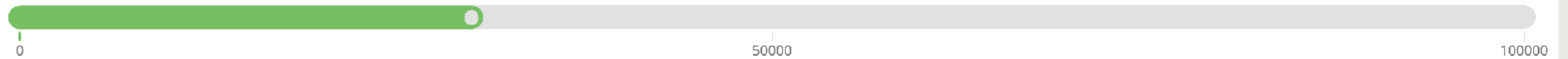


Ticket Pricing and Revenue

“Just pass the fee on”

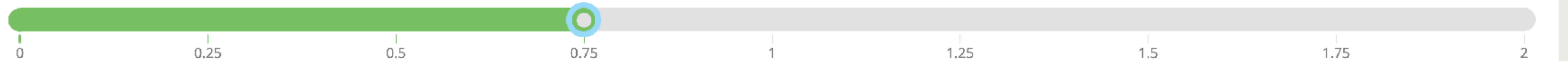
How many tickets will you sell?

Tickets Sold 30030



Fee you want to charge your customers per ticket?

\$ 0.75



Leftover revenue comparison after per-ticket fees taken out

Eventbrite @1.59

-\$25225

Ticketspice @ .99

-\$7207

Ticketleap @.69

\$1802

Funtix @.39

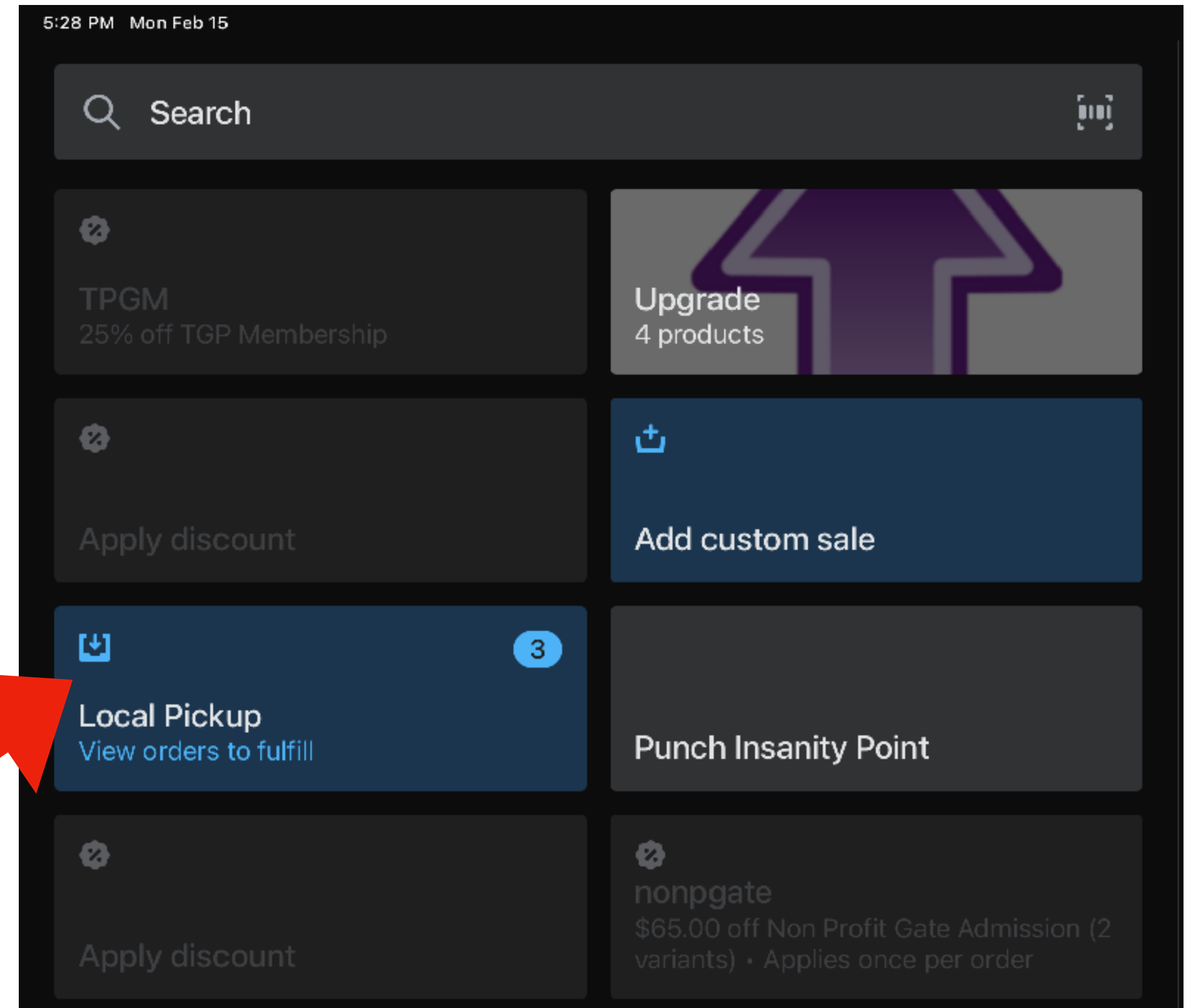
\$10811





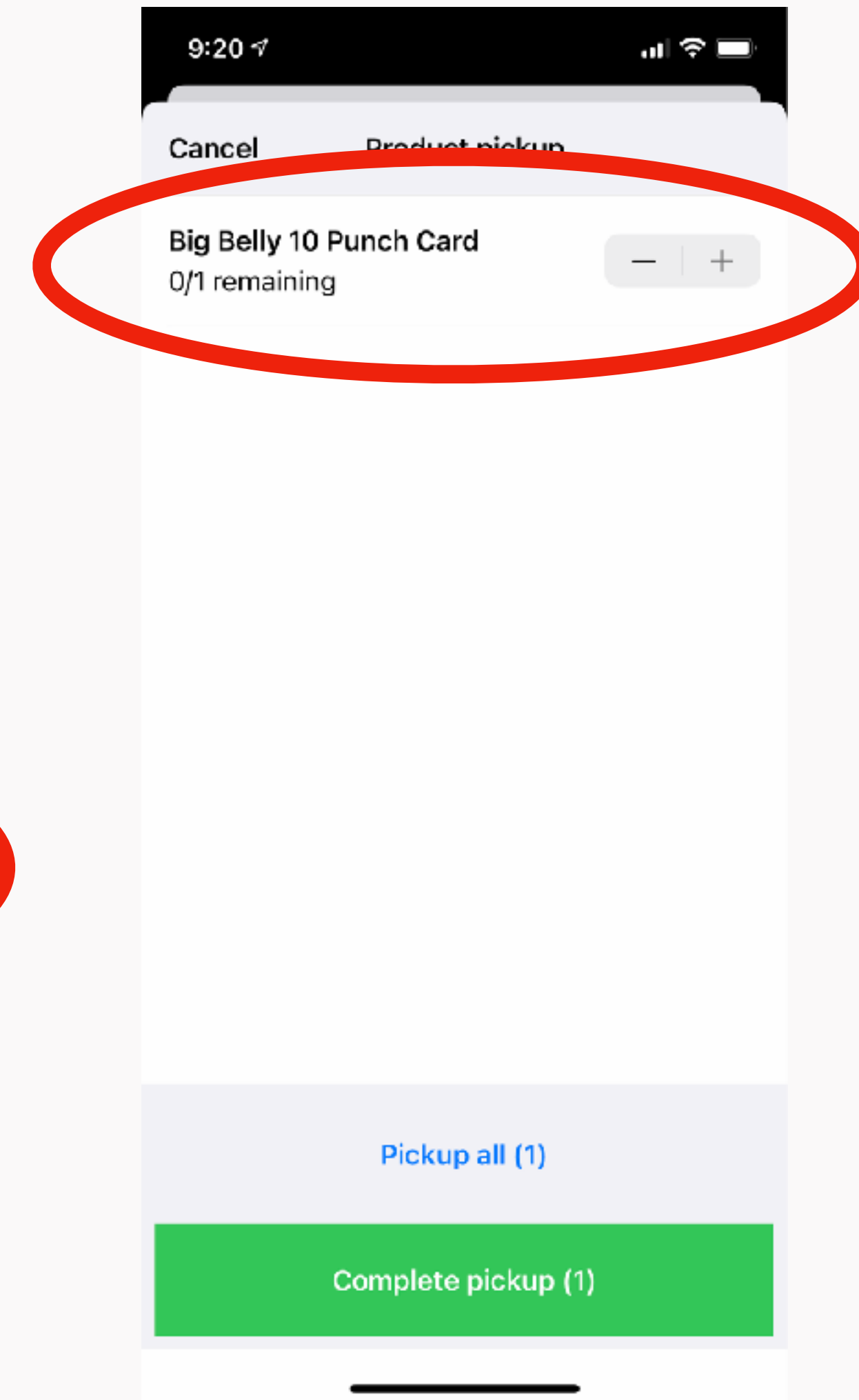
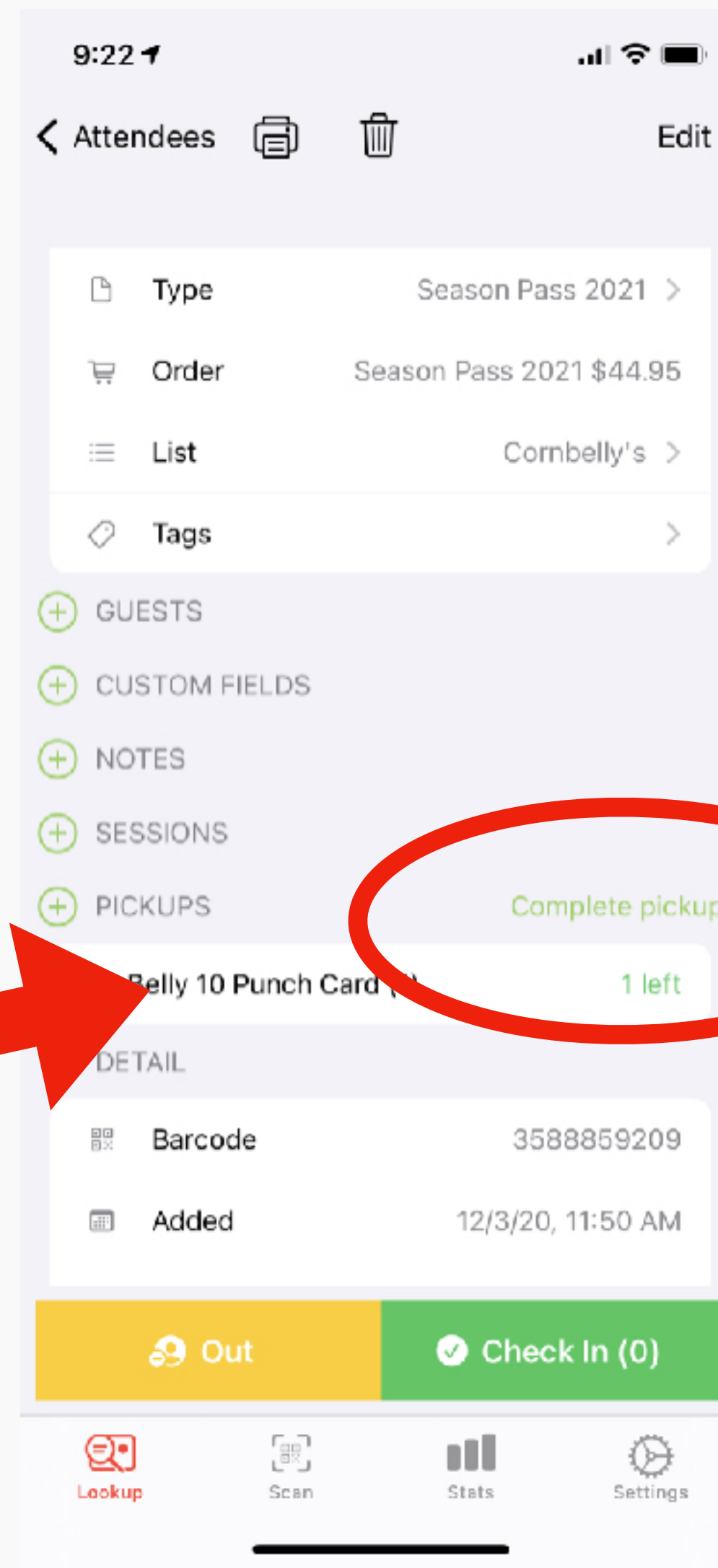
Mobile Food & Product Ordering

- Scan to view menu
- Order from phone
- Pick up at POS



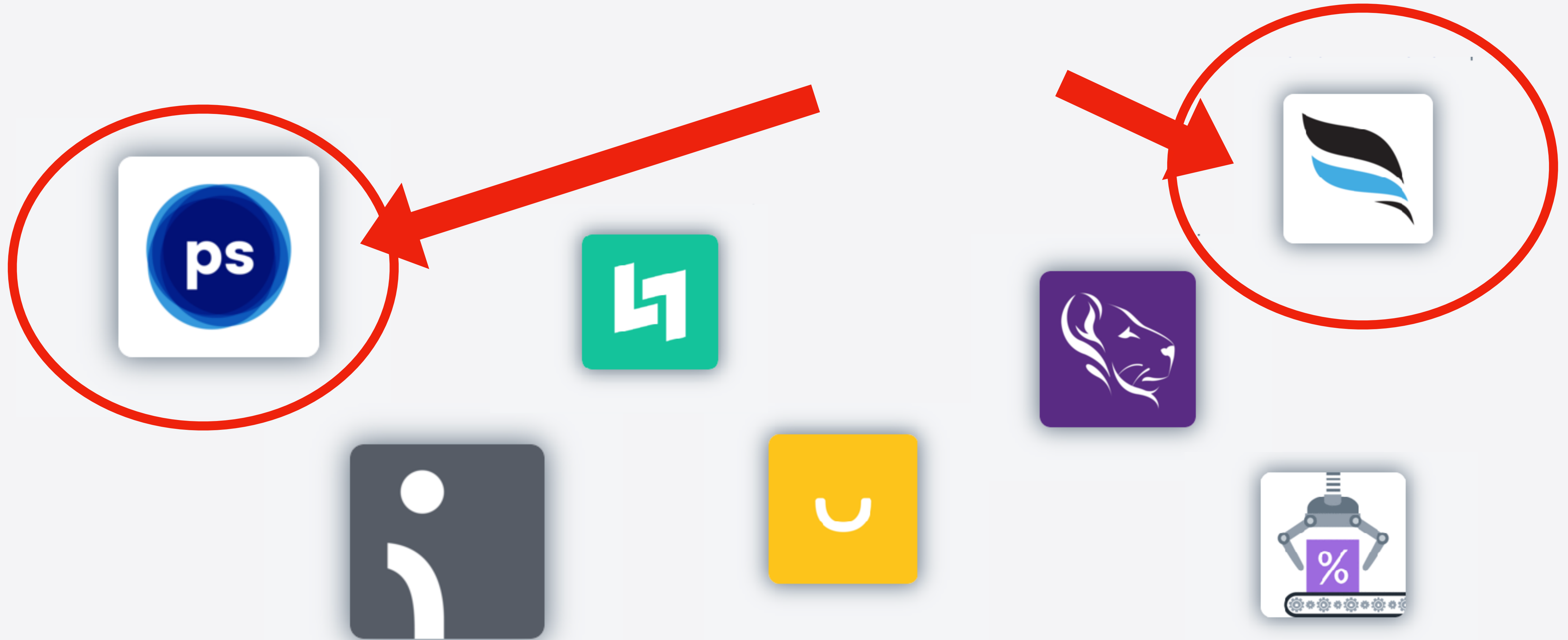
Upselling

- Upsell anything
- Fulfill when checking in
- Huge potential





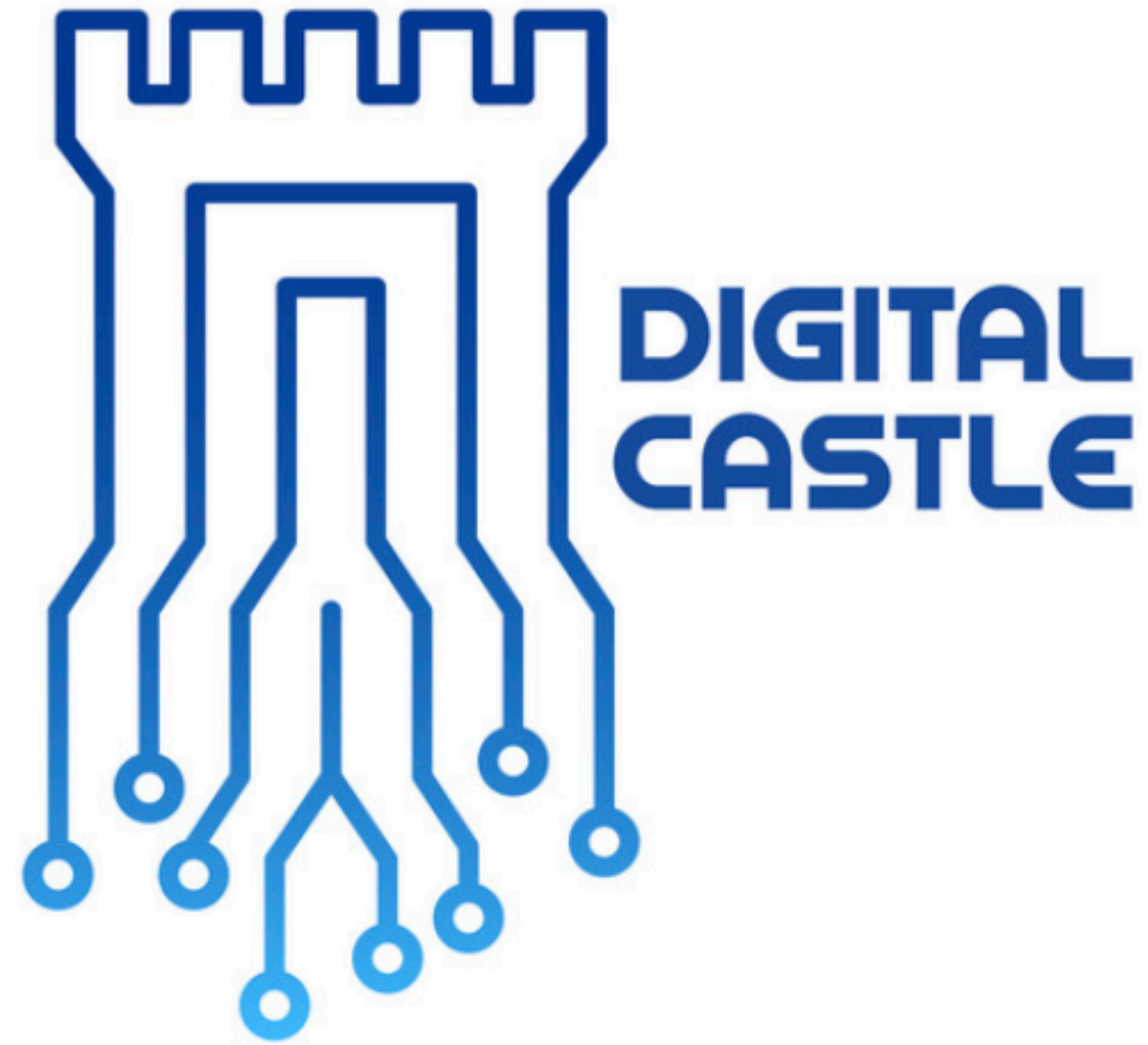
The future of partnerships and growth. Within Shopify.





Your Account

- Manage and own your “digital keys”
- One password to all your accounts
- Never be held hostage
- Our goal is to make something complex as simple as possible for you.





Designated Account and Project Managers



**You don't have to do it all.
Go at your own pace.**



Comparing Shopify



	Basic	Shopify	Advanced	Plus	Omnify
Locations	4	5	8	20	Unlimited
Staff	2	5	15	Unlimited	Unlimited
Processing	2.7%	2.5%	2.4%	2.4% Negotiable	2.4% Negotiable
Reporting	Basic	Basic	Advanced	Advanced	Advanced
Workflows	No	No	No	Yes	Yes
Cost	\$29/mo	\$79/mo	\$299/mo	\$2000/mo	Included

\$0.59

Ticketing

\$0.59/online ticket

- ✓ Time, date & reservation ticketing
- ✓ Season Passes
- ✓ Full E-Commerce Solution
- ✓ 2.4% Onsite
- ✓ 2.4% + .30c Online

Get Started

\$0.49

MAiZE Member Ticketing

\$0.49/online ticket

- ✓ Time, date & reservation ticketing
- ✓ Season Passes
- ✓ Full E-Commerce Solution
- ✓ 2.4% Onsite
- ✓ 2.4% + .30c Online
- ✓ MAiZE Membership Required

Get Started

\$0.39

Bundle Ticketing

\$0.39/online ticket

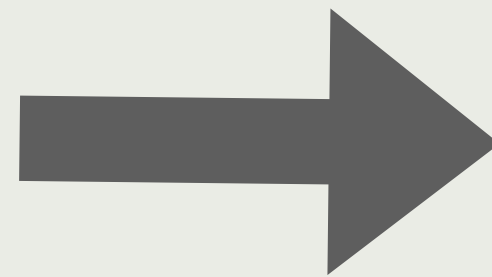
- ✓ Time, date & reservation ticketing
- ✓ Season Passes
- ✓ Full E-Commerce Solution
- ✓ 2.4% Onsite
- ✓ 2.4% + .30c Online
- ✓ MAiZE Membership Required
- ✓ Ticketing must be bundled with at least one of the following Omnify solutions:
- ✓ *Point of Sale (POS)
- ✓ *Website
- ✓ *Digital Marketing (*Social Media, Google Ads, Email*)

Get Started

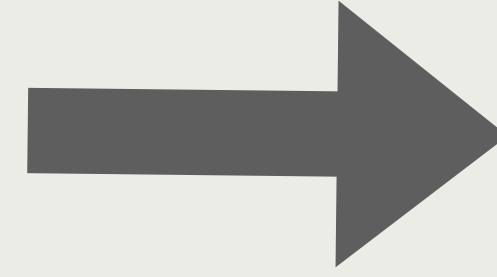
The Process



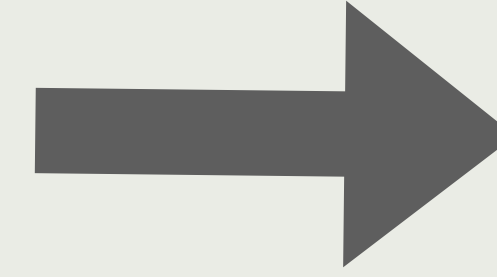
Form



**Look at
needs**



**Statement
of work**



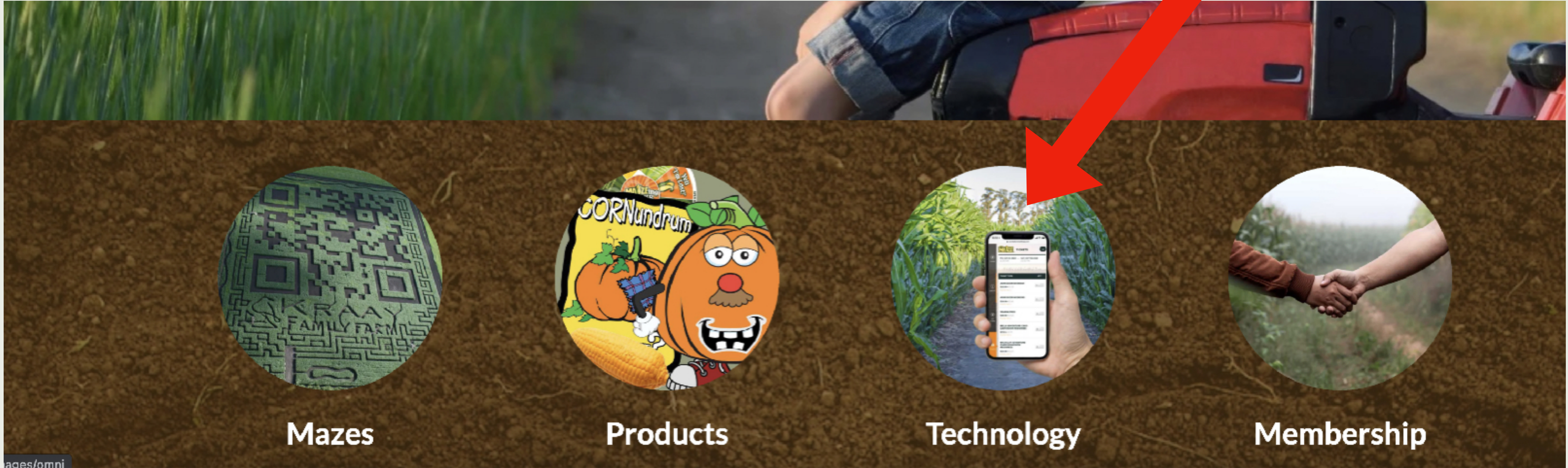
Launch

Activations starting March 1
April 1st sign up deadline



www.omnifysolution.com

www.themaize.com



Mazes

Products

Technology

Membership



Thank you to those who helped us test!





Q&A

OMNIFY

— OMNI-CHANNEL SOLUTIONS —





themaize.com/webinars

A screenshot of the website's navigation menu. The menu is organized into four columns: NETWORKING, TOOLS, CONTACT, and MEDIA ASSETS. The 'Webinars' link under the 'TOOLS' column is circled in red, and a red arrow points from the top right towards it. The background of the website shows a young boy in a yellow shirt and blue overalls standing in a green field. The word 'Defined' is written in large white letters across the bottom of the image.

The MAIZE

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Corn Party Assets	Maze Design Directory	Advisory Board	
Behind the Scenes	Scholarships	Preferred Vendors	
	Webinars		

Defined