



HAUNTS

 TicketSignup



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About TicketSignup

TicketSignup creates best in class technology for haunts. Our Development team builds the best software in the event industry to boost sales, **optimize ticketing, and streamline Event Day**. Our Sales and Customer Support team makes sure that our customers use these tools to their **maximum potential throughout your haunt season**: Marketing, Ticket Sales, and Event Day. We're focused on delivering easy, accessible technology for ticket events at a low cost, and with no advertising or spam. This simple business model keeps our costs low, makes us efficient, and keeps our heart in the right place... focused on technology for haunts!

TicketSignup is an event technology product built by RunSignup. As an Event Director and runner frustrated by existing online registration platforms, RunSignup founder Bob Bickel set out to build a better one that **solved problems for event directors** and participants in 2009.

We saw the same need for easy, accessible event technology that solves problems for general admission and timed entry ticket events like haunts, escape rooms, and more. In July 2019 we launched a new ticketing platform and formally introduced TicketSignup in February 2022. We leveraged our core technology platform, robust infrastructure, **product knowledge from 12 years** of building solutions for complex event problems, and relationships with more than 28,000 events to accelerate TicketSignup's growth as we become the obvious choice for haunts and other ticket events.

More than 28,000 Events Choose TicketSignup because...

We value your trust above everything.

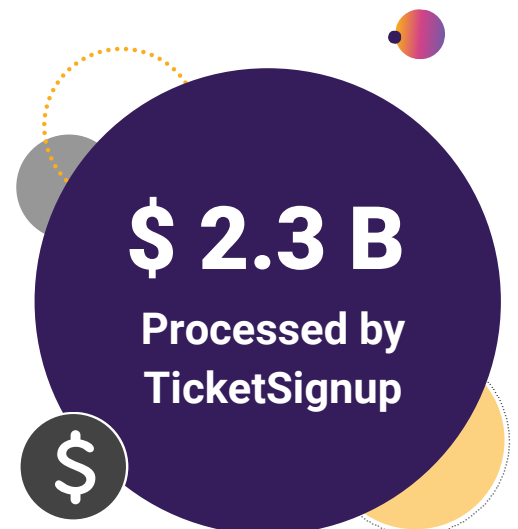
TicketSignup is a PCI Level 1 payment facilitator and we've processed more than \$2.2 Billion, with all transaction dollars going directly to your bank account and 100% on-time payment. Since 2015, we've had just 4 minutes of downtime while doing more than 2,000 software releases per year. We don't lock you into any contracts – we want happy customers and if you aren't satisfied, you can leave at any time. Our dedicated, US-based support staff is available 7 days per week to assist your team.

Our free marketing tools boost ticket sales.

Market your haunt with free and unlimited email, free websites (not just a page), real-time analytics, and digital marketing integrations. Drive revenue and a sense of urgency with the most flexible ticket pricing options available.

Attendees won't see our brand, only yours.

Unlike other ticket platforms, we don't show our brand and logo to your attendees – and we'll never send your attendees marketing emails for other events. From custom domains to fully customizable notifications and email, and an event website that's easy to build and design, your attendees will only see and engage with your brand.



We make your ticketing simple.

Attendees have a smooth and easy sign up process with mobile-responsive, SEO-optimized websites and fast checkout with Apple Pay and Apple Wallet. Your ticket data is always available to easily view and export. We reduce your team's customer service with powerful ticket management options. Rained out event? Simple – send an email and let attendees switch their tickets to a different date themselves!

Our success is tied to your success.

Our transparent, transaction-based processing fees mean that we only make money when people sign up for your event. This business model keeps us aligned with event directors and ensures that we are partners in building great and free technology that grows your event and makes you successful.

We have the technology you need on EventDay.

Schedule pre-event emails and streamline check-ins with our easy to use mobile CheckIn App. Sell tickets at the door with our integrated Point of Sale system using Square credit card and phone chip and tap readers or take cash. Generate QR Codes to sell tickets and additional items on site. Send EventDay texts to attendees.

2,000

Average Software
Releases
per year

74

Employees

28,000+

Events use
TicketSignup per
year

Marketing Tools



Marketing

Free tools to boost ticket sales

Grow your haunt with built-in marketing technology that makes your event easy to brand and find, activation tools that turn attendees into promoters for your event, and tracking tools from real-time dashboard analytics to Facebook Conversion API and Google Analytics V4 to optimize your marketing strategy.

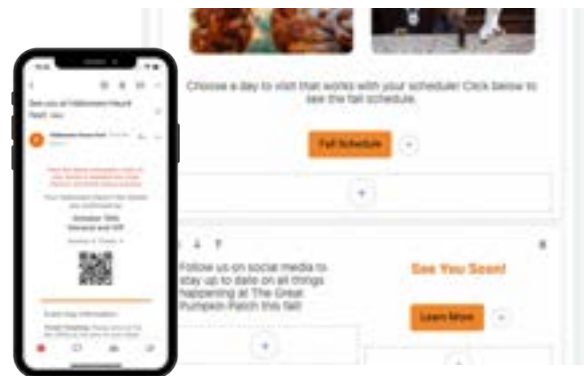
It's easy to use TicketSignup's entire suite of marketing tools - no coding required.

All of TicketSignup's marketing tools are free. TicketSignup only makes money when your haunt makes money. That keeps us aligned with our customers and ensures our product is purpose-built to help you sell more tickets.

Free Websites



Free Email Marketing



Referral Rewards



Ticket Pricing

October 8th	October 15th	October 22nd
Saturday Oct 8, 2022 11:00am - 6:00pm EDT	Saturday Oct 15, 2022 11:00am - 6:00pm EDT	Saturday Oct 22, 2022 11:00am - 6:00pm EDT
Price increases after Friday October 7, 2022 at 11:59pm EDT.	Price increases after Friday October 14, 2022 at 11:59pm EDT.	Price increases after Friday October 21, 2022 at 11:59pm EDT.
Adult Ticket (ages 13+)	Adult Ticket (ages 13+)	Adult Ticket (ages 13+)
\$15	\$15	\$15
Child Ticket (ages 9-12)	Child Ticket (ages 9-12)	Child Ticket (ages 9-12)
\$10	\$10	\$10

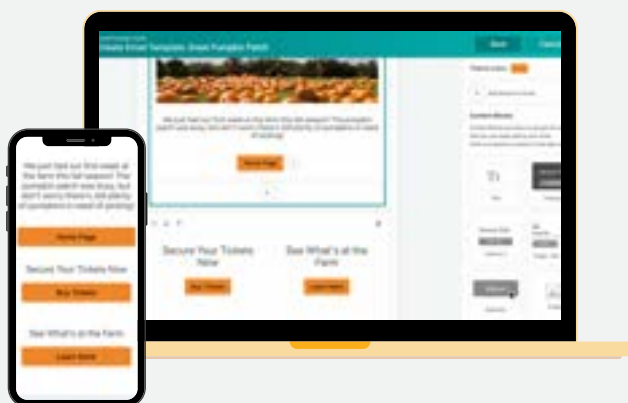
Email Marketing

Send Unlimited Emails to Unlimited Contacts - for Free

Never pay for Email Marketing again. TicketSignup's Email Marketing is always free and optimized to help you grow your haunt and communicate with your attendees. Your Email platform includes unlimited custom contact uploads, active system lists, event data replacement tags, automated emails, and beautiful templates that are easy to create and design. Our customers send 20 Million+ Emails per month - for free!

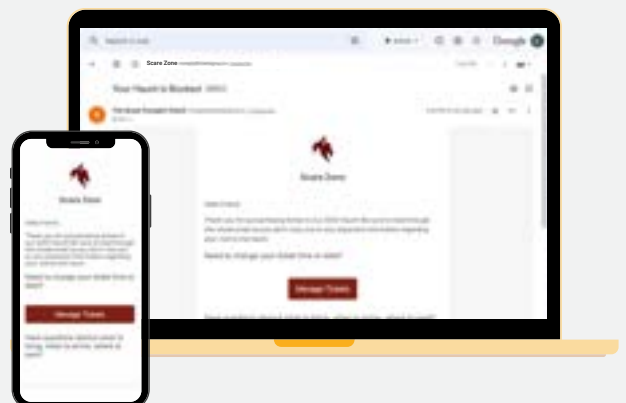
Marketing

Upload unlimited custom contacts and leverage your TicketSignup system lists to send promotional emails. Feature clear "Buy Tickets" calls to action, leverage custom replacement tags to personalize communications, and more.



Event Communications

Schedule pre-event emails to attendees that include QR Codes for quick scanning with the Ticket App, links to access & manage tickets, and FAQs for parking and on site logistics. Send to all attendees, or schedule per night, per time slot, and/or per ticket type.

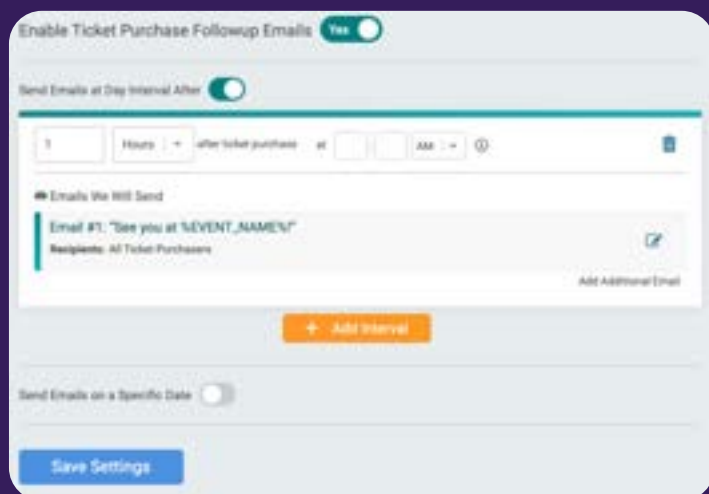
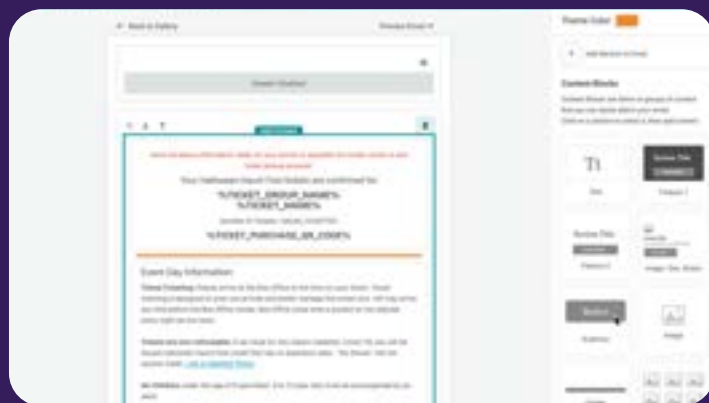


Email Builder

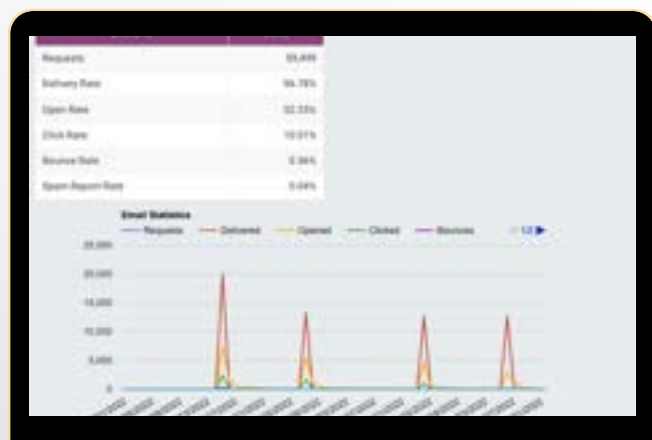
No coding required to design beautiful emails with TicketSignup's point & click Email Builder. There's a full library of design components to create layouts, add images, CTA buttons, and more. Need help creating emails? Use our pre-built templates - complete with content & layout design - for all of your marketing & event communications!

Automated Emails

Set up drip campaigns to automate your email communications. For example, send an email promoting Referral Rewards one hour after someone purchases a ticket.



How Terror on the Farm Saved Thousands with Free Email



TicketSignup's free Email Marketing extends beyond pre-event communications & automated emails. Terror on the Farm sent 4 marketing emails to a list with ~13,500 contacts in September and October. Previously they used Mailchimp to send these 4 promotional emails, which cost between \$1,050 and \$1,575. **With TicketSignup they sent these emails for free** with impressive open and click through rates.

Websites

Design beautiful & free websites in minutes

Websites are how customers find Haunts. TicketSignup's websites are increasingly used as Haunts' primary websites because our free and data-driven websites offer a number of advantages:

- Free
- Mobile and SEO optimized
- Easy to make updates (no webmaster required)
- Custom tiles and/or calendars
- Add pages, menus, images, video, content, buttons, and more
- BYO Domain or Subdomain for free
- Sticky "Buy Tickets" call to action
- Email Capture to grow marketing lists



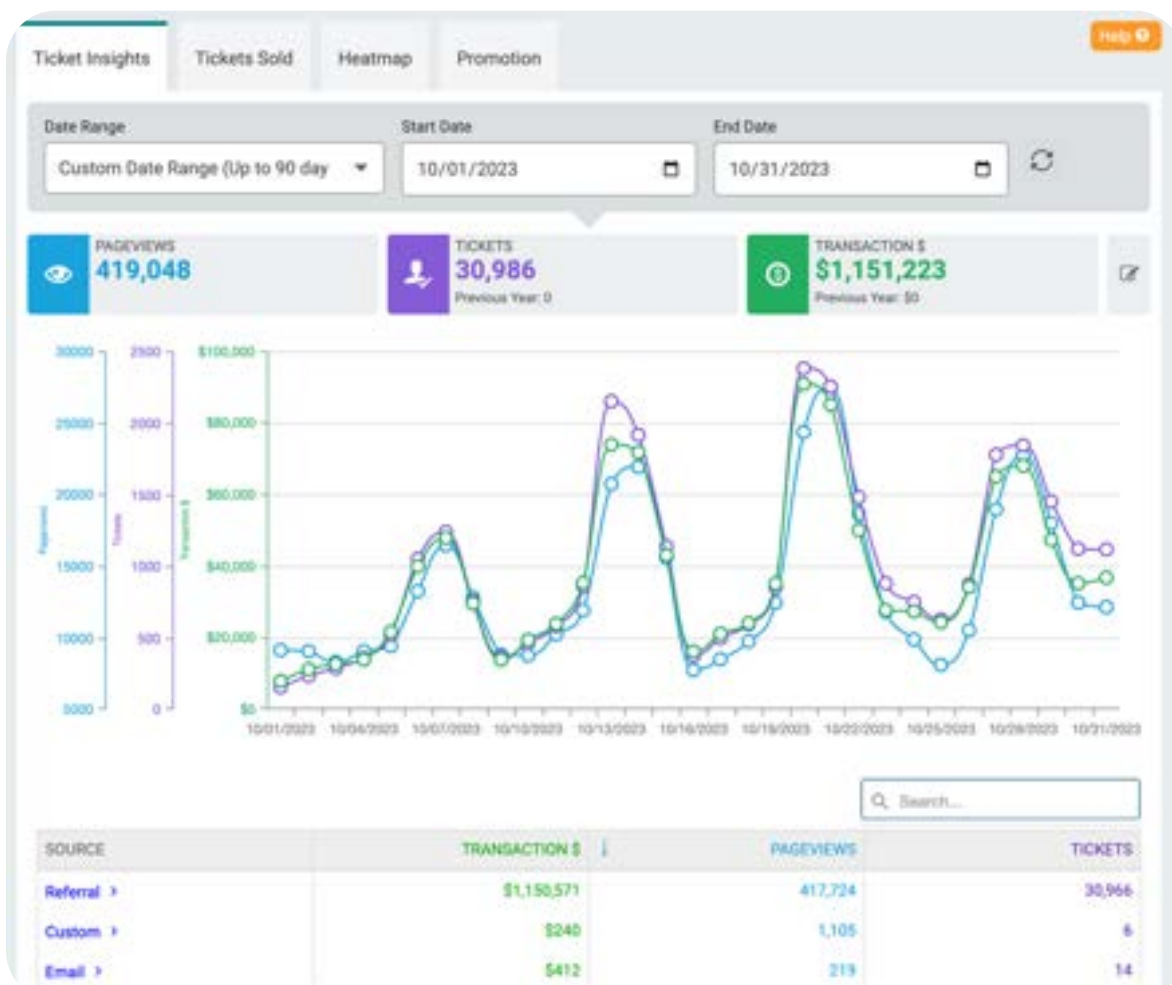
Email and Website Analytics



Real-Time Analytics

TicketInsights tracks every website visit and gives you the key data you need for marketing: which sites drove traffic, ticket sales, and revenue. Plus every email you send from TicketSignup automatically syncs to Insights so you can see which emails drove sales.

Take it to the next level with custom source tracking. Dig into more analytics with real-time tickets sold analytics and a heat map to see where your attendees are coming from. We make it easy to integrate with GA4, Facebook Conversion API, and TikTok Pixel.



Referral Rewards

Incentivize your attendees to promote your event.



Automated Referral Rewards are one of the most cost-effective tools to grow your haunt. TicketSignup makes it simple to set up your rewards (i.e. Refer 5 friends, get \$20 back) and we automatically refund the ticket purchasers' credit card when they reach that threshold. Several of the top 10 haunts implemented a Referral Rewards program in 2022 and generated about \$37,000 in ticket sales for the cost of \$452 in refunds. **That's a dollar spent for \$81.66 in new ticket sales!**

Ticket Pricing

Flexible pricing options to drive sales

- Automate price increases
- Flexible sales windows (i.e. ticket sales close 5 minutes after each time slot begins)
- Date, time, and ticket type pricing
- Time-limited and Quantity-Limited Coupons
- Cart discounts (i.e. \$10 off \$200+ carts)
- Automate group ticket purchase discounts
- Combo tickets (buy 2 adult tickets, get 2 kid tickets free)



\$10-\$13

Avg. coupon discount

27%

Tickets Sold in 3 days leading up to price increase

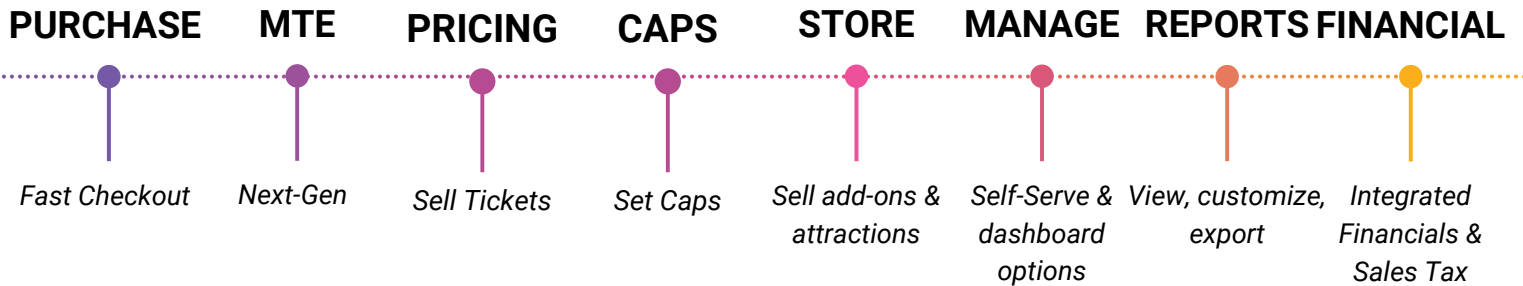
- Auto-applied Coupon URLs
- Additional Fees
- Increase Processing Fees

Ticketing

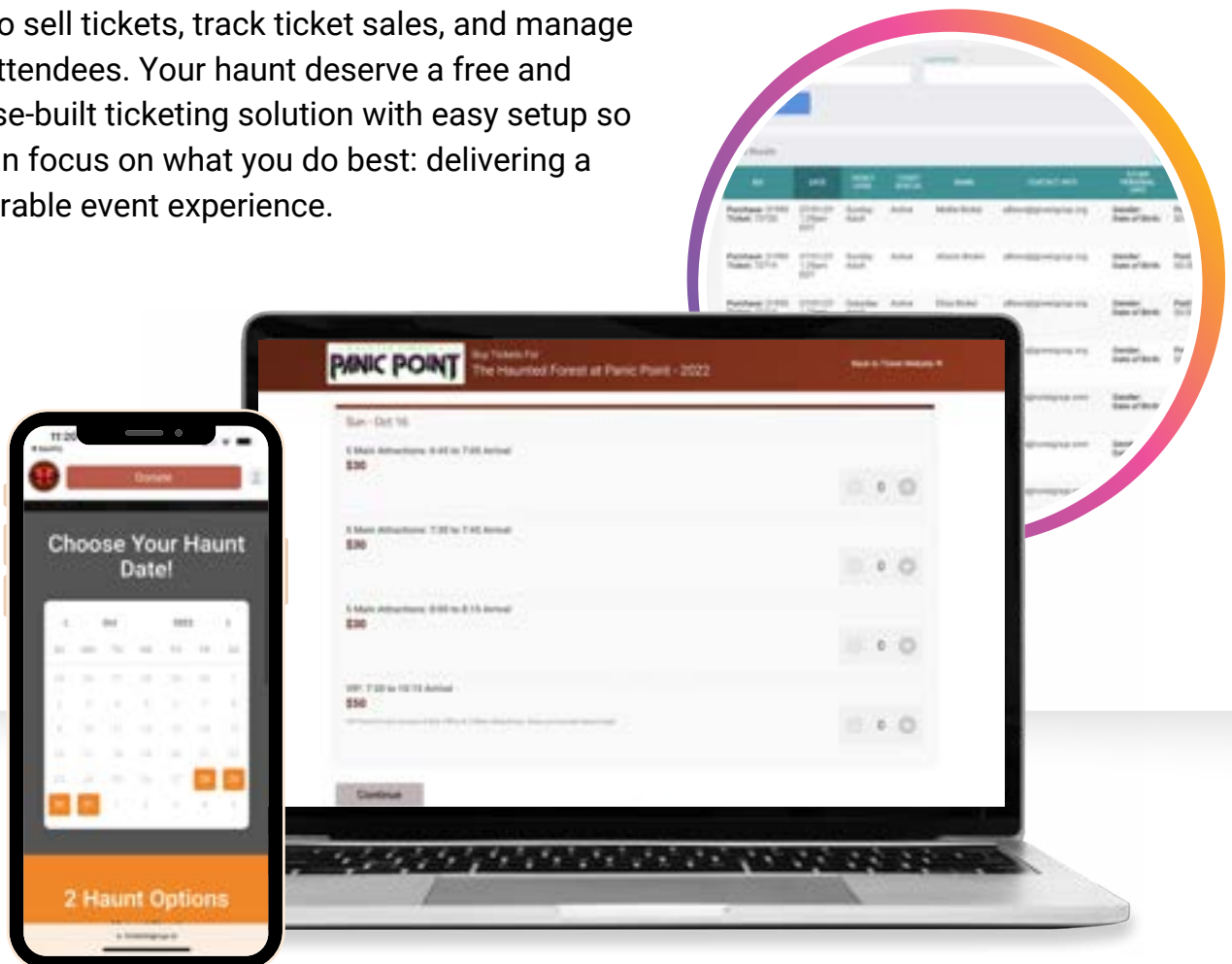


Tickets

Sell and manage tickets.



TicketSignup provides you with the technology you need to sell tickets, track ticket sales, and manage your attendees. Your haunt deserves a free and purpose-built ticketing solution with easy setup so you can focus on what you do best: delivering a memorable event experience.

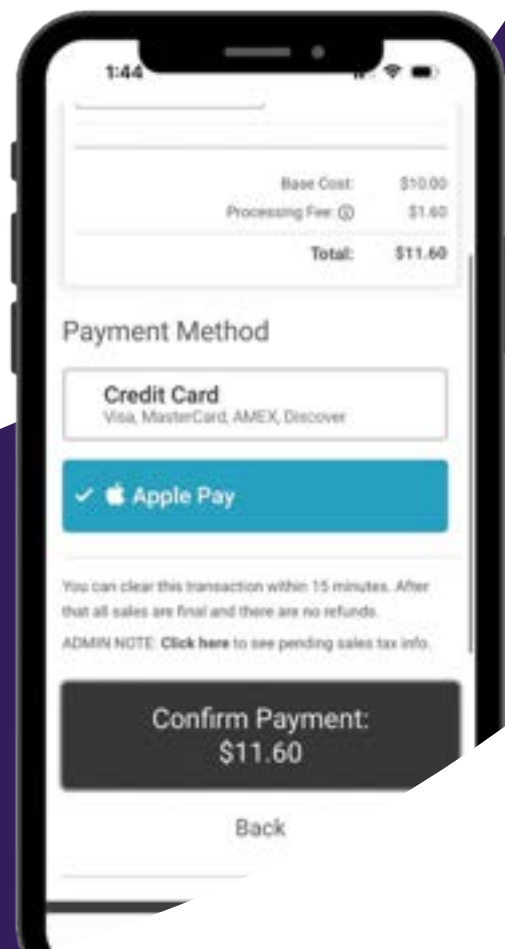
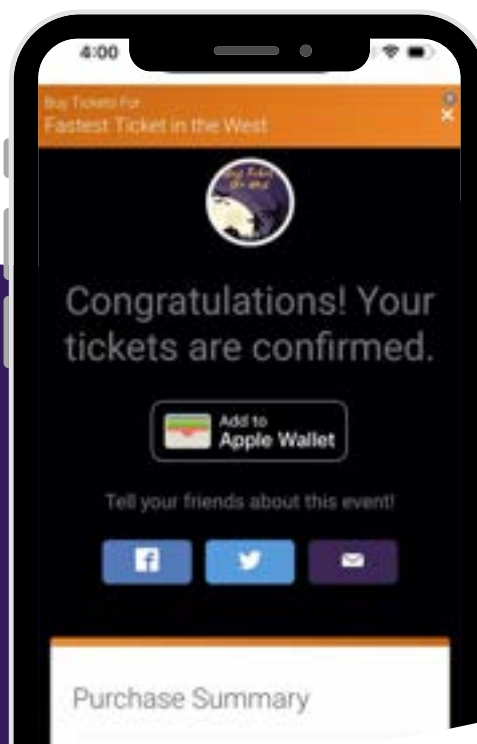


Ticket Purchase

Optimized for ticket sale conversions



TicketSignup makes it easy for attendees to buy tickets. No logins or passwords required for ticket purchases. Apple Pay and Apple Wallet make it even faster for attendees to purchase tickets from their phones.



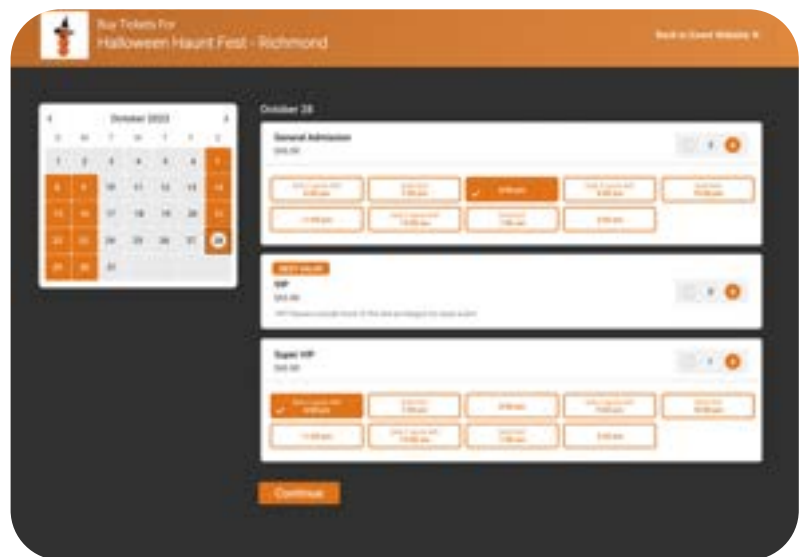
MTE

Patent-Pending Multi-Date, Timed Entry Ticketing

TicketSignup is excited to introduce our next-generation timed ticketing solution that's purpose-built for haunts. We call our next-generation timed ticketing MTE, which stands for multi-date, timed entry ticketing. MTE is a patent-pending highly efficient database for generating and editing dates and time slots (and all the associated data like pricing and caps) with an intuitive and easy-to-use calendar interface.

What makes TicketSignup's MTE the best fit for haunts?

- Actionable day, week, and month calendars to make edits, manage attendees, view data, adjust pricing, caps, and more.
- Custom color coded dashboard views to make event data more understandable.
- Offer flexible purchase path options for multi-date and multi-date timed entry events.
- Next-Generation Reporting, including date and time-slot filters and calendar-driven summary reports.



Pricing

Set and Manage Pricing

TicketSignup makes it easy to set pricing and make updates. Create dynamic sales windows (i.e. ticket sales close 5 minutes after a time slot starts) and easily implement price increases (i.e. prices go up on September 30th, and again 15 minutes before a time slot starts). Notice that tickets are almost sold out? Adjust pricing for a ticket type, day, and/or time slot in real-time.

Ticket Pricing

Months Week Day

< Saturday, July 20, 2023

	Autie Ruins Autie Ruins	Bank Heist Bank Heist	Around The World Around The World
12:00 PM	10 of 30 Sold \$40 - \$50 Autie Ruins	5 of 30 Sold \$40 Bank Heist	22 of 30 Sold \$40 Around The World
12:30 PM	SOLD OUT 30 of 30 Sold \$40 - \$50 Autie Ruins	0 of 30 Sold \$40 Bank Heist	15 of 30 Sold \$40 - \$50 Around The World
1:00 PM	SOLD OUT 30 of 30 Sold \$40 - \$50 Autie Ruins	0 of 30 Sold \$40 Bank Heist	SOLD OUT 30 of 30 Sold \$40 - \$50 Around The World
1:30 PM	22 of 30 Sold \$40 Autie Ruins	10 of 30 Sold \$40 Bank Heist	SOLD OUT 30 of 30 Sold \$40 - \$50 Around The World
2:00 PM	28 of 30 Sold \$40 Autie Ruins	0 of 30 Sold \$40 Bank Heist	15 of 30 Sold \$40 - \$50 Around The World

Moonsdown Spooky Haunt

Edit Time Slot Pricing Save Cancel

Saturday, July 20, 2023

12:30 PM - 1:30 PM Wild West \$40 - \$50 24 Sold

Price \$ 40	Price Event Opens	Price Period Type Value	Start Time 10/02/2026 11:59 PM
Add Price Change			
Price \$ 50	Price Event Price Change	Price Period Type Value before Timeslot starts	How many days? 3 At what time? 10:00 AM
Add Price Change			
	Price Event Closes	Price Period Type Value after Timeslot starts	How many minutes? 15

Price Period Type
Value after timeslot ends

Date

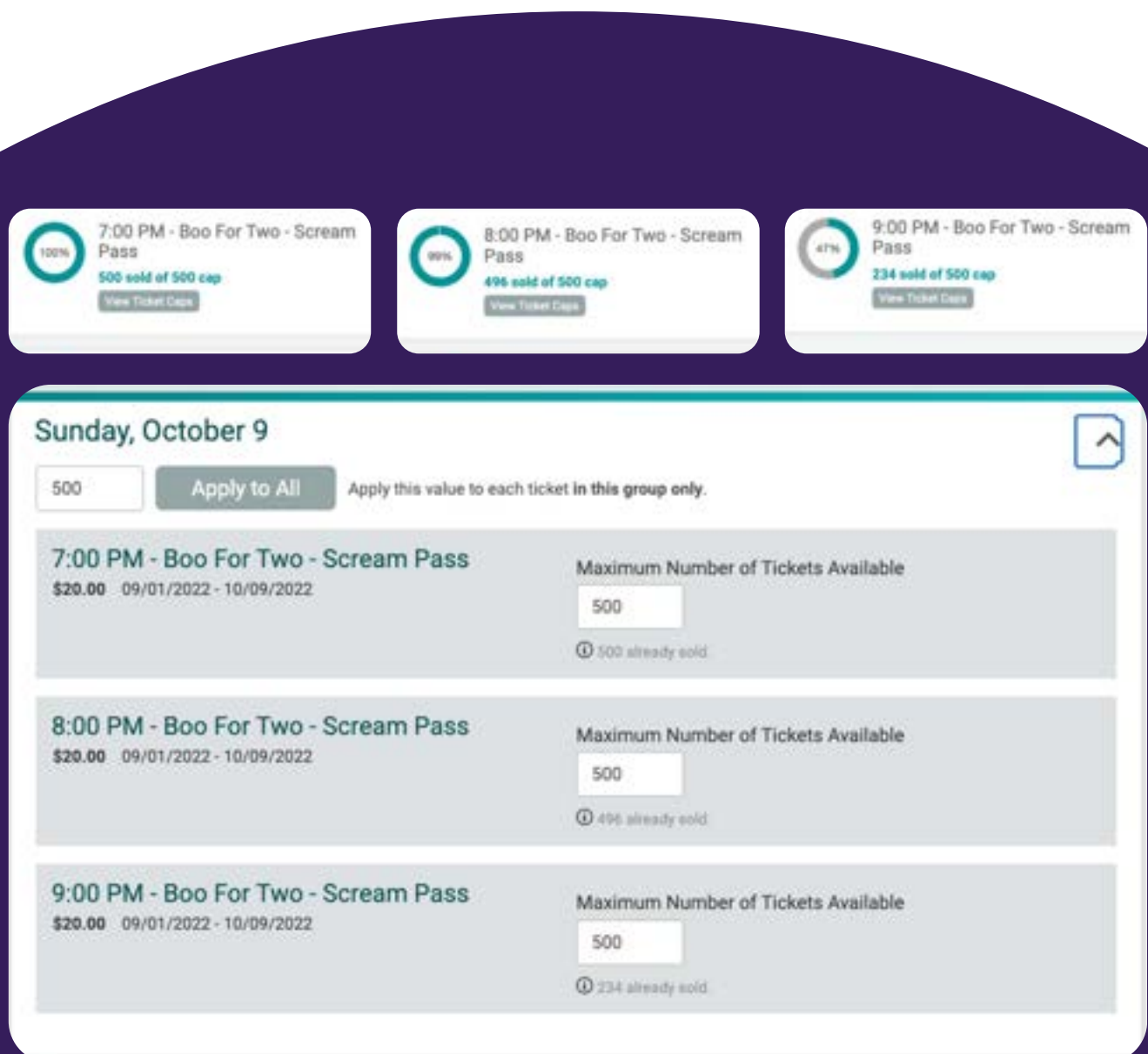
- Minutes After timeslot starts
- Minutes Before timeslot starts
- Hours After timeslot starts
- Hours Before timeslot starts
- Days After timeslot starts
- Days Before timeslot starts

Save Cancel

Caps

Set and update available tickets.

Set and update available tickets by ticket type, date, and/or time slot. Use advanced cap settings for complex events. Track your ticket sales and CheckIns vs. caps from the dashboard. Easily update available tickets or pricing in real time from the dashboard's easy to manage Caps page.



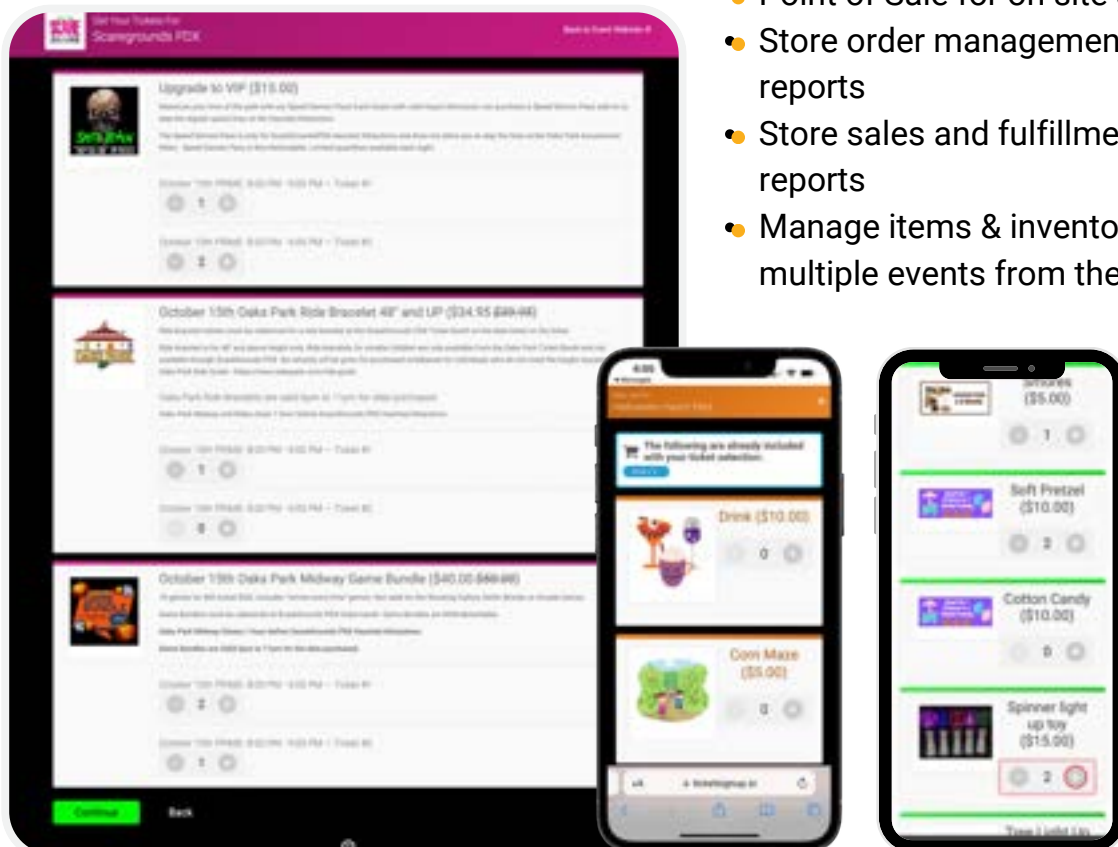
Store

Increase Revenue per Ticket Sold

Upsell items like swag, upgrades, and more in the ticket purchase path. Add a store to your TicketSignup website to sell items outside of ticket purchase. Automatically include items or attractions with tickets; track when they are fulfilled to understand your haunt's throughput. Fulfill and sell items on site with the Ticket App.

- Customize items with image uploads, item descriptions, multiple variants (e.g. color, size), and quantities available
- Add a store to your TicketSignup website to sell items outside of ticket purchase
- Choose whether items are available in ticket purchase, the store, or both
- Automatically bundle items or attractions with tickets
- Fulfill store items and attraction CheckIns on site via the Ticket App

- Point of Sale for on site store sales
- Store order management and reports
- Store sales and fulfillment summary reports
- Manage items & inventory across multiple events from the Warehouse

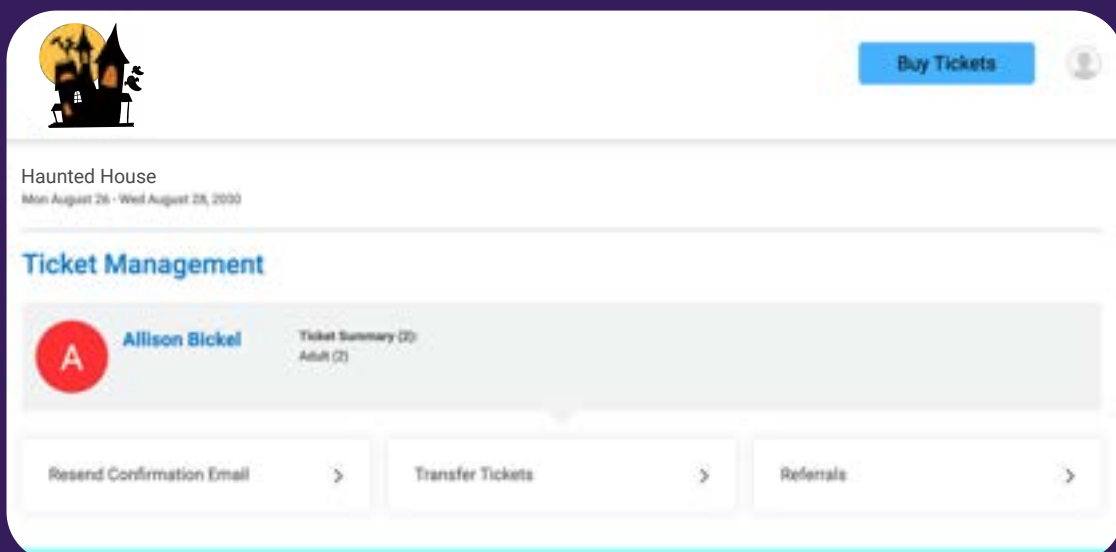
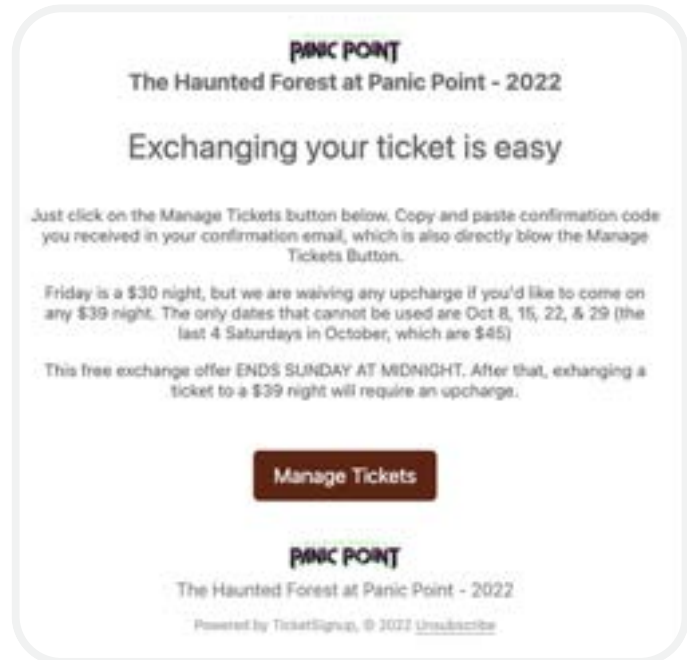


Manage Tickets

Deliver exceptional customer service

Enable self-serve ticket management so that attendees can move their own tickets to a different date and/or time for free or a fee. Rained out? Let attendees of that night move their tickets to a new date that works for them - no phone calls, emails, or texts needed!

Directors can also easily manage tickets for an attendee from an easy-to-use page - issue refunds, transfer tickets, add items, and more.



Reports

View, Customize, and Export Event Data

TicketSignup makes your data available and easy to view & export when needed. With new calendar views

- Email Reports
- Referral Reports
- Financial Reports
- Sales Tax Reports
- Donation Report
- CheckIn Reports
- Ticket Sales Summary Report
- Ticket Transfer Report
- Store Orders and Summary Reports



Question Response Summary

HOW DID YOU HEAR ABOUT THE CONVENTION?

RESPONSE	TOTAL
Printed Flyers	5
Other	98
Radio	24
Jesse Smith / Loose Screw Tattoo	47
Social Media (Facebook, Instagram, TikTok, etc)	225
Word of Mouth	91
JD Crowe / Ancient Art	13
Billboard Advertisement	3
TV / Commercial	4
Local News Media	2

Download as CSV

ID	Date	Event Name	Time	Location	Organizer	Paid	Processing Fee	Other Fees	Event Profit	Transaction	Status
#547	02/08/23	Friday 10/6 - VSP: 8 - 9:30pm	3:21pm CST	PA 19106	Allison Bickel	\$140.51	\$8.90	\$11.61	\$125.00	ay_XOXMPYVH9R2BNKGK82_0	No
#548	02/08/23	Saturday 10/7 - 6 - 6:30pm	3:20pm CST	PA 19106	Allison Bickel	\$41.69	\$3.30	\$3.39	\$35.00	ay_XOXMPYVH9R2BNKGK82_0	No
#549	02/08/23	Sunday 10/8 - 6 - 6:30pm	9:38am CST	VA 23116	Cameron Ballard	\$30.07	\$2.65	\$2.42	\$25.00	ay_XOXMPYVH9R2BNKGK82_0	No

Financials

Integrated Payments and Sales Tax

Unlike many vendors, TicketSignup is a Payment Facilitator. This means we have been authorized by the credit card network and major brands like Visa, MasterCard, Discover and American Express to handle payments directly within our system. This means that all financial reports are reconciled – no more having to figure out transactions matching between Stripe or Square and your ticket system. Combined with our sales tax system, your accountant will love you, and you will know exactly where your money is and where it came from.

We handle fighting and handling all processing for chargebacks. We also make it simple for you to issue refunds to customers for those situations when they need it – and it is all recorded in one place. Weekly payouts, with daily payouts by request and approval.

Sales Tax

TicketSignup takes care of all the obligations of calculating, collecting and remitting sales tax for ticket events. This takes many hours of work, as well as fears of incorrect calculation, off of event operators.

All ticket vendors are obligated to provide this service for states that require “Marketplace Facilitators” to collect and remit sales tax.

Sales tax is complex. There are actually 9,000 jurisdictions (State, County, City) who collect sales tax, with varying rules across thousands of categories. As an example, events in Phoenix, AZ need to make sales tax calculations for Arizona, Maricopa County and the City of Phoenix.

Summary By State

This table shows the total tax collected per state. It rolls up all jurisdictions (e.g. county and city) into the state.

STATE	REMITTED BY	NUMBER OF SALES TAX TRANSACTIONS	TAXABLE AMOUNT	EXEMPT AMOUNT	TOTAL SALES TAX
US/AR	RunSignup, Inc.	4	\$0.00	\$54.67	\$0.00
US/AZ	RunSignup, Inc.	7	\$65.71	\$0.00	\$5.07
US/CT	RunSignup, Inc.	9	\$43.42	\$0.00	\$4.02
US/FL	RunSignup, Inc.	57	\$0.00	\$463.79	\$0.00
US/HE	RunSignup, Inc.	3	\$11.49	\$0.00	\$0.52
US/MI	RunSignup, Inc.	15	\$0.00	\$75.67	\$0.00
US/MS	RunSignup, Inc.	3	\$0.00	\$24.16	\$0.00

EventDay



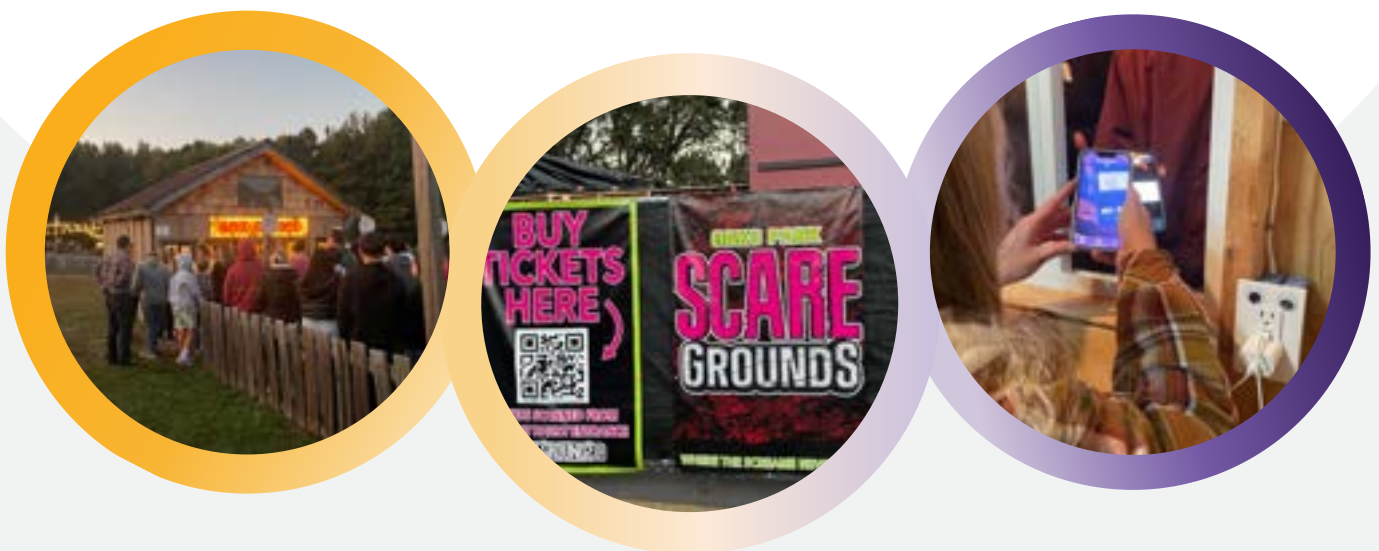
Event Day

Streamline your CheckIn and on site sales

Haunts have extensive responsibilities at their events and they need on site technology that works. All ten of the top haunt events on TicketSignup in 2022 used the Ticket App for CheckIn at their events, checking in 95% of tickets sold. The 5% of tickets that weren't checked in were no shows – that's revenue that events kept from pre-sold tickets and additional capacity to sell more on site tickets.

There were several ways that haunts handled on site ticket sales. Some required that all tickets were purchased online. To make on site sales easy, they used QR codes and/or quick text so that customers could purchase from their phones if they hadn't bought ahead of time. We had several customers use TicketSignup's Square Point of Sale to sell tickets on site, which keeps ticket, caps, and sales tax data streamlined. Others accepted cash or used their existing point of sale solution.

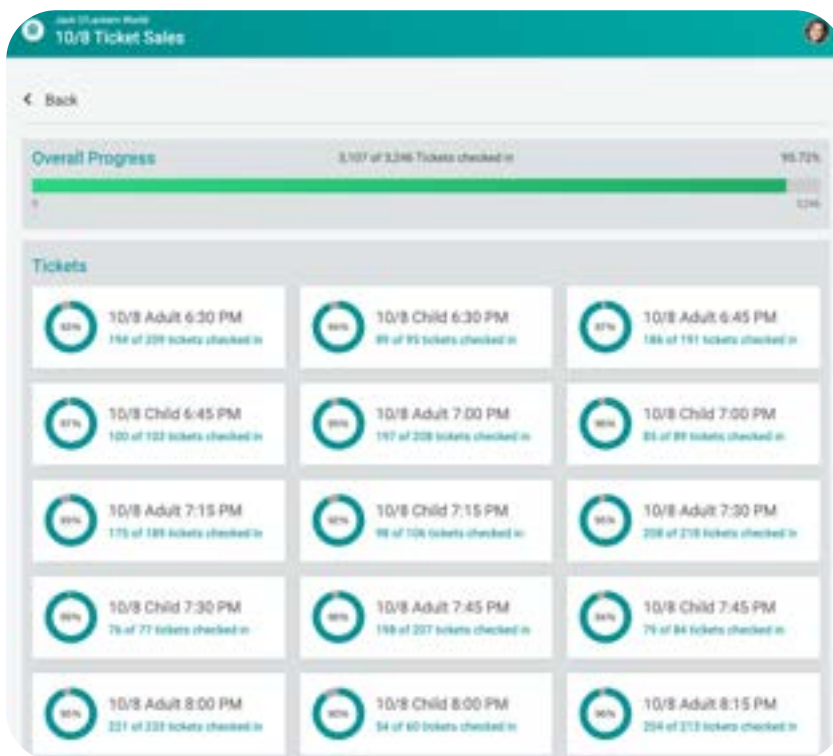
These events were overwhelmingly happy with the Ticket App for CheckIn because of how quickly lines moved with almost no bottlenecks as well as the extra revenue that TicketSignup generates compared to other point of sale solutions, so they all promoted online ticket sales to customers. And we have more EventDay solutions coming in 2024!



CheckIn

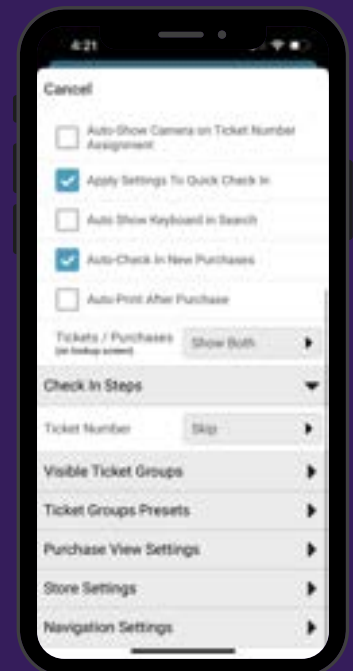
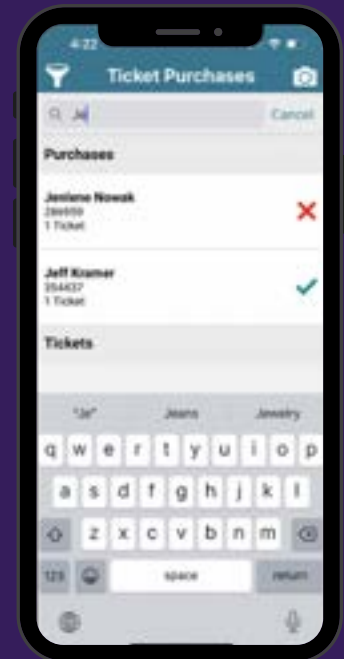
Eliminate lines with the Ticket App

Eliminate lines and improve the CheckIn process for your staff or volunteers with CheckIn through the free TicketSignup Tickets App on any iOS or Android device. Scan QR Codes or quickly search by name. Have large groups arriving at different times? It's easy to split check-ins from the same purchase. Sold store items? The CheckIn App is easily used for fulfillment.



Configuring the app is flexible. Display all tickets or a particular date(s), ticket types, and/or time slots. Show or hide store items and/or attractions.

Monitor progress with CheckIn Stats on the Ticket Dashboard and in the App.

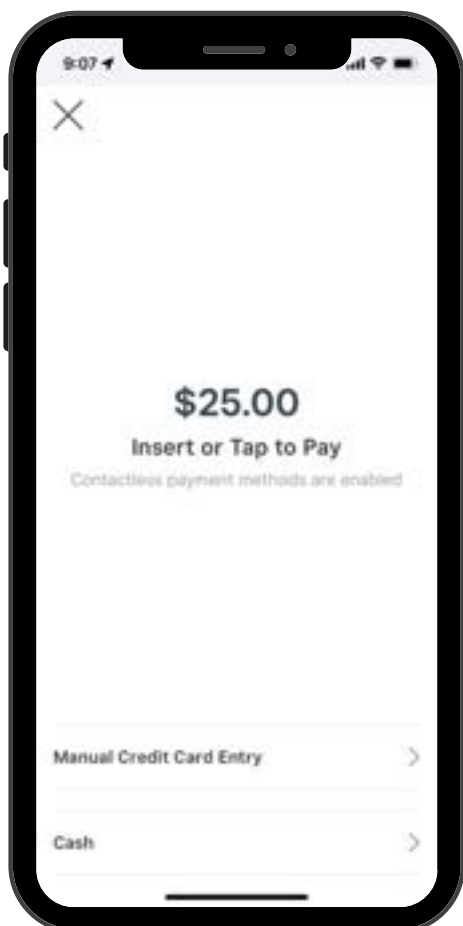


On Site Ticket Sales

Keep Selling Tickets

Ticket Signup offers flexible options for on site ticket sales so that you can keep selling tickets at the door.

Point of Sale: The Ticket App enables you to seamlessly sell tickets on site with Square devices. Bring your own Square account and connect in your dashboard. Customize the Ticket App to only allow PoS, CheckIn, or both. We give you on site ticket sale reports and keep caps in sync across online and on site sales.



QR Codes and Quick Text: Put up signs with a QR Code and text short code that attendees can scan to quickly purchase tickets from their phones - we give you the QR Codes and text codes you need on the dashboard. Attendees absorb processing fees, your haunt benefits from potential revenue share, and you collect all email addresses for future marketing.



2023 Haunt Stats



2023 HAUNT RECAP

Top Haunts on TicketSignup in 2023

TicketSignup worked with 300+ of Halloween events this year. For our second annual Haunt Recap report, we took a closer look at the top 20 haunts that used TicketSignup in 2023. Here are some of the high level stats:

How Much do Haunts Cost?



Most Popular Haunt Nights



When Do Attendees Buy Tickets?

14.6%

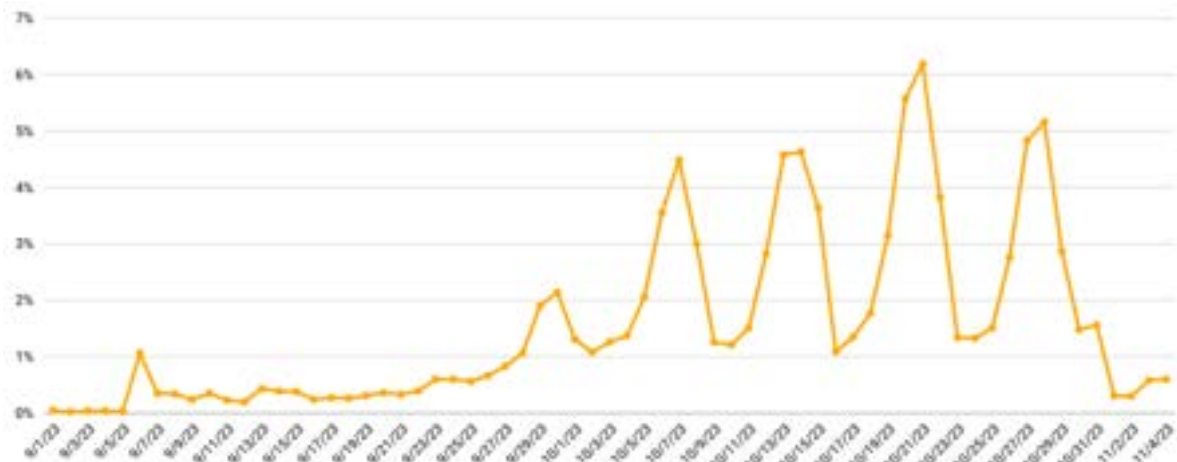
tickets purchased
in September

19%

tickets purchased
on a Saturday

7-8pm

most popular time
to buy a haunt
ticket



How Do Attendees Buy Tickets?

78%

website traffic is
from mobile
devices

84%

mobile traffic is
from apple
devices

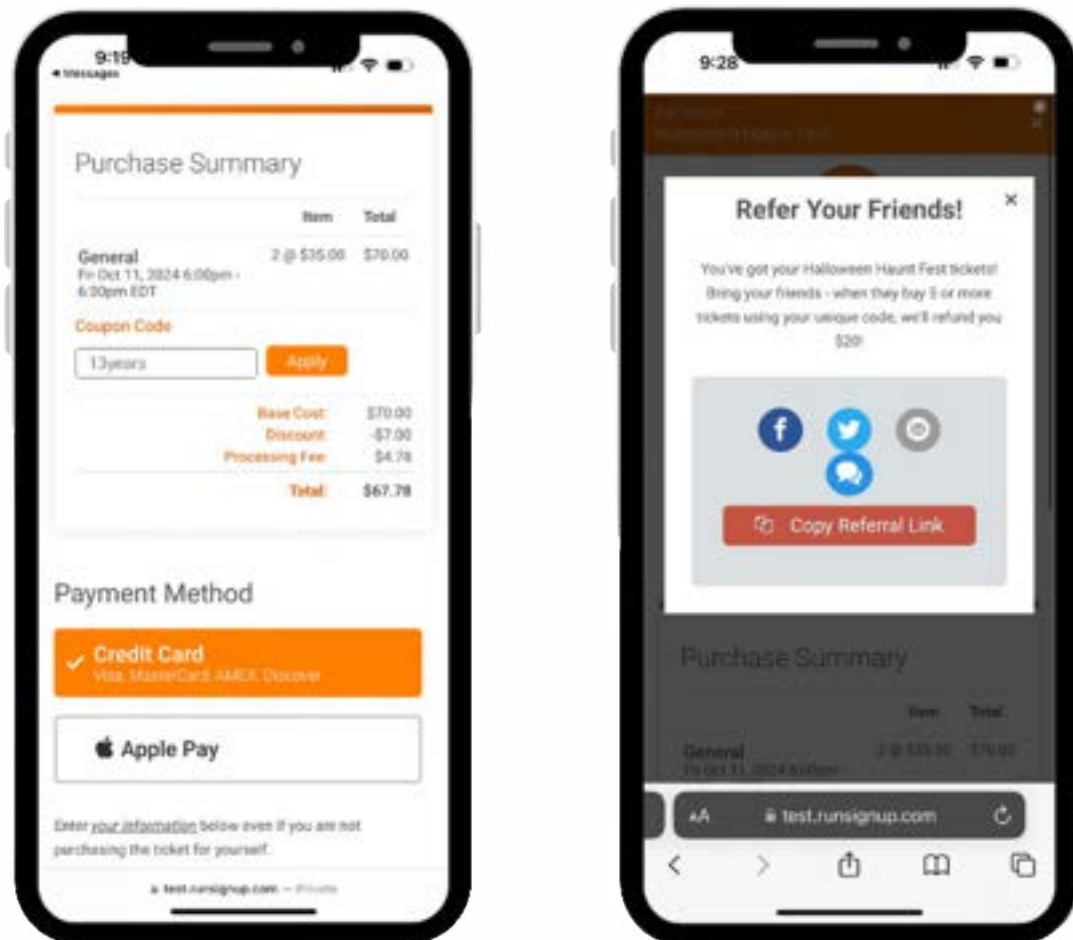
24.5%

purchases used
apple pay to
check out

Marketing Haunts



4.9% of all haunt ticket purchases used a coupon. The average discount amount per cart was \$12. Time and quantity-limited coupons help create a sense of urgency to buy tickets.



Making More Money with Add-Ons

33%

Of haunts sold
add-ons

\$4.50

additional revenue
per ticket when
add-ons were
offered

21.5%

ticket purchasers
added store items
when available



In addition to selling items online, haunts were able to use the TicketSignup App to fulfill add-on orders and sell additional items on-site via Point of Sale.

What About Bad Weather?

10,643

attendees transferred
tickets to a different
date/time slot

.71%

of ticket sales
refunded

.01%

of transactions
resulting in a
chargeback

Check-In Stats

100%

haunts used
TicketSignup's
CheckIn App

93.3%

tickets scanned
with TicketSignup
CheckIn App

6.7%

No show rate

In addition to scanning tickets, the Ticket App can also be used to sell tickets on site via Point of Sale. However, most haunts choose to post QR codes so that attendees can easily scan and buy on site without waiting in line.

Favorite Ticket App Features

- Scan QR Codes or search by name to pull up ticket purchase
- Set up different configurations – from displays to actions and permissions – based on staff role
- Fulfill and sell add-ons, in addition to tickets
- Continue to check-in tickets even if there are connectivity breaks – the Ticket App syncs when there's an available signal
- On Site Waiver Mode (perfect for Escape Rooms!)



Haunted Stage Stop



Haunted Stage Stop

About

Haunted Stage Stop is a production of Spookygrass, a Haunted House production company out of Colorado. As a haunt company without a dedicated building, Spookygrass has operated in three different locations over the last four years. In 2023, they returned to Haunted Stage Stop for the second consecutive year. Self-described as “musicians by day...who also like to scare people at night”, Spookygrass brings a unique take to Halloween Haunts. They focus on taking naturally spooky buildings and transforming them into super-spooky attractions. This year’s building, the Haunted Stage Stop, used to be a music venue/restaurant that the Spookygrass organizers had played at prior to it’s abandonment.

The focus of Spookygrass is simple: creating the best, most authentic experience while supporting the local community.

A Free Website -> A Ticketing Platform Switch

The real impetus for Haunted Stage to switch ticketing providers in 2023 was simple: a free website. Their TicketSignup website came with several key benefits:

- No monthly fee to maintain a website – but the website can still be customized and branded to match the event.
- With a custom domain, ticket purchasers are able to buy their tickets right from HauntedStageStop.com, without being taken to an outside ticketing company.
- No accounts required, building trust that purchaser data was safe.
- New feature release! A custom favicon was important to Haunted Stage to make sure their website always looked like their website.



"If you aren't using a custom favicon, you don't have a website."

– Andy Reiner, Haunted Stage Stop

Managing Attendees Before the Event

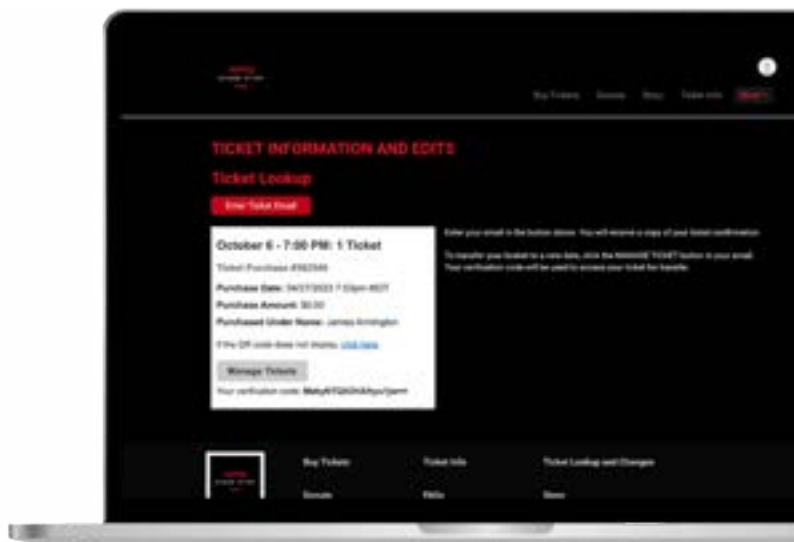
The Haunted Stage Stop website doesn't just look cool, though – it's also functional. In addition to a clutch FAQ page, the website includes a page for Ticket Lookup and Changes. This simple page solves two common attendee problems: locating ticket information lost in email, and allowing for changes to ticket days/times. By adding a button that re-sends the confirmation number, the attendee can either confirm their information or use the Manage Tickets button in the email to update their timeslot. The event enabled self-management of tickets to allow ticket holders to manage their tickets and change their day or timeslot on their own.

There will always be outliers who need additional hand-holding, but providing self-serve options on the website reduces the customer service needs for the Haunted Stage Stop team. With 6% of attendees changing their ticket timeslots, self serve eliminates a lot of email and phone support. And it looks like it kept attendees happy, too: ScareFactor.com rated their customer service as a 9.94!

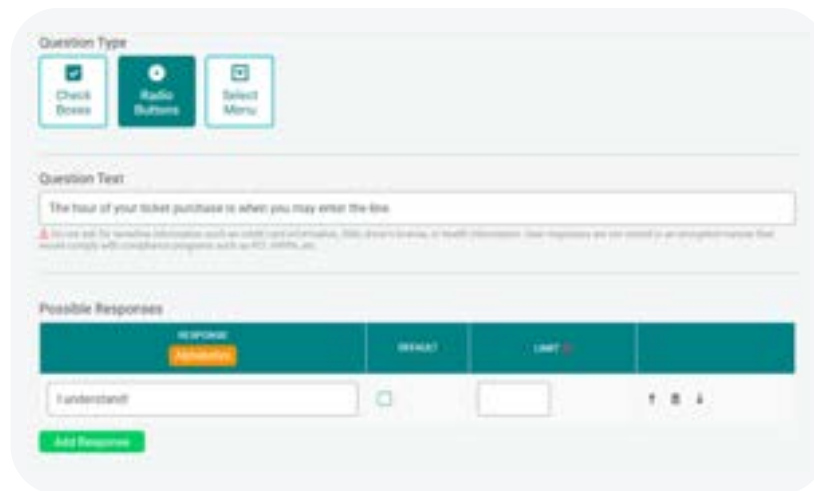
Thorough FAQ Page



Ticket Lookup & Changes Page



Haunted Stage Stop tickets are all timed entry to maintain an even and manageable flow of traffic and avoid the dreaded conga line experience. Then, purchasers are asked to confirm that they understand that they should enter the line at that time. This timed-entry approach, combined with the additional reinforcement of a custom question, helped keep attendees on-time. With that, Haunted Stage Stop could maintain ideal spacing in the attraction.

The screenshot shows the 'Question Type' selection screen in the TicketSignup app. Three options are available: 'Check Boxes', 'Radio Buttons', and 'Select Menu'. The 'Radio Buttons' option is selected. Below this is the 'Question Text' field, which contains the text: 'The hour of your ticket purchase is when you may enter the line.' A small red warning icon and text are visible below the question text. At the bottom, there is a 'Possible Responses' section with a table. The table has four columns: 'RESPONSE', 'DEFAULT', 'LIMIT', and an empty column. The 'RESPONSE' column contains the text 'I understand!'. Below the table is a green 'Add Response' button.

Checking In Attendees – and More

Check-in for the Haunted Stage Stop was relatively seamless with the TicketSignup Tickets App for CheckIn. Team members scanned ticket QR codes as they entered. The only catch: the remote location meant very limited cell service, and trouble for people who hadn't previously saved the QR code. Haunted Stage Stop got ahead of the issue by using free email to send reminders to have the QR code accessible. For anyone who had not accessed the QR code ahead of time, the on-site team could identify the ticket by searching for the purchasers name.

The TicketSignup Tickets App was for more than just checking in attendees, though. They had two types of store items that needed to be fulfilled: merch, and discounted cocktails/mocktails from their partner Gold Dirt Distillery. The store merch, including shirts and hats with custom artist designs, could be checked in and fulfilled on-site.

Then, when it came time for the attendee to redeem their drink, the distillery could scan the same QR code that the attendee used to enter the haunt. One QR code, three potential uses.

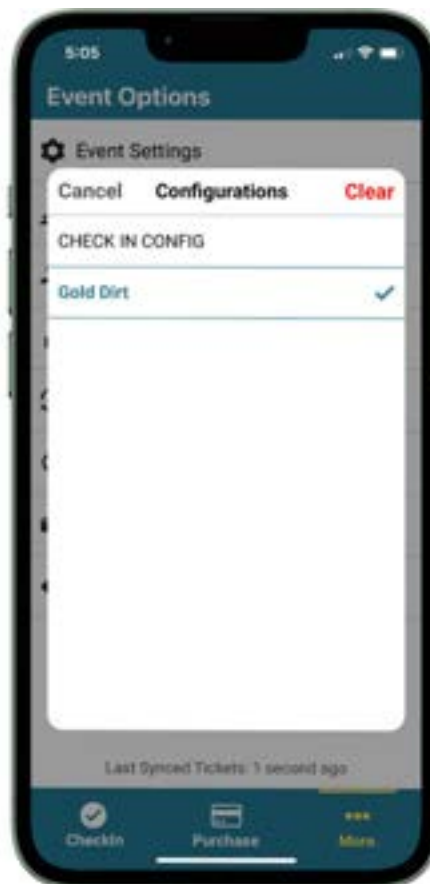
“Initially, we thought having a single QR code for both the entrance ticket and drinks might be confusing, but in practice, **it’s much simpler**. People don’t have to keep track of multiple QR codes to redeem everything on-site.”

– Andy Reiner, Haunted Stage Stop

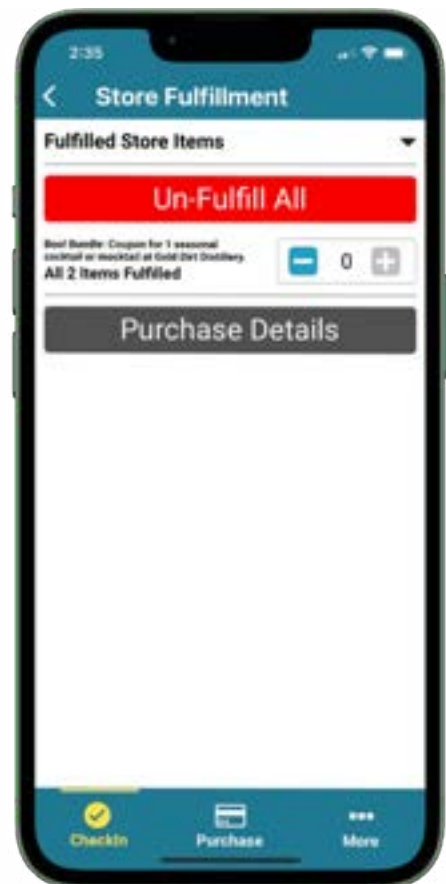
Specific configurations for the CheckIn team and the Gold Dirt Distillery



View of tickets that have been checked in.



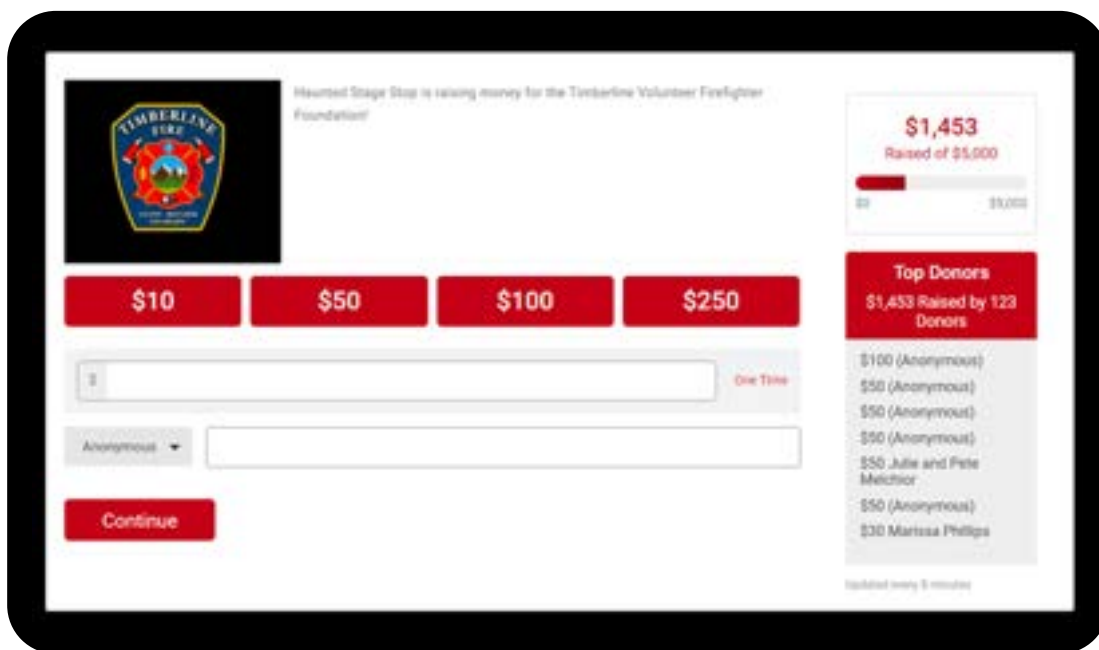
View of the drinks sold in the store and checked in by the Gold Dirt Distillery.



Being a Good Community Partner

Being a good community partner is important to Spookygrass, especially because they have needed support from several communities over the years. In 2023, they raised money for the Timberline Volunteer Firefighter Foundation. To do so, they gave ticket purchasers an option to donate during the purchase path, with donation funds going directly to the foundation. By event close, 23% of purchasers had added a donation for the foundation.

But the partnership was more than just a donation request. They also had volunteer firefighters on-site selling burgers, brats, and hot chocolate at the Haunted Stage Midway on many of their open nights.



Summary

The Haunted Stage Stop may be a transient haunted house, but the Spookygrass remains focused on experiential excellence. The move to TicketSignup helped Spookygrass to start that experience early with a branded website and improved the on-site flow of traffic. Their 2023 scary season was a resounding success, and they are already looking ahead to whatever spookiness 2024 may bring.

Haunted Forest at Panic Point



Haunted Forest at Panic Point

Q&A

This is an edited transcript of our webinar with Brian Garff and Geoff Huguely, the co-founders of The Haunted Forest at Panic Point. We discuss how they grew their haunt from several hundred attendees to selling more than 30,000 tickets per year.

Q: Tell us about the history of The Haunted Forest at Panic Point.

Geoff: We are brothers in law and also business partners. I have some friends up in Maryland who have been doing a haunted forest since 1993. I've always found it interesting and had kicked around the idea of doing one for some time. We went around to some local haunts in our area to understand what the market was like, including my friend's haunt near DC. It was one of their **busiest nights and they did like 5 or 6 thousand people**, so I decided we had to give it a try. We spent 2010 working on developing our ideas and processes. **Marketing was the big thing** we had to think about. We opened in 2011 and the rest is history.



Q: What were some of your goals and key metrics headed into the 2022 haunt?

Geoff: We do close to **30,000 people over the course of the year**, this year we'll be over 30,000. Growing the number of attendees is something we're obviously really focused on. We try to beat the previous year each year. The only year we haven't was the Covid year because we had to put restrictions in place and limit the number of tickets. We do not just open the gate and have three or four thousand people come in. **We have sellouts**. One of the reasons we do that is we want to make sure people have a good experience and **they aren't just waiting in lines**. It also generates demand.

My other big focus is **revenue per patron**, and we want to balance a fair price with profitability. Revenue per patron isn't just the ticket sales. We have three other sources of revenue once attendees enter the haunt. One is concessions and that's quite big. We don't have elaborate food, just basic carnival style food and that does quite well. We also have an **add-on experience, the Carny Crypt, that's \$5 per ticket** (*Note: Panic Point pre-sold 2,675 Carny Crypt tickets using TicketSignup's store to allow attendees to add the experience to their purchase*). We also sell t-shirts and sweatshirts. We always learn something new, and this year we had a college-style grey crewneck sweatshirt and we couldn't keep them on the shelves. We'd get new ones in each week and they'd be sold out in a night or two. We also have carnival games; we give away Panic Point t-shirts as prizes. You go to the local high schools and those t-shirts are everywhere, so it's also good marketing.

Q: What are the most cost-effective, high return marketing strategies for growing Panic Point?

Brian: Digital, digital, digital. That's my line – we're a digital marketing company that owns a haunted house. Some of these directory listing sites that we're essentially forced to participate in aren't really palatable and we do it just to get the clicks. But we want to be at the top of search so we don't have to pay to play. Adwords is a big part of our strategy and does well for us, especially as we build early in the season. We get a snowball effect where **we get more people to buy tickets early**, and it leads to better sales later on.

We were initially reluctant when we heard about TicketSignup's Referral Rewards because we weren't sure how much refunds would cost us. But we went ahead and did it and put the referral link in the confirmation email. We didn't promote it much outside of that. But doing a little math, we ended up getting about **\$50 in revenue for every \$1 we refunded to a patron, which is a pretty good number**. And even if some of those people were going to come any way, it's just another form of a discount when someone is able to sell 5 tickets using their referral link. **So not only are we going to do the Referral Program next season, the plan is to offer some additional rewards to encourage people to share those referral codes even more.** It ties in with our haunts, with our charities, and just getting as many people incentivized to share the link to buy tickets, which incrementally increases attendance. We'll continue to tweak that dial a little more here and there to drive demand in the most cost-effective way possible.



Q: How do you declare a sell out and manage that ticket inventory?

Brian: We figured it out through twelve years of trial and error. That's a conversation we have a lot. Sometimes we look at sales and if we're close to a sell out, we try to figure out how much more can we do. That's a balance between keeping the customers happy and not having employees that can't come in the next day because it was too much for them. It's very delicate and sometimes we land on different sides as we discuss it, but we always end up in a good place. I think where we ended up this year was good, and we intend to keep [pricing and inventory] this way especially if we see any negative economic impacts in 2023. We'll likely reserve price hikes for future years.

Q: How do you price tickets and offer discounts?

Geoff: We have three pricing levels that we do. It's been trial and error over the course of the twelve years we've been open. We know on Saturdays in October people are going to come – and other haunts know that too, that's your premium price. We make our years when we get people to come on the off nights. Our Friday and Saturday night prices are actually pretty close. It's \$39 on Fridays and \$45 on Saturdays. But Sundays are \$30. Especially now with the way inflation has gone up, that's a significant difference. **We pretty much sold out every Sunday night that we opened this year, and pretty early on too.** It's a bargain for people. We sold out our Saturday nights too because people just want to come on Saturdays in October.

The discounts – we do a military discount that's year round. We do deeper discounts earlier in the year to drive interest. **The earlier we get a sell out posted, the better it is for us because people feel like they have to be at Panic Point.** So we are aggressive with our pricing and discounts in September and early October, and then we just let it play out from there.

Q: Could you talk about your VIP Tickets?

Brian: We had a bad experience a number of years ago when we put the VIP tickets out for sale and they weren't priced properly. So many people bought them that it ended up not being a VIP experience. It actually made some VIP ticket holders angry because they ended up waiting the same amount of time as the general admission patrons. So now we limit the VIP tickets to 10-12% of all tickets. The VIP tickets are priced lower on the lower nights and higher on the higher nights. **We only added \$20 to a VIP ticket price on a \$30 night, but added \$30 to a VIP ticket price on a \$45 night, and that's now a \$75 ticket.** That pricing has worked out very well for us because the VIP tickets ended up selling out or just about sold out. Sometimes people want to come last minute and the only tickets left are VIP tickets, so that's what they end up paying for.

Q: How do you manage patron flow?

Geoff: The way we do our patron flow has become pretty tricky. We have a small parking lot that limits us so we have to optimize that the best way we can. We get full capacity into the haunt within the first hour and a half. About 9 o'clock is when people with the early tickets start heading for the exits. Then we limit the tickets coming in for about a half hour and slowly build back up again around 9 o'clock. Our maximum is about 3,000; we did 3,000 this year. We've learned to announce that lines are closing early so that attendees spending a lot of time in the midway can get through all of the attractions before close.

Brian: Our parking has always been free. We'd thought about charging for it since most competitors do. But free parking can soften the blow of paying for tickets, fees, add-ons. We put "FREE PARKING" in the confirmation email this year even though no one gets charged for parking. **It cuts back on patron questions.** Plus they've already spent money on tickets, they'll come in and spend more money on concessions and games with a little bit of goodwill from the free parking.

Q: You and many of the east coast haunts were affected by Hurricane Ian. How do you handle weather-related cancellations?

Brian: That went very well for us this year. In previous years we offered credits for weather-related cancellations. **The TicketSignup system was extremely beneficial. Hurricane Ian closed us on September 30th.** It rained 4.5 inches that day and we knew pretty early on so we called it around 2pm. We sent an email out to everyone that had a ticket allowing them to switch to a different night. We were able to remove the setting to pay the difference between this and every other night – and the 30th was a \$30 night. We gave them 48 hours to switch to any other night, including peak nights, for no additional cost. A lot of them did and a lot of them didn't. But after those initial 48 hours, they paid the up-charge and they all did it gladly because they had been given the opportunity. **They used the self-serve transfer and it went amazing.**

99% of people who used the self-serve option didn't have any questions. When we did get a call, we just told them "Click on the Manage Tickets button and you'll be good to go." **Even the most technologically challenged people could do it.** We finished the season, and just 15 of the September 30th tickets remain un-transferred. Everyone else transferred their own tickets using TicketSignup's self-serve option. Very, very seamless and easy. If that had happened last year it would have been at least 10 hours of customer service work even though we'd given them a credit. **Self-serve transfers took a lot off our plates.**

Q: Could you talk about the change to how you did CheckIn this year?

Geoff: It was a great change. The TicketSignup CheckIn App is great. Of course there are some little things that we're going to talk to you guys about in the off-season that we think could help a bit but nothing major. The **check-in was way more streamlined** then it had been.

The best improvement is when someone shows up without their confirmation email. Previously we had to look it up on a computer. **In the TicketSignup App, our staff can look up purchases by name and check them in right away.** That was the best change for us.

The process became so streamlined that we'll probably be able to do the whole process with one less person next year. One night **we did 600 people in half an hour**, that's great for us. The TicketSignup App is a great way to streamline that check-in process.

We communicate everywhere that people have to buy tickets online. We don't get a ton of walkups – maybe just 5% of our sales. We charge a premium for taxes and fees when they come so it's more than online, but we don't actively promote it. People that are buying cash tickets tend to come at the end of the night. Our parking lot staff will tell them that they need to have confirmation to prevent them from coming down to the haunt.

Q: What was your favorite TicketSignup feature?

Geoff: My favorite feature – well it's two. The self-serve ticket transfer and the TicketSignup CheckIn App. Those two things were definite benefits for us. The one thing I want – and we'll talk to you about this in the offseason – is text notifications (Note: This is on our product roadmap for 2023 and will be available to all haunts next year).

Brian: I would echo those two favorite features. I would add that one of the things I really appreciate is the attention to speed and reliability that TicketSignup has. As we've been approached over the years by different ticketing companies they would all say "We can do better for you. We can sell more tickets, we can do this, we can do that." We'd ask questions and you'd get two or three questions in and there'd be a big dis-qualifier. Our relationship with our previous vendor was very sticky and I didn't know if we'd ever change. When it came to TicketSignup, we started talking to Bryan and asking him those questions I kept waiting for the non-starter. And it never happened. We slowly came to the realization that we were going to do something we didn't really want to do, and that was divorce our previous ticketing partner. **And you delivered on every promise.**

Q: To wrap this up, are there any fun or memorable stories from this year's haunt?

Geoff: This was a first but it wasn't fun. We had an accident right in front of our driveway on one of our busiest Saturdays. Luckily no one was hurt, but it's a two lane road and the state police blocked it all off. We were trying to figure out what to do and we actually remade our parking lot in about 15 minutes. We took down ropes and had people drive over the drainage ditches. We only ended up about 15 minutes behind schedule. It was a unique experience, it wasn't fun but definitely memorable.

Brian: My favorite moments all center around working in the attractions with the actors that we have. I'm responsible for hiring and training them, I'm responsible for managing them. Every single one of us is addicted to the responses that happen when you get the perfect scare. One moment was when we had a good scare and I heard a voice coming from the darkness. She was like "Jim, Jim. I think I peed my pants." For haunters, those are the moments you take a lot of pride in and it gives you a lot of energy.

Pricing



Pricing

No Subscriptions, No Plans, No Monthly Fees

We only make money from processing fees, which can be passed on to attendees. Attendees save even more when purchasing as a family or group because our fees are charged per cart total - not per ticket.

Cart Total	Standard Pricing <i>Includes credit card fees</i>	Discount Pricing <i>Includes credit card fees</i>
\$0	FREE	FREE
\$0.01 - \$249.99	6% + \$1	4.5% + \$.75
\$250 - \$999.99	5% + \$1	3.75% + \$.75
\$1,000+	4% + \$1	3% + \$.75

- Fees INCLUDE all credit card fees + platform fees
- Set your own processing fees and keep the difference. Many of our largest customers do this. One sets a flat 10% fee on their \$85 tickets. That clears them an additional \$3.62 on each ticket for their 6,000 ticket event – over \$20,000 of incremental revenue.
- Discount pricing available for large haunts
- Fees are per transaction not per ticket
- Donations are a flat 4% processing fee

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