



# Lights All Night

Ring in the New Year with ShowClix ticketing solutions



**Lights All Night** is an annual New Year's Eve festival, deep in the heart of Dallas, Texas. The two-night dance party, produced by Highland Entertainment and MCP Presents, showcases a spinning gallery of the most wanted talent from across the international electronic music scene. Lights All Night will ring in 2012 inside the Dallas Convention Center, attached via sky bridge to the brand new Omni Hotel located in downtown Dallas.

*"It's easy; it's clean...  
It's a great, all-around  
system."*

*Scott Osburn, CEO / Talent Buyer of Highland Entertainment, the team responsible for Lights All Night.*

ShowClix provided the ticketing solution for the third annual Lights All Night dance party in December 2010, and ticketing for this year's event is already well underway. With the increasing popularity of dance music, and declarations from all sides that electronic music is the most popular genre in the world, Lights All Night is gearing up to become another smash hit for ShowClix.

## Lights All Night

- Dallas's largest New Year's Eve event
- Two full nights of electronic music
- Headlining sets from world-renowned DJs and producers (Tiesto, Benny Benassi, Girl Talk, MSTRKRFT)
- Inside the Dallas Convention Center, connected to the ultra-modern Omni Hotel
- Massive marketing campaign, across social networks and campuses nationwide

## Why ShowClix?

- Advance payouts based on early ticket sales, every two weeks
- Specialized ticket price levels (GA, VIP, Early Bird, etc.)
- Custom ticket pages through the seller admin platform
- Automatic social media tools (Facebook, Twitter)
- Paperless mobile ticketing, via SMS text message



## From selling early to selling out

Lights All Night is glowing proof that selling tickets to a New Year's Eve event can never start too early. Highland Entertainment's Scott Osburn notes that the ticket sales are "way ahead of schedule." In fact, ticket sales for the Dallas festival are as much as 40% ahead of the curve, compared to other similar festivals booked by Highland.

Ticket sales for the festival began at the end of August, and the network spreads further every day, through the team's forward approach to event promotion. Through a series of direct social media campaigns, the team has amassed a staggering 15,000 followers on social networks like Facebook and Twitter, along with a nationwide team of 100 college ambassadors who promote the event through flyers, posts, and pre-parties, in exchange for internship credit hours.

In addition to the entertainment company's other initiatives, Osburn took advantage of the online marketing tools within the ShowClix platform. Through the ShowClix event page, social media buttons are automatically added to the page, allowing visitors to promote the event through Facebook or Twitter with just one click.

Fans can also engage in discussion on the wall of the ticket page itself with the Disqus board. Finally, the ShowClix event page connects with a Google Maps widget. This unobtrusive feature allows the audience to easily click through for specific directions to your venue, whether it's in the heart of downtown or an exclusive locale outside city limits.

## Paperless ticketing: A convenient nightclub ticket alternative?

Mobile ticketing is one of ShowClix's most popular features, and the fresh ticketing solution is an especially handy tool for nightclub event promoters who cater to the cutting-edge. Shortly before the event, the system provides the buyer with a virtual ticket through an SMS text message, which includes a link for a unique code to be scanned at the door by event staff.

Of course, some audiences still aren't attached to their phones, but for the tech-savvy festival and nightclub circuit, this eco-friendly alternative is beginning to flourish. Scott Osburn reports that even in the early counts for Lights All Night, he has seen a growing number of fans opt for mobile.

"I personally like mobile tickets, especially from an event promoter's standpoint," Osburn said. "At this point in the ticket sales, 20% of our ticket buyers have opted to use mobile ticketing."

With ShowClix's mobile ticketing, New Year's Eve nightclub audiences don't have to keep track of sheets of paper — all they'll need to remember are their phones.





## Events happen in real-time — shouldn't client support be the same?

With New Year's Eve drawing ever closer with each new day, the end of 2011 will be here before we know it, and event promoters have a million things to do before then. Since time is so valuable for such promoters, ShowClix understands how important it is to have immediate access to the ticketing process for the event.

"You're able to get quick answers," Osburn said. "You're not having to go through a huge group of people who pass you on from one department to another."

*"I just enjoy the relationship we have with the team, that I'm able to call ShowClix to get stuff done."*

## Customizing the event page's look for the promoter, not the ticketing company

As a service to the seller, ShowClix can build an event page based on flyers, logos, or other existing promotional materials. One look at the event page for Lights All Night shows how simple it is to make the ticketing page virtually indistinguishable from the event's website. With a simple flyer scan or a high-resolution logo, the ShowClix graphics team can instantly create a page where ticket buyers will still feel engaged with the event, through each step of the purchase process.

ShowClix ultimately leaves the branding keys in the hands of the promoter, though, since the ShowClix seller admin platform also allows full customization of ticketing pages for all events. If a new band or DJ adds to the lineup, or the party gets moved to a new nightclub, promoters can update the ticket page when the change happens, not after a few days.

"Being able to get in there and customize the patron's experience from step one is really important," Osburn said. "Other ticket companies may have the customizability and the backend, but they don't all have it available for the actual producer to get on there and change things up at the drop of a dime, if necessary."