



New ShowClix Technology Supercharges the Fan Experience at New York Comic Con 2018

NEW YORK, NY - October 1, 2018 - Industry-leading event ticketing and technology solution, ShowClix, a product of Patron Technology, is amplifying the New York Comic Con (NYCC) experience by introducing a new, fully-integrated method of badging to help attendees and exhibitors get the most out of this massive annual event. This technology aims to lessen any in-event queuing often associated with such large-scale events and strengthen data collection so the organizers can generate actionable insights.

In each of its six consecutive years working with ReedPOP, the organizers of NYCC and other notable pop culture events, ShowClix has developed solutions to revolutionize the ticketing, admissions, and event-day experiences at NYCC. “We pull out all the stops for New York Comic Con,” said Jarrett Hawrylak, ShowClix Director of Software Engineering. “Working with one of the world’s most iconic events means our team works year-round to create the best possible ticketing and on-site experiences for their fans. We pride ourselves on creating and improving custom adaptations for our partners at ReedPOP, and this year is no exception.”

For 2018’s highly-anticipated event, ShowClix has introduced a convenient, integrated method of badging. Anything NYCC attendees purchase through ShowClix or its integrated partners at the event will be tracked on their admission badge; pre-purchased merchandise, autographs, and other add-ons will all live within the attendee’s badge. For fans, this means eliminating the need to carry separate printed proofs-of-purchase on event day which will reduce time spent in on-site queues. For exhibitors, this translates to the collection of valuable attendee data, providing insight into their on-site activities.

In previous years, ShowClix has worked with ReedPOP to be at the forefront of event technology at NYCC. As one of the convention industry’s earliest adopters of RFID admissions, ShowClix vastly improved entry procedures and security at 2013’s New York Comic Con. In 2016, ShowClix introduced a powerful solution for virtually eliminating the unauthorized resale of tickets with its then-unprecedented Fan Verification feature.

“We’re excited to see our partnership with ShowClix in action for the sixth year running,” said Mike Armstrong, Event Director at ReedPOP. “The advancements they’ve made in our badging process, as well as the work they’ve done through the years has been a huge asset to making NYCC 2018 the kind of experience our fans expect!”

About ShowClix

ShowClix, a product of Patron Technology, is a full-service event technology solution that handles ticketing, marketing, and on-site operations for fandom conventions, museums, festivals, attractions, and consumer shows. Iconic brands such as New York Comic Con, Brooklyn Museum, The Daily Show, and Museum of Ice Cream choose ShowClix to power their events. For more information visit: www.showclix.com/ticketing.



About ReedPOP

ReedPOP is a boutique group within Reed Exhibitions exclusively devoted to organizing events, launching and acquiring new shows, and partnering with premium brands in the pop culture world. ReedPOP is dedicated to celebrations of popular culture throughout the globe that transcend ordinary events by providing unique access and dynamic personal experiences. The ReedPOP portfolio includes New York Comic Con (NYCC), Chicago Comic & Entertainment Expo (C2E2), Penny Arcade Expo (PAX), Emerald City Comic Con (ECCC), BookCon, and more. ReedPOP is focused on bringing its expertise and knowledge to world communities in North America, South America, Europe, Asia, India, and Australia. For more information visit: www.reedpop.com.

About Patron Technology

Patron Technology provides integrated, industry-leading technology that enables organizers of live events to create deeper and more profitable relationships with their ticket buyers, fans, and supporters. Patron Technology's products include ShowClix, Greencopper, Thuzi, PatronManager, Ticketleap, and SeatAdvisor. Event organizers of different sizes and across different segments use these products for CRM, ticketing, marketing, fan engagement, and data management. The high-growth company is actively engaged in building a fully integrated event technology solution of complementary products that deliver a data-driven, holistic understanding of customer behavior. For more information visit: www.patrontechnology.com.

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