ShowClix Director of Marketing to Present Facebook Advertising Session at NACS Convention

PITTSBURGH, PA - June 25, 2018 – Industry-leading event ticketing and technology partner, ShowClix, a product of Patron Technology, will be featured at the National Association of Consumer Shows' (NACS) annual convention with an expert session led by Amy Mrazek, ShowClix's Director of Marketing.

In the June 27th session titled *Sell More Tickets with Facebook Advertising*, Mrazek will detail how event organizers from all backgrounds can utilize Facebook's highly-customizable advertising capabilities to create event awareness, sell tickets, and more.

"Facebook is an invaluable tool for event marketers," Mrazek said. "At ShowClix, we stress to our partners the importance of running highly targeted conversion and remarketing campaigns due to the consistently high return on ad spend they yield. In this session, I will convey how Facebook provides all event organizers with the opportunity to create event awareness, sell tickets, and engage with customers."

Mrazek, whose experience prior to joining ShowClix includes managing digital ad campaigns for a portfolio of Fortune 500 companies, fosters a passion for marketing that extends beyond the office. She also serves as a mentor at AlphaLab, a nationally ranked software accelerator program, and is a Google AdWords workshop instructor for the University of Pittsburgh.

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

About Patron Technology
Patron Technology provides integrated, industry-leading technology that enables its live event organizers to create deeper and more profitable relationships with their ticket buyers, fans, and supporters. Patron Technology's products include PatronManager, ShowClix, Ticketleap, SeatAdvisor, and Greencopper. 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.

ShowClix Media Contact
David Kennedy, Marketing Specialist
press@showclix.com