

## **ShowClix Launches Industry-First Digital Assistant**

*Ticketing automation tool drastically reduces the time and money spent by event professionals in managing the ticketing process*

**Pittsburgh, PA, April 7, 2015** – ShowClix, a full-service ticketing company whose customers include “The Tonight Show Starring Jimmy Fallon” and New York Comic Con, announces the launch of Agent, a smart automation tool that empowers event professionals to more efficiently manage their events. Agent is a first-of-its kind solution that acts as an always-connected digital assistant by monitoring and responding to events in real time with its rules-based technology.

Today’s announcement reflects a shift for the ticketing industry, pioneered by ShowClix. For almost a decade, the company’s industry-leading technology has given busy event professionals a new paradigm for creating memorable events. With Agent, organizers will now be able to offload the unlimited chaotic and time-consuming tasks involved in running an event.

ShowClix CEO Tom Costa said, “We’ve dedicated ourselves to looking beyond simple ticketing to understand the demands of organizing massive events. Agent solves a pain point that we’ve heard from all our customers: they’re spending too much time on the manual process of managing ticket sales and not enough on growing their events. With Agent, we’ve built a tool that is both practical and powerful enough to make ticketing easier for event organizers and let them get back to building their business.”

Agent empowers event organizers to automatically manage tasks around the clock by letting the system do the work. The digital assistant currently handles several simple yet time-consuming jobs, including texting the team when all customers have been checked in, tweeting to alert fans that tickets are nearly sold out, and monitoring traffic spikes. ShowClix expects that Agent will save event professionals time and money while giving them an unprecedented level of control over many of the most important aspects of their business.

“Our team loves it!” said Amanda Campbell, Ticketing and Event Coordinator for LEGO® KidsFest. “It was simple to start using it, and now we receive a text message from Agent every time one of our sessions sells out. We're already seeing the benefits and are excited about all the ways Agent will help us run better events.”

ShowClix’s growth has been rapid since opening its doors in 2007. With over 10,000 worldwide customers organizing 100,000+ successful events, more than 17 million tickets have been sold through ShowClix. The company boasts an impressive list of customers including the aforementioned New York Comic Con, “The Tonight Show Starring Jimmy Fallon” and LEGO® KidsFest as well as The Museum of Modern Art and “The Daily Show with Jon Stewart.” Additionally, ShowClix has seen 40 percent year-over-year growth.

In addition to ShowClix’s leading technology, the company is also known for its seasoned account management team that assists event professionals 24/7, as well as the Event Operations team that travels the globe to support with consultation, admissions and training. Agent is available today for all of ShowClix’s premier customers at no cost.

### **About ShowClix**

Founded in 2007, ShowClix is a full-service ticketing company that leverages the power of technology to connect event professionals with their customers. With a complete software platform that can be tailored for any event and on-site support teams of event experts, ShowClix goes beyond ticketing to help event professionals create memorable experiences for their customers.