

EANS Newsletter

In This Issue:

- 2009 CAFÉ/IAFE Conventions held in Las Vegas, Nevada .../1
- The FunCard System .../2-3
- EANS Annual General Meeting .../4



THE CANADIAN ASSOCIATION of FAIRS and EXHIBITIONS (CAFÉ)

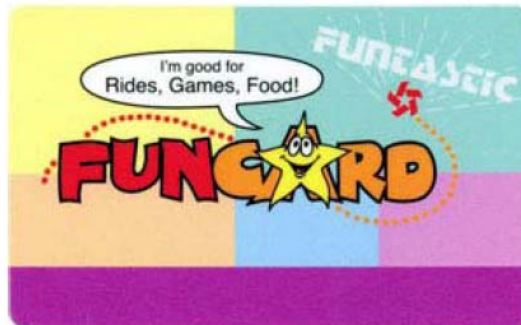
And the INTERNATIONAL ASSOCIATION OF FAIRS and EXPOSITIONS (IAFE)

2009 Conventions

During November and December, 2009, the CAFÉ and IAFE Conventions were held to celebrate fairs and exhibitions across Canada and the United States. Besides providing a National and International connection to the Exhibitions Association of Nova Scotia, they serve as a source of funding and services for the activities of our Association. Many of the workshops and round table discussions provide information for members that can be used in the planning of agricultural exhibitions. In changing times and more modern techniques, it becomes necessary to look to a wide range of activities to select the necessary management approaches. Both conventions have up-to-date processes that have been applied and tested for positive results. The summaries of these processes, provided in workshops and round table discussions at these conventions will be reported in future Newsletters of the Association. In this Newsletter there will be an outline of the " FunCard " presented at the IAFE Convention in Las Vegas, Nevada.



The FunCard System



*Presented at the IAFE Convention by:
Rob Rhew – Amusement Consulting Services
and
Chris McNabb – Solutions One*

The FunCard System has been tried and proven at over 80 fairs, festivals, and events in North America. Each card contains a unique bar-coded control number. When cards are sold, the sale is posted to a central server and associated with that card. The card's value is not stored on the card itself --it is stored on a central server.

Benefits of Using a Card System:

- **Significant reduction in theft**
- **No paper tickets to count**
- **Live/instant reporting**
- **Faster and more accurate transaction processing**
- **Improved monitoring and control of station activity throughout the day**
- **Improved customer service**
- **Improved overall customer experience**
- **Significant increase in revenue Benefits**

What can a FunCard Carry?

- **Tickets & Cash** - Tickets can be converted to cash at the ticket's sale value.
- **Time-sensitive Specials** – Gate admission, Ride/Game/Concession Specials – or any combinations of these.
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How are sales made?

- **Ticket Boxes** - Customer purchases cards at strategically positioned ticket boxes at your event.
- **Kiosk** - Customer purchases cards from un-manned kiosks/vending machines at your event.
- **Pre-Sale** - Cards are pre-charged in advance and sold as line-busters. Can also be sold as promotional items.
- **Internet** - Customer purchases a coupon(s) on the Internet. Coupons are redeemed at a ticket box.

How are Transactions processed?

- Ticket Box sales - performed using a touch-screen device running the user-friendly FunCard Ticket Box software.
- Kiosk sales - Customers can purchase tickets from strategically-placed kiosks around the grounds. This helps to reduce the lines at ticket boxes, while at the same time increasing ticket sales.

Gate, ride, game, and concession transactions are performed using a mobile device running the user-friendly FunCard Mobile software. The FunCard System generates pre-sale coupons that are provided to the on-line ticketing company. The on-line ticketing company makes the offer available to the customer. The customer makes the purchase and prints out their coupons.

Gate Admissions:

Tickets are sold either on the Internet or at an on-site ticket box. Customers are greeted at the gate by an operator using a mobile device. The customer card or internet coupon is scanned. The system either permits or denies entry.

It couldn't be any easier!

**Reports:**

The system provides a multitude of management reports. Reports can be generated anytime during your event and will reflect all transactions processed during the selected time frame, making balancing at the end of the day, or anytime during the day, a piece of cake.

For information on the FunCard system:

Rob Rhew - (503) 761-0989
Monday through Friday, 7:00AM to 5:00PM Pacific

email: sales@funcardsystem.com

On the web: <http://www.funcardsystem.com>

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EANS ANNUAL GENERAL MEETING

ATLANTICA HOTEL,
(Formerly the Holiday Inn)
1980 ROBIE STREET, HALIFAX, N. S.
(corner of Robie Street & Quinpool Road, the same as last year)
ON
JANUARY 22 AND JANUARY 23, 2010

Make this your annual trip for enjoyment & relaxation

Here is what the Exhibitions Association of Nova Scotia and Atlantica Hotel provides for you:

- Free underground heated parking
- Buffet Lunch (January 23)
- Refreshment Breaks (January 23)
- Registration (January 22 & 23)
- President's Dinner (January 23)
- Guest Speakers (January 23)
- Entertainment (January 23)
- Displays by Exhibitions (January 23)
- Pools and Saunas Available
- High Speed Internet Access
- In close proximity to downtown events

We're on the Web!
See us at:
<http://www.eans.ca>

Make this your opportunity to meet and greet members from exhibitions across Nova Scotia and hear about activities and experiences from the many agricultural groups across Nova Scotia.