



# eEvents

GO Cashless



Consider **RFID/NFC technology** for your next event at most affordable rental cost only

# DO YOU

WANT TO MAKE  
YOUR NEXT EVENT  
**CASHLESS?**



## What is RFID/NFC and How Does it Work?

There are several key questions to consider when evaluating the integration of RFID/NFC technology for your event: How will your customers react? What will it cost? What are the risks? We'd like to extend helping hand by providing you with a framework for your decision-making process. This document outlines what you need to know, and how you can make the most of your investment in RFID/NFC technology at your next event.

RFID/NFC is a generic term used to describe a data-transfer process between RFID/NFC tag (chip, paper ticket, wristband, plastic card, etc). and RFID/NFC reader. RFID/NFC is designed to enable readers to capture data on tags and transmit that data to a computer server system, without the need for physical contact.



## RFID/NFC FOR EVENTS

RFID/NFC technology is not new in the event space, it's been tried and tested, and for the events that have made the investment already, RFID/NFC technology is making a huge improvement in two very important areas: the customer experience and data integrity. When it comes to live events RFID/NFC is being used primarily for:

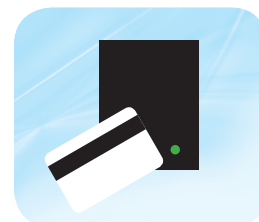
### Access Control

- Speed up event access
- Significantly reduce queues
- Eliminate ticket fraud
- Control unlimited zones on a single system
- Real-time digital reports with capacity counts
- Improve staff allocation during peak periods and locations



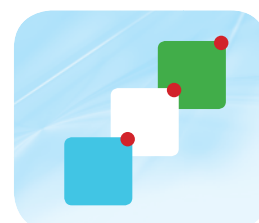
### Cashless Payment

- Increase on-site spending by 30-40%
- Speed up transaction times and reduce queues
- Real-time digital reports for vendor reconciliation and wealth of data



### Brand Amplification

- Connect with guests through interactive brand experiences and encourage their curiosity for example, interactive print (with RFID/NFC tags embedded in a page) creates a print to digital bridge Increase online Impression with social media integration
- Increase sponsorship revenue and create marketing buzz--RFID/NFC tags embedded in toys bridge the physical and online gaming worlds. Give sponsor measurable ROI and tangible analytics based insights





## What's the return on investments (ROI)?

Implementing any new process or technology (RFID/NFC included) will require an investment in time and money. However, the potential upside of a proper implementation is substantial and more than outweighs the investment.



**SPEED UP WAIT TIME BY  
UPTO 5 MINUTES**



**INCREASE ON-SITE  
GUEST SPENDING  
BY 30-40%**



**DECREASE TICKET FRAUD  
UPTO 100%**



**GAIN UNPRECEDENTED  
AUDIENCE INSIGHT**



**ENGAGE AUDIENCE AND  
INCREASE SPONSORSHIP  
REVENUE**

For access control, imagine securing the gate at a festival of 50,000 people; if you experience a large number of ticket fraud causes (fake tickets/wristbands, sharing of wristbands through pasbacks), the ROI could be substantial. If you can eliminate even a few hundred causes of fraudulent tickets, saving very easily get into the six figures.

For Cashless Payment, the increase in on-site guest spending can be significant due to fast transaction times and reduce queue, as well as additional features such as top-up.

For events implementing a cashless payment system, there are also significant cost savings from minimizing shrinkage and eliminating cash transportation, security and reconciliation management expenses.

## What is Cashless Payment?

For festivals and live events, no cash or credit cards are used to make direct purchases for food, drink, products or services on-site. No more fumbling for cash or waiting for credit card transactions to process.

Instead, guests can make fast and secure purchases using digital payments with a simple single-tap of their RFID/NFC enabled event wristband, paper ticket or plastic card. The funds are deducted instantly from the guest's account balance and recorded digitally in real-time in server reporting system.



Cashless Payments are extremely convenient for guest, vendor and event organizers. All transactions are processed digitally and accessed in real-time, allowing event organizers to decrease cost and increase on-site revenue.

Take your event to the next level with game-changing cashless Payment Technology. Once you go cashless, you'll never go back to the way things were!

## BENEFITS OF GOING CASHLESS

<b>ONE SINGLE WRISTBAND/TICKET</b>	With the full range of possibilities that RFID/NFC solutions provide, guests only need one RFID/NFC wristband, ticket or plastic card to access the event site, make convenient cashless payment and engage with sponsorship interaction. One single solution does it
<b>CONVENIENT TOP-UPS</b>	Guest can load credit onto their account easily at a event's top-up station.
<b>FAST TRANSACTIONS</b>	Tap and go digital payment is super-fast! No more fumbling for change.
<b>REDUCED LINE UP</b>	No more waiting in long lines at participating vendor locations for food, drink or merchants.
<b>HAPPY GUESTS</b>	Guest spend more time in enjoying the event.
<b>INCREASED SPENDINGS</b>	Guests get what they want, when they want it! Cashless is fast and simple to use.
<b>HAPPY VENDORS</b>	Increased sales and a simple reconciliation process post-event Ensure vendors receive their payments quickly and efficiently.
<b>SALES REVENUE INCREASED</b>	With advanced top-ups and faster transaction, experience an increase in on-site spending by 30-40%.
<b>SECURITY</b>	The cashless card system is fully secured with 64 bits of 3DES encryption along with TLS encryption on communication. If registered tag/card is lost or stolen, it can immediately be deactivated and replaced without any loss.
<b>REDUCED CASH HANDLING</b>	All payments made on-site are processed digitally without the hassles of handling large amount of physical cash, simplifying your operations and reducing time and staffing costs.
<b>REAL-TIME REPORTING</b>	No need to count or weigh tokens! All on-site purchases are instantly recorded online digitally.
<b>CONTROL &amp; TRANSPARANCY</b>	Gain a deeper understanding of what products and services your guests enjoy the most with accurate sales reporting.
<b>AUDIENCE INSIGHT</b>	A wealth of consumer demographic and purchasing data allows you to optimize your event and increase sales.



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