



## Electronic Ticket Agent Client Information

Welcome to the new eKiosk Inc. (EKI) Electronic Ticket Agent (ETA) distribution system. EKI looks forward to helping you capitalize on this exciting new ticket sales distribution channel.

This document outlines all of the content requirements eKiosk needs to add your ticketed items to the system. The requirements are broken down into 3 distinct categories: Corporate information; Ticket information; and Reporting information.

### Corporate Information

Please provide the following information.

**Corporate (legal) Name:**

**Corporate Address:**

**Corporate Contact:**

Title:

Tel:

Fax:

e-mail

**Marketing Contact:**

Title

Tel:

Fax:

e-mail

**Banking Information:**

(This information is used to directly deposit transactions into your account)

Bank:

Principle Contact:

Address:

Account info:



E Kiosk Inc.  
1716 Woodward Drive - Unit 112  
Ottawa, Ont. K2C 0P8  
Tel: (613) 224-8279  
www.ekioskinc.com



## **Ticketing information**

In order to effectively sell your tickets, we need the following items. For your reference, sample screens have been provided on pages 5-6.

### **Video**

A 15 second video of your products which runs in rotation on the top video screen, as well as on the touch screen when visitors click on the view video button (See screen 4 on page 6) The video should be supplied as a 640x480 Mpeg video, 30 frames per second.

Note: If you do not have an existing video of your product, there are a number of options that you may wish to pursue. Please see the accompanying rate card on page 7 for video services.

### **Photos**

Images are used on the system in several areas to highlight your product. Images should be in jpg format and be a minimum of 800 x 600 pixels at 72 dpi.

1 main image is needed for the touchscreen attract loop. This full screen image is in rotation on the main touch screen when the kiosk is not in use, and helps attract visitors to the unit. This image should be representative of your product, and can include your logo. (see screen 1 on page 5)

3 or 4 additional photos should be supplied for the secondary screens, which give users additional information on your ticketed items. (see screens 2 - 4)

### **Logo**

Please supply a digital version of your logo, and any additional branding that is commonly used for your ticketed items. Accepted formats include jpg, .ai, or .eps

### **Company Name**

Public name (ie how you would like your company to be shown on the kiosks) (See Screen 2 on page 5)

### **Address and Contact Info**

(if different from Corporate Information)

Please supply the location of the ticketed items and a telephone number for the public that will appear on the printed tickets.

### **Company Tag Line**

Maximum 60 characters. (See Screen 3 on page 6)



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### **Company Overview**

In 250 words or less, describe your products.  
(See Screen 4 on page 6)

### **Ticketed Items (if more than 1 product)**

For each individual product, please supply the following:

#### **Ticket Item Name:**

(See screen 3 on page 6)

#### **Ticket Item Descriptive Tag Line (optional)**

(See screen 4 on page 6)

#### **Ticket Item Overview** (if different than Company overview above)

A 60 word overview of the ticketed item. (See screen 3 on page 6)

A 250 word overview of the ticketed item. (See screen 4 on page 6)

#### **Ticket Categories & Pricing**

List all categories, prices and qualifiers such as:

**Adult**, 18 years and up: \$25.00

**Youth**, 12-17: \$20.00

**Child**, 2-11: \$15.00

**Children under 2** free

(See Screen 4 on page 6)

#### **Taxes**

Indicate which taxes are applicable (ie. PST, GST, Entertainment Tax) their % amount, and whether or not these are included in the above prices, or have to be added.

#### **Hours of Operation**

Indicate when the ticketed item is available for **and** any additional information that would prevent a visitor from using their ticket. Examples include: Weather permitting, or Closed holidays, etc.

#### **Additional info**

Include any additional information that the purchaser would need, such as “Call to arrange a pick up time, Call to confirm, etc.

#### **Terms & Conditions**

Provide any terms and conditions that a user must agree to before finalizing their transaction.

#### **Barcode (optional)**

Please provide information on any numbered barcodes that will be needed on the printed tickets





## Reporting

The ETA system provides an automated reporting system to keep you up to date on the transactions. Depending on your products, you can determine what information you need, and the frequency that you receive this information.

### Default Report

The default report supplies you with an overview of all tickets sold, when they were sold, the location of the kiosk for each sale. This report can be generated daily or weekly and is automatically e-mailed to a contact or contacts of your choosing.

### Immediate Report

The system can also notify you immediately any time a ticket is sold. This is required for certain types of tickets.

Please supply the following

### Contact Report e-mail(s):

### Require

- Default Report     Daily     Weekly  
 Immediate Report

### Notes:



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# Electronic Ticket Agent - Sample Screens



Top Video Screen runs 15 second videos of each product in rotation.

### Screen 1

Animated intro screen has images of each product in rotation to help draw users to the ETA



### Screen 2

In each category, users are presented with the available options. These include:

**Company Name**

**Company Tag Line** (if available)

**Image** (may be different than Screen 1)



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**Screen 3**

For vendors with multiple ticketed items, the following is available:



- ← **Company Name & Tag Line**
- ← **Ticketed Item Name**
- ← **Ticket Item Overview (60 words or less)**
- ← **Ticket Item Image**

**Screen 4**

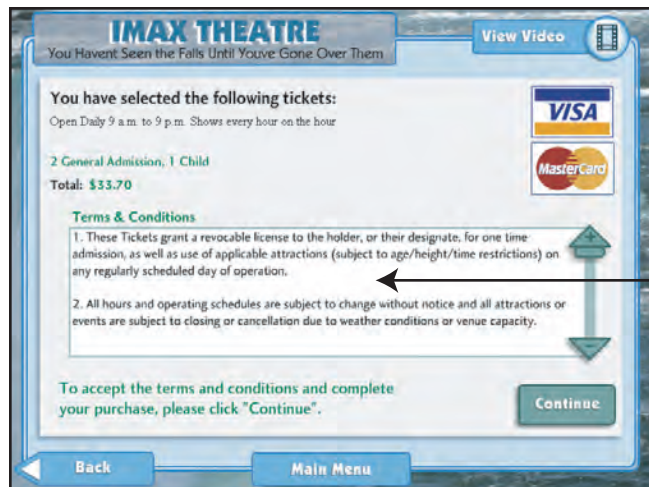
Each Ticketed Item has a main info page that contains the following:



- ← **Link to 15 second video**
- ← **Company Name & Tag Line**
- ← **Additional Images (rotating)**
- ← **Company/Ticket Overview (250 words or less)**
- ← **Hours of Operation**
- ← **Ticket options & pricing**

**Screen 5**

Confirm Screen contains the following:



- ← **All Terms & Conditions that must be agreed to before finalizing transaction.**



## VIDEO PRODUCTION RATES AND SERVICES OFFERED IN ASSOCIATION WITH EKIOSK INC.

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### **Package 1:** KIOSK PROMO – 15 seconds

Fifteen Second Promotional Video based on client supplied digital photos and electronic artwork (logos, illustrations).

Graphic Formats supported - .eps, .psd, .jpg, .tif

Package price: \$1,250 plus applicable taxes

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### **Package 2:** KIOSK PROMO – 15 seconds

Fifteen Second Promotional Video based on client supplied broadcast video, digital photos and electronic artwork (logos, illustrations).

Graphic Formats supported - .eps, .psd, .jpg, .tif,

Video Formats Supported - BCSP, DVCAM, DVCPRO, DVCPRO HD, MXF

Package price: \$1,750 plus applicable taxes

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### **Package 3:** KIOSK PROMO – 15 seconds

Fifteen Second Promotional Video based on original video shot by inMotion team, client supplied digital photos and electronic artwork (logos, illustrations).

Graphic Formats supported - .eps, .psd, .jpg, .tif

Video Formats Supported - BCSP, DVCAM, DVCPRO, DVCPRO HD, MXF

Package price: \$4,000 plus applicable taxes

#### **ADDITIONAL SERVICES:**

30 Second Broadcast Commercial suitable for delivery to TV stations. Includes professional voice over and scriptwriting.

Add \$3,000 to Package 3 Price

3 Minute Corporate Video. Includes additional footage, testimonials, professional voice over and scriptwriting.

Add \$11,000 to Package 3 Price

***Bundled Package (15 second promo, 30 second commercial, 3 minute corporate video)***

***Bundled Package price: \$16,500 plus applicable taxes***

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Prices effective January 2007.