



## **ELECTRONIC TICKET AGENT (ETA) VENDOR PRODUCT INFORMATION SHEET**

### **1. What is the Electronic Ticket Agent (ETA)?**

The ETA is a free-standing, self-serving kiosk where tourists and locals alike can view information on regional tourist attractions and events; view information on ticket prices and availability and purchase tickets electronically using credit cards. The tickets are printed by the ETA and retained by the purchaser for admission to the selected attraction or event. Self-serving means that the ticket purchase is handled entirely by the user (guest) through a menu selection process shown on the touch screen built into the ETA. In the case of a hotel location, there is no involvement in the ticket selections and purchases, for example, by front desk staff or hotel concierge. The ETA is owned and operated by EKI. All the ETA's within the Niagara Region are on a network so that they can be monitored in terms of any technical problems. The content of each EKI ticket vendor can be changed at a central location. Changes can be simultaneously uploaded to all ETAs.

### **2. Is the introduction phase of the EKI e ticketing system considered a trial?**

Yes, the introduction phase of EKI e ticketing system in the Niagara Region which lasts to October 31/07 is considered a trial or 'demo' phase. Any EKI Ticket or Site Location client wishing to continue the program must sign an agreement. The agreement terms/ conditions will emphasize length of term and relative EKI service surcharges. EKI First Phase clients will be automatically granted an 'option to continue' subject of course to mutual agreement of terms/ conditions.

### **3. What tourist attractions are available for purchase on the ETA and whose tickets are they when they are purchased by the guest?**

The ticket vendors on the ETA are tourist related attractions and events in the Niagara Region. The emphasis here is selling tourism tickets easily, quickly and securely. EKI ticket vendors determine the ticket prices and any special discounts they may offer. The ticket prices will be the same as those purchased at admissions.

### **4. How many ETA's are there in the Niagara Region and where are they located?**

In Phase 1 there will be 25 ETA units. EKI expects to install an estimated 100 units in the Niagara Region. Examples of where they are located include the Province of Ontario's Tourism Information Centres (TICs) in St. Catharine's, Niagara Falls and Fort Erie, the Niagara-On-The-Lake Chamber of Commerce and at selected hotels and attractions.





#### **5. Will a ticket purchaser see the ETA and know its use?**

The ETA will be installed in common areas that have easy access and high visibility (e.g. hotel lobbies, or near gift shops). The ETA digital on screen advertising informs visitors that they can purchase tickets at the kiosk. The ETA banner ad will promote special events that are happening in town the same day or for the week.

In addition, there will be “ETA Tickets Available Here” sign located on a window near the front entrance plus a small desk top sign similar to the plastic menu folders found on restaurant tables.

#### **6. How do I as an EKI ticket vendor get my ticket/ package information on the ETA and is there any cost?**

Your ticket information or product services information can be similar to the content found on your websites but you should try to get the highest resolution images possible since web-enabled images are lower quality and does not view on the ETA unit’s screens. All the content should be in digital format (text, images, movies etc.) so they can be easily transmitted and published on the ETA unit. There is no cost to the vendor to get their content onto the ETA unit (of course, the vendor may wish to obtain and pay for higher quality images or videos to enhance their content quality on the ETA unit which could also be used on their web sites).

#### **7. Do I get to see it and/or approve your product on screen advertising?**

Yes, you do get to see it and “approve” it. Keep in mind though that there will be a uniform template for all ticket vendors in order to ensure that the content presentation is user friendly and easy to use for the visitor or ticket purchaser because the primary aim of the ETA unit and for your participation is to sell tickets. Final approval for all ticket copy is the sole right of EKI.

#### **8. What credit cards are accepted?**

The ETA accepts credit cards only: Visa, MasterCard and, soon, American Express





**9. Can I change ticket prices and my ticket / product information?**

Yes you can. All the content must be provided as described under point 6. The changes can usually be done within one working day including ticket price changes. However, extensive content changes may take more than one day. Changes are made at the central server and then are simultaneously transferred to all the ETA units located in the Region.

EKI requires the identification of the staff person(s) who are authorized by the ticket vendor to make and submit content changes to EKI.

**10. How do I get rebated any monies deemed outstanding once the ticket has been purchased? How long does it take?**

All financial exchanges are made electronically directly to the EKI client's bank account unless other instructions are provided by the EKI client. This banking process will take 5 to 10 days working days.

Moneris secures and handles all EKI / ETA electronic transactions. EKI is the recognized master merchant. When the ticket transaction is processed to EKI from Moneris, EKI then deducts its service fee based upon the net ticket price (after applicable taxes and transaction fees).

**11. Who pays applicable taxes on the ticket purchases?**

EKI collects the taxes from all ticket purchases made and forwards the amount to the ticket vendor for payment.

**12. How is my ticket advertised / promoted?**

On-screen advertising including brand logo on the touch screen menus and on the scrolling screen located in the upper part of the ETA unit. In addition, the ETA location itself will be promoted as described above.

**13. Will tickets be sold outside the Niagara Falls / Niagara Region?**

Initially, ETA units will be located in communities throughout the Niagara Region including Niagara Falls, Niagara-On-The-Lake and St. Catharine's. EKI does expect to expand into the Toronto market. At that time, EKI will allow for Niagara region vendor tickets to be sold from ETA units located in Toronto but there will be an additional surcharge for the service.





**14. How do I know the ticket was actually purchased at an ETA and therefore is legitimate?**

A sample of a standard EKI/ETA ticket will be provided EKI clients .Clearly identifiable EKI logo, vendor name, ticket information, date of purchase etc. as well as the ETA unit and location number ticket was purchased from.

NOTE: ALL SALES MADE AT ANY ETA ARE FINAL! The tickets will be printed on standard stock

(not thermal print) which results in a higher quality ticket. The ticket has the ability to include a vendor bar code if the vendor uses such a system. Tickets are printed at the ETA only after the credit card transaction has been approved.

Ticket will also have a stub which can be taken by the vendor to better reconcile EKI printed tickets with EKI computer tallies.

**15. What happens if the ETA runs out of tickets? Who replaces the tickets?**

EKI system software is able to detect when ETA ticket stock supply is low. ETA software automatically notifies EKI offices and EKI's Niagara technician will immediately replenish the supply.

**16. Can ETA tickets be stolen?**

The ETA only prints tickets after each ticket transaction is confirmed upon purchaser credit card approval. EKI is not responsible for lost or stolen tickets once issued by ETA.

**17. Is there a way to know how effective the ETA is in terms of ticketing / marketing?**

All ETA ticket purchases are recorded daily by EKI. EKI will know what attracts visitors the most and specific information on ticket transactions such as the ETA unit location and the number and type of tickets sold at the specific location. This is similar to how web site activity is monitored. The EKI purchaser activity log will assist EKI in improving the marketability of each ETA unit. Pertinent ticket sales information will be polled from each ETA and the results will be supplied to EKI clients at end of each month.





### **18. How does one handle complaints concerning the purchaser use of the ETA?**

Although the ETA is a self-serving kiosk and does not require any involvement on the part of site staff things of course seldom run perfectly. EKI provides 24/7 emergency assistance in case problems arise. EKI clients are asked to immediately contact EKI HELP DESK (see EKI personal contact sheet provided). Emergency information is also available on the EKI / ETA web site.

### **19. Are there ticket refunds?**

If ETA e ticket purchasers wish to either cancel or collect a refund the purchaser must contact the EKI ticket client vendor directly. ALL TICKET TRANSACTIONS SUCCESSFULLY COMPLETED BY ANY EKI E TICKETING UNIT ARE CONSIDERD FINAL! Vendor contact information is printed on the ticket and will be available on the ETA itself where the vendor's content is provided.

It is also useful to add that the ETA software will automatically monitor all ticket sales purchases. The purchaser first selects tickets then swipes credit card. The EKI software system does a pre-authorization for the full amount (like in a restaurant), makes sure the funds are available but does not immediately complete the transaction. The ETA begins printing tickets, but checks after each ticket to ensure ticket is in fact printed. When all tickets selected are printed ONLY THEN IS THE PURCHASER CREDIT CARD PROCESSED. If only a portion of tickets are printed, the card is charged only that amount and a message comes on screen explaining that their card was only charged for the tickets that were printed. If this happens, an e-mail is generated to EKI tech support and the ETA brings up a screen indicating the system is temporarily unavailable.

### **20. Who do I call if I have problems or questions?**

An EKI contact **sheet** is attached and is also available on the EKI / ETA web site.





## CONTACT SHEET

John Riley, Technical Support, Niagara Region  
office: 905-374-2878 Email:  
[john@jmrsoftwaresystems.com](mailto:john@jmrsoftwaresystems.com)

Bill White, Niagara Region Sales Consultant  
Office: 905-374-0707 Cell: 905-357-8687  
Email: [billwhite@cogeco.ca](mailto:billwhite@cogeco.ca)

Dan Stankovic, Vice President Operations  
office: 613-824-9572 Email:  
[Dan@ekioskinc.com](mailto:Dan@ekioskinc.com)

