

October 2019



**PLATFORM FOR  
ACCREDITATION, TICKETING,  
FAIRS AND PASS  
MANAGEMENT.**



## A modular and customized platform for every need.

Clappit platform is a completely customizable application to sell any kind of experience. Dedicated to brands and events that aim for success.

It let you develop business ideas without worrying about creating a platform on your own. With the modern platform, you can void high costs: code development, human resources and much more.

- +20 years of experience in the ticketing business
- International case histories
- Quick activation with included housing and hosting
- Modern, safe, scalable, multilingual, mobile responsive
- Box Office application
- Accreditations management
- Advanced access control system
- Pass management
- Integrated with payment and shipment systems
- Functionalities CMS, CRM, SEO, ADV, SOCIAL



## DEDICATED TO:

- **BIG LIVE EVENTS**
- **FAIRS**
- **PRODUCERS**
- **VENUE MANAGERS**
- **SPORTS ORGANIZATIONS**
- **INNOVATIVE ENTERTAINMENT**
- **BUSINESS EVENTS**



## MILESTONE

### 2007-2011

5M+ of tickets sold in Greece, Cyprus, Egypt, Qatar with 140M+ of amount transacted.

### 2011

Asian Cup management in Qatar, organized by The Asian Football Confederation.

### 2011

Ticketing platform certification (Belive 1.0, Italian SIAE and The Revenue Agency) which becomes compliant to seal fiscal tickets for events in Italy.

### 2012

Clappit brand launched.

### 2013

Pass System implementation.

### 2014

New Certification: Android Access Control app, open seasons tickets, new devices (Belive 2.0).

### 2014

New certification: Clappit becomes the first Italian DIY ticketing platform in compliance with current ticketing laws (Belive 2.1).

### 2015

New certification: Android Box Office app, new devices (Belive 2.2).

### 2016

Business Event Implementation.

### 2016

New certification: mobile tickets, digital tickets, RFID tickets, new Access Control and new devices (Belive 3.0).

### 2017

Full Ticketing implementation.

### 2018

New certification: Epson fiscal receipt printers, Evolis PVC card printers (Belive 4.0).

### 2018

Expo Exhibitor implementation.

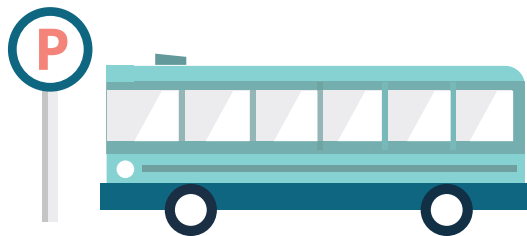
### 2019

New partnerships in EMEA.



## Full Ticketing event platform

- High-performance housing and hosting or dedicated installation on the client's server
- Multilingual: 30+ foreign languages available
- Multi organizer, for simple management of more organizers
- Multi application, to manage multiple sites and applications
- Multi user, to manage, profile and control users, roles and permits
- Multi channel, to manage different sales channels and policies
- Integrated with Google: Analytics, Search Console (SEO), Ads, Maps, Shopping, Events (where available), Translate
- Management of pixels and conversion codes for advertising campaigns and partners
- Payments platforms: Stripe, Paypal, Amazon Pay, Google Pay, Nexi, Visa, Mastercard, American Express, XPay, Satispay, PostePay
- Courier supplements: SDA, DHL
- Social media integrations: FB, IG, IN, TW, YT



## Ready to grow your business

A unique platform with endless features to stand out in the entertainment world. Go beyond the classic ticket and offer amazing customized experiences.



## SELL TICKETS TOGETHER WITH...

- + Hospitality
- + Masterclass
- + Food & beverage
- + Merchandising
- + Meet & Greet
- + VIP experience
- + Parking space
- + Transfer
- + Donations

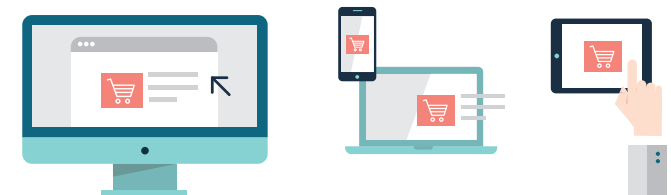
Up and cross selling, pre-configured or modular packages by the user, extraordinary super custom business events.

## Perfect for new shapes of

Platform has a great flexibility which allows us to be the right choice for companies that wish to offer new expressions and methods of entertainment and events.

E-sport tournaments, digital and theme parks, visual and sensational experiences, whichever is your idea of entertainment, we'll be by your side to create the best solution for your business.

## NEW IDEAS? FREE THE POWER OF YOUR EVENTS WITH FULL TICKETING.

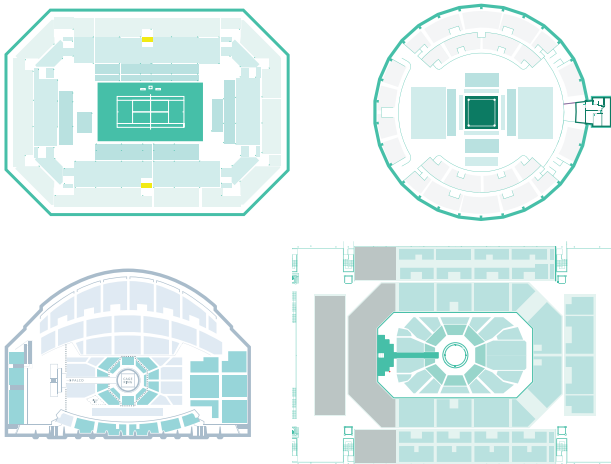




## Sell all type of tickets available

Every customer has their own habits when it comes to tickets and vouchers. To avoid losing public, make all types of tickets and deliveries available.

- Print-at-home ticket with a customizable template
- Digital ticket for smartphones
- Clappit paper ticket 4/8", with anti-counterfeit hologram
- Digital ticket for cards with barcode, QR Code, or RFID devices
- Online purchase and pick-up at venue with a helpful delivery report
- Courier shipment with tracking number management (already integrated with SDA, DHL)
- Presale printing
- Activation of sale points



## CRM, marketing and sales

Reach and satisfy your audience with concrete features designed to simplify, optimize and improve your business.

- Call center sales application
- Season tickets and open season tickets
- Advance sales and sales policies, price lists, fees
- Vouchers, discounts, promotions, early bird
- Creation and delivery of newsletters with custom template
- Distribution list and privacy policy management
- Real-time sales statistics
- Custom transactional e-mails
- Bidirectional SMS notifications
- BOT Telegram
- QR Code and dedicated URLs generation
- Import/export of guests lists
- Complete users data
- Profiling with custom content distribution
- Geolocation
- Loyalty cards with wallet and fidelity points
- Online chat
- Creation of wizard forms for support

## We treat your brand like a star

Your brand must be the absolute protagonist. We design sales portals and responsive mobile websites focused on events, with custom UX UI and SEO compliant to promote reputation and success.

With the freedom to independently manage each channel and add any type of content, such as texts, photos, videos, audios, blogs, surveys, instant-pools, FAQs. Imagination will be the only limit to overcome.



## Box Office desktop and mobile app

Sell until the last available moment and always aim for sold-out with the Box Office application. Modern and friendly interfaces, simple processes with high-level usability to reach maximum speed during the event.

- Sell with an interactive seating map
- Change calculation
- Allotments with password protection
- Accreditation and reservations
- Print multiple orders
- Physical and virtual POS (SumUp)
- Real-time sales dashboard
- Printers: Boca, Custom, Zebra portable Bluetooth, Epson for fiscal receipts, Evolis for PVC supports also with RFID
- Custom sales report
- SIAE fiscal reports (for Italy only)

## Highest security with advanced access control

The platform is equipped with an advanced high-performance access control module. With a simple Android application, every kit can validate 600/800 QR Code or barcodes, by day or night, with Wi-Fi or 3G/4G connection.

- Gates configuration
- Validate every kind of tickets
- Can be integrated with physical turnstiles with functionality expansion
- Import/export of white and black lists
- E-mail/SMS notifications can be activated as soon as the code is read
- Real-time data monitoring dashboard
- Validate passes
- Validate products and service vouchers
- Live report with graph and details of entrances, gates, operators

## Super fast event setup

Lots of options to quickly configure each type of event with many convenient and practical features.

- Fast event cloning
- Recurring events
- Spaces and venues
- Entrance gates
- Numbered seat plan configuration
- General admission "Best Seat"
- Sectors, price sectors, rates
- Shifting
- Purchase by multiple
- States of sale (open, closed, sold-out, etc.)
- Tickets availability



## Customized sales page

With Clappit it is possible to create a private label, or sales page to sell your event tickets directly from your site. The private label is customized with the look and feel of the event or organizer website.

- Mobile responsive
- Customized with your brand/event colors, logos and images
- Multilingual
- Customizable registration form
- Public or private, for example for exclusive corporate events
- Management of event accreditations
- Optimized SEO
- Greater confidence and security perceived by customers



### FOCUS BUSINESS EVENTS

#### Discover the most suitable features for conferences, meetings, etc.

- Accreditation on a private label or with massive e-mail dispatch
- Entry or accreditation in pass or print-at-home format
- Customization of the information requested during the accreditation phase
- Accreditation/pass/entrance ticket customizable in graphics and layout
- Access control
- Massive communication e-mail dispatch
- SMS notifications

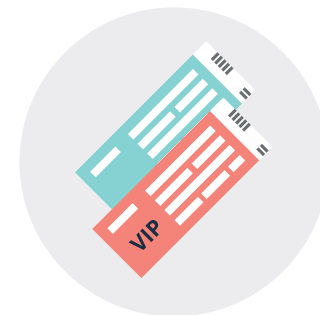
## Accreditation management for events

Thanks to Clappit it is possible to manage also the accreditation for events in different ways.

- Accreditation by massive e-mails dispatch to the contacts indicated by the organizer
- Accreditation of participants
- independently on private labels
- Import of white lists of contacts for registration on private labels also by third parties, with self-filled fields or the

Find out some of the accreditation system features.

- Accreditation in pass format or print-at-home format customizable in graphics and layout
- Integrated access control
- Massive communication e-mail dispatch
- SMS notifications





## Pass System module

Amazing passes to facilitate the work of the staff, crew and increase control of the venue areas.

Management of different types of passes:

- Staff/workforce/press, etc.
- Parking/Transportation
- Services (food&beverage, etc.)

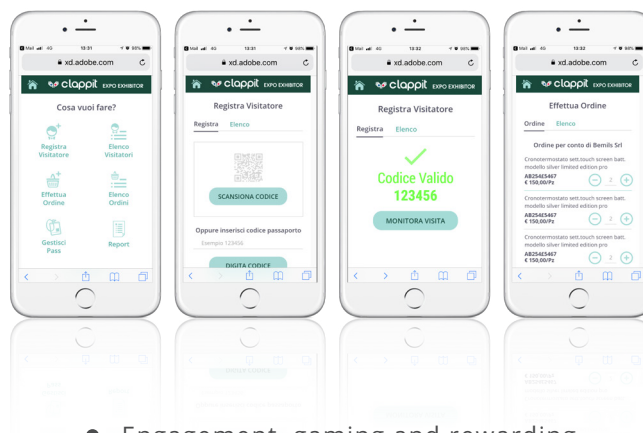
Features:

- Template with different formats
- Customizable front and back graphics
- Management and association of areas, roles and access permits to increase security
- Integration with access control
- Import of lists of names
- Send the pass in PDF by e-mail



## Fairs module - Clappit Expo Exhibitor

The fair becomes a place of modern interest with the advanced features of the expo module, dedicated to stands and participants in trade fair events.



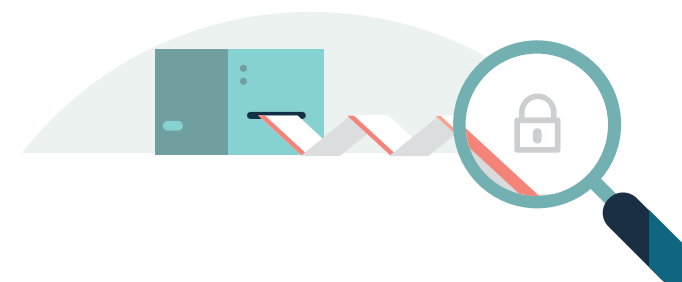
- Engagement, gaming and rewarding activities to stimulate participation
- Registration and dispatch of pass/tickets to access the fair
- Creation of passes for expositors and collaborators
- Register your visitors at the stand
- Product list import
- Place orders at the stand
- Visitor tracking
- Real-time data monitoring
- Management of offers and discounts
- Customized surveys



## ITALIAN MARKET FOCUS

### Compliant platform, active support and training

The platform is certified with SIAE and Revenue Agency and is officially compliant with the Italian legislation (Ministerial Decree 13th July 2000) for the sale of tickets for show and entertainment events.



Together with the legislative expertise in the events business, we can collaborate also with international companies in the Italian market.

## IT security

- SSL security certificate EV 128 bit
- Distributed cache
- Waiting list
- Queuing activation
- 3D secure option

## Anti secondary ticketing functionality

- Re-captcha
- SMS PIN confirmation
- Nominal purchases
- Purchase limit per order
- Purchase limit per person
- Purchase limit per event
- Purchase limit per day
- Tracking log

## Different options of international payment platforms

The platform is already integrated with many payment systems and we are able to implement other circuits on request.

- Stripe
- Paypal
- Amazon Pay
- Google Pay
- Nexi, Visa
- Mastercard
- American Express
- XPay
- Satispay
- Poste Pay (Italy)
- Bank Transfer

## Reports and administration

Clear, detailed and customized reports to check the sales trend and the final accounting report.

The platform allows the integration of accounting systems or the provision of custom flows and patterns.



## IT support

- Scalable platform
- Sizing and configuration of server architecture
- Load balancing
- Customizable development



## Contact us and turn a ticket into a unique experience.

Discover the new ticketing era, give your event an original and unforgettable charm, offer exciting experiences to your spectator.

Tell us your idea, we will be happy to listen to you and give you all the maximum support.

### Bemils Srl

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Recensioni • Eccezionale



TrustScore 9.1 / 10

