

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

843



FROM: Economic Development Agency

SUBMITTAL DATE:
October 27, 2009

SUBJECT: Approval of Service Agreement with Admit One Products

RECOMMENDED MOTION: That the Board of Supervisors approve the Sole Source Purchase Agreement by and between Admit One Products and the County of Riverside for printed admission and parking tickets, E-Ticket service, Point-of-Sale (POS) ticket printing equipment, security bar coded entry badges, and access scanners that provide reporting of ticket sales and entry reports in the amount of \$37,305.00.

BACKGROUND: Riverside County Fair and National Date Festival is in need of printed admission and parking tickets, E-Ticket service, POS ticket printing equipment, entry badges for vendors and staff members, and access scanners for our annual Fair held in Indio from February 12th through 21st, 2010.

(Continued)

Dan Martinez for

Dan Martinez

Robert Field
Assistant County Executive Officer/EDA

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 37,305.00	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2009-2010

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA:

SOURCE OF FUNDS: Fair time Admissions Revenue	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

BY: *Jennifer L. Sargent*
Jennifer L. Sargent

County Executive Office Signature

- Dep't Recomm.: Consent
- Per Exec. Ofc.: Consent
- Policy
- Policy

Prev. Agn. Ref.: ATTACHMENTS FILED WITH THE CLERK OF THE BOARD	District: 4	Agenda Number: 3.58
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Purchasing: *Mark Seiler*
 Mark Seiler, Assistant Director
 Departmental Concurrence

BACKGROUND: (Continued)

Admit One Products has the capability to provide the Riverside Date Festival with an admission system and hard ticket printing solutions all from one company which will ensure secure entry access as well as accountability in providing reporting for ticket sales and entry data.

Admit One Products is unique in that it is the only company that can offer a complete one stop source for all of our admission needs enabling EDA to utilize just one company for our event. It is recommended that the Board of Supervisors approve the Sole Source Agreement, see Exhibit "A", and the Admit One Proposal, see Exhibit "B" attached. No other suppliers are capable of providing all of the above required services.

Exhibit A

Date: October 26, 2009

From: Dan Martinez, Managing Director of EDA

Agency: Economic Development Agency – Fair & National Date Festival

To: Board of Supervisors

Via: Purchasing Agent

Subject: Sole Source Procurement; Request for Agreement of Admission and Access Control for the 2010 National Date Festival.

The below information is provided in support of my Department requesting approval for a sole source. Outside of a duly declared emergency, the time to develop a statement of work or specifications is not in itself justification for sole source. If over \$25,000 the service or product must have Board of Supervisor approval.

Supply/Service being requested: Purchase of printed admission tickets to include bar coding for security purposes and printed parking tickets, E-Ticket service, Point-of-Sale (POS) ticket printing equipment, security bar coded entry badges, and access scanners that provide reporting of ticket sales and entry.

Supplier being requested: Admit One Products

Alternative suppliers that can or might be able to provide supply/service: No other supplier is known to provide all encompassed services. Other suppliers offer one part of the service, however, do not encompass all needed areas.

Extent of market search conducted:

Scope of service provision was inquired to Dillingham Ticket Co. and Extremetix, Inc. Dillingham Ticket Co. has been used in years prior for printed tickets and Extremetix, Inc. has been used for E-Ticket service. Neither company offers a combined scanning system that will incorporate bar coding on printed admission tickets, vendor and staff badges, as well as E-Tickets and allow access scanners to read all admissions to the Fair.

Unique or proprietary features of the supply/service being requested from this supplier, which no alternative supplier can provide:

The access scanning system reads all bar coding from all sources of admissions as the vendor provides the needed linking bar codes.

Reasons why my department requires these unique features and what benefit will accrue to the county:

The access scanning system provides reports for all ticket POS sales and admission entry. The access reports will allow for better security of the Fair and will allow management to manage the admission flow at the gates with information not previously available. The POS system also reduces cash handling errors as Ticket Sellers will utilize the sales transaction receipts.

Exhibit A

Price Reasonableness:

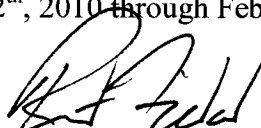
The total price of \$37,305 for the entire package is an additional cost of \$17,000 over the printed ticket price from last year. Of the total price, the printed ticket prices are approximately 10% lower than prior year and the E-Ticket convenience fees charged by Admit One are less than previously used vendor. The cost of the Point of Service ticket paper is about \$1,000 higher than the equivalent printed tickets, however, all unused paper will be purchased back by Admit One reducing the total cost. The total cost of the Point-of-service system is offset by the available sponsorship revenues that will be generated from coupons that can be printed from the system which will allow for advertising of our sponsors. The total price of this Point-of-Sale system will be further offset by staff time saved for reporting purposes as reports will now be tracked and generated by the system. This total cost includes \$5,000 for possible emergency ticket prints or technical support needs and is not expected to be expensed.

Does moving forward on this product or service further obligate the county to future similar contractual arrangements?

No. The county would not be obligated to additional contractual or service arrangements.

How long will the County require this service or product?

The Fair will require these services for the 2010 National Date Festival from February 12th, 2010 through February 21st, 2010.



Department Head Signature

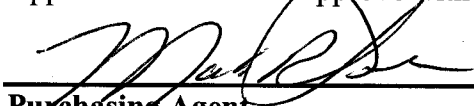
Date

Purchasing Department Comments:

Approve

Approve with Condition/s

Disapprove



Purchasing Agent

10-28-09

Date

Exhibit B



2009-2010
Admission Ticket &
Equipment Proposal
Online Ticketing, Access Control and More....

(CONFIDENTIAL)

October 27, 2009

Quotation prepared for:
Mary Ellen Wilson
Supervising Accountant
Riverside County Economy Development Agency
for
2010 Riverside Date Festival



Riverside Date Festival Proposal 10-09 (v.3)



Mary Ellen Wilson
Supervising Accountant
Riverside County Economic Development Agency
1325 Spruce St, Suite 400
Riverside, CA 92507

Dear Mary,

Thank you for your interest in Admit One Products and our various admission solutions. We appreciate the opportunity to quote you on all of your admission ticketing needs and provide you with our proposal.

As you are aware from my earlier presentation, we are unique in the marketplace since we are one, if not the only company, that can offer you a complete one stop solution in the ticket industry. By offering our customers a one stop source for all of their admission needs it enables our customers to save time by dealing with just one company with the added confidence that all types of admission products for their event including admission tickets, credentials, daily passes, season passes, e-tickets, Kiosk tickets and more will be under one easy report, integrated together, printed accurately and fulfilled by one company.

Admit One Products is committed to providing you with the highest quality solutions and products. We look forward to working with your team and the opportunity to serve you this coming year.

Sincerely,

Michael O'Keefe
CEO/President
Admit One Products



NOTICE OF CONFIDENTIALITY:

This document and the information contained in it are confidential and are the property of Admit One Products. They may not be in any way disclosed, copied, or used by anyone except as expressly authorized by Admit One Products. The document should always be kept in a secure place and should be destroyed or returned to Admit One Products when it is no longer needed.

Furthermore, the enclosed material is time sensitive and is therefore considered firm thirty days from the above date. Admit One Products reserves the right to modify any of the enclosed or related details thereafter. This proposal, and the pricing outlined herein, is only valid when purchased as complete hardware, software, ticketing and service solution.



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1 Executive Summary

1.1 Introduction

Admit One Products (AOP) was established in 2002 to address the ticketing needs of events across the nation. AOP formed a team with over 50 years of combined experience in the admission and access control industry. We have established valued relationships with 1000's of clients including fairs, festivals, events, concert venues, and showcase houses handling their admission needs. Our competitive advantage is established through our Internet Web Applications and our wide variety of stock and custom products and solutions all available from one company. We believe that having one central point of contact can assure more accuracy in managing all aspects of ticket ordering and fulfillment processes.

The purpose of this proposal is to address the Riverside Date Festival's needs and provide the best solution for all your admission ticketing needs.

1.2 One Source – One System

AOP has the capability to provide the Riverside Date Festival with an admission system and hard ticket printing solutions all from one company which will in turn:

- Provide guest with an impressive experience of convenience through the use of technology
- Increase sale opportunities by empowering more guests to purchase online or through onsite KIOSK machines
- Provide secure, audited and controlled bar coded Admission tickets, credentials and passes
- Provide scanning technology that addresses multiple gates, real time inventory, reporting, fast scan speed rates and duplicate scan checks
- Simplify admission operations with comprehensive software, hardware, and services
- Provide set up and onsite tech service
- Provide a central point of contact for all your orders saving you time and money

1.3 New Features/Benefits for 2009

AOP Features	Riverside Date Festival Benefits
New Scanner Software	Increases scan speed which increases put through rate at the gate
POS Ticket Machines	Print on Demand at the gate, add coupons, receipts or a survey to every order
Cellular Wireless Scanning	Offers a solution for remote gates
KIOSK Machine Option	Reduces labor, handles credit cards and e-ticket reprints
Full Color Ticket Printing with new security features and options	Fast, accurate, dependable and secure ticket and pass printing



2 Point of Sale (POS) Ticketing System

2.1 POS Ticket Equipment and Thermal Paper

A) Ticket (POS) Terminals:

- ✓ AOP to provide: 12 Ticket Terminals which will include a terminal, printer and cables plus 1 back up ticket terminal (No charge)
- ✓ Fair to supply: Power and Internet connection to each terminal

B) Time Line for Equipment:

- ✓ 2 POS machines needed from February 1-22nd, 2010 (22 days)
- ✓ 10 POS machines needed from February 12-21, 2010 (10 Days)
- ✓ 1 POS machine provided to fair as back up February 12-21, 2010 (10 days)

C) Onsite Locations of Ticket Terminals:

- ✓ 7 POS Systems for North Gate 1
- ✓ 4 POS systems for South Gate 1
- ✓ 1 POS system with keyboard to stay in Ticket Office area as the "Master" unit
- ✓ 1 POS – Back up Machine – No Charge to Fair

D) Equipment Set up and Onsite Support:

We recommend 2 onsite tech visits – see below

Onsite Tech support schedule:

Monday, February 1, 2010: Drop off 2 POS machines at fairgrounds, set up and train staff and do an extensive pre-event site visit

Hours: 7-9 AM Driving from Tustin to Indio
9-12 Set up and Training
12-1 Lunch
1-2:30 Site Walk Through
2:30-4:30 Drive from Indio to Tustin

Thursday, February 11th, 2010: Set up and Training

Hours: 7-9 AM Driving from Tustin to Indio
9-12 Set up Equipment
12-1 Lunch
1-2 Set up
2-4 Training

Friday, February 12, 2010: Opening Day

Tech to be on call – onsite – Optional at \$200/day special rate

Saturday, February 13, 2010: Expected busiest day

Tech to be on call – onsite – Optional at \$200/day special rate

Any special requests, extra programs or services that are over and above our existing system will be charged at \$125/hour. Issues of negligence or any other situation not related to the fault of the equipment will also be charged at the level of service the Riverside Date Festival would require. AOP will notify Riverside Date Festival of any charges that may be incurred prior to performing any chargeable service that is not covered in this scope of work.



E) Admission System Investment:

1 12 Ticket Terminals rental cost:

- \$125/day x 10 days x 12 terminals = **\$15,000**

AOP to only charge fair the rental cost of the fairs actual dates. AOP agrees to allow fair to use 2 ticket terminals beginning February 1st at no extra charge.

2 AOP Thermal Paper Cost – estimated for 230,000 tickets:

\$18.50/Roll x an estimated 200 Rolls* = **\$3,700**

(*Quantity based on 750 tickets/roll at 3.75" template being used or 255 rolls at 3" template)

Alternate Quote for 175 rolls would only be \$3,237.50

Note: If Fair is using receipts and coupons more paper stock will be needed then the estimate given above. The frequency of running reports must also be considered in your roll count.

**AOP to BUY BACK any unused FULL thermal ticket rolls at the end of 2010 fair to eliminate ticket stock waste, storage of dead wood and improved controls

3 Onsite Tech Visits and Freight Charges

Monday, February 1, 2010 – Delivery and 1st Tech Visit – NO CHARGE

Thursday, February 11th: Regular \$550/Day (8 hour day) – 2010 special price - \$200/day

Total cost of onsite tech support: for 2 days: \$200 plus 1 night hotel room

Friday, February 12th: Regular \$550/Day (8 hour day) – 2010 special price - \$200/day

Saturday, February 13th: Regular \$550/Day (8 hour day) – 2010 special price - \$200/day

Total cost of optional onsite tech support: for 4 days: \$600 plus 3 night's hotel room

Total cost of ticket terminal equipment, 200 rolls of paper and 4 days of onsite tech support: \$18,900 plus 1 night hotel room.

2.2 E-Ticket Solution

A) Fulfillment Services: E-Tickets

B) Timeline:

Pre-sale Tickets 11/1/09 to Midnight February 11, 2010

Regular Tickets 12:01 AM February 12, 2010 to 8 PM February 21, 2010

AOP will set up sales link by 11/1/09 for online ticket sales. Set up process is usually done within 3-5 business days upon receiving all digital art (specific map and sponsor logos, banner, etc), signed contract documentation, and fulfillment services specifications.



C) **Promo Codes:** Ability to use up to 10 promo codes at no extra charge enabling you to track your special promotions and advertising

D) **Ticket Types – Advance and Gate**

Ticket Type	Advance Price	Gate Price
	Thru 12 midnight February 11, 2010	
Adults (13-54)	\$7	\$8
Seniors (55+)	\$6	\$7
Advanced Group/Bus Tours	\$6	\$6
Youth (5-12)	\$5	\$6
Children (under 5)	FREE	FREE
Unlimited Carnival Rides	\$20	\$25
Season Pass	\$25	\$30
Parking	\$7 per day	\$7 per day
Family Fun Pack		\$59 \$72
Includes: 2 Adult , 2 Youth 2 Unlimited Carnival Rides		

E) **Convenience Fees:**

Set up: **\$99.00** – using AOP merchant account, add \$99 for a one time authorize.net merchant account integration fee if you will be using your own account.

Orders entered online for E-Tickets:

Adult (Pre-sale or during event): \$1.00/ticket
 Child, senior, tour (Pre-sale or during event): \$1.00/ticket
 Carnival and season passes: \$2.00/ticket
 Family Fun Pack: \$4.00/ticket

*See discounted convenience fees on page 18 of this proposal

F) **Web Reports:** Reports will be available in real time 24/7 through our secure portal site.

G) **Call Center Tech and customer service Support phone numbers will be available to Fair**

Call Center Hours: Mon. – Fri. 7 am to 6 pm. and Saturday and Sunday’s during your event.

After hour emergency numbers will also be made available during your event

H) **Payment Schedule for E-Ticket revenues**

85% revenues remitted within 10 days after the closing of the fair

15% remaining revenue to be remitted 60-90 days after closing of the fair

I) **Onsite Tech Support: See above recommendation 2.1.E.3**



J) Tickets sold in 2009 were 1,695 and 1800 in 2008. Conv. Fees ranged from \$1.00 to \$4.50

2.3 Scanners and Data Servers

A) Equipment Needs

- ✓ 11 Scanners required by fair – all will be wireless, at least 8 will have the ability to be converted to a table top scanner if fair chooses
AOP to provide 2 extra scanners at NO Charge to fair for 2010 fair over the one back up scanner being requested
- ✓ AOP to provide 2 batteries per scanner
- ✓ 2 Black box data servers
- ✓ Fair must supply wireless bridges to each ticket terminal or black box location to connect to the wireless network

B) **Scanner reading expectations defined:** Fair required all bar coded badges, POS tickets and e-tickets to be able to be read at each gate in real time.

C) 4 Scanner locations:

- 1 scanner each at West Gate 4 and East JLA Gate – scanner located 100 feet from TT
- 1 scanner each at East JLA Gate 9 – scanner located 1000 feet from TT
- 5 scanners to be located at North Gate 1 – scanners located 50-65 feet from TT
- 3 Scanners to be located at South Gate 6 - scanners located 50-65 feet from TT

D) **Onsite Tech Support: See above recommendation 2.1.E.3**

E) **Timeline of Use:** (All admission scanners must NOT take carnival tickets)

- 2 Scanners will be used from February 1-February 21, 2010
- 8 Scanners will be used from February 12-21, 2010
- 3-4 Carnival scanners – AOP to provide Butler at No Charge

F) **Network Capabilities Defined:**

- ✓ In the proposal from the Riverside County Economic Development Agency, IPSec is mentioned as the VPN encryption technology to use for any secure VPN communications. AOP does not use IPSec, we instead provide SSH encryption for all data communications between all servers and Ticket Terminals.
- ✓ Network Requirements:
 - i. Network must provide a DHCP Server
 - ii. Network must allow traffic over port 22 (SSH port)
 - iii. Network must allow pings to travel thru the network router/firewall

G) **Equipment Rental Requirements and Rental Price:**

3 Data Servers (2 inline plus 1 back up), 14 PA963 Scanners (10 inline plus 4 back up scanners)

<u>Qty</u>	<u>Equipment</u>	<u>Event Rate</u>	<u>Event Rate</u>	
2 (3)	Data Servers:	\$125/Event	\$ 250.00	(2 Paid)



14 (11) PA 963 Scanners \$250/Event \$2,750.00 (11 Paid)

Total Equipment Rental Cost: \$3,000.00

3 KIOSK - Optional Equipment

3.1 KIOSK Ticket Machines

Admit One Products has developed a new onsite Ticket KIOSK machine that allows your fair customers to purchase event tickets at the gate using their credit cards.

COST: \$1.00/ticket convenience fee plus paper stock, shipping of units, credit card fees

3.2 KIOSK Cost vs. Labor Review

We have spoken to several event gate control specialists and fair managers and have come up with the following formula for comparing the cost of a KIOSK machine to the actual Labor costs and Managing of that labor at an event. Please take a minute and review our numbers with your own evaluation and see if they might be similar.

The average labor rate for an event is \$10/hour x 12 to 14 hour work days = \$120 to \$140/day

To manage, train, hire, fire, pay taxes and monitor that employee may drive up the cost per day per employee closer to \$300/day.

Now take under consideration the errors, shortages, theft, the various hassles when the employee doesn't show up for work or calls in sick, the slow process of handling credit cards through a personal interaction at the box office, the longer ticket lines and those costs may increase the one person labor rate by an additional \$100/day for a total cost closer to \$400/day.

Now let's look at consumer trends. Consider that KIOSK ticket sales, for events that have begun to use them, represent approximately 15-30% of the total on-site ticket sales and only requires one designated person to manage up to 10 KIOSK machines at a time. Some events/shows have set a goal to increase KIOSK sales to at least 50% of their on-site ticket sales and, in so doing, reduce the labor costs associated with the cash box offices.

Our KIOSK machines have a transactional average rate of just 50 seconds. However, our average time from card swipe to ticket print was just 23 seconds and can be as quick as 5 seconds for those users that are more computer savvy and are familiar with how a KIOSK operates. We have made the interface clean, easy to follow and fast.

Our KIOSK tickets cost just \$1.00/ticket plus the shipping of the KIOSK machines, the paper stock that goes into the machines and the credit card transaction fees the banks charge.



3.3 KIOSK Information and Presentation

Admit One Products offers large events an alternative to cash-only purchases with self-service credit card ticketing kiosks.

Benefits & Advantages

- ♦ Purchase transactions average less than 30 seconds
- ♦ Admit One Products provides initial onsite set up and staff training
- ♦ After hours support is also available upon request if needed
- ♦ Net ticket revenue is generally deposited to Show's account daily
- ♦ Real-time activity reports are available online

Description of Services

Admit One Products operates mobile ticketing kiosks which use proprietary software specifically designed to process entry ticket purchases using credit cards. Purchase transactions average less than 30 seconds from card swipe to actual ticket delivery regardless of the number of tickets purchased in the transaction.

Best of all, the kiosk operations require limited labor from the Show staff. The software has been designed to be very user-friendly involving *touch screen* technology. Patrons can purchase any combination of tickets (i.e., adult, senior and/or children) and multiple tickets in one easy transaction that takes only a few seconds. The common comment made by exiting patrons is, "Why can't everything be this easy?"

Admit One Products offers 14 kiosk "selling stations" which are housed on 7 mobile carts which can be easily deployed to optimize traffic and visibility. Typically, the carts have been placed in two locations relatively close to the cash box offices. These locations provide patrons with a clear choice and help to manage the length of the ticketing queues.



Four multi-media carts are also available. Each cart has an individually controlled 42-inch plasma screen and static signage which augments the signage on the ticketing kiosks.



The static and video streaming advertising space (as seen in the above image) can be sold by either show management or Admit One Products. Any revenue will be split with show management.

Admit One Products will provide access to online, real-time activity reports and will work with the Show to provide additional event reports that satisfy management's analysis and accounting needs.

Admit One Products services have been used successfully at such auto shows as the Denver Auto Show, the North American International (Detroit) Auto Show and the New York International Auto Show. During the past season, the Admit One Products mobile ticketing kiosks processed more than 150,000 tickets at these and other auto shows.

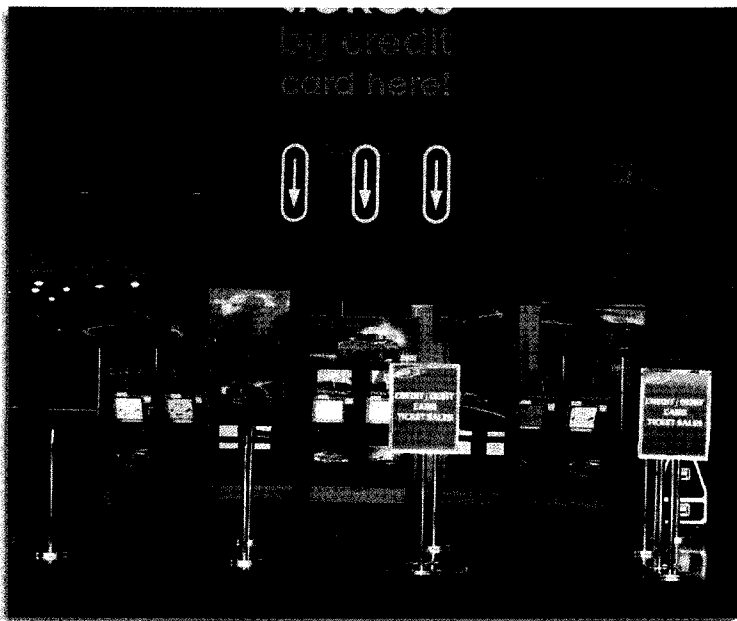
Our current clients view Admit One Products mobile ticketing kiosks as providing a significant cost savings when compared to a traditional box office. Kiosk ticket sales represent approximately 15-30% of the total on-site ticket sales. Based on the growth of the shows over the past five years and increasing popularity, some shows have set a goal to increase kiosk ticket sales to at least 50% of the on-site ticket sales and, in so doing, reduce the labor costs associated with the cash box offices.



The following images are of the kiosks in support of the New York International Auto Show held at the Jacob K. Javits Convention Center.



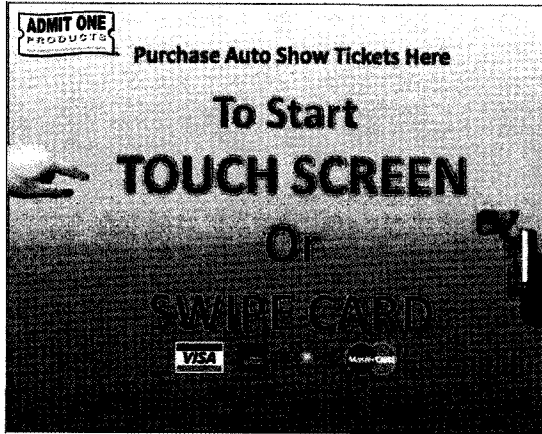
Kiosks in Javits Crystal Palace



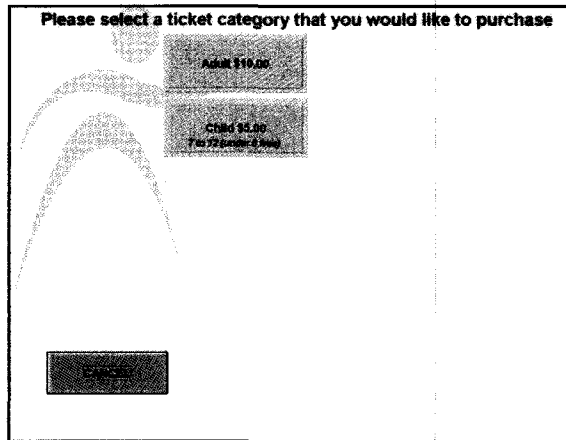
Kiosks in Javits North Concourse



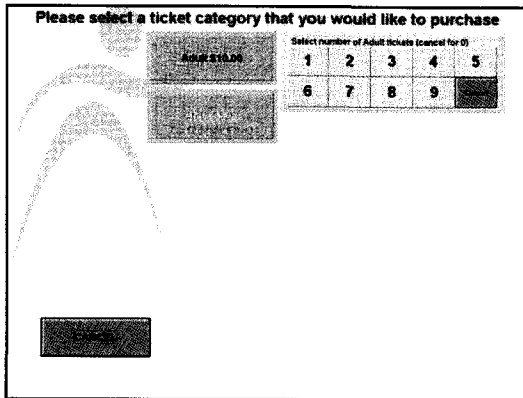
Kiosk Software Screens



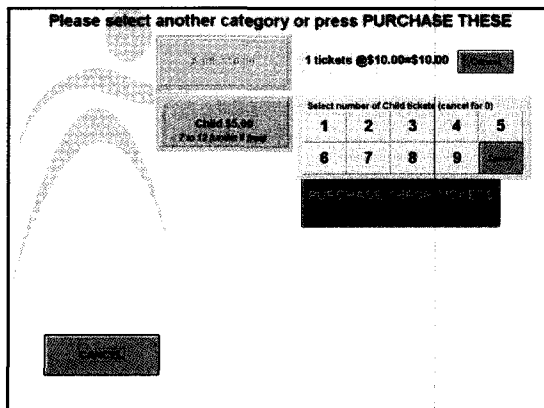
Screen 1



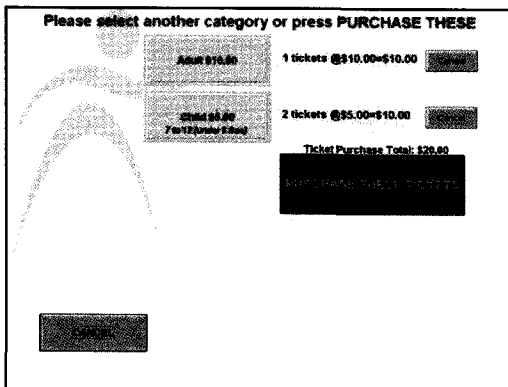
Screen 2



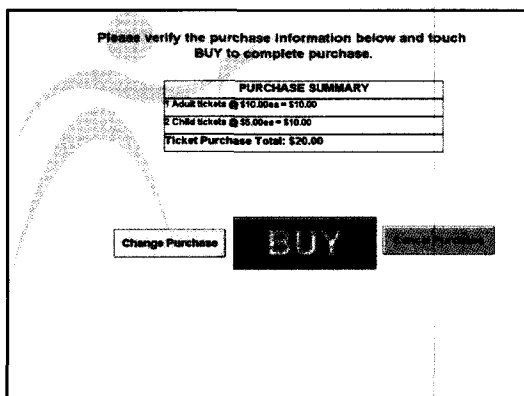
Screen 3



Screen 4



Screen 5



Screen 6



4 Customer Service Staff Support

We realize that an account like yours requires a whole committed team to support you. Although Cendi will be your main contact at all times I have identified several other staff members and their extensions in the event that a specific question must be answered quickly if Cendi wasn't available.

Account Lead: Tickets, wristbands, credentials <u>cendi@admitoneproducts.com</u>	Cendi Sis-Velix	ext 429
E-Tickets: Contracts, set up, questions, E-Support <u>jesscia@admitoneproducts.com</u>	Jessica Kissel	ext 427
Lead Technician <u>ruben@admitoneproducts.com</u>	Ruben Cardenas	ext 402
Project & Operations Manager <u>alan@admitoneproducts.com</u>	Alan Launer	ext 412
CEO <u>mike@admitoneproducts.com</u>	Michael O'Keefe	ext 415

Tech Support phone numbers will be provided upon a signed contract.

General Information:

Admit One Products is **located in Tustin, California** which makes it convenient should any technician or additional equipment need to be sent the same or next day.

Admit One Products is a **registered California Small Business** so by keeping your business inside the State of California it helps create jobs and employ Californians.

Admit One Products has been a **Western Fairs Association member** since 2002 and Michael O'Keefe has personally been a member for over 26 years.



5 Tickets and Wristband Pricing

A) 76,000	2 x 5 Advance Sale Bar Coded Tickets Safety board, 4 c/c, books of 10, all black ink	\$2,998.00
B) 41,900	2 x 4 Bar Coded Passes Safety board, 6 c/c, books of 20/50/100	\$1,285.00
C) 10,500	4 x 10 Concessions Sheets of 10, Index stock 2 c/c, gum in bks of 50 for each type, black ink 500 Parking 1 over 0 – no bar codes 6,000 Exhibits 1 over 0 <u>WITH bar codes</u> 4,000 Holiday Tickets 1 over 0, <u>WITH bar codes</u>	\$1,244.00
D) 78,000	1 x 2 Roll Tickets – Holiday and Carnival – no bar codes Bristol stock, 2 c/c, 4,000 in rolls of 1,000, carnival with back print	\$428.00
E) 30,000	1-1/2 x 2 Roll Tickets – General Parking Bristol stock, 1 c/c, print 1 over 1, rolls of 2,000	\$345.00
F) 1,000	Carnival Sheets of 80 - FANFOLDED: Bristol stock, 1 c/c, print 1 over 1	\$958.00
G) 3,770	2-3/4 x 5-1/4 Hanger Tags 10 Pt Coated 1 side stock with safety features, 1 over 1, 14 face copies, 2 back copies (FULL COLOR option – free this year)	\$1,856.00
H) 1,680	Custom Tyvek Wristbands – 1” (Sheets) 5 copies, black ink front side, 4 stock colors	\$ 275.00
I) 44,000	Custom Regular Tyvek Wristbands (Fanfolded) 1 copy, 9 colors, standard numbering	\$1,798.00
J) 1,500	Vinyl Wristbands – no imprint 1 copy, 1 color, NUMBERED (Used for Junior Livestock)	\$ 198.00
K) 1,000	Plastic Badges, 2 x 3-1/2, Bar Coded, no hole or notch 250 Vendor 0 over 1 250 Staff 0 over 1 (Black ink only on back) *ALL badges to have no restriction – GOOD ANY TIME of fair	\$ 498.00

Sub Total: \$11,883.00 (Plus tax)

Freight Estimate: \$458.00

See final quote summary on page 17



6 2010 Special Fair Pricing Summary with Discounts

Item	Unit Price	Total Price
Admission System		\$13,900.00
12 Ticket Terminal Rentals	\$10,000	
200 Rolls of thermal paper stock	- \$3,700	
Onsite Tech Support	\$ 200.00	
Travel & Lodging Expenses	1 Night	
Hotel Room for 1 technician		
E-Ticket Services – Set up Fee		\$99.00
Convenience Fees	Rate Vary	Customer pays
Fairs Merchant Account Integration	+\$99.00	Fair Pays
Onsite Tech Support	See Sec	2.1.E.3
Scanner Rentals		\$3,000.00
3 Data Servers 14 total scanner rentals		
Onsite Tech Support	Included above	
Ticket and Wristband Printing Estimate Only		\$11,833.00
Incidentals, emergency print runs or additional onsite tech support		\$5,000.00
Total cost for items listed above is		<u>\$37,304.67</u>
\$33,882.00 plus tax \$2,964.67 and freight of \$458.00 for the ticket and wristband products.		

Optional Equipment		Total Price
KIOSK Machines	\$1.00/ticket <i>Plus Paper Stock & Shipping</i>	TBD
Purchase of 1 Ticket Terminal		\$4,250.00



Discounts Applied to Quote Above

By choosing Admit One Products as your one stop admission provider partner we are prepared to offer the Riverside Date Festival the following discounts when you place all of your orders through us.

1) Ticket (POS) Terminals

- ✓ 12 Ticket Terminals requested – AOP agrees to offer 2 additional terminals as back ups at no extra charge during the fair (Value: \$2,500)
- ✓ AOP agrees to discount the \$15,000 rental list price to \$10,000 (Value: \$5,000)
- ✓ AOP agrees to offer the use of 2 TT from February 1-11th at no charge: (Value \$2,750)
- ✓ AOP agrees to send one onsite tech February 1st at NO Charge to fair (Value: \$ 350)

2) Scanners and Data Servers

(Value: \$875.00)

AOP agrees to offer 1 extra Data Server and 3 extra Scanners at no extra cost

3) Onsite Tech Support (Feb 11-12, 2010)

(Value: \$1,200.00)

High level onsite support for 2 days, 1 night Regular rate \$700/day only \$200/day

4) Onsite KIOSK machines

(Estimated Value: \$5,000)

AOP agrees to discount the \$1.00/ticket fees in the first year to just .75/ticket.

This is subject to the availability of the machines during your fair

5) Discounted E-Ticket Convenience fees:

(Estimated Value: \$2-4,000)

- We believe that the lower the e-ticket fees are the more your online sales will increase.
- We are prepared to work with the fair to lower our fees based on an aggressive marketing and online campaigns from the fair and purchasing all your products from AOP.

Orders entered online for E-Tickets:

Adult (Pre-sale or during event): \$.75/ticket

Child, senior, tour (Pre-sale or during event): \$.50/ticket

Carnival and season passes: \$1.50/ticket

Family Fun Pack: \$3.50/ticket

6) Reduced Equipment Freight Cost

(Estimated Value: \$500-2,000)

- AOP to absorb all freight cost for all equipment (Including the KIOSK machines for the first year providing the 4 day on-site tech service and hotel room fees are provided)
- AOP to make 3 trips at no additional cost or expense to the fair: Feb 1, 11th and 22nd
- Any additional trips the fair asks us to make would be charged at a daily rate of \$500/day – this will include travel expenses and meals

Estimated package price savings for 2010 fair is over \$15,000 without KIOSK machines



7 Implementation Schedule

Based on your event dates and times, Admit One Products would follow the tentative implementation schedule listed below:

<u>Date</u>	<u>Activity</u>	<u>Responsibility</u>
November 1	Contract Awarded	Mary Wilson
November 4	AOP Master Service Agreement presented	Mary Wilson
November 15	Ticket Proofs sent to Mary	Mary Wilson
November 15	E-Ticket information and Art sent to AOP	Mary Wilson
November 15	Commitment to use KIOSK Machines Required	Fair Management
November 5	Online Pre-Sale Tickets Begin	AOP – E-Ticket Dept
February 1	<u>2 POS machines Delivered to Fair</u>	AOP Technician Onsite
February 1-22	2 POS Machines to be used for 22 days	Fair: Internet & Power
February 11	Pre-Sale Ticket Sales END - Midnight	AOP – E-Ticket Dept.
February 11	<u>11 POS machines Delivered to Fair</u>	Fair: Internet & Power
February 11	POS and Scanner set up and training @ Fair	AOP Technician Onsite
February 12-21	11 POS machines needed (10 Day Rental)	Fair: Internet & Power
February 12	Regular Tickets prices begin at 12:01 AM	AOP – E-Ticket Dept
February 12	Additional onsite training & monitoring	AOP Technician Onsite
<u>OPTIONAL</u> February 13	Additional onsite training & monitoring	AOP Technician Onsite
<u>OPTIONAL</u>		
February 21	Regular Ticket Prices end 8 PM Fair Closes	AOP – E-Ticket Dept
February 22	Pick up all equipment	AOP Staff

