



For conference & event venues.

Your event fills the city. Let it fill your revenue line too.

Audience Brief | Your Brand, Our Engine

Right now, the evening is somebody else's business

Your halls close at six. Everything that happens between six and midnight is booked, paid for and remembered a long way from your building.

The exhibitor with three empty nights

Stands on the floor from nine to six, then walks back to a hotel in a city they do not know. Three nights, a company card, no plan beyond the hotel bar. They search on their phone and book on the first platform that answers.

The desk that answers the same question forty times

Your visitor services team is asked what to do tonight, every hour of every event day. They hand over a leaflet or a link, help someone spend money, and the transaction happens entirely outside your world.

The event website with a hole in it

Tickets, programme, exhibitor list, travel and stay. Everything a visitor needs for the working hours, and nothing at all for the hours in between. The one page nobody built is the one people search for at 17:45.

Every one of those evenings gets booked. **Just never through you.**

No brand on it, no data from it, no revenue out of it.

Whoever welcomes the guest should earn from the guest.

A congress brings thousands of people to your city, and every one of their free evenings is booked somewhere you cannot see. Your event website stops at closing time, your service desk gives directions for free, and the revenue from those hours lands with platforms that contributed nothing to filling your halls.

TicketMatch turns the free hours around an event into ancillary revenue for the venue. Congress centres and exhibition halls add one leisure link to the event website they already run; visitors and exhibitors book museums, cruises, tours and day trips on their own phones; tickets deliver automatically; and the venue earns commission on every booking, with its brand on the shop or nowhere near it.

300,000+

Bookable experiences

Museums, tours, attractions and day trips with live availability

3,000+

Cities worldwide

From Amsterdam to Tokyo: one catalogue, one dashboard

6

Delivery channels

Email, WhatsApp, Telegram, Apple Wallet, Google Wallet and PDF

24/7

Emma, AI concierge

Answers guest questions in any language, included in the membership

"No branding, no data, no loyalty. Just a booking number in someone else's system. We built TicketMatch to flip that."

HOW IT WORKS

Your guests do everything themselves. You just earn.

- 1 Add one leisure link to the event website you already run, branded or completely neutral
- 2 Visitors and exhibitors book their own evenings, with tickets delivered to their phones automatically
- 3 Bookings and commission appear in your dashboard per event, per link and per day

WHAT YOU GET

- **Your branded storefront**
Your name, logo and colours on your own web address, live within days.
- **Commission on every booking**
Tracked live in your own dashboard, per booking, per day.
- **Six-channel ticket delivery**
One booking delivers the ticket everywhere your guest lives, automatically.
- **Emma, your AI concierge**
Answers guest questions 24/7 in any language and books the ticket. Included in the membership.
- **Payments and cancellations handled**
Card, iDEAL, Apple and Google Pay, refunds and support, all on us.

"I built TicketMatch and I run my own travel agency on it: W69 Travel. Everything in this brief is my own live shop, taking real bookings."

Denis Wortelboer, founder, TicketMatch.ai



Scan for the founder's
live shop

THE TICKET

What actually lands on your guest's phone.

One booking, delivered through six channels, with your brand on every one of them. The guest chooses; nobody on your side touches it.



Ready for the new iOS 27 Wallet

DELIVERED UNDER YOUR BRAND VIA

Apple Wallet

The poster pass above

Google Wallet

For Android guests

WhatsApp

As a chat message

Telegram

For Telegram users

Email

Straight to the inbox

PDF

Print it or save it

Do not take our word for it. Scan this with your phone and a sample ticket opens straight in your own Apple or Google Wallet, in seconds, with no account and no booking. It is built by the same code that serves a paying guest.

The pass carries your name and your colour, not ours



Put a sample ticket on your own phone

Ancillary revenue per visitor, with no floor space

You already run this playbook. Parking, catering, hotel services, stand build: revenue per visitor that has nothing to do with the ticket price of the event itself. Leisure is the same line, and it is the only one that needs no square metres, no staff on the night, no stock and no risk.

- **No inventory**

You never buy a ticket, never hold one and never carry one you did not sell.

- **No staff on the night**

The visitor books on their own phone. Nobody at your desk touches the transaction.

- **No downside**

Visitors always pay the normal retail price. Your commission comes out of our margin, never on top of theirs.

What you will not find on this page: a conversion rate

We could put a percentage here and multiply it by your visitor numbers. Every vendor does. It would be a guess dressed up as a forecast, and you would be right not to believe it. Run one event, look at the dashboard, and argue about a real number instead. That is what the pilot below is for.

Start with one event

Not a platform migration, not an integration project, not a committee. One event, one link, one set of numbers to look at afterwards.

- 1 Pick the event.** Ideally a multi-day one with international exhibitors, in a month you can still prepare for.
- 2 We build the shop.** Curated for that city, those dates and that audience, in your branding or in none. Days, not months, and you see it before you commit to anything.
- 3 You place the link.** One item in the event site navigation, one line in the exhibitor mailing, optionally a QR at the registration desk and in the event app.
- 4 The event runs.** Nothing changes for your team. Visitors book on their own phones, tickets deliver themselves, and payment, refunds and questions sit with us.
- 5 You get the numbers.** Visits, bookings, revenue and your commission, per day and per link. Then you decide whether this belongs on the rest of your calendar.

Agree this before you start

Which event, which dates, where the links go, and what counts as a success. Written down on one page before the first visitor arrives, so nobody moves the goalposts afterwards. We bring the draft.

PICTURE IT

Day two of a congress, from the visitor's side

17:45

An exhibitor packs up the stand and opens the event site on their phone, looking for anything to do tonight.

17:47

They tap Things to do, see what is actually available this evening, and book a museum slot and a cruise for two colleagues.

17:48

Three tickets land in three wallets. Nobody at your service desk was involved.

23:30

The bookings and your commission are already visible in your dashboard, per link and per day.

WHAT IT COSTS

ONE MEMBERSHIP

€149 per month, plus commission on every booking

Everything included: the branded storefront, the dashboard, six-channel ticket delivery and Emma, your AI concierge. No setup fee and no other fees. Cancel monthly. Applications are reviewed by hand.

Guests always pay the normal retail price. Partner commission comes out of our margin, never on top of theirs. White-label or something bespoke? Get in touch.

Tonight, a few thousand of your visitors will decide what to do. None of it will show up in your numbers.

One link changes that, and one event proves it. Applications are reviewed by hand, so you are talking to a person and not a form.

ticketmatch.ai/for/conference-venues · hello@ticketmatch.ai