



## Youth conference, Fusion Alaska, utilizes Purplepass' ticket equipment options and custom reporting for tracking payments



*The Purplepass scanners worked like a charm for us! Our Friday night show was completely sold out, and we were able to get everyone in the venue within 10 minutes of opening the doors.*

— DARRYL NELSON, Fusion Alaska

### Ticketing for growing youth conference

Founded in 2007, [Fusion Alaska](#) is one of the largest Statewide Alaskan Youth Conferences designed for junior and senior high students who are currently residing in the state of Alaska.

Hosting an inspiring concert series as well as top youth leaders and speakers, Fusion Alaska's mission is to bring as many Alaskans together to live their lives for Jesus Christ.

Artists and guests that have been featured by Fusion Alaska include Andy Mineo, Rend Collective, Jeremy Camp, Casting Crowns, Newsboys, Audio Adrenaline, and more. After reaching more than 5,000 attendees over the course of 9 years, Fusion Alaska decided it was clearly time to expand. Working with Purplepass, Fusion Alaska has been able to pinpoint and address specific challenges that were preventing the youth organization from scaling and reaching its potential, both online and off.

### Challenge

- Equipment to help speed up admittance
- Ability to accept payments online
- Accounting and invoice management

### Solution

Using a complete event management software; equipment rental options and a complete mobile box office solution, *via Purplepass*

### Results

- **A touchless, fast entry gate experience** with the help of Purplepass equipment rentals
- **Ability to accept payments online** to create a more flexible and accessible event
- **Tracking payments and statements** has been simplified with custom reporting



*The use of Purplepass for our event registration was seamless too! Our registration numbers were higher than they have been ever and I didn't have to chase down a single dollar of payment in the process. Thanks for making my job easy!*

— **DARRYL NELSON**, Fusion Alaska

## Equipment options for running your event gate

Although Alaska is not a highly populated or dense state, the Fusion Alaska youth conference has grown significantly throughout the years since its founding. With Purplepass, Fusion Alaska is now able to manage its [event's gate equipment](#), such as scanners and mobile app scanning solutions, in one centralized location. Purplepass provides solutions such as a mobile box office app, an inclusive will call/box office solution, as well as the ability for guests to print tickets at home or have them scanned digitally upon entrance to an event. Whether Fusion Alaska is putting on a last-minute event or if they are hosting a multi-day conference with an entire lineup of artists and guests, the software supports an unlimited number of guest demand for any type of event.

With the mobile box office system, Fusion Alaska has the ability to sell tickets, concessions, and even merchandise with just a few clicks. Processing payments, issuing refunds, replacing tickets, or looking up orders has never been easier than with the mobile box office equipment from Purplepass.

## Accounting and Invoicing

Managing ticket sales, reservations, talent, merchandise, and even concessions requires much more effort, time, and manpower than is often available. Fusion Alaska can manage all accounting, invoices, and charges from one central location; minimizing human error and automating the entire process.

Purplepass makes it easy for accounting to export any custom reports they need; *financial, customer data, reconcile, transactions, etc.*

## Ability to accept credit card payments and process payouts online

Maximizing visibility and reach when Fusion Alaska hosts a conference is essential, especially throughout the state of Alaska. In order to ensure the group was capable of appealing and creating an accessible registration process, they turned to Purplepass for the ability to accept payments online.

With Purplepass, Fusion Alaska is now capable of accepting online payments and processing ticket sales without separate ticket types, hubs or the use of a third party.

Purplepass [handles all the credit card payment](#) processing for you, collect funds, and will pay you out the Thursday after your event. Payments are issued via eCheck, traditional paper check, or by ACH direct deposit. They also deal with the credit card disputes and chargebacks.

By giving the guests the ability to pay for their tickets online as well as with different credit card types, not only provides flexibility for processing payments, but it creates an overall more accessible event.

### Purplepass' event equipment:

- Wireless Scanners
- Receipt Printers
- Mobile Box Office
- Cash Drawers
- Boca Printers
- Onsite Servers
- USB gear



## Ticketing for Conferences

Learn more about an event management system fully optimized for conferences, conventions and trade shows.

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"... when the pandemic hit, we needed a way of better controlling patron access to our venue. We also wanted the ability to socially distance patrons and to produce livestreamed and hybrid events in order to continue with our business while attendance was limited. Purplepass ticked all these boxes for us and gave us a great deal. It's been a great way for us to streamline our rental events, while still allowing our clients to have some element of control. Even after 2+ years of using the software, the team at Purplepass continue to be responsive to any challenges we are experiencing and make us feel valued."

-Caroline M, **Audience Services Technician**



"Easy and accessible use of reporting. User-friendly for both the user-facing and back end. Customization of our unique product (exhibitor ticket vs. public facing ticket). Show day support. A sense of urgency for the smallest to largest issues."

- Jocelyn Emory, **Newport Exhibition Group**



"We have been using Purplepass for a few years and have sold over 20,000 tickets at multiple venues. For our last concert we used their E-ticket facility. Gabriel is a wonderful person to work with. I look forward to a long relationship with Purplepass and their team."

- Anil Lal, **Sankara Eye Foundation**