bandwango **+** EAT DRINK SLC at TRACY AVIARY

HOW AN EXCLUSIVE FOOD & WINE FESTIVAL
DREW ON THE TICKETING INNOVATION OF BANDWANGO
PROVING A MODEL FOR SMALL SCALE EVENTS TO BENEFIT
FROM NEXT GENERATION MOBILE EVENT TECHNOLOGY

Eat Drink SLC is an annual event in Utah's capital city celebrating Utah's wine vendors, local craft beverages and creative culinary offerings.

Per its mission, Eat Drink SLC aims to foster an appreciation of the gastronomic synergy between food and drink while also to build recognition for Salt Lake's status as a vibrant food and drink destination. Growing in popularity, in its fourth year, the event turned to Bandwango's event and ticketing capability.
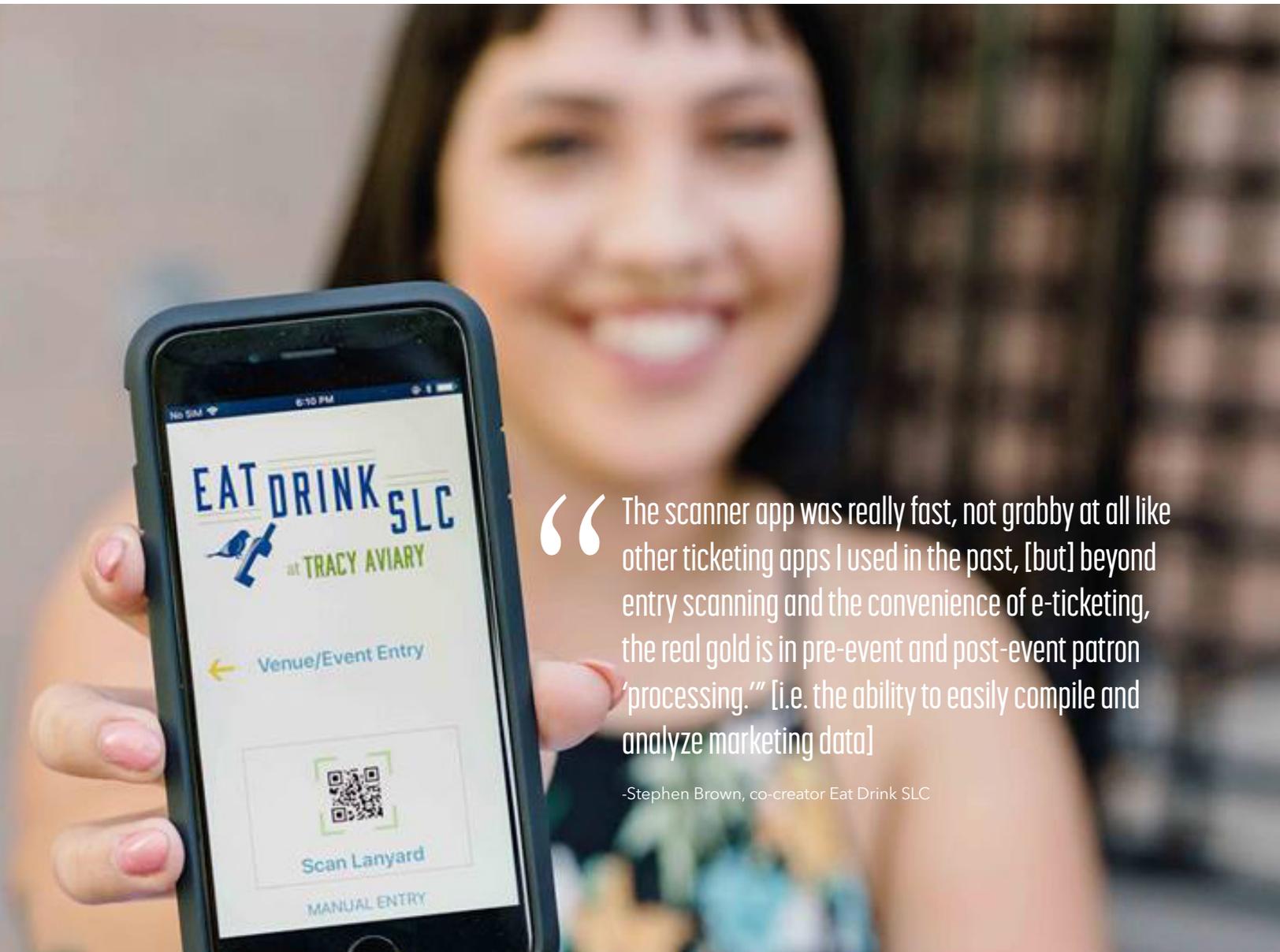
> **"** The scanner app was really fast, not grabby at all like other ticketing apps I used in the past, [but] beyond entry scanning and the convenience of e-ticketing, the real gold is in pre-event and post-event patron 'processing.'" [i.e. the ability to easily compile and analyze marketing data]
>
> -Stephen Brown, co-creator Eat Drink SLC

RESULTS

Through a dual use of Bandwango's platform and services, Eat Drink SLC relied on the Bandwango platform to create the ticketing site and sell tickets, and the "GoRedeem" iOS app to scan a QR code on the customer's mobile passport to facilitate entry into the event.

That mobile passport also provided a comprehensive, user-friendly event guide for guests in attendance. Some highlights include:

Speed of admission: at the start of the event, more than 500 attendees had their tickets scanned and were admitted into the park, despite also needing their IDs checked, in less than 30 minutes.

Engaging mobile guide: After entry, customers used the festival guide on the same mobile platform as their ticket to get the most out of the event, including wine info, menus, a tastings tracker, and a field to jot notes.

Consolidated content: Because the Bandwango system created the ticketing site and the mobile guide, all festival information was centralized in one location. Any needed update would reflect on both the ticketing website and the mobile guide in real-time.

Happy with the results, the Eat Drink SLC team was also excited about further exploration in the platform's practicality to "elongate the experience by going to partner restaurants and exploring wines" as Stephen said, as well as collected from ticketing to appeal. Eat Drink SLC is keeping the mobile guide live all year for attendees so they can remember what they tasted, and find a local liquor store that carries it.

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