

# Generate Incremental Revenue With Memories That Matter

The Front Gate (FGT) partnership with i6 gives your customers the option to add-on a souvenir upsell to their cart during the ticket purchase process and provides our clients with an additional revenue stream. The best part for FGT clients? There is no risk involved! Since i6 prides itself on offering and delivering special memorabilia from concerts and events, FGT partnered with i6 to seamlessly offer your fans the ability to add a memento during the FGT purchase flow. Here's an overview of the i6 products that can be incorporated into the FGT purchase flow for your event.

## i6 Products



### Collector Ticket

- Voluntary ticket or souvenir option for fans
- Primarily offered for non-RFID events
- Fully-functional barcode



### Collectible Keepsake

- Optional add-on during purchase process for fans
- Primarily offered for RFID events
- Collectible magnet, credential, laminate, etc.

## Behind The Scenes



Client and i6 execute deal to offer Collector Ticket or Collectible Keepsake



FGT builds i6 product into purchase process after Client approval



If Collector Ticket, FGT prints in-house with integrated i6 Boca printer and ships out



If Collectible Keepsake, FGT works with i6 to fulfill and ship to fans that ordered

## Advantages

- Generate incremental revenue
- No risk up-front
- Affordable souvenir for fans
- Seamless delivery