

Custom tokens eliminate theft and simplify cash control for festivals, fairs and other entertainment venues

Tokens, which can be sold at a central location and then used throughout the venue site like cash, simplify cash control for festivals, fairs, and other entertainment venues. Since many of these events are staffed by volunteers or minimum-wage employees, having a cashless exchange of goods eliminates employee theft, simplifies transactions, and minimizes accounting errors. Instead of low-level employees accepting cash at out-of-sight booths, customers buy tokens at a secure, central location staffed by trusted employees. The tokens are then redeemed at vendor booths or activity locations throughout the venue.

Unlike paper tickets, durable tokens can be reused season after season, allowing event organizers to amortize their cost over years. Since they are impervious to moisture, tokens can be counted on standard weigh counters – a vast time savings over paper ticket redemption and counting. In addition to the operational advantages of token-based events, custom tokens also provide unequalled marketing and branding opportunities.

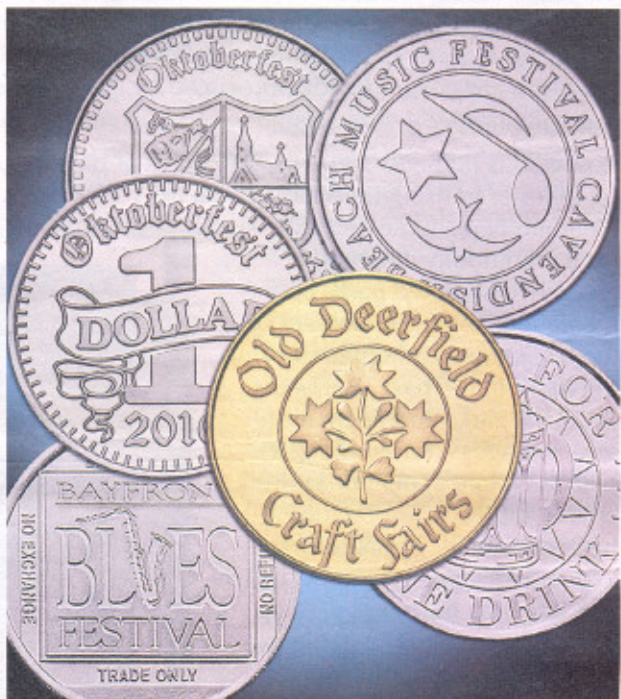
Tokens can be purchased for pennies and sold for \$1 or more providing a guaranteed return for event organizers. This low-cost and high-value ratio is heightened when “walkaways” – tokens which are sold but never redeemed – are included. When minted with event logos, custom tokens have an increased “souvenir appeal” further increasing the likelihood of unredeemed sales.

In addition to these operational advantages, custom tokens provide significant promotional opportunities. They can be minted with event logos, dates, and other marketing messages, and then easily tied into other promotions. Unlike paper-based products, tokens are very unique. When coupled with a high perceived value, tokens are rarely discarded, allowing them to serve as branding tools for any event. They can be used in memorable mailers to create pre-event excitement – for example, redeem

this token for one free admission. Each token is made in the USA and is completely recyclable, making them ideal for “Green” events.

TokensDirect also offers hundreds of standard designs which can be easily customized. Their full line of tokens is available online at www.tokensdirectstore.com with factory direct pricing, low minimum order quantities and fast turnaround time on all orders. Hundreds of designs and sizes of stock tokens are available for immediate shipment, while custom tokens can be shipped within 10 business days.

Large or small orders ship from a conveniently located Cincinnati mint, minimizing transit time and cost. Many metals choices are available, including brass, red brass, nickel silver, and aluminum, as well as nickel plating and bright color anodizing.



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