



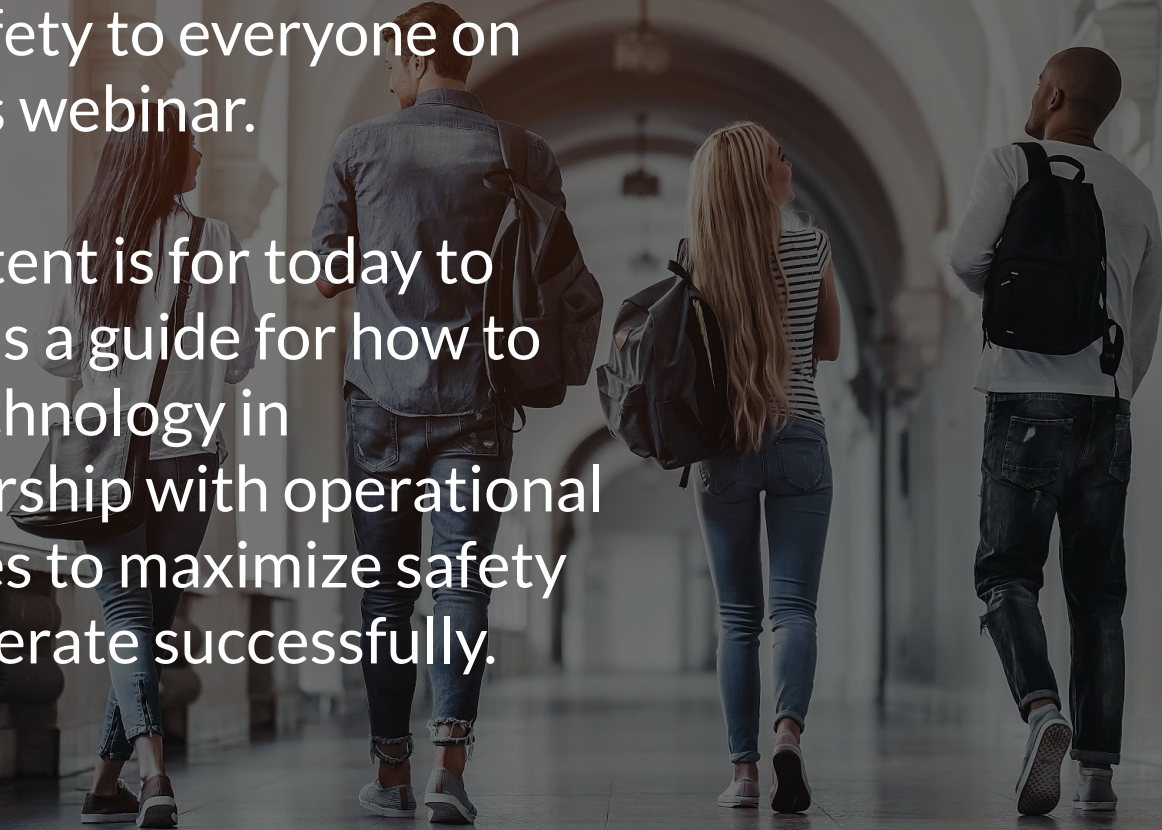
Going Cashless:

How College Athletics Are Making the Switch to Touch-Free Fan Experiences



We wish all the best health and safety to everyone on today's webinar.

Our intent is for today to serve as a guide for how to use technology in partnership with operational changes to maximize safety and operate successfully.



Speakers



Jason Covelli

Senior Business Development Specialist
Sports, Entertainment, Venues

Agenda

Where We Stand Today

The Basics: NFC & Sanitation Measures

Digital Ordering: Mobile & Online

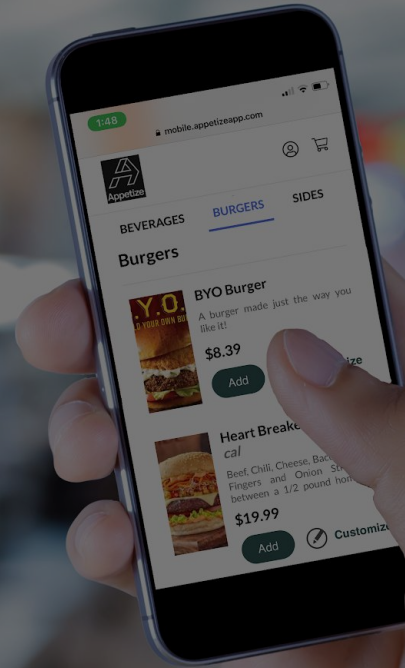
Practical Next Steps

Operational Concepts to Consider



Where We Stand Today

Ordering behavior has
changed dramatically



Students and fans want a touch-free experience to feel comfortable

48%



Say they are worried about using cash as a payment type due to health concerns

69%



Say NFC / Contactless payment forms are more convenient than cash, & they are using them more during COVID

60%



Say they prefer grab and go concepts and pre-packaged food

70%



Say seating and lines should be spaced, and there should be more hand sanitizer stations



Our Take:

COVID-19 accelerated 3-5 years
worth of NFC, mobile, and online
ordering adoption into 6 months

A wide-angle photograph of a university campus walkway during autumn. The path is paved and lined with large trees whose leaves are turning yellow and orange. Several students are walking along the path, some carrying backpacks. On the right, a red brick building with white window frames and black lantern-style light fixtures is visible. In the foreground, a young woman in a plaid shirt and dark pants is walking towards the camera. To her right, a group of three people (two men and one woman) are standing and talking. The overall atmosphere is busy and academic.

With campuses reopening and students and fans wanting
touch-free ordering experiences...

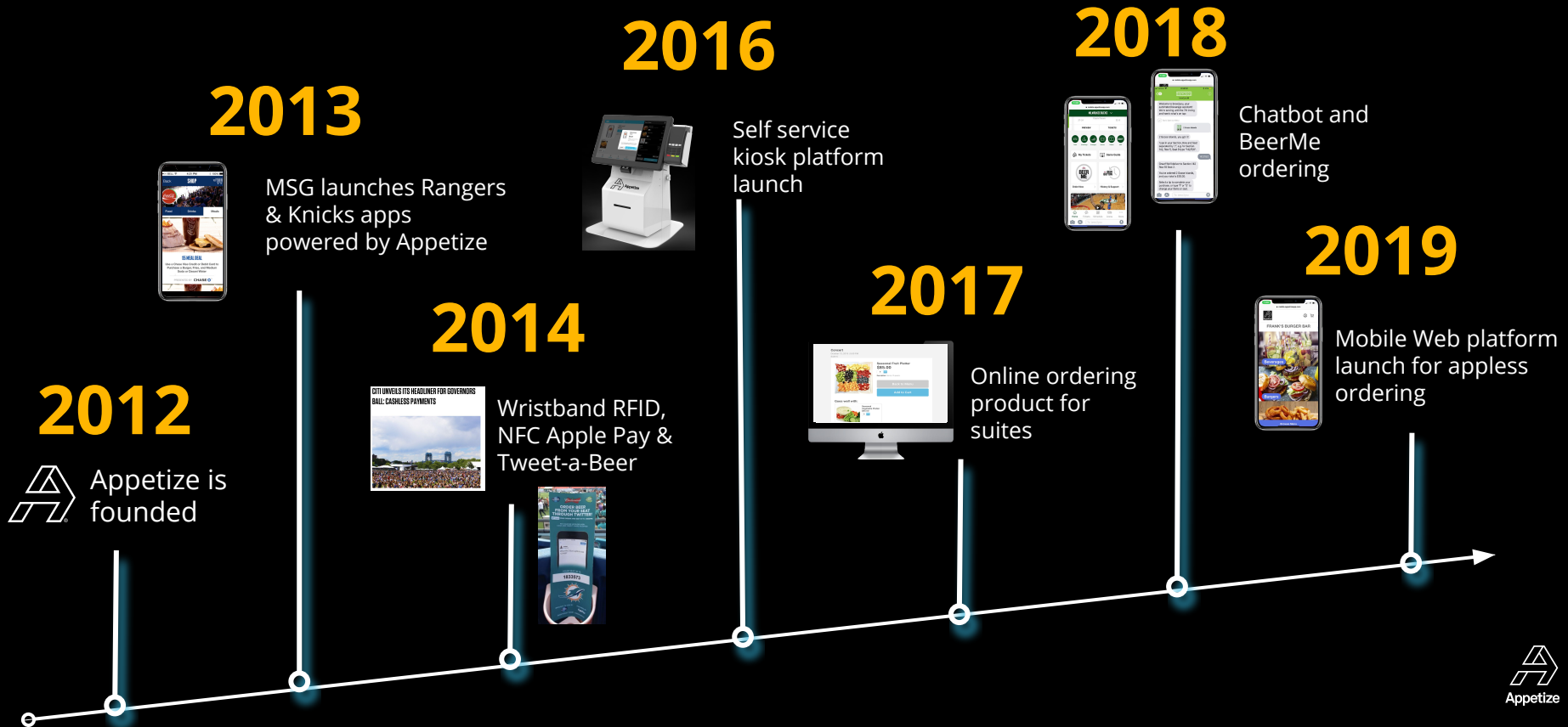
An aerial photograph of a city at dusk or dawn. In the center is a large, circular arena with a white roof and a curved glass facade. To its left is a large stadium with a green roof. The surrounding area includes parking lots, streets with cars, and other buildings. The text "Facilities operators are asking:" is overlaid in white at the top.

Facilities operators are asking:

- How do I adapt my concession to provide a touch-free experience?
- How do I eliminate congestion and avoid rushes and crowding in ordering areas?
- How do I introduce mobile and online ordering?
- Should I go cashless, and what is the easiest way to do so?

We're here to help.

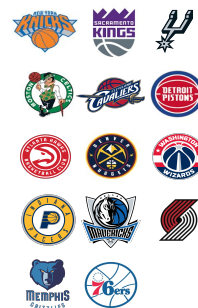
Appetize has led the charge with NFC and digital ordering in venues since 2012



Appetize powers
many of the
world's largest
events and
venues

>60%

Major league teams use Appetize

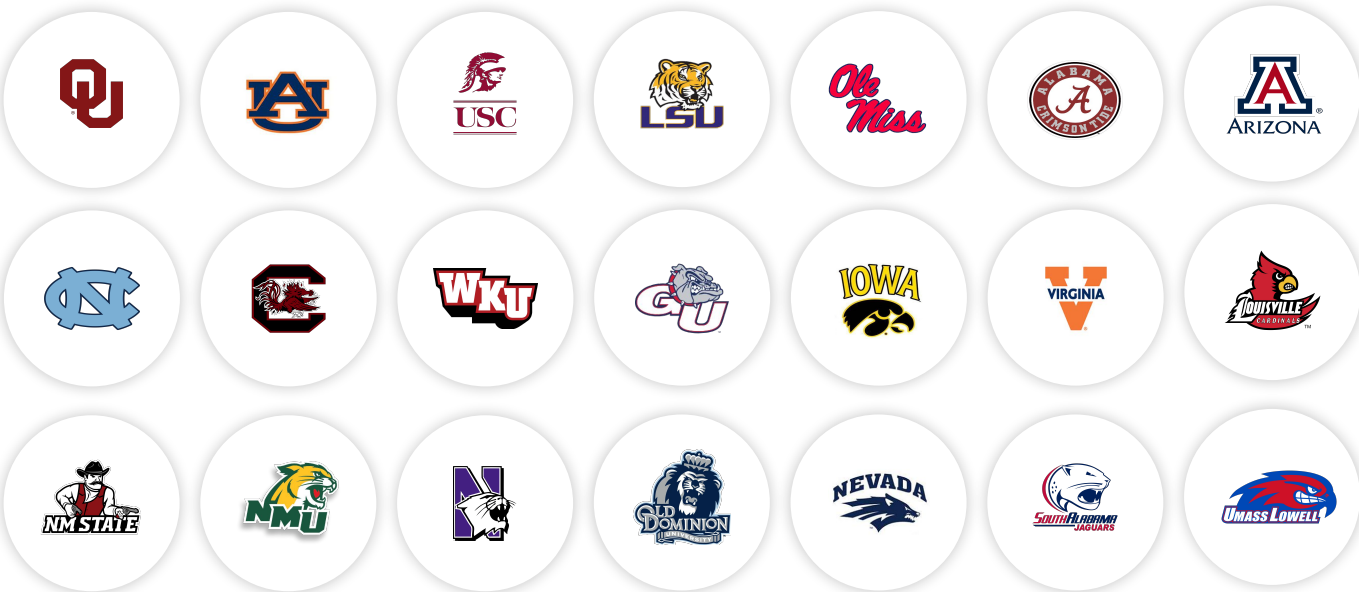


MUSIC, AMUSEMENT, ZOOS,
OUTDOOR EVENTS,
CONVENTION CTRS, OTHER



We have experience serving colleges and universities

NCAA



Users of our technology are on the cutting edge



Football | 7/30/2020 11:00:00 AM | Michael Bonnette (@LSUBonnette)

LSU Athletics Venues Going Cashless in 2020



BATON ROUGE – LSU Athletics announced today all athletics facilities will accept only credit card and mobile payments for merchandise and concessions beginning in the fall of 2020. The move to cashless operations is designed to minimize points of contact for fans and improve speed of service.

"This is all about improving the fan experience and safety at our venues," said [Robert Munson](#), senior associate athletic director. "Reducing contact points when making transactions is a key component of that and will allow our fans to purchase concessions and merchandise with a heightened level of comfort."

We have the technology to help you succeed.

1. ORDER

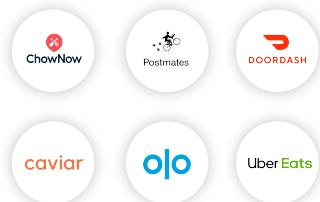
POS Devices w/
Contactless Payment



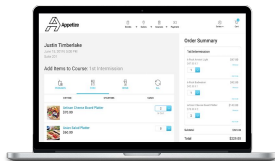
Mobile
Ordering



3rd Party
Ordering



Online
Ordering



2. PREPARE

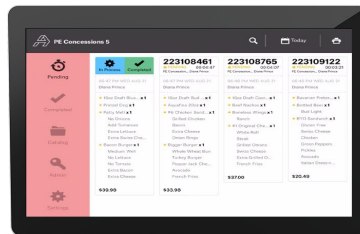


Order Status Board

READY FOR PICKUP					
9129 Wait	4312 Wait	3829 Wait	5532 Wait	3221 Wait	1232 Wait
5312 Wait	4123 Wait	1920 Wait	4323 Wait	4426 Wait	3323 Wait
9910 Wait	1120 Wait	8820 Wait	5312 Wait	4123 Wait	1720 Wait
4420 Wait	4821 Wait	2029 Wait	0021 Wait	6612 Wait	1155 Wait
2212 Wait	9920 Wait	7829 Wait			



Kitchen Display System (KDS)



SMS Order Updates



Order Submitted

Delivery to Customer

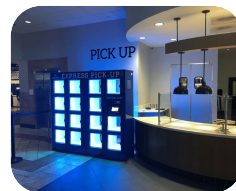
3. DELIVER



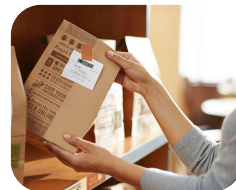
In-Seat Delivery




Counter Pick Up



Locker Pick Up



Pre-Order Pick Up

A hand holding a smartphone over a payment terminal, illustrating contactless payment. The background is a blurred image of a coffee shop with a cup of coffee on a table. A large teal diagonal overlay covers the left side of the image, containing the text.

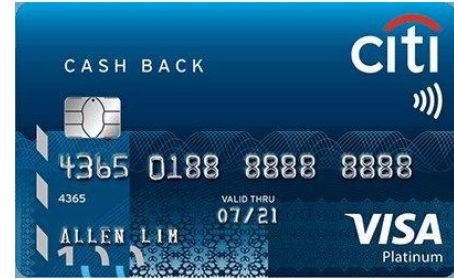
Operational Models

The Basics:

Contactless Payment/NFC & Sanitation Measures

51% of Americans are now paying via digital wallets and tap-to-pay credit cards

The payment device has to be within just 1.5 inches to receive comms



Where can **NFC** be used?

Fixed Point of Sale



Self-Service Kiosks



Handheld Tableside Ordering



Handheld In-Seat & In-Suite Ordering



Appetize offers
antimicrobial screen
protectors for every size
screen & branded
sanitation stations



**Antimicrobial Screen
Protector**



**Branded Sanitation
Station**

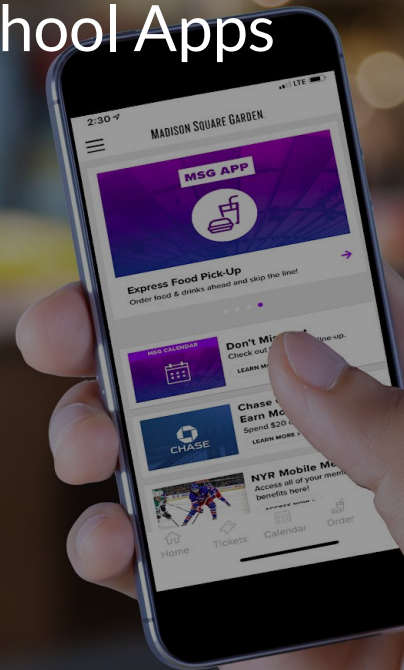




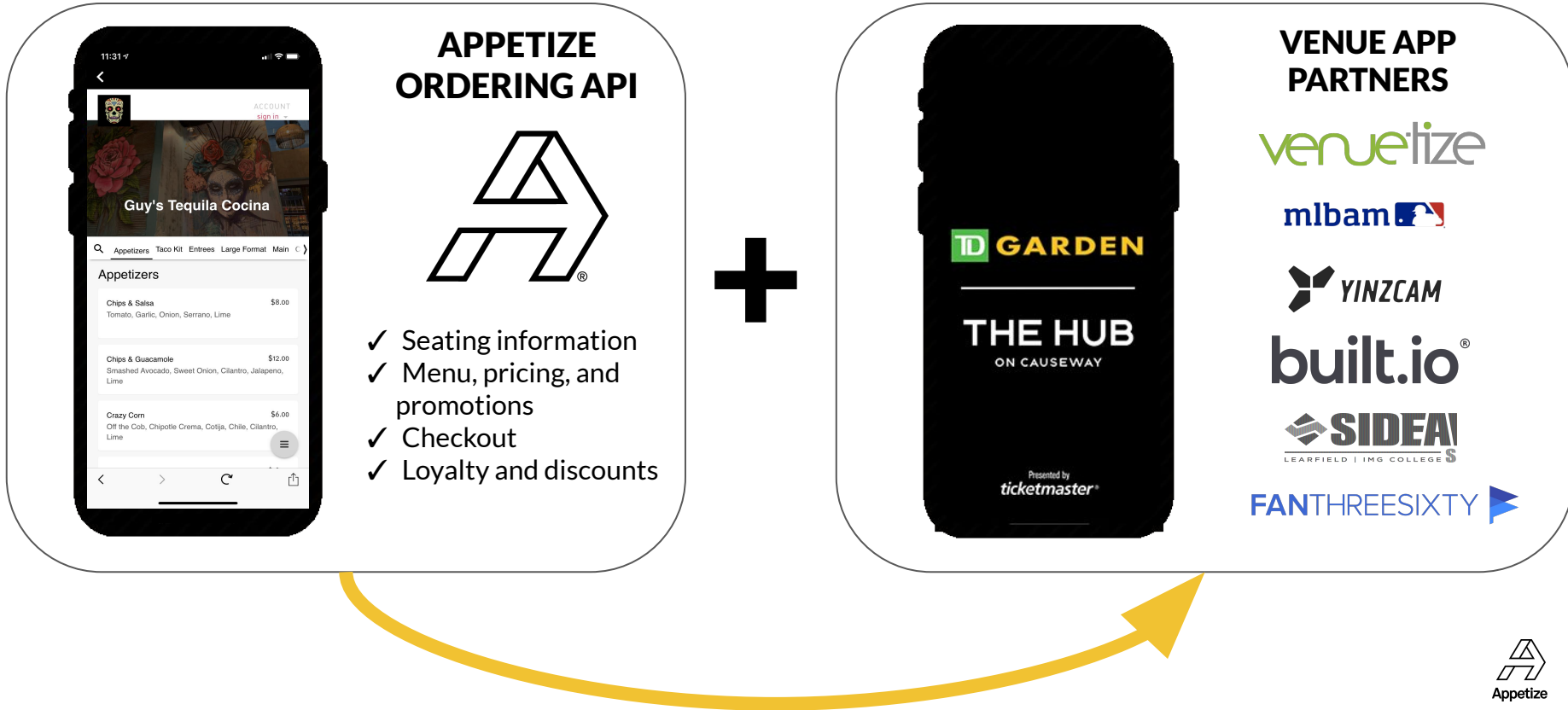
Operational Models

Digital Ordering: Mobile & Online

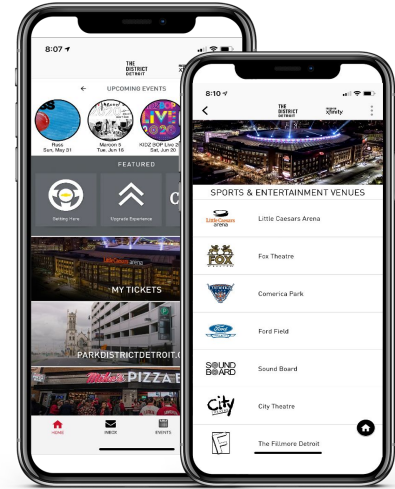
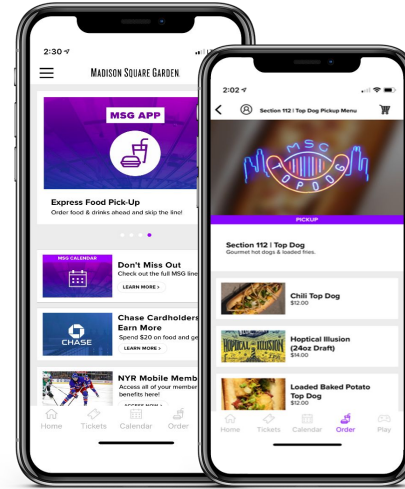
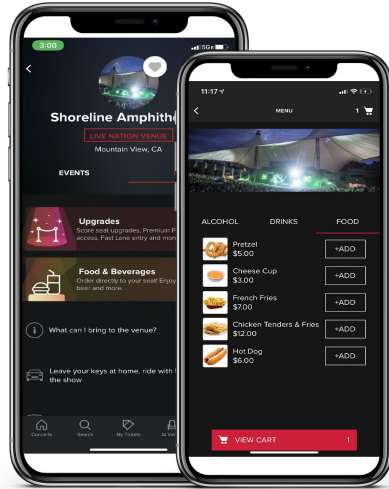
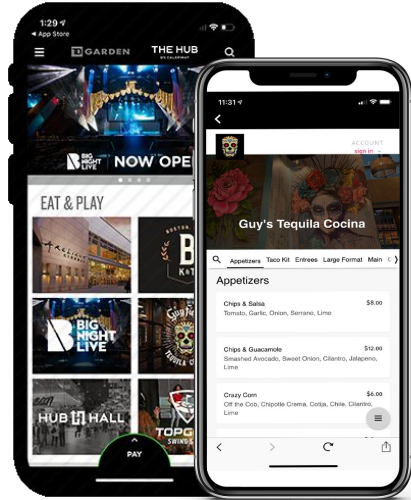
Mobile Ordering Part 1: Venue, Team, and School Apps



Appetize powers digital ordering within branded Apps



Examples of Appetize powered Apps



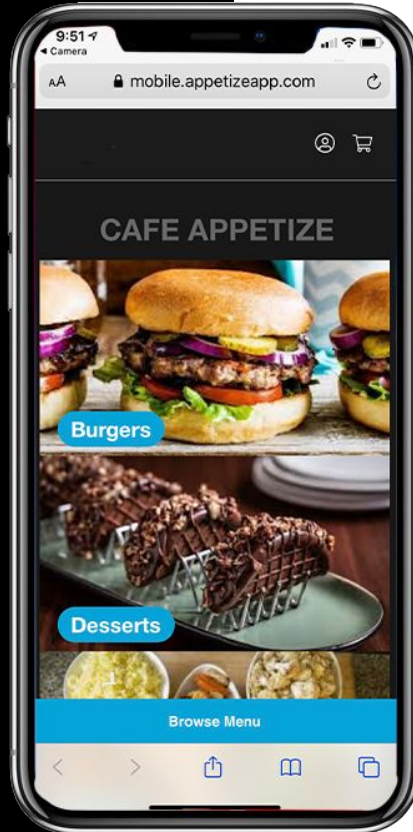
Appetize Mobile API

Mobile Ordering Part 2: Mobile Web (Appless) Ordering



App-Based Ordering

- Branded
- Wallet Payments
- Loyalty Enabled
- Email Capture
- POS Integration

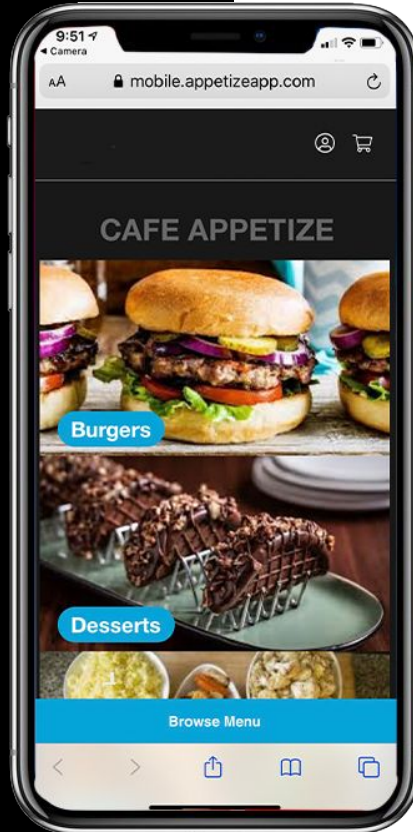


Mobile Web Ordering

- Branded
- Wallet Payments
- Loyalty Enabled
- Email Capture
- POS Integration

App-Based Ordering

- Requires Download
- Distinct iOS/Android coding/submission
- Maintain PCI
- App Updates by Device Type

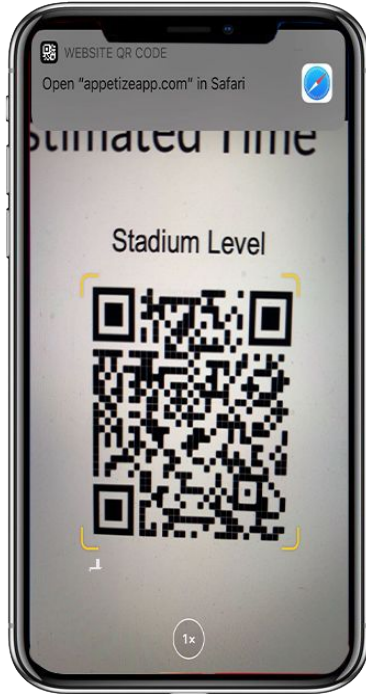


Mobile Web Ordering

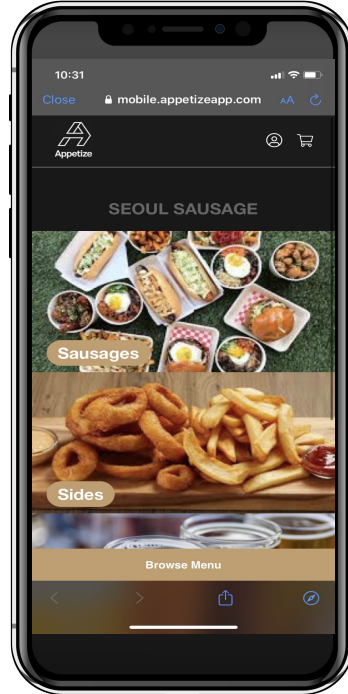


- Instant Access
- Device Independent
- Easier PCI Management
- No Hassle Updates for All Users

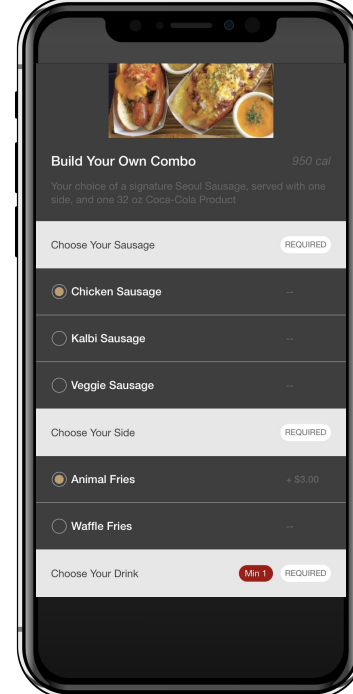
Appetize Interact Web Ordering Platform



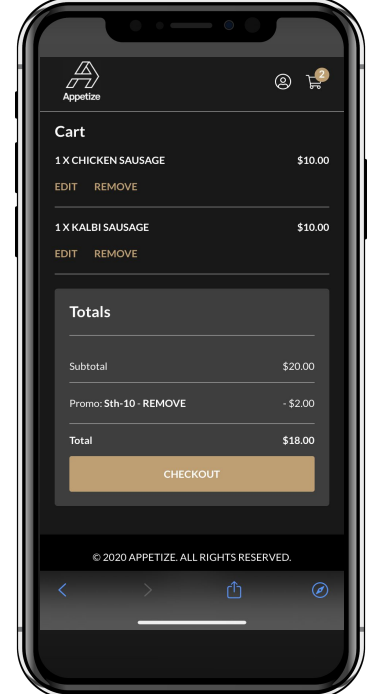
Scan QR



Menu

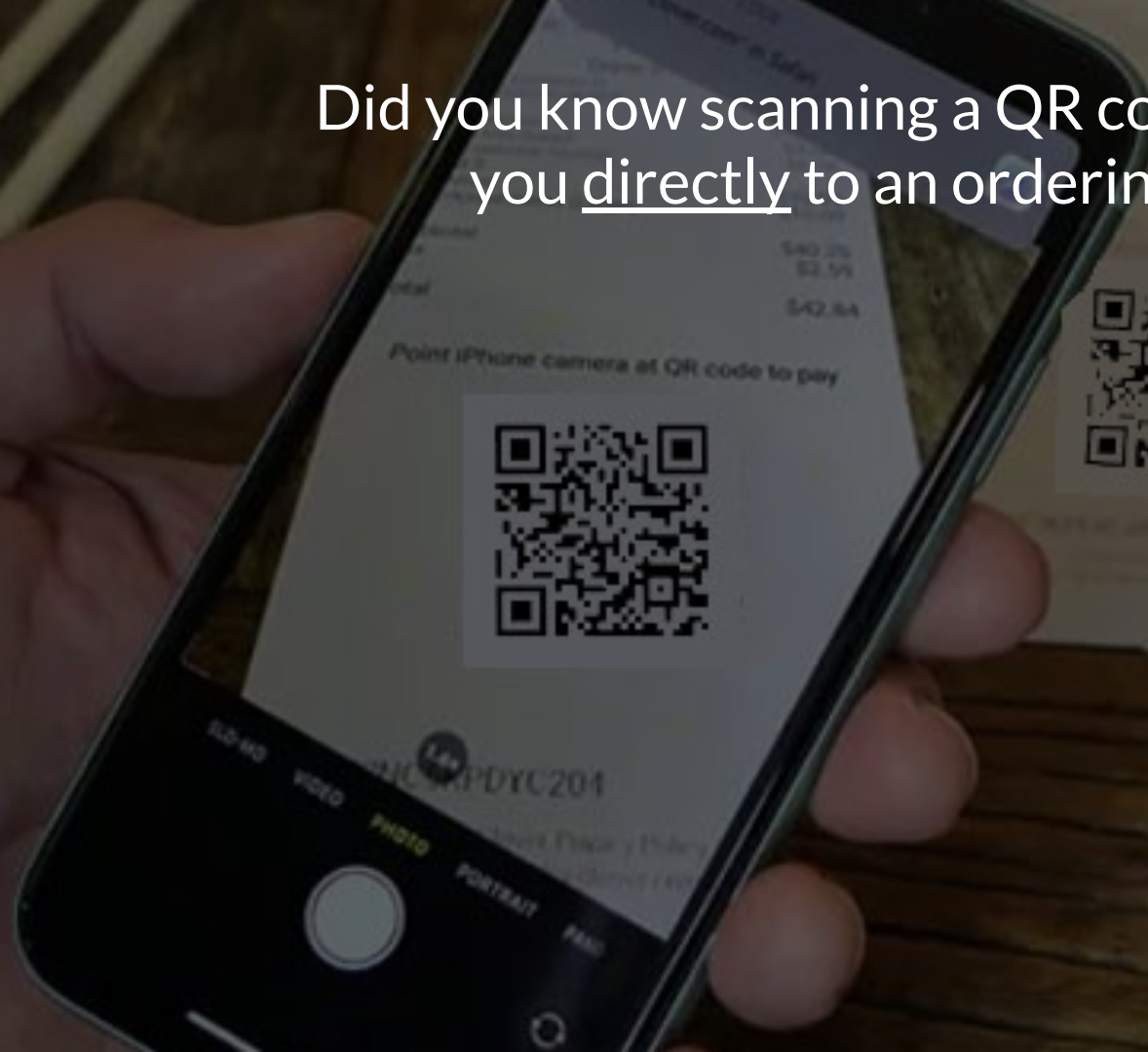


Options



Checkout

Did you know scanning a QR code can send you directly to an ordering site?



Take out your phone, open your camera, and point it at the QR
Code below:



Appetize
Mobile Web
Ordering
Powered by
QR Code



What are the use cases for QR-enabled ordering?



Virtual Hawker



Virtual Waiter

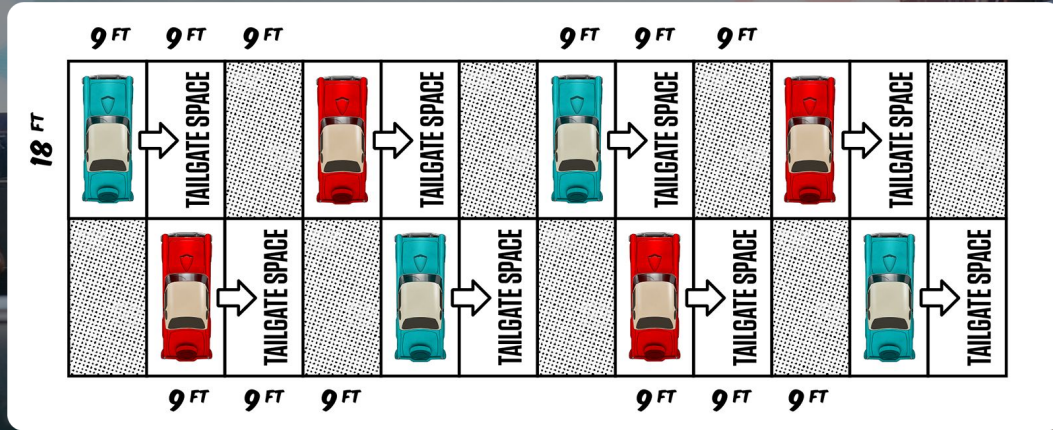


Virtual Kiosk





Virtual Drive-Thru LIVE NATION LIVE FROM THE DRIVE-IN

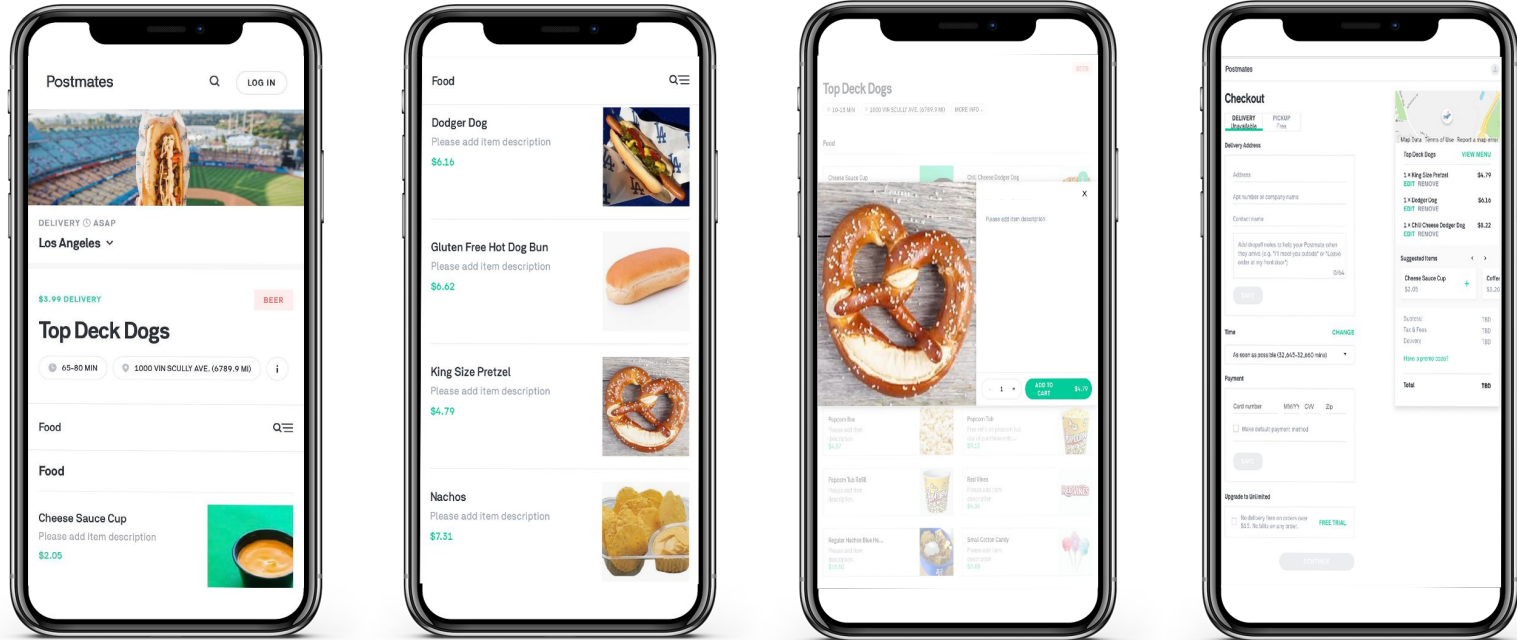


- Signs with QR Codes for Ordering at Each Parking Spot
- Delivery to the Parking Spot

Mobile Ordering Part 3: 3rd Party Delivery Apps



Appetize integrates to all major delivery app providers



Appetize inside
the Postmates
App,
Dodger Stadium

Online Ordering

Appetizers **Wine** **Beer** **Snacks** **Starters**

Search

- Bud Light 6pack**
\$24.00
- Caesar Salad**
\$15.00
House-made Caesar Dressing Served on Flat Bread
- Chicken Tenders**
\$12.00
Served with Honey Mustard dipping Sauce
- Coors Light 6pack**
\$24.00
- Domestic Beer and Wine**
\$32.00
Picked for you:
Blue Moon Draft
Bud Light 6pack
Coors Light 6pack
Fat Tire Amber Ale
Fremont Interurban IPA
Woodbridge Chateau

1st Quarter

- Chicken Tenders
\$50.00 X1
\$50.00

2nd Quarter

- Fresh Salads & Quiche
\$65.00 X1
\$65.00

Subtotal \$170.00

Fees \$20.60

Service Charge \$20.60

Taxes \$3.05

Tax On Fees \$3.05

Tax Excl 15 Excl \$15.75

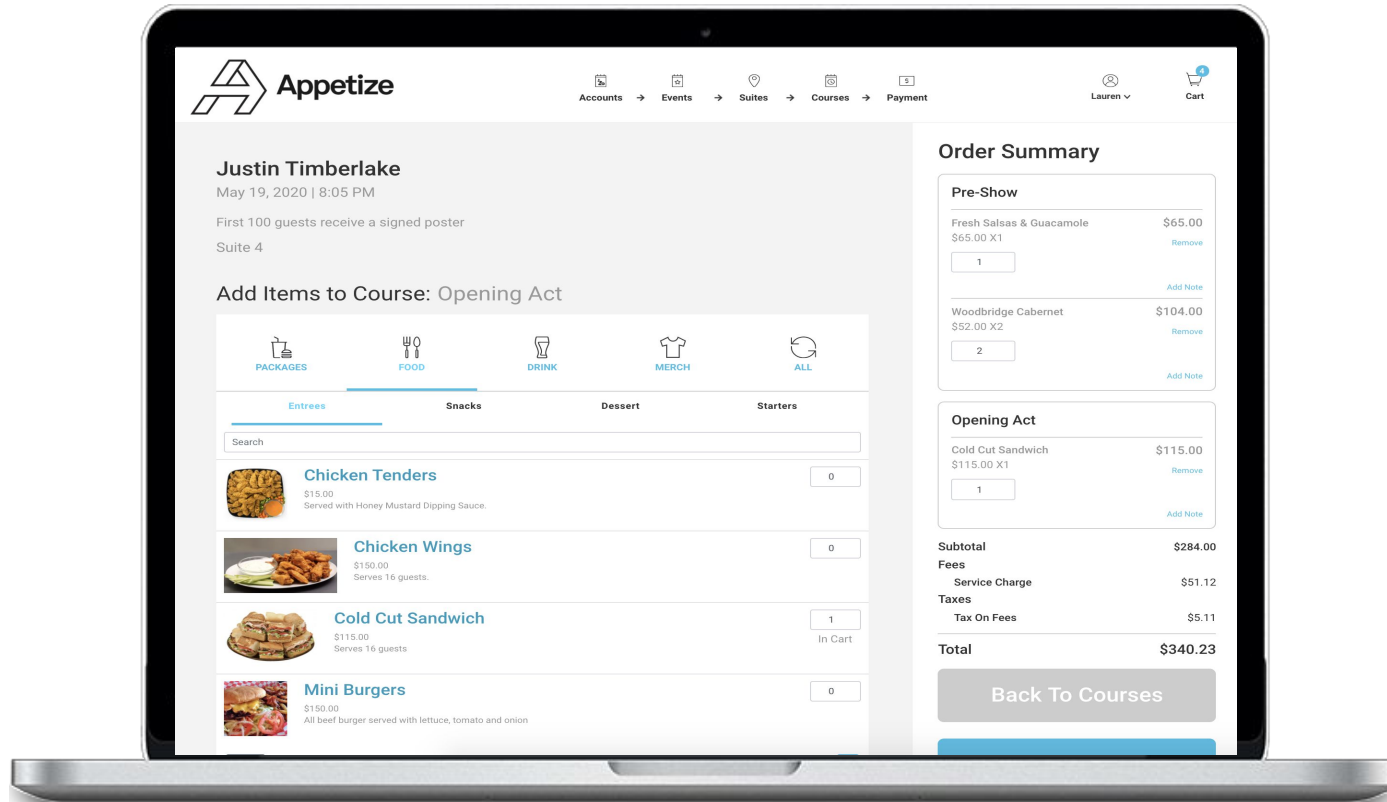
Exclusive Mfr. Excl \$6.50

Total \$225.91

[Back To Courses](#)

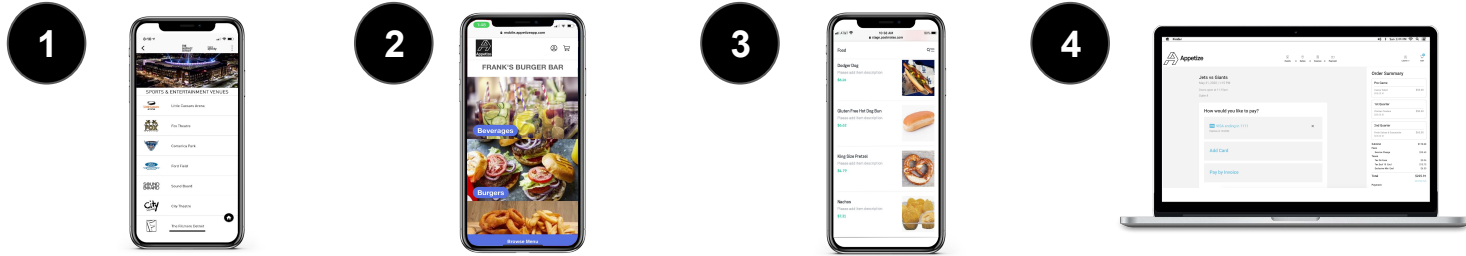
[Checkout](#)

Appetize's Online Platform for Pre-Game Ordering



Appetize Online Ordering Website

All orders from (1) venue/team app, (2) mobile web, (3) Postmates, (4) online can be setup for pickup or delivery.



Pick Up Window



In-Seat / Table / Suite Delivery



Practical Next Steps: Applying Technology to Your Facilities

What will our concessions and
merch stands look like?

CONCESSIONS



CONCESSIONS

READY FOR PICKUP					
9129 Jill	4312 Jill	3829 Dillon	5532 Jill	3221 Mike	1232
5512 Dillon	4123 Jill	1920 Dillon	4323 Dillon	4426 Jill	3323 Dillon
9610 Jill	1120 Dillon	8820 Dillon	5312 Dillon	4123 Dillon	1720 Jill
PREPARED					
4420 Jill	4831 Jill	2929 Dillon	0021 Dillon	6612 Dillon	1135 Jill
2212 Dillon	9920 Dillon	7829			



MOBILE
PICK UP

Scan
To Order



We'll Bring Your Order
To You!

TEAM STORE

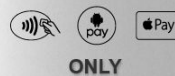


PICK UP LOCKERS

READY FOR PICKUP					
9129 John	4312 Diana B	3829 Dorian	5532 John	3221 Mike	1232
5312 Diana B	4123 John	1920 Michael	4323 Barry	4426 George	3323
9910 John	1120 Dorian	8820 Katherine L	5312 Diana B	4123 David Y	1720 John
PREPARING					
4420 Sarah	4831 Mary	2929 James	0021 Michael	6612 Michael J	1155 Kate
2212 Katie L	9920	7829			

TEAM STORE

Full Service



Scan
To Order



You'll be notified when
your order is ready!

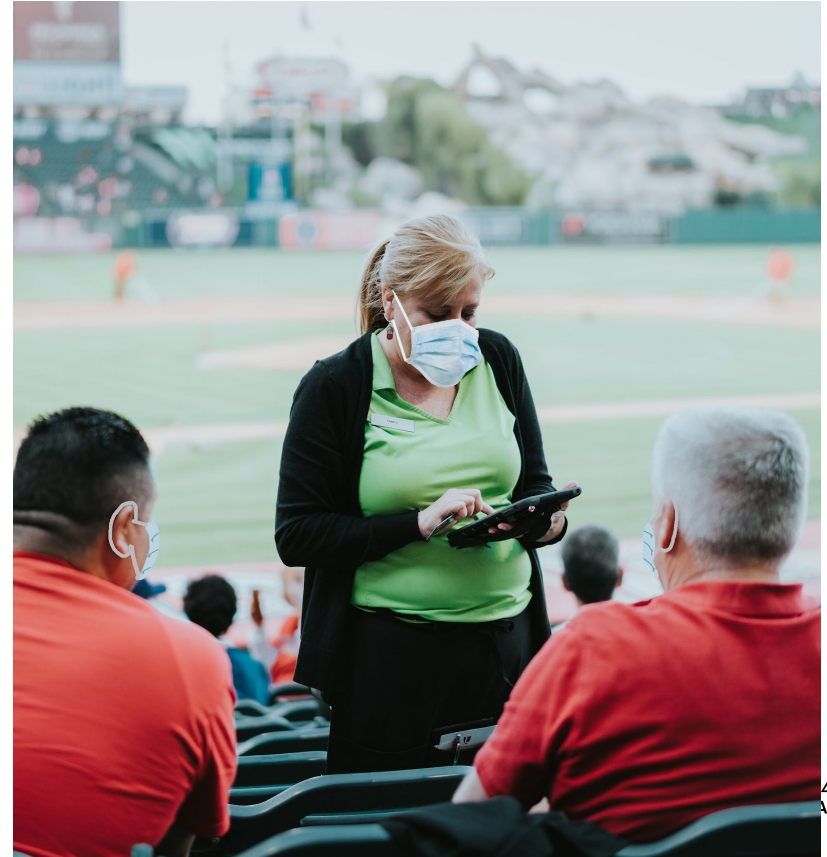
Appetize

What about restaurants,
seating areas, and suites?

Enhance manual waitstaff and hawker models...




With mobile ordering and NFC-enabled handheld POS




Use QR Codes and Mobile Ordering to reduce congestion at concessions and concourses




Scan
To Order



Or Download
Our App!



The background image shows two white Appetize point-of-sale (POS) terminals on a dark countertop. Each terminal has a tablet screen displaying a menu or interface, and a payment terminal attached to the side. A large blue diagonal overlay covers the left side of the image, containing the title text. The Appetize logo is visible on the front of the terminals and in the bottom right corner.

Operational Concepts

Ideas to consider

Operational Concepts

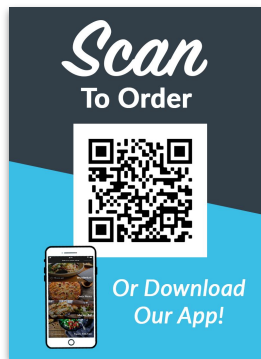
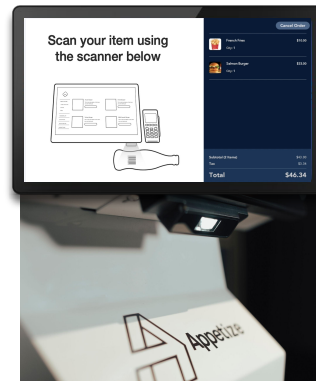


Apple Pay & Google Pay-only lines

→ Encourage guests to pay with contactless checkout

Barcode items for grab & go

→ Let guests check themselves out with pre-packaged, barcoded items and kiosks



Place QR codes around your venue for frictionless and easy ordering

→ Train staff and others to be ambassadors for your programs

Operational Concepts

READY FOR PICKUP					
9129 Jill	4312	3829 Dorian	5532 Lidia	3221 Mia	1232
5312 Steve M	4123	1920 Joni	4323 Michael	4426 Emily	3323 Gregory
9910 Ben	1120 Thomas	8820 Anthony J	5312 Thomas B	4123 Robert F	1720 Joe

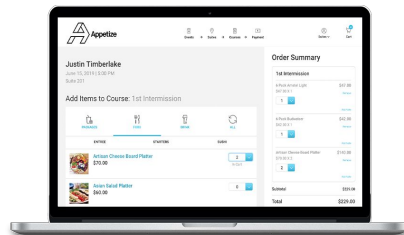
PREPARING							
4420 Sarah	4831 Mia	2929 Jesse	0021 Michael	6612 Michael J	1155 Ben	2212 Kaitlyn	9920 7829

Use order status boards

→ Help keep guests informed and out of lines

Send your guests links to pre-order food and merch online

→ Create uncongested pickup windows before and during the game



Invest in antimicrobial screen protectors and sanitizer

→ Provide a safer environment across POS and Kiosks

Operational Concepts

Consider Going Cashless

→ With a modern POS and digital ordering platform in place, you can fully eliminate cash handling



A background image showing two people shaking hands. The person on the left is wearing a grey polo shirt and holding a smartphone. The person on the right is wearing a dark jacket. The background is blurred, showing what appears to be a stadium or event space with lights.

In Summary:

Appetize is here to help in any way we can.

We are confident the combination of NFC,
mobile and online ordering along with
thoughtful operational changes will enable
you to succeed.



Thank you for joining
today's webinar.

Please reach out with any
questions. We hope to see
you soon!

Contact Information

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