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SQUADUP APP IS NOW A MOBILE BOX OFFICE

New York, NY – May 21, 2015 – Event planning app SquadUP is rolling out a new Box Office function that will make it easy for large-scale event organizers to sell tickets on the day of an event. Using SquadUP’s external credit card scanning hardware, camera scanning, or manual credit card entry, organizers can now sell and manage event tickets within a fully mobile setup.

The Box Office feature complements the app’s existing suite of mobile event planning features, including mobile event discovery and cloud-based check-in. As the number of mobile ticket buyers continues to increase significantly, SquadUP’s Box Office represents a unique and innovative point of sale solution for large events. Using the app, event organizers can add tickets and other promotional merchandise like hats and t-shirts on the fly, then sell them just as quickly.

The Box Office feature will increase sales from last minute purchases while also allowing tickets to stay on sale until the start of the event. Beyond that, Box Office also captures ticket buyer contact information for mobile marketing. Box Office will also significantly decrease fraudulent ticket sales and ticket reselling by simplifying the ticket buying process into one interaction.

Box Office is the latest in a series of innovative features introduced by SquadUP, whose app enhances the event experience with smart, social design. The app already includes exciting social features such as event chat and group messaging, group photo sharing, event-specific hashtags, and location-sharing.

“By rolling out POS functionality for box office, we have added yet another critical feature to our suite of mobile-first ticketing tools.” Says SquadUP CEO, William Litvack, “Organizers may seamlessly sell tickets and merchandise on-site, enabling better inventory management and sales reporting.”

About SquadUP

SquadUP is the mobile-first event management and ticketing platform. SquadUP provides hosts and event-goers with an immersive social event experience through their web and mobile devices. Hosts create a central, highly customizable event page and may send invitations, track RSVPs, sell tickets and collect donations. Based in NYC, the Company offers their event planning experience on iOS, Android and desktop web.

SquadUP transforms the event experience with an end-to-end, mobile first solution for event planning, messaging, image sharing and ticketing. No existing platform provides a solution that spans planning, ticketing, messaging and photo and video sharing. For more information, visit <http://www.squadup.com>. Or check out their iOS app (<http://squadup.com/ios>) and their Android app (<http://squadup.com/android>).