



**INCREASE
REVENUES**

**AND FUN WITH
MOBILE ATMS
AT YOUR EVENT**

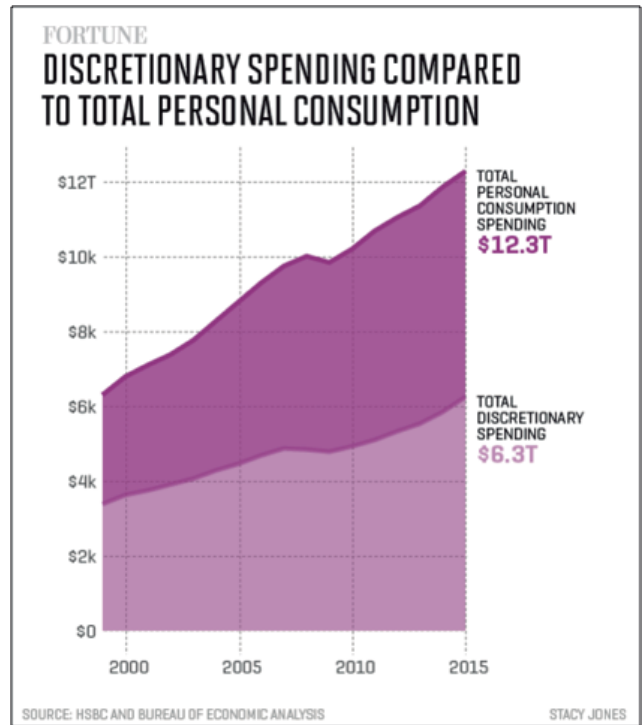
www.gowithstar.com
800.742.1852

According to studies from HSBC Bank and the Bureau of Economic Analysis, consumers are steadily spending more on experiences than stuff. While total discretionary spending has nearly doubled in the past 15 years, money spent on travel, eating out and recreation has far exceeded expenditure on household goods, cars and other physical items.

Similarly, there is additional trend for “going local” – a movement designed and promoted by the younger generations to support community businesses. Independent stores, small shops and local events are all seeing the benefit as terms like “#locavore” and “#localvore” begin to take root.

This is good news for event organizers.

However, the use of credit and debit card processing at events can be excessively cumbersome. Standard card processing requires electricity, equipment and a modem. In addition, easy to use mobile processing options such as Google Pay, Square, PayPal and Clover charge heftier fees than what businesses exhibiting at an event may be able to get through their usual processor, significantly cutting into vendor profits.



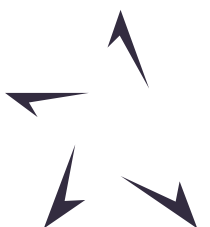
As such, many businesses selecting to exhibit at community events rely heavily on cash – and often upcharge for non-cash sales. This reliance on hard currency for goods and activities drives heavy lines to the only locations able to provide the dollars needed – the nearest ATM.

How Event ATMs Work

ATMs provide a real service for vendors and event operators. Studies show that over 75 cents of every dollar that is withdrawn at an event is spent on-site. These ATMs also:

- Keep consumers on-site
- Increase sales by up to 50%
- Reduce credit card usage (lowering fees and expenses)
- Increase visitor satisfaction

Mobile ATM, a Star Financial company, is an experienced event ATM provider that works directly with event planners to organize equipment and services scaled for the type and size of the event. The ATMs use high speed, wireless internet connections and are placed at strategically locations that are convenient for event goes ☒ without the safety hazard and inconvenience of running phone lines.



Depending of the size of the event, the layout and the need for cash, Mobile ATM will customize the type of ATMs placed on-site. Some of the standard ATM setups used for events include:

- **Enclosed ATM Unit** – These units are typically a stand-alone style machine placed within an enclosure to protect it from bad weather. They are primarily used for larger events that spread out over a large area.
- **Trailer ATMs** – These machines, typically used for smaller events, are installed within a trailer that can be placed in a strategic location and may include as many as four ATMs.
- **ATM Vehicles** – Also used for smaller event, a vehicle ATM is a large truck or van with anywhere from one to three machines installed inside.

Mobile ATM uses only the most up-to-date equipment capable of handling large numbers of transactions within a short time frame and provides an on-site technician to continually monitor the ATMs for any problems that may arise and re-fill them with cash when necessary.

In some cases, Mobile ATM will also work with event planners to procure an ATM sponsorship from a local bank, credit union or participating vendor – placing branding or signage on or around the ATM to promote the sponsoring business. In addition to the convenience of cash, this style of branding helps increase consumer trust and usually leads to even higher transaction volumes for event machines. An added benefit to having a bank or credit union branded ATM on-site is that accountholders who bank with that financial institution can get cash surcharge - free - increasing profits for event vendors.



Plan for Success

Mobile ATM consistently monitors their ATMs to view transaction volumes, catch errors and maintain cash volumes. This ongoing management ensures your event visitors are presented with smooth transactions and your vendors' sales remain steady and profitable. As an added convenience, Mobile ATM will also provide scheduled cash pickups for vendors throughout the day ☑ increasing safety and security for vendors who may not want to have a large supply of cash on hand.

By creating access to account balances and cash, event ATMs provide a vital resource for event goers and organizers. Mobile machines encourage participation in the event, recirculation of funds and connectivity between consumers and local businesses. And, with the addition of high level operations – including a trained team of professionals to tackle setup, management, service, breakdown and transport, as well as regular cash flow, Mobile ATM is capable of increasing vendor sales as much as 50% – while eliminating some of the backend pressures for event organizers.

