Square
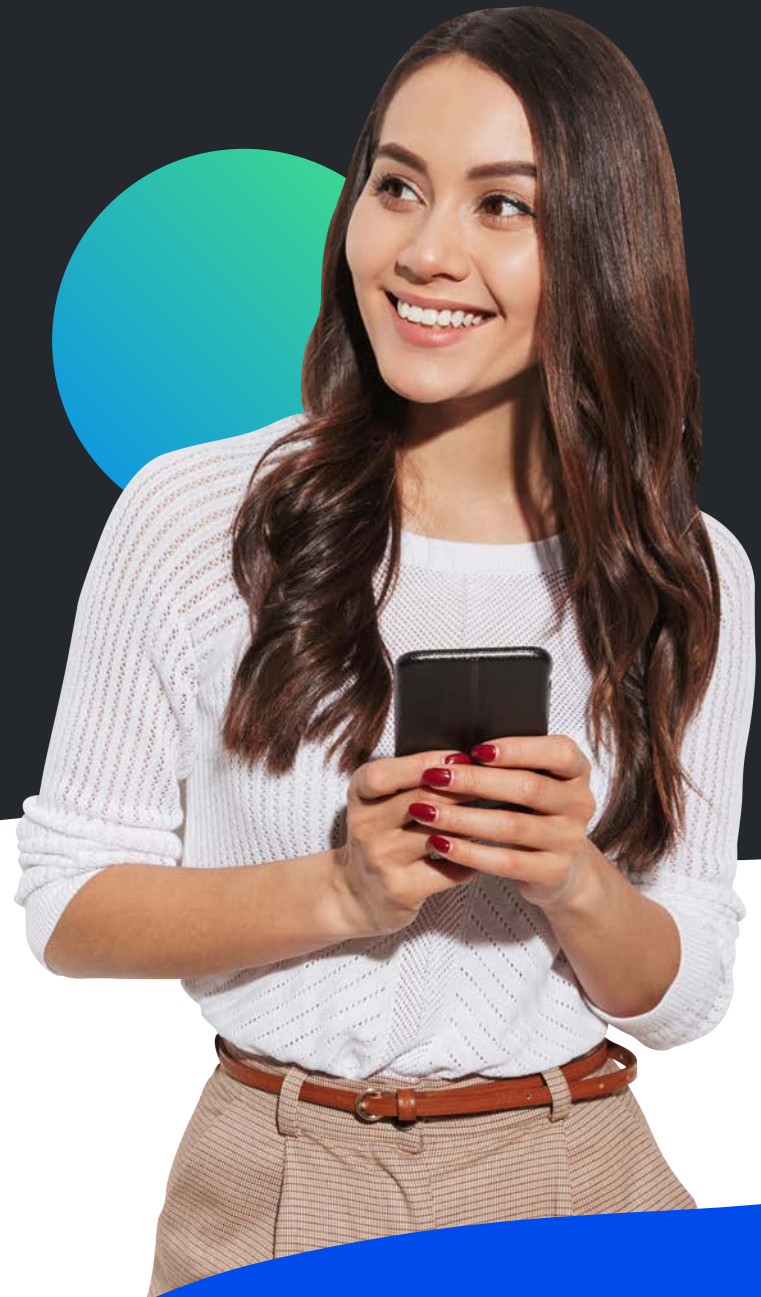
Set Up Easy Event Payments with Square

Discover why Square is the best cutting-edge payment processing tool for your next event.

BRUSHFIRE

ushfire Partnered with Square

Did you know we were the first company ever to offer omnichannel event payments? We did this through our partnership with Square. We wanted to make sure our clients had the very best tools available to manage ticketing and event payments.
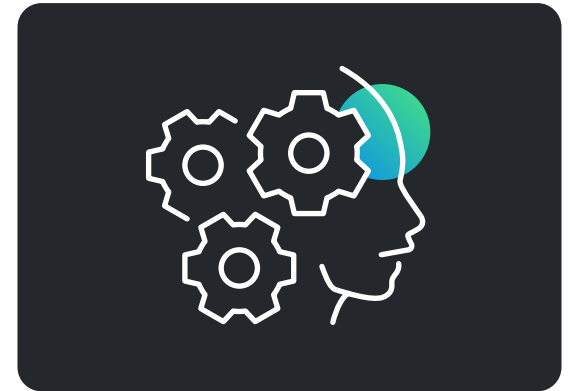
Innovative

This multi-billion dollar payment company continues to make technological advances that are shaping the way people pay for things.

Even though Square is large and established (with over 200 million active users), it's also dynamic. Square is always changing and adapting to what customers want.

Smart

Square offers incredibly advanced smart payment processing tech designed to navigate hurdles and provide robust tools that aren't overly complicated for the end user.

FEATURES OF SQUARE

Because of Square's commitment to innovation, agility, and smart design, there are many features that make it a top choice. Here are just a few of the features that Square users love.

User-Friendly

Setup and reporting are easy with Square. The platform might handle payments like a financial institution, but it was designed by software engineers and centers around the **user experience first and foremost**.

Not only is Square versatile and fast, but it also integrates easily with Brushfire. As we'll discuss below, Square can be used with any of our tools.

Same-Day Transfers

The standard (and free) transfer of funds from Square to your external bank is typically one business day. That's a pretty quick turnaround that works well for most of our event planners. *But what if you need your funds sooner?*

With Square, you have **two options for instant withdrawal**.

For a small fee, Square makes it possible to move funds to your external account instantly. Or, you can avoid this fee by setting up a Square Checking Account and using your connected Square Debit Card to spend funds immediately.

Tracking and Reporting

While planning and oversight are a big part of event management, you can't improve without **robust tracking and reporting features**. Square offers powerful and easy-to-use reports.

You can even set up a unique Square Location to help differentiate between events or booths. This makes it possible to add an event to your Square account that is considered separate from your merch table or coffee shop sales.

Fraud Protection

There are many opportunities for things to get held up without the right payment processor in place. Legacy payment processing tools often struggle to delineate between problem scenarios and modern event trends. When sales spike or attendees register from uncommon places, some providers reject payments or require extra steps as fraud prevention.
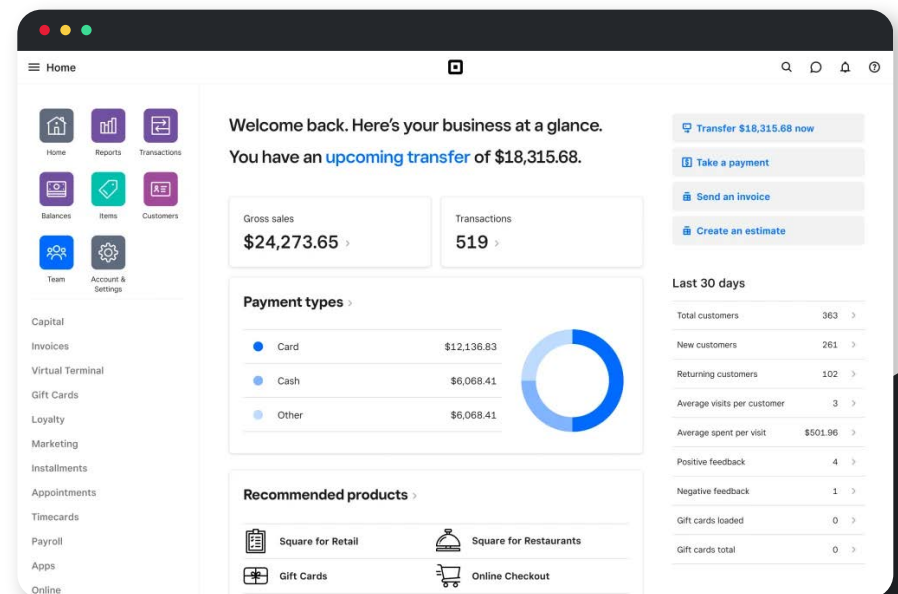
Square does a fantastic job of navigating unusual situations to reduce unnecessary holdups in the process as your merchant of record.

While Square makes payments seem easy for end users on both sides, there are a lot of smart things happening on the backend to **keep transactions smooth**. Square also protects you from unfair chargebacks and credit card disputes.

Marketing Automation Tools

Square offers marketing tools that automate email and text campaigns to help you connect with your audience. Send out reminders, increase return attendees, offer coupons, and boost Google reviews with Square Marketing.
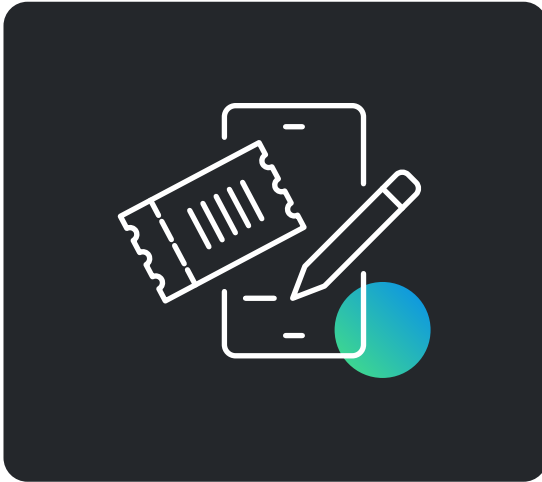
You can automate emails to go out at certain times or when triggered by certain actions. For example, you can set thank you emails to go out after ticket purchases and then schedule a reminder email a week before your event. Creating messages ahead of time will take a load off your plate while increasing your responsiveness.

How Square Integrates with Brushfire

Ticketing & Registration

Get more control over your events with flexible registration and customizable ticketing.

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Event App

Did you know? Brushfire offers three convenient tools with a host of features to help you manage events! Our powerful end-to-end solutions can help you do more without overloading your team.

Here is how our partnership with Square takes these event management services to the next level.

Ticketing & Registration

Set up Square to easily take cards or virtual wallet payments for any kind of event. Brushfire ticketing and registration tools make it easy to:

- Control attendee levels with ticket caps
- Print branded event tickets
- Send virtual tickets and reminders
- Track ticket holders
- Sell assigned seats with seating charts
- Offer omnichannel sales

Online Event Hosting

Square payments can be used during your virtual events to collect donations or pay for additional upsells. Use Brushfire event hosting to:

- Include interactive chat
- Track event attendees by email
- Integrate giving or merch sales
- Show presentation notes

Event App

Square payments can be made in-app for a convenient attendee experience. Take your event to the next level with a custom Brushfire app to:

- Showcase event sponsors or guests
- Send out alerts and updates
- Provide registration information
- Show venue maps or directions
- Offer ongoing interaction
- Promote future events
- Collect attendee reviews

...and more!

Working with a Brushfire expert, you can create a branded app that meets the needs of your event, boosts attendee engagement, and supports your team.

Request a Demo!

"

We had been looking for something that would link to our Square account, and Brushfire exactly fit the bill for that! In addition to solving that problem, any time I had a question or wanted our online forms to do just a little something different, the Brushfire team was willing and able to do what we needed in order to make our event a success! Great team!

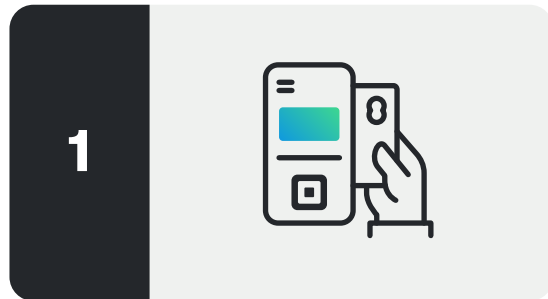– Scott M., Nonprofit Event Coordinator
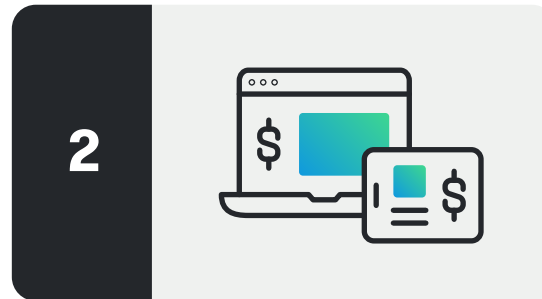
3 Convenient Square Payment Options

Offer omnichannel payment processing in three different settings.

1

In-Person

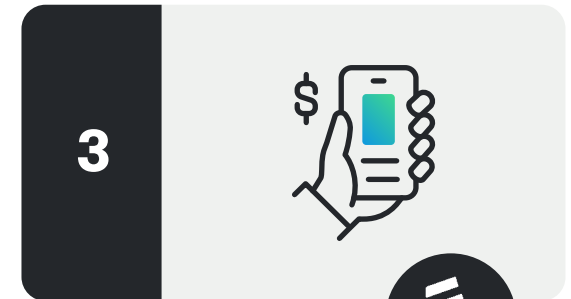**Use Square equipment to swipe cards for in-person sales.**

In-person sales allow people to buy without involving any tech — they swipe or insert a card just like they would at the store. Use a Square Card Reader to swipe a card at your booth or ticket window. Square Terminals can be used with tablets at kiosks, allowing guests to register for events and purchase tickets on their own.

2

Online

Accept payments virtually, from anywhere, at any time.

Don't restrict your purchases to business hours. Square can be used on your website, connected to Brushfire ticketing, or offered during Brushfire online events. It's easy for your visitors to check out with their payment form of choice (even if they don't have their own Square account).

3

In-App

Offer a conv POS for sale

Make it easy during your ev Connecting Sq Event App mea buy things with or waiting in line to check out!

Managing multiple events or different purchase setups? You can establish Square Locations and **differentiate sales to simplify taxes or reporting**. This means you could establish an ongoing bookstore that isn't linked to your annual seminar or convention — all within the same Square account.

Offer Guest Checkouts

You need an account to receive payments through Square, but **your guests don't need one to pay**! Square makes it simple for people to securely use their card or mobile wallet without setting up an additional account.

Don't forget to set up Square Locations if you need to segment events and sales.

Want support? Reach out and our team would be happy to help!

"

We used Square payments for a while before we started using Brushfire. It's been such an easy addition to our business that I would highly recommend.

– Jessica V., Health, Wellness, and Fitness Business Owner

4 Approve Access Request

Log into Square through the Brushfire payment gateway and approve access.

5 Get the Green Light

Once the square feature lights up, you are ready to start collecting event payments with Square!

etter Event Planning nagement with Brushfire!

Gain more control over event planning with smarter tools.

If you are ready to streamline ticketing, offer robust online events, or provide an Event App, we have the right solutions for you! Our support team can help you set up your Square account, connect for payments, help you with refunds, troubleshoot issues, and more. Our tools make it possible to do more without straining your team or resources.

Get started today and start planning your next big thing!

Get a Demo!

□ Square

BRUSHFIRE ◊

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