

# Crash Course #6: Time to Upgrade!



EventUp has three listing packages, each with unique benefits and features. Understanding each package lets you know which is suitable for you and your venue!

## Lesson No. 1: Understand your options.

### *Premium* Includes everything from the Basic Package as well as:

- 40k Impressions
- Top 40 ranking within your city search results, pushing you to the first page of results.
- Listing rotates in highlighted results and is immune to search filters giving you two listings on the first page.

### *Premium PLUS*

#### Includes everything from the Basic and Premium Packages as well as:

- 60k Impressions
- Top 20 rankings within your city search results, placing you at the top section of first page results.
- Gain a static listing on the right side of search results, resulting in your listing appearing 3 times on every page.
- Rotating picture listing in the “Featured Venues” section of the EventUp homepage.
- Dedicated social media and blog posts across EventUp accounts.

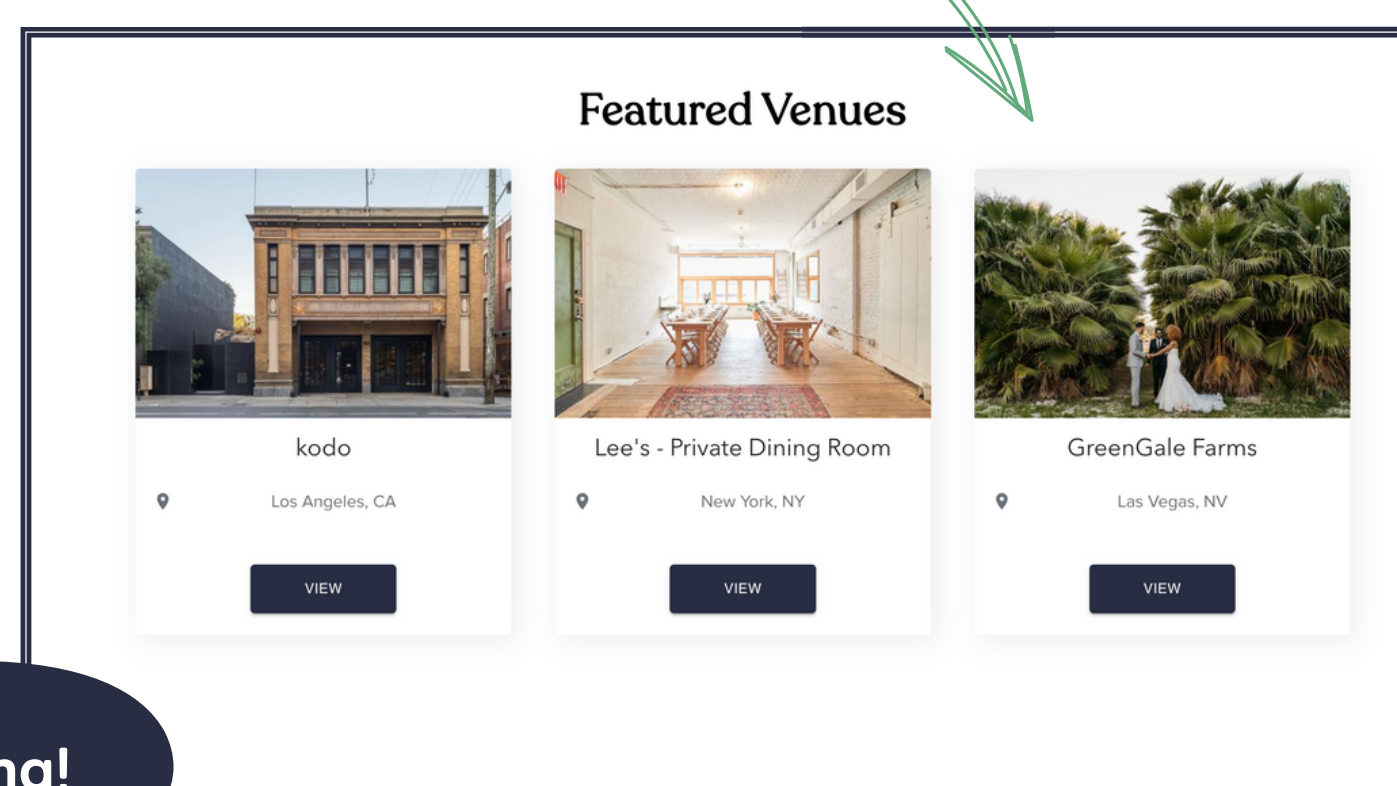
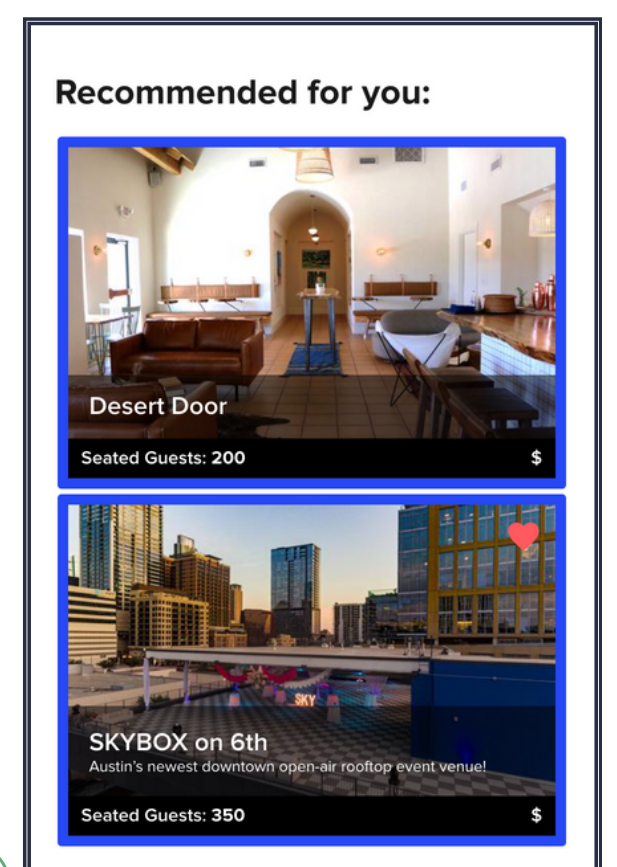
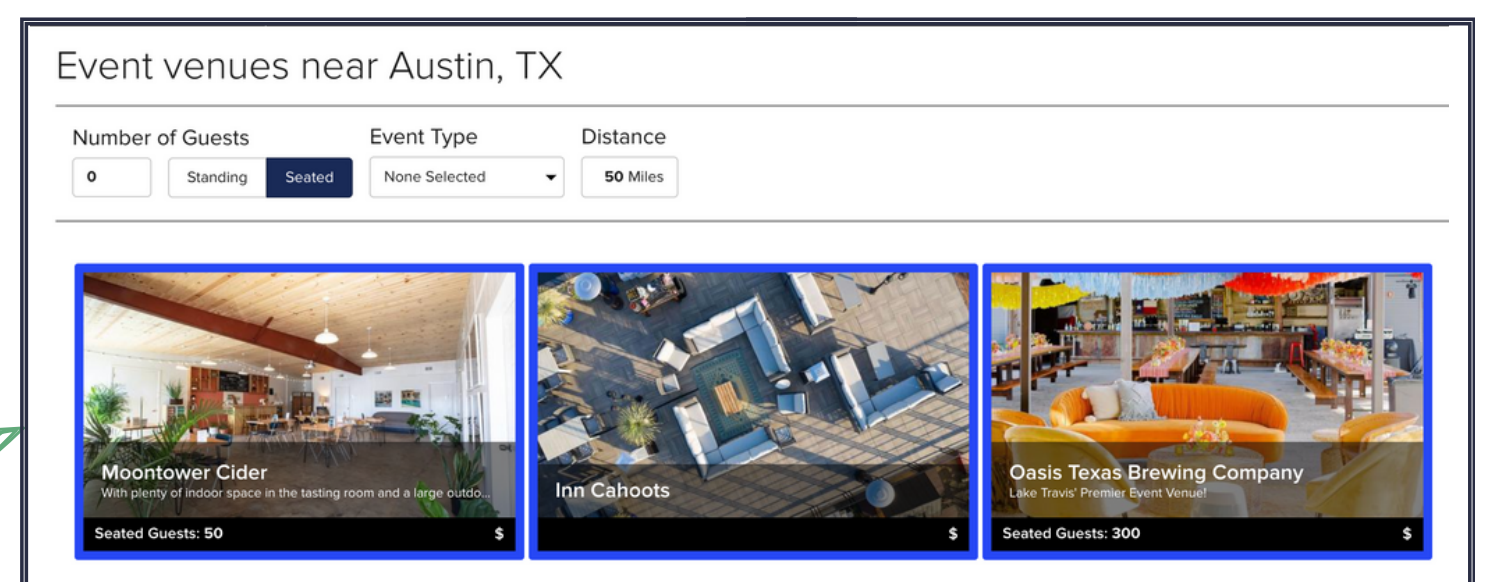
#### Premium PLUS also includes three additional listing fields:

- Target ten competitors of your choice for your venue to show as an advertisement.
- Choose two markets outside your area to appear in the search results.
- Highlight special deals and promotions with custom taglines.

## The Basics

You are automatically enrolled in the Basic Listing Package when you first purchase EventUp. This includes:

- 20k Impressions
- Top 75 rankings within your city search results.
- Inclusion in our blog and social media posts.
- An EventUp Onboarding Specialist with white-glove installation and support.



Click on any of the photos to learn more about the benefits of upgrading!

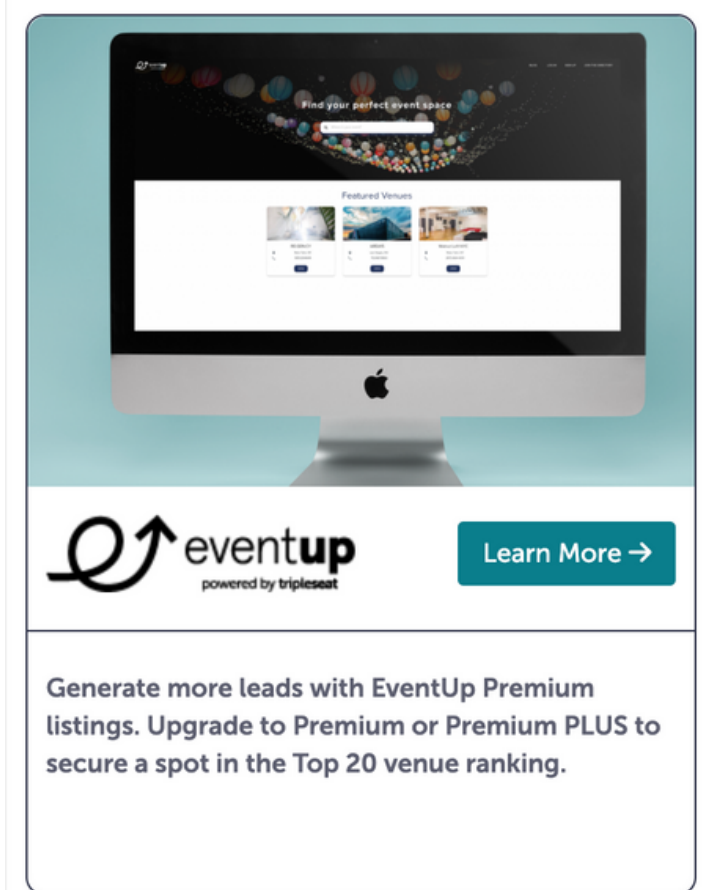
Our EventUp specialists are always available to help walk you through the steps or answer any questions you may have!

## Lesson No. 2: Learn how to upgrade.

When you are ready to get more leads with your EventUp listing, upgrading is quick and easy, and can be done within your Tripleseat account with some simple steps to follow!

### Step-by-Step

1. First, sign into your Tripleseat account.
2. Either go into Settings > Tripleseat Add-On Subscriptions, or go to the Marketplace in the left-hand navigation panel.
3. Click "Learn More" in the EventUp box.
4. A pop-up window will appear where you can scroll down to and select the location you wish to upgrade and select the package option from the dropdown menu.
5. You will be prompted to enter your credit card information, and then you can hit "Submit."



**You have now officially upgraded your EventUp listing!**

With every package, you can choose a monthly or yearly payment structure and always have the ability to opt-out anytime with no cancellation fee- we are here to be your marketing partner and help you grow your events business and revenue.

	Best Value	
<p><b>Basic</b></p> <p><b>\$1,800</b> per unit per year ANNUALLY (\$150/month)</p> <p>Sign Up</p> <ul style="list-style-type: none"> <li>✓ Spotlight blog post on your venue written by professional writers</li> <li>✓ Fast &amp; easy listing setup</li> <li>✓ Award-winning support</li> <li>✓ Inclusion in blog and social media posts</li> </ul>	<p><b>Premium</b></p> <p><b>\$2,160</b> per unit per year ANNUALLY (\$180/month)</p> <p>Sign Up</p> <p>Everything in Basic, plus:</p> <ul style="list-style-type: none"> <li>✓ Listing rotates among other sponsored ads and is immune to filters</li> <li>✓ Highlight your venue directly to event planners</li> <li>✓ Picture ad appears at the top of the city search results</li> </ul>	<p><b>Premium PLUS</b></p> <p><b>\$2,400</b> per unit per year ANNUALLY (\$200/month)</p> <p>Sign Up</p> <p>Everything in Premium, plus:</p> <ul style="list-style-type: none"> <li>✓ Picture listing appears at the top of the location search results</li> <li>✓ Rotating picture listing appears on homepage of EventUp</li> <li>✓ Static picture listing appears on the right side of search results</li> <li>✓ Select 10 competitors to target when planners are submitting RFPs</li> <li>✓ Appear in two other markets outside your area</li> <li>✓ Highlight special deals and promotions with custom taglines</li> <li>✓ Dedicated social media posts promoting your venue across EventUp accounts</li> </ul>

EventUp LISTING PACKAGES	Basic	Premium	Premium PLUS
<b>Pricing:</b> We offer both Annual and Quarterly Subscriptions.			
Included with your Tripleseat subscription			
Venue listing impressions per month	20K	40K	60K
Ranking within city page search results	Top 75	Top 40	Top 20
White glove installation and support	✓	✓	✓
Inclusion in blog and social media posts - <a href="#">Marketing Form</a>	✓	✓	✓
Listing rotates among other sponsored ads and is immune to filters		✓	✓
Highlight your venue directly to event planners		✓	✓
Picture ad appears at the top of the city search results		✓	✓
Picture listing appears at the top of the location search results			✓
Rotating picture listing appears on homepage of EventUp			✓
Static picture listing appears on the right side of search results			✓
Select 10 competitors to target when planners are submitting RFPs			✓
Appear in two other markets outside your area			✓
Highlight special deals and promotions with custom taglines			✓

Click here to learn more about Premium listings on EventUp.

And click here to go to our EventUp blog!

### Fresh content

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