

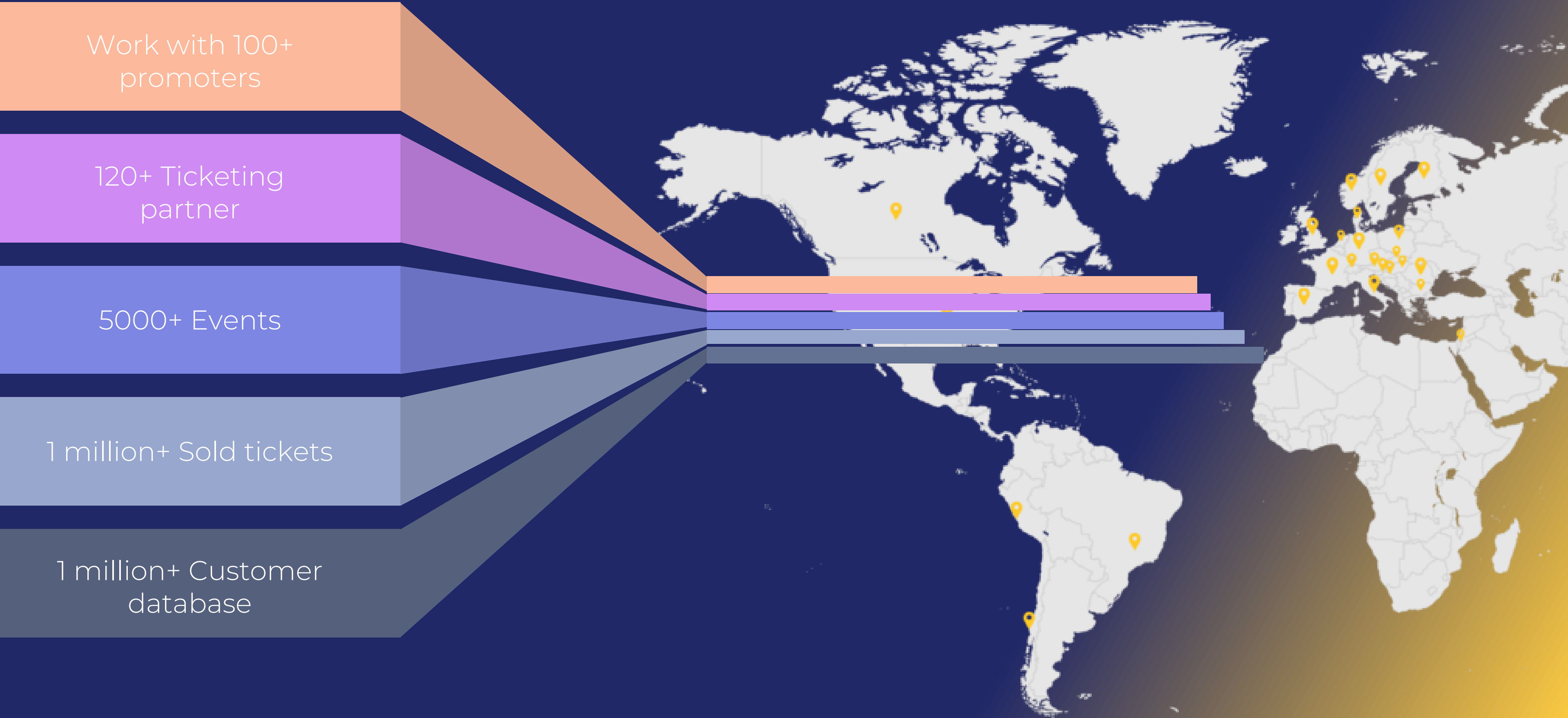


**EVENTIM TICKET
SALES & MARKETING**

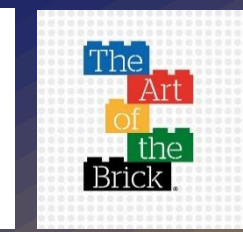
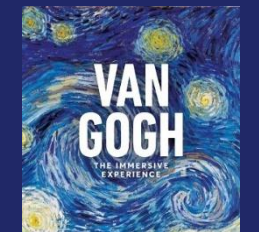
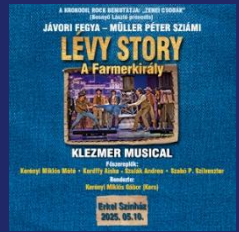
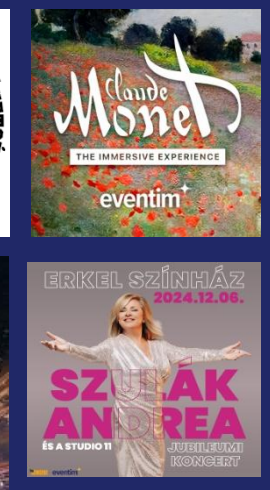
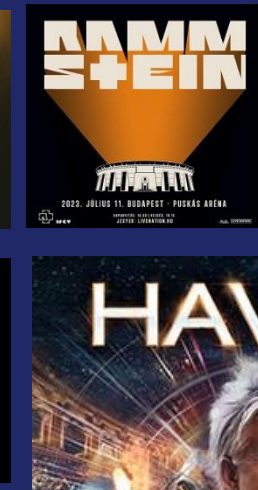
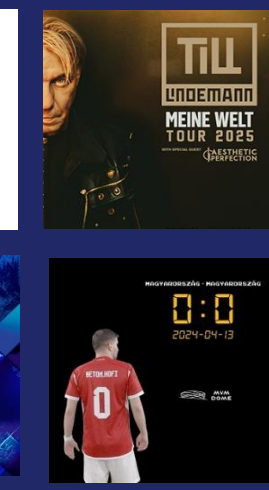
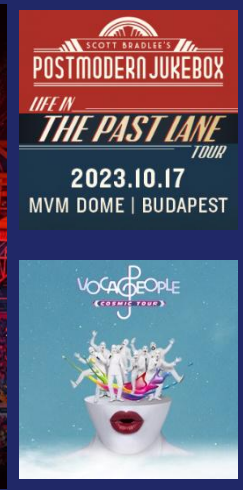
EVENTIM HUNGARY 2025

CTS Eventim Hungary Kft. is the member of the European CTS Eventim AG & Co. KGaA group of companies, which is present in 25 countries and holds a leading position in European event ticketing.

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EVENTS AND PARTNERS



FROM OUR PROMOTERS



"Working with Eventim is like playing in a perfectly tuned orchestra: everyone knows their part, yet together we're able to create something new and extraordinary. It's great to collaborate with them because they truly feel the rhythm of teamwork.,,"

Gábor Guba
Green Stage Production
Office.



"I've been working with the Eventim team for 10 years, and our collaboration has always been highly innovative and responsive to changes in the market. They are precise and reliable in every aspect of what they offer. I can only recommend them— in this ever-changing world, trustworthy partners are essential.,,"

Bea Szovják
Rúzs Magdolna's manager
Plagiguel Kft.



"I've been working with Eventim for over 20 years. As a promoter, I devote nearly 24 hours a day to ensuring the success of my event, and I know I can rely on the Eventim team even in the late evening hours. They provide not only technical support, but also genuinely care about the smooth ticket sales and the effectiveness of online marketing activities.,,"

Mária Rosta - Zikkurat



"Our collaboration with Eventim goes back 25 years. I have always experienced the highest level of reliability and support. Their team is extremely helpful and always responds quickly to any questions—whether it's about ticket sales or marketing.,,"

Gabi Tóth
Encore Production /
Showtime



"We've been working with Eventim since 2010. In all that time, not only has there never been a single hiccup in our collaboration, but a nearly friendly relationship has developed with the entire team — a team with very low turnover, which, as we all know, says a lot. There's no request or task that doesn't receive an immediate response, and in 99% of cases, that response already includes a solution. The colleagues are always available, and they are seasoned professionals with ten to twenty years of experience — not burnt out, just truly experienced. People often talk about the importance of outsourcing — delegating tasks to reliable partners. Well, for me, in the field of ticketing, that partner is Eventim (formerly Ticket Express). We are a real team, and thanks to their impressive database and online marketing expertise, they also do a great job selling the tickets. 😊

By the way, I wasn't paid or given any free tickets for all this praise. What I do get, however, are regular and accurate settlements — which, in this industry, is one of the most essential pillars.,,"

János Balassa
Inconcert



"I've been working with Eventim as my exclusive ticket distributor for about 7-8 years now. The length of this collaboration alone shows that I'm very satisfied with them. And it's not the ticket distribution commission that drives my satisfaction, as that's always negotiable. Expertise is a fundamental requirement in this field, but that wasn't the deciding factor either. What truly matters is that this is a people-centered office. I've managed to establish a very positive, friendly atmosphere with everyone working there. I'm not just another client here, like I am with others — here, I am someone special. The Eventim team, without exception, goes above and beyond their working hours to constructively address any tasks, even on weekends. I receive plenty of valuable advice from them. They have a much better insight into the concert world than I do, even though I've been in the industry for 43 years. But they are in contact with many promoters and can see the full complexity of ticket-buying habits and trends. I often ask them whether it's worth pursuing certain concerts, or what their opinion is on my planned ticket prices."

László Besnyő
Krokodilrock



"Eventim's system is transparent, flexible, and, even more importantly, it's the attitude of their colleagues that stands out. Every conversation and every coordination focuses on solutions, constantly keeping efficiency and customer experience in mind. This ensures that we can focus on our own customers, knowing that the ticket purchasing process will be seamless, and if there are any issues, help will arrive quickly and effectively. We sincerely appreciate the true partnership! Here's to many more events and shared experiences in the years to come.,,"

András Kárpáti
Csimborasszó Művészeti
Közhasznú Nonprofit Kft.
managing partner



"We have had the pleasure of collaborating with the Eventim team on numerous events (such as the 2024 Short Course Swimming World Championships and the 2022 World Aquatics Championships, to name just the most high-profile competitions) and on every occasion, we received professional, fast, and efficient support from Eventim's team. From event planning (finalizing seating charts, validating pricing...) to managing the ticketing processes (staged sector openings, sending out complimentary tickets as part of CSR actions, etc.), we've always experienced a helpful attitude, regardless of the day or time I reached out to my contact person. Based on these positive experiences, we confidently recommend collaborating with the Eventim team to any sports or event organizer.,,"

Szabolcs Birkás
Marketing & Sponsorship
Director
Hungarian Swimming
Federation
Ticket Sales Manager for
International Swimming
World Events in Hungary
since 2018



The collaboration with Eventim was an excellent decision during the ticket sales for the HELL Boxing Kings events. As a professional and reliable partner, they paid attention to every detail, ensuring a smooth execution. Their system is fast and user-friendly, and their customer service is helpful and flexible—on event days, they were a tremendous support, working quickly and finding solutions within seconds!

The sales process was completely transparent, and the results speak for themselves. Thanks to their outstanding professional experience, we felt secure throughout the entire process. We confidently recommend them to any organizer looking for an efficient and reliable ticketing solution with a strong partner by their side—guided by the motto: "nothing is impossible"!

Tamás Mádi
Managing Director, HELL
ENERGY PROMOTION Ltd.



The partnership between Eventim and the Hungarian Ice Hockey Federation goes back decades: across many hockey seasons we've covered everything from small 20–30 person events to numerous club and national team matches, Winter Classics, world championships, and several nearly 20,000-attendee mega-events. I value the blend of retaining proven practices and continuous joint development, as well as their consistent, reliable performance—we can confidently rely on them in planning, preparation, execution, and evaluation alike.

Personally, I especially appreciate the shared thinking during event preparation, and the patience, persistence, kindness, and dedication with which they handle and deliver on our unique and often challenging requests.

Judit Ágoston
Senior Marketing Manager
Hungarian Ice Hockey
Federation

SERVICES

1

Online and offline ticketing

International ticket sales through our foreign partners.

A nationwide network of 120+ ticket agencies.

We have the largest server capacity in Europe to ensure seamless sales.

7/24 support, with nearly 25+ years of experience in Hungary.

Stable financial background, reliable operations.

Comprehensive management of the ticket contingents intended for use or sale during the event: free of charge, including the provision of a dedicated ticket sales expert.

2

On-site sales and access control

Providing software and hardware suitable for sales

Providing ticket office staff

Providing PDA readers

Providing access control software

3

Marketing

Outstanding reach potential:

250 000+ website visitors per month,

100 000+ Facebook followers,

200 000+ newsletter subscribers,

1 million+ customer database

PPC campaign management: fixed 18.5% commission + campaign setup fee (Meta, Google Ads and TikTok)

Meta Pixel and custom conversion code sharing, integration of own tracking codes

Ticket sales microsite with custom design, unique sizing, and displaying only exclusive events

4

Reporting & Customer Support

Eventim Analytics: real-time data, key metrics, sales status, number of tickets sold & revenue.

Customer demographic data: analysis based on age, gender, location, and travel distance.

Customer support available via email and on-call if necessary.

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SOCIAL MEDIA

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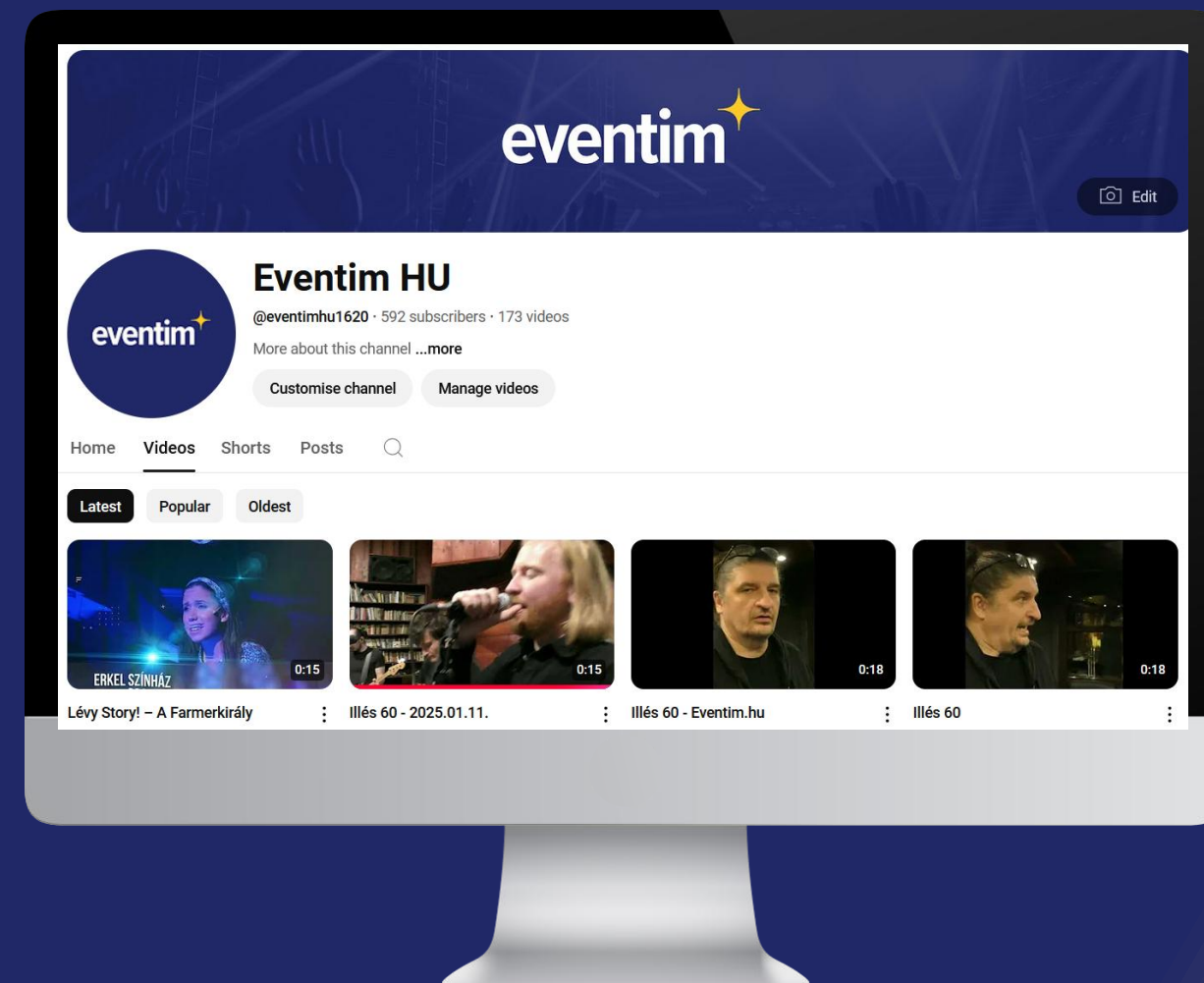
YouTube – 8.000.000 view



Facebook – 100.000 follower



Instagram – 2.800 follower



EVENTIM.HU – TEASER

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1

Wallpapper (transparent)
960 * 300 px
345 000 HUF + VAT/ week

2

1-4. Small teaser 312 * 396
px (fix, does not rotate)
245 000 HUF + VAT/ week

3

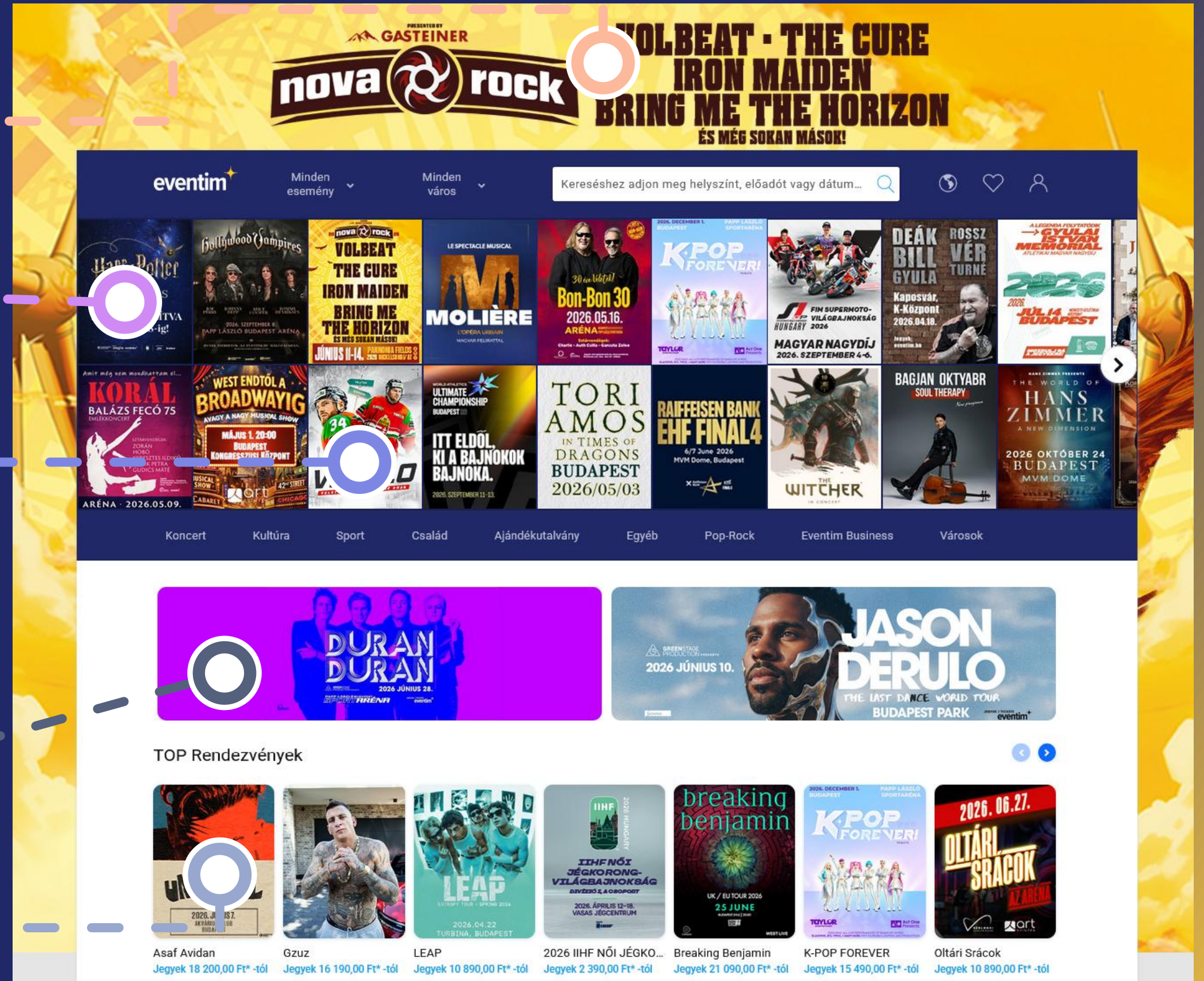
5-12. Small teaser 312 * 396
px (rotates)
115 000 HUF + VAT/ week

4

1-4. Top events 312 * 396 px,
312 * 396 px,
165 000 HUF + VAT/ week

5

1-2. Ad Teaser
1000*300 px,
295 000 HUF + VAT/ week



*list price

WEEKLY NEWSLETTER - 195 000 SUBSCRIBERS



1 Weekly newsletter 1. Teaser
180 000 HUF + VAT /
placement

2 Weekly newsletter „Offer of
the week!”
50 000 HUF + áfa / placement

3 Weekly newsletter 2. Teaser
120 000 HUF + áfa /
placement

The screenshot shows the Eventim website interface. At the top, there is a search bar with the text "Kereséshez adjon meg előadót" and a "Keresés" button. Below the search bar are navigation tabs for "Karácsonyi ajánlatok", "Kultúra", "Sport", "Család", "Fesztivál", and "Koncert". The main content area features several event cards:

- WOMEN'S EHF EURO 2024**: AUSTRIA - HUNGARY - SWITZERLAND, 28 NOVEMBER - 15 DECEMBER. Card text: "BIZTOSÍTSD A HELYED A DEBRECENI MECCSEKRE!". Dates: 2024. november 28 - december 10. Location: Főnix Aréna, Debrecen.
- ÁKOS - METROPOLIS**: MAKE OR WELL FICTION AGAIN. LEHÉZREHÚTÁTO KONCERT. Date: 2024. DECEMBER 14. Location: PAPP LÁSZLÓ BUDAPEST SPORTARÉNA.
- MÁGA ZOLTÁN**: XVII. Budapesti Újévi Koncert. Date: 2025. január 1. Location: Papp László Budapest Sportaréna.
- HAVASI**: SYMPHONIC CONCERT SHOW. Date: 2024. december 7. Location: Papp László Budapest Sportaréna.

A hét ajánlata!

- IX. Szolnoki Palacsintafesztivál**: 2025. május 23-24. Tisza-Liget (volt kemping területe), Szolnok. [Jegyek&Infó>>](#)
- Örkény 20 - Aréna**: 2025. május 23. Papp László Budapest Sportaréna. [Jegyek&Infó>>](#)
- Bródy János koncertje**: 2025. június 28. Gödöllői Királyi Kastély Lovarda. [Jegyek&Infó>>](#)
- CARAMEL ARÉNA 20 ÉV**: 2025. december 14. Papp László Budapest Sportaréna. [Jegyek&Infó>>](#)
- S1GP Hungary**: 2025. július 12-13. BSSW Visonta. [Jegyek&Infó>>](#)
- HAVASI Symphonic Aréna Show 2025**: 2025. december 6. Papp László Budapest Sportaréna. [Jegyek&Infó>>](#)

További események :

THEMATIC NEWSLETTERS



Thematic newsletter appearance (1. place) 60 000 HUF + VAT/ placemnet

1

Newsletter types	Subscribers
Sport	6 200 address
Pop-rock	10 600 address
Theater	9 500 address
Exhibition	7 100 address
Festival	9 700 address



2

Ticketalarm newsletter:
Sending a notification to the email addresses that have subscribed to Ticketalarm newsletter of an artist.
50 HUF + VAT Subscriber / issue

3

Interest-based contact:
Notification to ticket buyers who have purchased tickets for a previous event of the performer in the last few years.
99 HUF + VAT/ addresses / issue



HAVASI Symphonic 2025

10% elővásárlási kedvezmény február 10-ig
50% kedvezmény 18 éves korig a délutáni előadásra

A HAVASI Symphonic következő felvonása 2025. december 6-án, szombaton 14:00 és 19:30 órai kezdettel kerül bemutatásra a Budapest Arénában. Hivatalos jegyek kizárólag az Eventim hálózatában kaphatóak, február 10-ig 10% elővásárlási kedvezménnyel.

A hihetetlen és folytatódik
Magyarország legnépszerűbb koncertszínterét újítással és meglepetéssel szolgál majd. Először hangzanak el HAVASI legújabb szerzeményei, de azok sem fogják csalódni, akik a mára embrióvá váló zenei tétteleket szeretnék újra átélni.

Családbarát előadás
2025-ben is lesz szombat délutáni családbarát előadás, amelyre 18 éves korig 50% kedvezménnyel vásárolhatóak jegyek. Már 3 éves kortól bátran ajánljuk, hiszen ez nagyszerű lehetőség a modern klasszikus zenével való megismerkedésre.

[Jegyek & Infó >>](#)



Kedves Rajongóink!

Fantasztikus híruink van számodra: **Till Lindemann**, a Rammstein legendás frontembere, Budapestre érkezik szólókoncertjével! Egy este, ahol az ikonikus énekes új színpadteremtést teremt, amit csak ő képes nyers erő, érzelem és zenei élmény vár rád!

Dátum: 2025. november 5., péntek
Helyszín: MVM Dome

Ez a koncert egy kihagyhatatlan lehetőség minden rajongó számára, hogy élőben lássa Till Lindemannt, ahogy elképesztő színpadprodukciójával megragad és elvarázsol. Egy estére a legnagyobb slágerei kelnek életre, rendhagyó vizuális és akusztikai élményt nyújtva.

Jegyvértékesítés indulása: 2024. november 18., hétfő, 16:00 óra!

[Jegyek & Infó >>](#)



META MARKETING

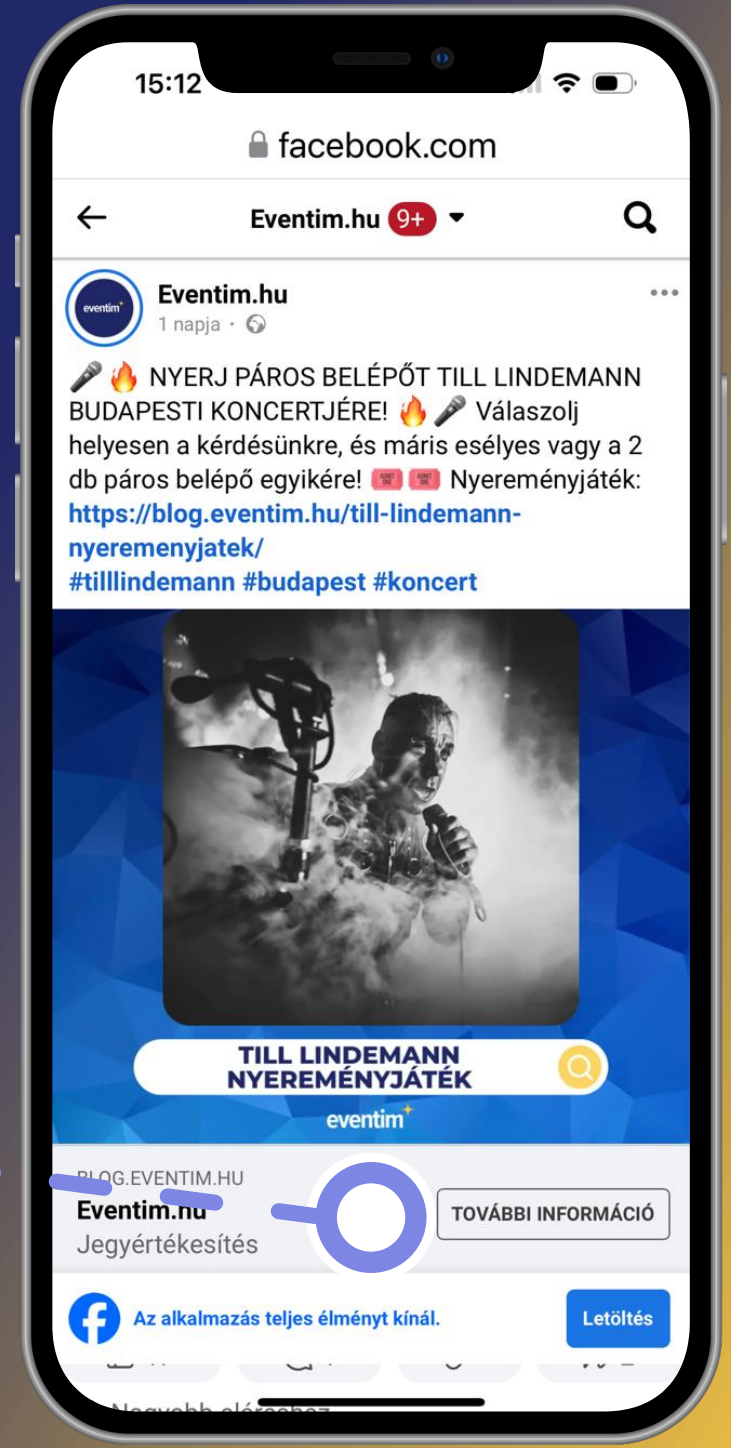
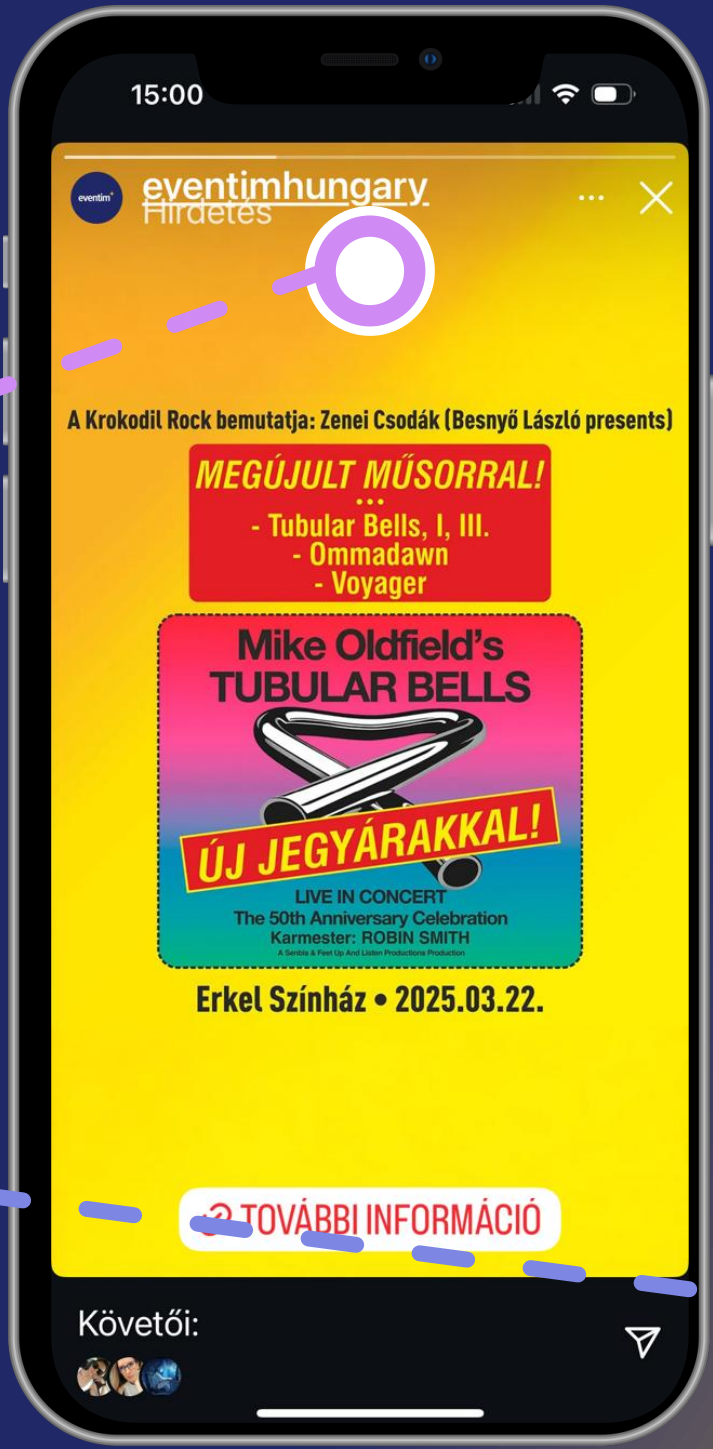
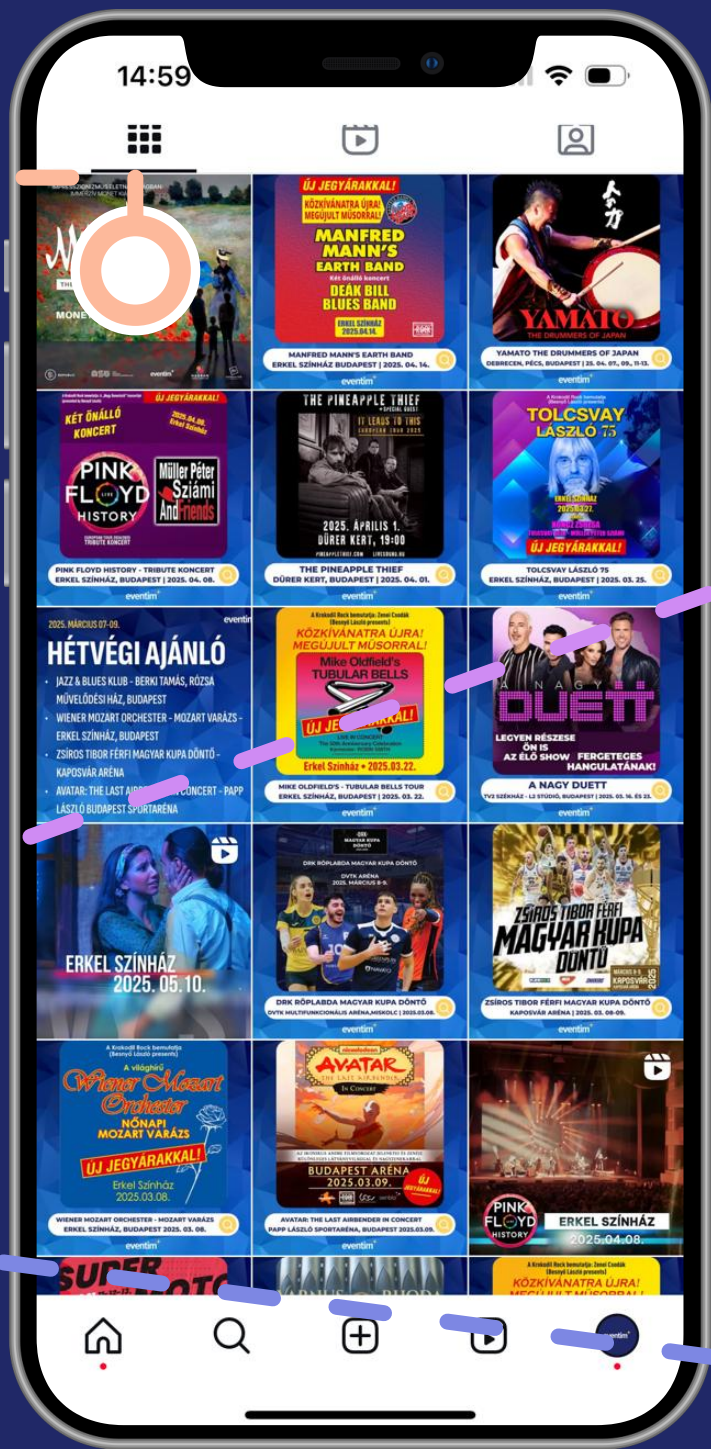


1 Facebook + Instagram post
36 000 HUF + VAT / week

2 Facebook + Instagram story
36 000 HUF + VAT / week

3 Sweepstake (with 50 000 HUF
advertising cost) 300 000 HUF+ VAT/
sweepstake (+ 3x2 tickets)

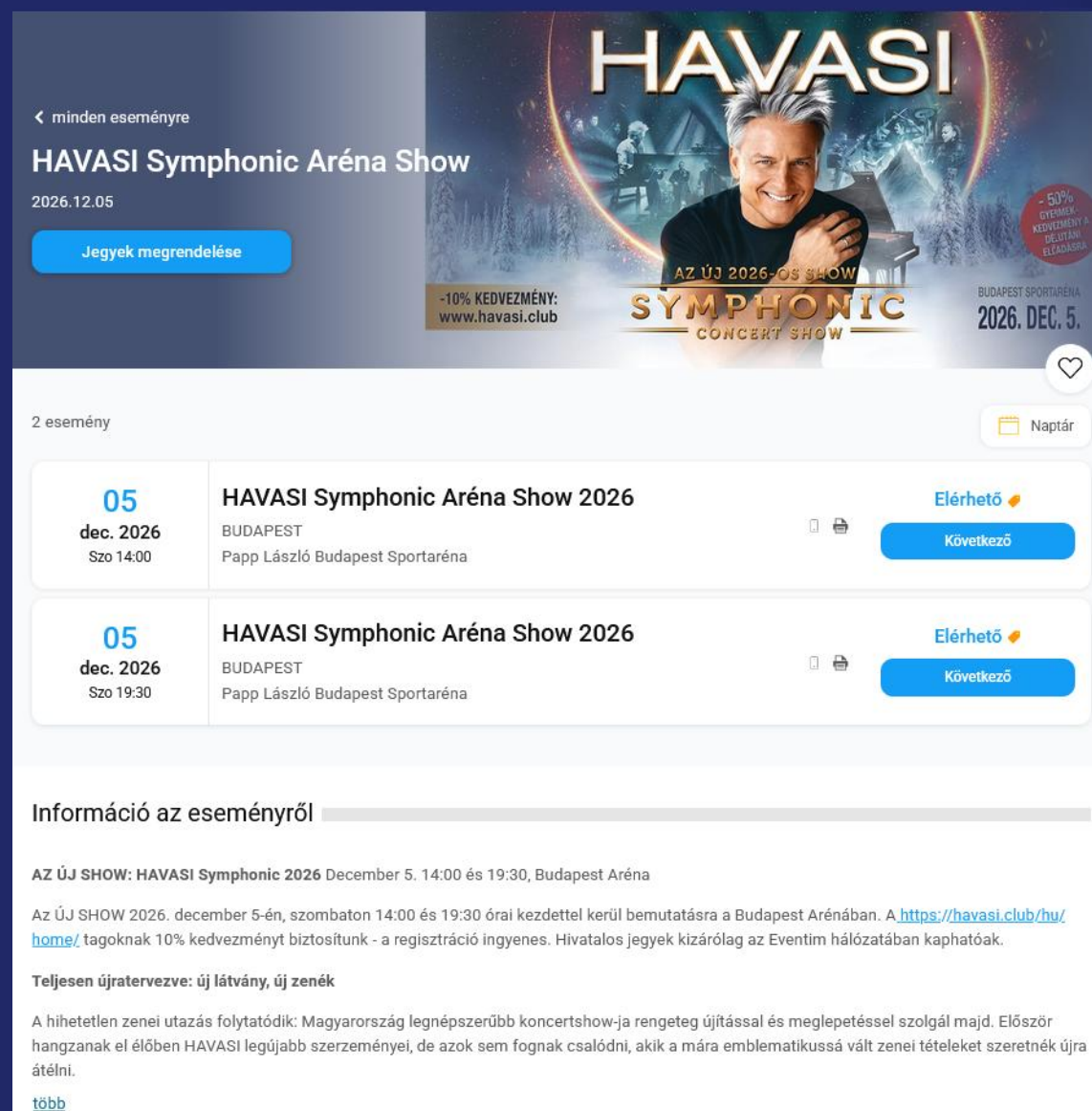
4 PPC campaign management :
fix 18,5% comission + campaign set-up fee
(Meta, Google Ads and TikTok)



Advertising materials



To get the best out of your advertisement, please send your artwork materials in the following sizes before the event sales start:



Website

Event ans artist page header 1240 x 480 px JPG/ PNG

Event image 444 x 444 px JPG/ PNG

First page small teaser 396 x 312 px JPG/ PNG

First page big teaser 396 x 312 px JPG/ PNG

First page medium teaser 396 x 312 px JPG/ PNG

First page TOP Events 396 x 312 px JPG/ PNG

Wallpaper header 960 x 300 px PNG

Wallpaper background 1920 x 1080 px JPG/ PNG

Newsletter

Weekly newsletter 1-2. teaser 366 x 246 px JPG/ PNG

Weekly newsletter „Tip of the week!" section 163 x 217 px JPG/ PNG

Ticket alarm newsletter/ Legitimate interest letter 555 x 295 px JPG/ PNG

Social Media

1200 x 628 px JPG / PNG

1080 x 1080 px JPG/ PNG

1080 x 1920 px JPG/ PNG

The top and bottom 1/5 of the image should not contain any texts or logos.

1920 x 1005 px JPG/ PNG

The content is arranged in the middle, with enough runway.

- A short event description (in English and Hungarian), which should include: basic information about the event, such as a brief description, duration, supporting acts, details on admission or parking, special arrangements for wheelchair users and children, description of special offers, discounts, VIP discounts. The text should also include if any restrictions is set.
- Photo gallery and video material (pictures of previous events or press conferences, YouTube links)
- Venue map (placeable venue map showing the venue, entrance, bar area, toilet facilities, etc.).

IDOKEP.HU CAMPAIGN

The most visited weather forecast website in Hungary

eventim[★]

időkép

ELŐREJELZÉS IDŐKÉP HŐTÉRKÉP FELHŐKÉP RADAR KAMERÁK KÖZÖSSÉG TEMATIKUS TÉRKÉPEK

Budapest Feltámad az északi szél, zápor, hózápor is jöhet

Jelenleg
Gyengén felhős
9°C

Napkelte 5:48
Napnyugta 17:53
Hidegfronti hatás

MA			HOLNAP				
15:00	18:00	21:00	0:00	3:00	6:00	9:00	12:00
7	5	1	0	0	-1	2	5

RÉSZLETES ELŐREJELZÉS >

Mit vegyek fel ma?	17 H	18 K	19 Sz	20 Cs	21 P	22 Sz	23 V	24 H	25 K	26 Sz	27 Cs	28 P	29 Sz	30 V	31 H
Meleg öltözet, esernyő															
	8	6	10	13	15	16	17	18	16	15	15	15	16	17	17
Hirdetés	0	-2	-3	2	3	5	10	12	12	11	10	9	9	10	11
						2 mm									

30 NAPOS ELŐREJELZÉS >

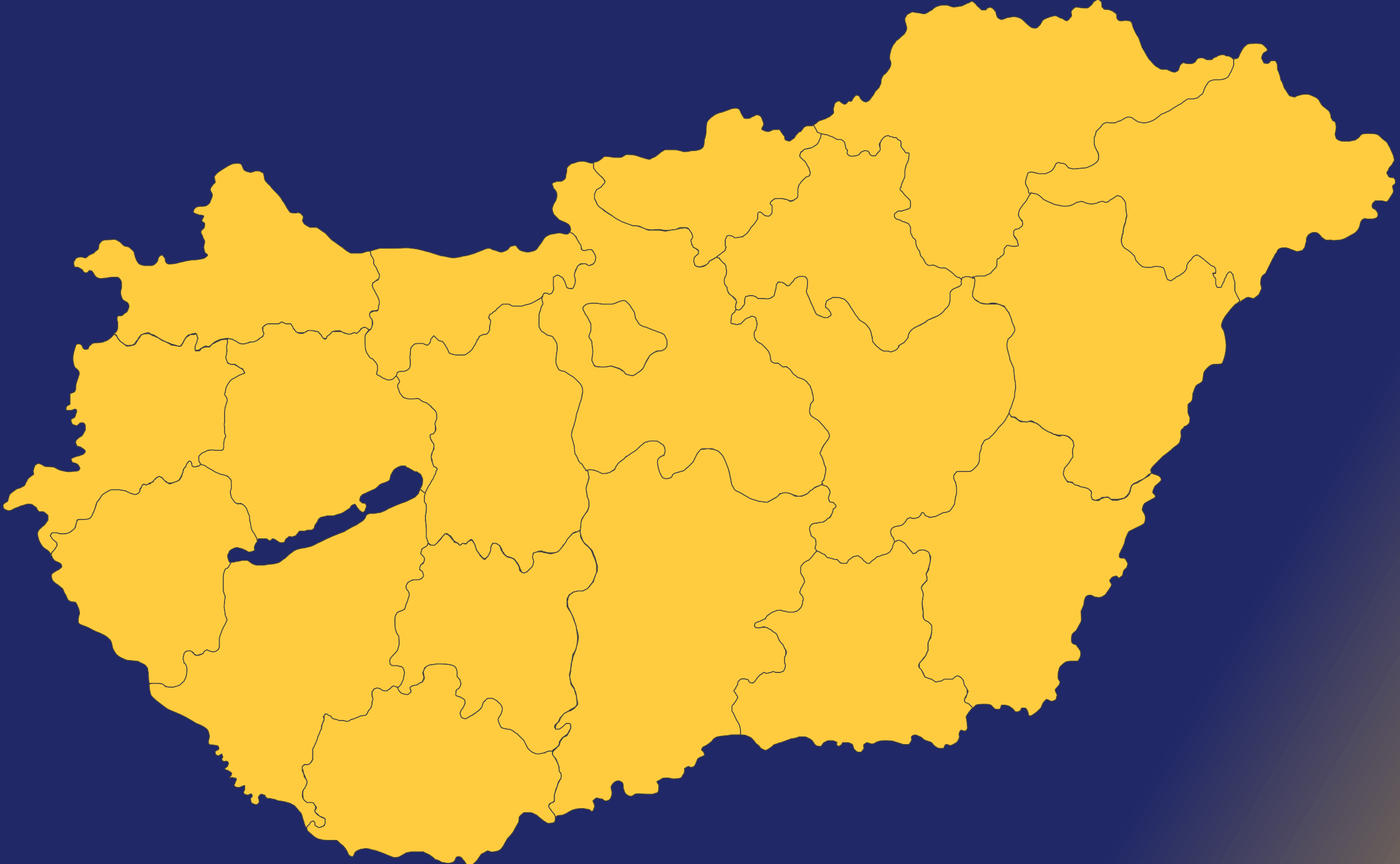
With the idokep.hu icon, we can reach large crowds, up to 700 000 unique visitors per day. It can greatly contribute to strengthening any national campaign in a cost-effective way.

- 40x40 px fix, continuously visible icon promotion in the www.idokep.hu website's 12 and 30 day forecasts tables.
- Potential daily 500-1500 CT , average daily 700 000 unique visitor / day.
- An excellent value for money display format for both image and direct response campaigns.
- Suggested to use this promotion as integrated and aligned with other campaigns.
- A great creative is necessary which raises attention and suggested to change in every 10-15 days (we do the creative for free)

List price 35 000 HUF + VAT/ day

OUTLET NETWORK

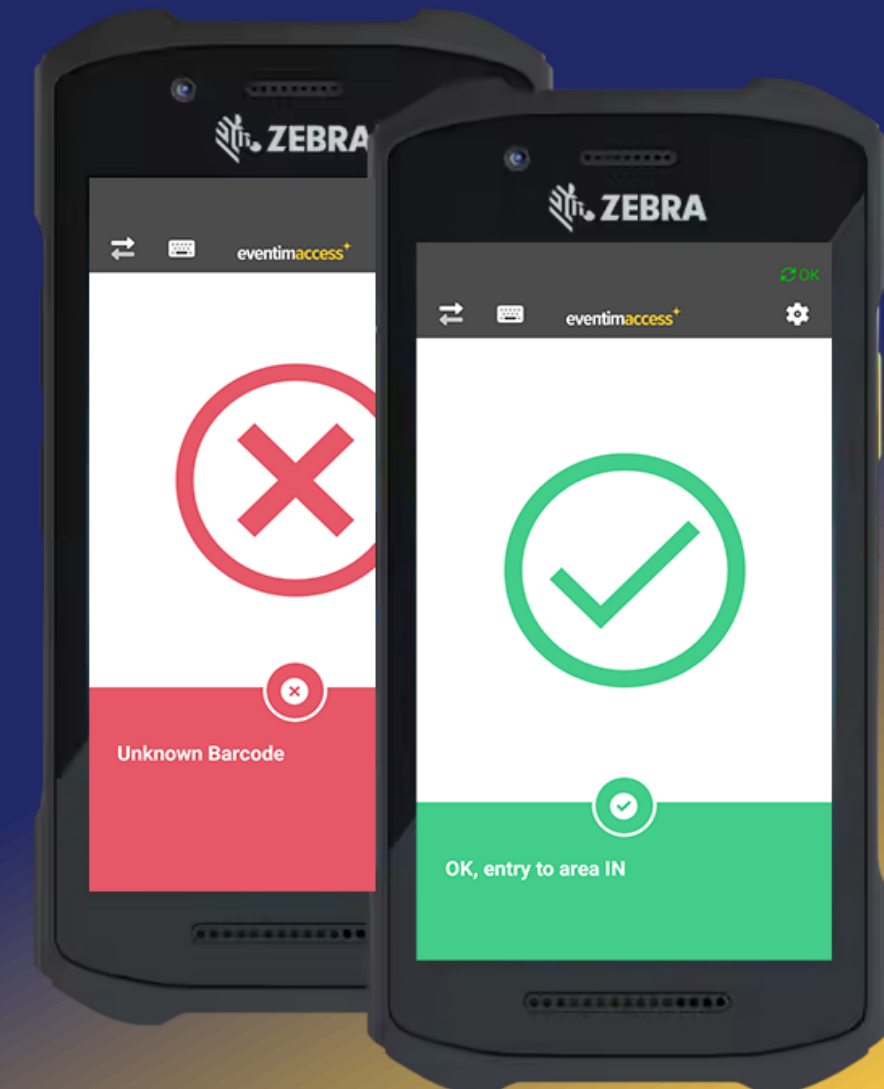
More than 100 partner outlet offices nationwide



ON-SITE TICKETING & ACCESS CONTROL

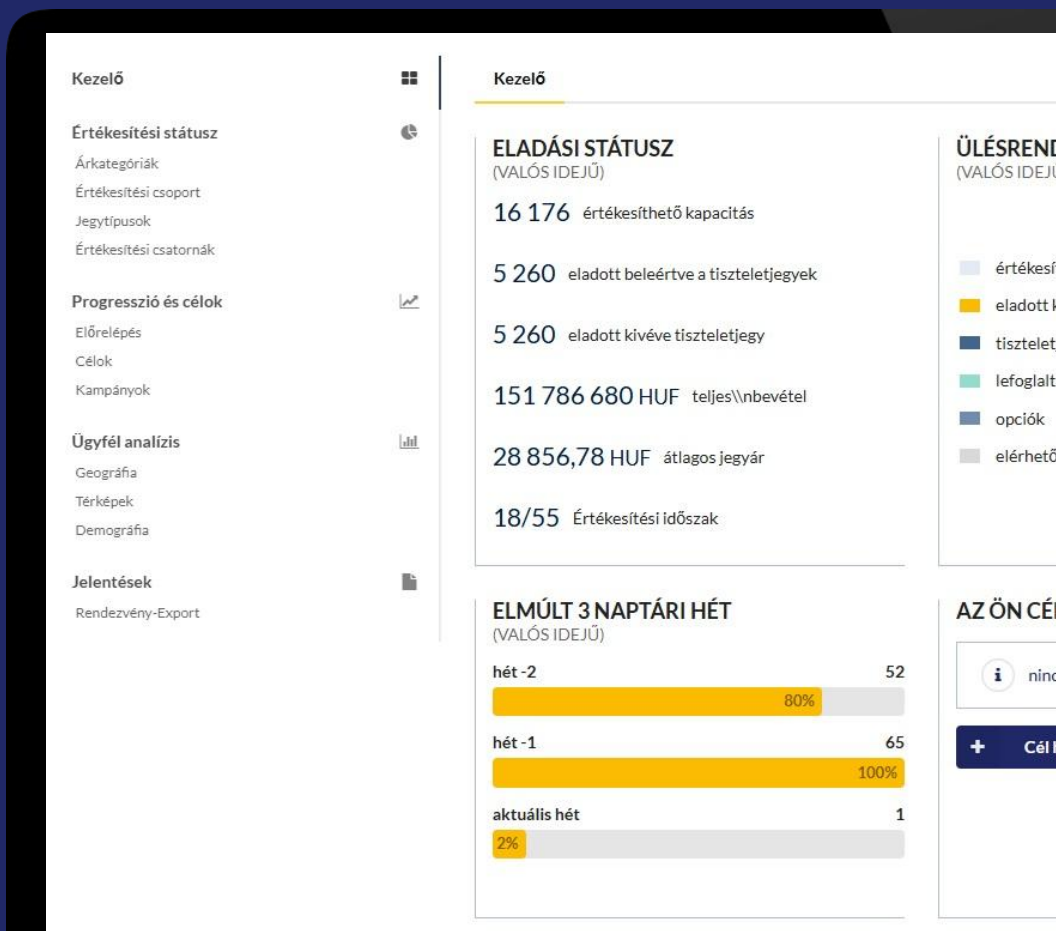
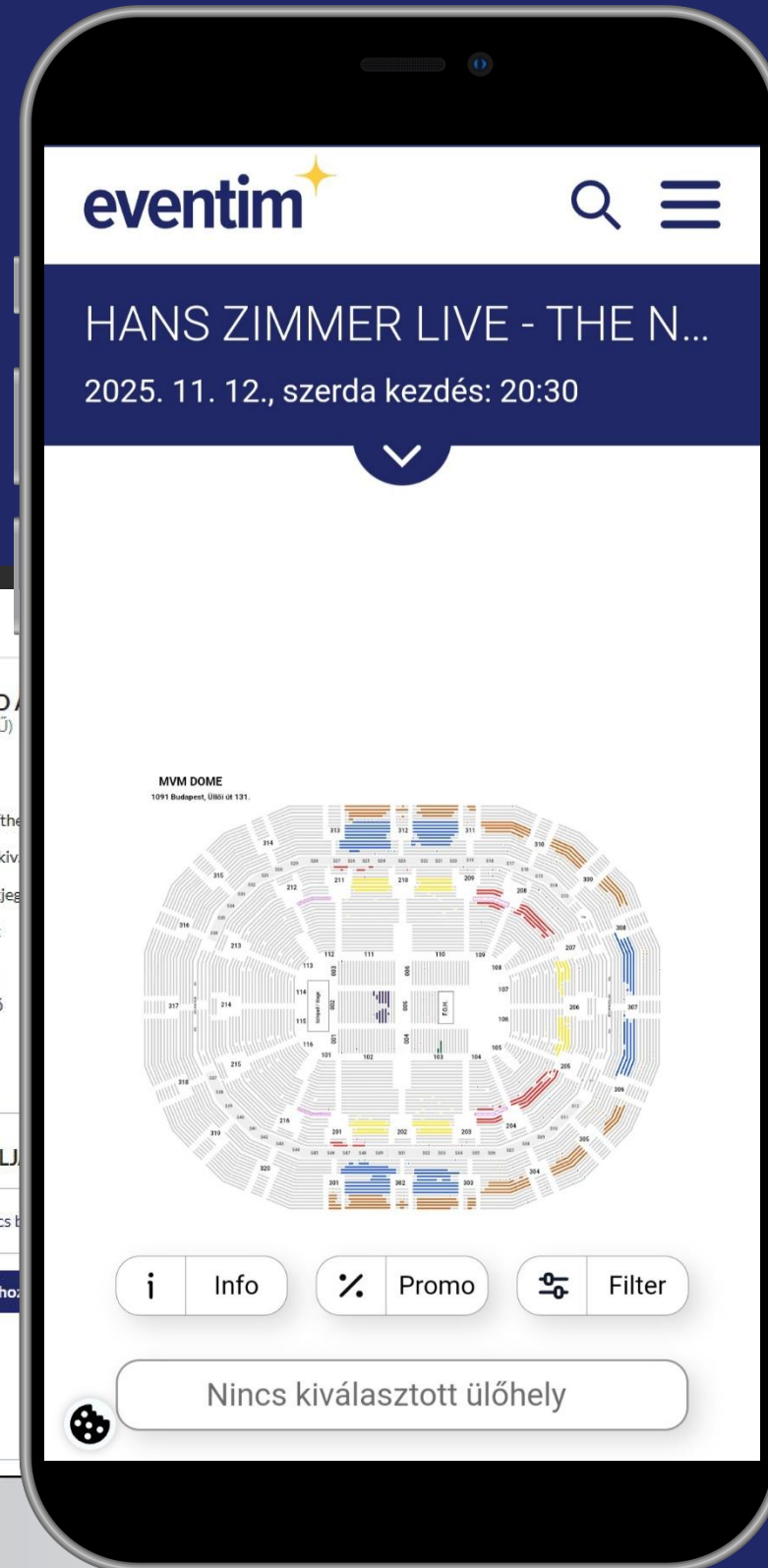


- Unique experience in running an on-site box office
- Self-employed box office staff
- Fully integrated, advanced access control tools and associated reporting.



EVENTIM ANALYTICS

eventim[★]



- EVENTIM.Analytics is a web-based tool that provides our clients with access to statistics related to ticket sales and customer analytics for their events.
- EVENTIM.Analytics allows our Organisers to get a comprehensive view of ticket sales trends to maximise sales.
- Real-time data, key indicators such as sales status, ticket numbers sold or current revenue.
- Customer demographics: analysis by age, gender, location and travel distance.

THE TEAM



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Managing director

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Coordinator

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