



Interactive Ticketing to Support 2009-2010 Cycle World International Motorcycle Show Series

Seattle, WA November 11, 2009 – Advanstar, premier producer of the “[Cycle World International Motorcycle Shows](#)” has teamed up with [Interactive Ticketing](#) to provide online ticketing to their 2009-2010 consumer show series. Interactive Ticketing will provide a convenient online ticketing interface for customers looking to purchase their advance admission tickets directly from the show’s website, [www.motorcycleshows.com](#).

Excellent discounts and affordable special offers will be available to those who purchase their tickets ahead of time. Customers who buy their online tickets early not have the option to save money but also receive the luxury of by-passing the often busy box office lines. Online tickets are printed by the patron, each with its own unique barcode. Upon arrival, the barcode is quickly scanned and the attendee is able to gain access to the show more quickly than ever before.

Online ticket sales will be available for each of Advanstar’s 11 shows in the “Cycle World International Motorcycle Show” series including: Dallas, San Mateo, Long Beach, Seattle, Novi, Greenville, Washington DC, New York, Cleveland, Minneapolis and Chicago. The show series will begin in Dallas on November 17th and travel across North America, ending in Chicago on February 21st. Show attendees will be able to view to all the latest models and accessories available for motorcycles, ATVs and scooters from the industry's leading manufacturers, along with seminars, action features and historic motorcycle displays. Customers can check the event website for venue, dates and times.

“In using Interactive Ticketing, I believe we are giving our customers the most convenient way to buy advance online tickets while gaining express entry to our events. We look forward to another great show season and are pleased to see our customers taking advantage of these excellent online discounts!” said Leah Stevens, Advanstar Group Operations Director.

About the Advanstar

Whether you are looking to reach dealers, retailers, custom builders or consumers, Advanstar Communications can provide the most comprehensive market reach through its highly-focused consumer events, as well as trade events, websites, publications and social networks.

Advanstar is the largest producer of trade shows and conventions for the powersports industry worldwide including the Dealernews International Powersports Dealer Expo and the Cycle World International Motorcycle Shows®. It also publishes the leading trade magazines Dealernews and Big Twin Dealer, consumer publications 2Wheel Tuner and the annual Sturgis Guide rally publication. ([www.motorcycleshows.com](#))

About Interactive Ticketing

Interactive Ticketing is an industry leader in online ticketing across the country, supporting events of all types including: amusement parks, zoos, fairs, expos, concerts, ski areas, consumer shows, museums and more.

Tickets are purchased online and printed from the patron's home or office; tickets are then validated at the event site using a barcode scanner. Interactive Ticketing stands out from the competition by providing state-of-the-art marketing tools, reporting features, and wireless scanning capabilities which allow clients to meet or exceed their ticket sales expectations and improve their overall event marketing. (www.interactiveticketing.com)

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