



Powering Payments at Festivals and Events Around the World

Learn how Square is revolutionising the event experience.

Whether you're putting on a festival for thousands or running your first pop-up event, Square provides the tools to meet every business challenge.



Secure payment solutions for events anywhere globally.

Square is the global leader in payment technology, with proven experience at events and festivals both local and worldwide. With no monthly cost and one transaction fee, Square fits any event scenario by transforming any Android or iOS device into a complete point of sale. Track real-time sales, satisfy consumers with faster payments that keep queues moving, and observe funds delivered to your bank account the next business day. Explore our versatile setups — from countertop to handheld — and find the POS system that works best for you.

- ✔ POS software
- ✔ API integration capability
- ✔ Popular pre-built partner integrations
- ✔ Team management software
- ✔ Kitchen display system
- ✔ Online store builder
- ✔ Payment links

Sleek, fast payment hardware for your event.

Bust long lines with mobile readers to serve more fans faster and get them back out enjoying the event. Serve customers effortlessly with a touchscreen that's wide enough for all the information you need, without crowding your counter.



Square Terminal

The all-in-one credit card terminal for payments and receipts.



Square Register

Our most complete point-of-sale with two user-friendly displays, easy-to-use software options and built-in payments.

Accept payments quickly, easily and securely.

- ✓ **Instant payment solutions:** Square devices accept contactless payments from Visa, Mastercard, Amex, Apple Pay and GPay.
- ✓ **Detailed sales analysis reports:** Square records every transaction detail and identifies consumer sales trends.
- ✓ Square technology is **fast, efficient** and designed to improve the customer experience.
- ✓ Enjoy **accurate cash management** for accurate sales.



Rather rent Square hardware?

Square is partnered with [One World Rental](#), the global leaders in designing, planning and managing technology rental for your event regardless of scale or location.

- ✓ No purchase commitment
- ✓ Setup is included
- ✓ Greater peace of mind
- ✓ Training included
- ✓ Product/menu upload assistance
- ✓ Drop-off and delivery included

No internet? No problem.

As the most popular payment method in Ireland, accounting for 64% of transactions in 2020, accepting card payments are a vital part of ensuring the success of your event.

Usually, if your internet connection is slow, patchy or unavailable, your card machine is unable to process any transactions, which can result in lost sales. That's where offline credit card processing can help.

Offline card processing makes sure you never miss a sale, no matter your Wi-Fi connection. This means you can continue to accept contactless and chip-and-pin payments, despite limited connectivity.

Benefits of offline card processing

Square's Offline Mode helps give your event more flexibility when selling. It particularly benefits pop-up and mobile businesses that are frequently changing their location, or often find themselves in remote locations, such as festivals and markets.

There's no need to note down card details to process later — a big security risk — and you don't have to cancel transactions if your customer can't pay by cash. Not only does this secure sales, but also **helps build trust in your event.**

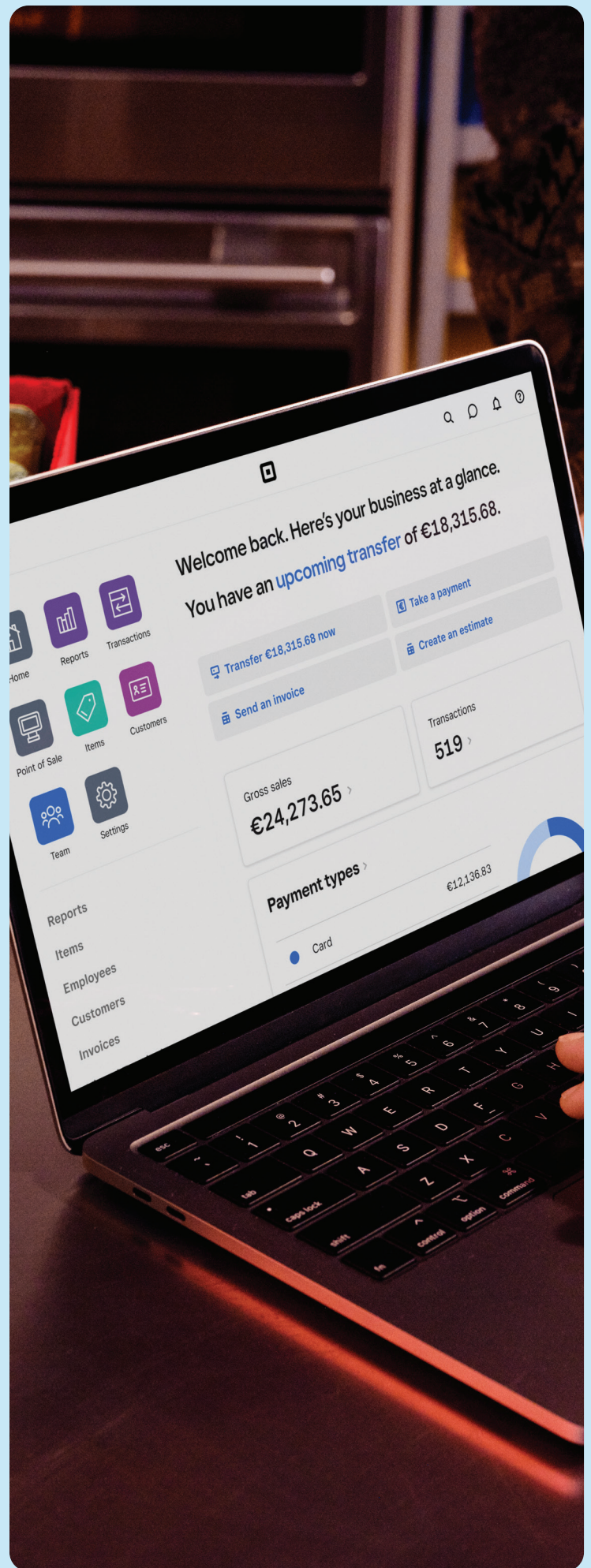


Co-Marketing Opportunities

Partnering on marketing opportunities with Square provides festival and event organisers with an opportunity to increase visibility and reach, access audiences, and drive more engagement with your festival or event.

Examples of co-marketing strategies that could be implemented alongside your festival or event include:

- ① Cross-promotion
- ② Joint contests and giveaways
- ③ Referral programs
- ④ Sponsored content
- ⑤ Content collaboration
- ⑥ Influencer partnerships



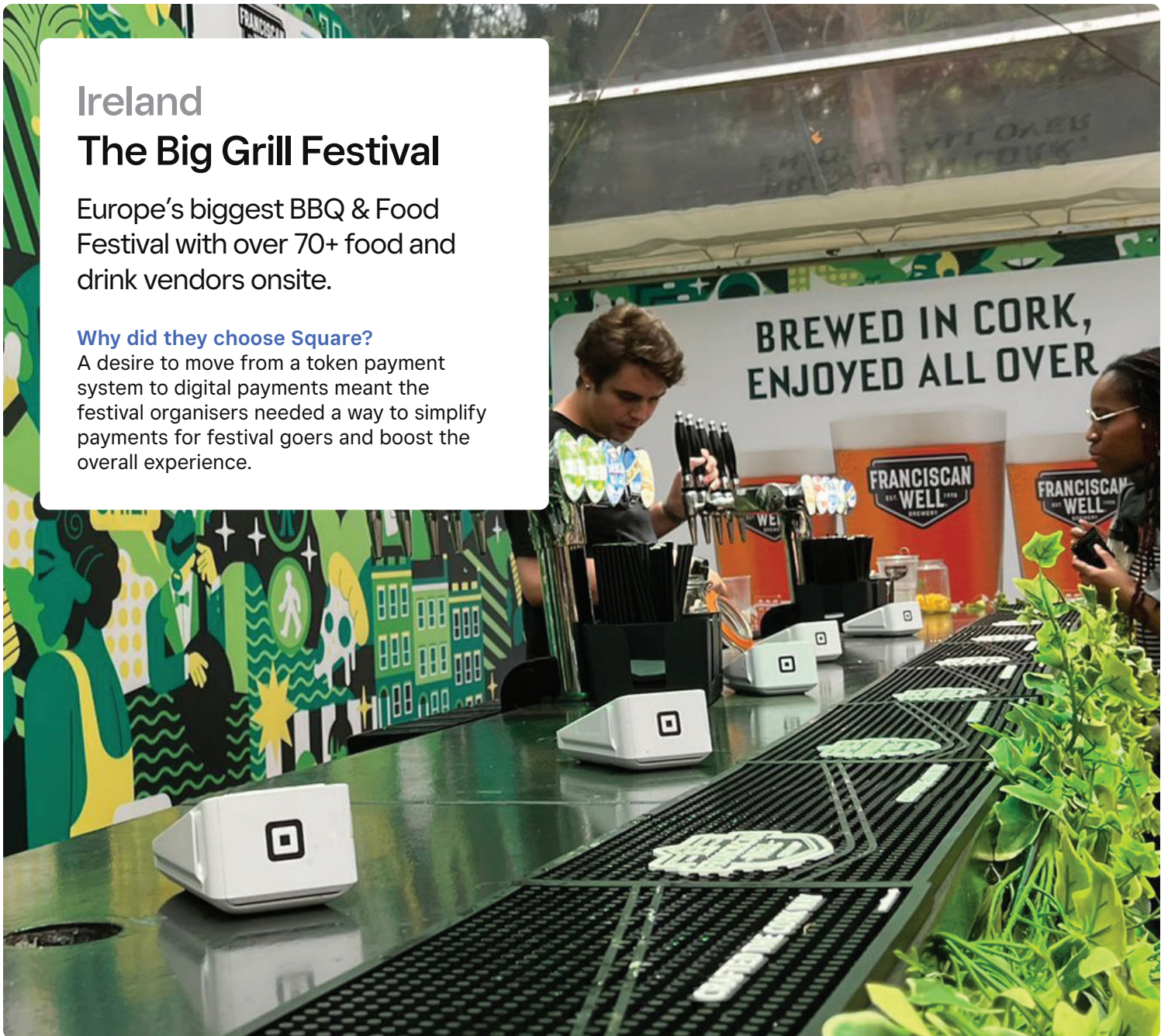
Ireland

The Big Grill Festival

Europe's biggest BBQ & Food Festival with over 70+ food and drink vendors onsite.

Why did they choose Square?

A desire to move from a token payment system to digital payments meant the festival organisers needed a way to simplify payments for festival goers and boost the overall experience.



“It was super important for us to have reliability and Square helped us never miss a sale. The offline function was a deal breaker for us, as we didn't have to worry about Wifi/technology going down during busy periods. **Square was a game changer for us.**”

Andy Noonan, Founder, Big Grill Festival

What solutions did they use?

- ① **Square Terminal** to take portable payments and reduce wait lines.
- ② **Square Reporting** to track sales captured at any time throughout the event.
- ③ **Hardware Rental with One World Rental** meant no commitment to purchase, 24/7 technical support, and configuration/installation assistance.



Spain Brunch in the Park

Brunch in the Park is an open-air event hosted in Madrid and Barcelona every Sunday that gathers more than 10,000 every weekend from April to October.

Why did they choose Square?

A faster, easy-to-use payment system was needed to help staff take payments quickly, without mistakes, so queues were reduced and festival goers could enjoy the event.

What solutions did they use?

- ① **Square Terminal** to take portable payments and reduce wait lines.
- ② **Square Reporting** to track income generated every week, and generate data that could help make business decisions.

“In addition to increased sales, **Square has also helped reduce queues at our bars.**”

Laura Pla, Head of Operations at Brunch-in



United States SoFi Stadium

In a first-of-its-kind, 10-year partnership, Square was selected as the exclusive point-of-sale (POS), payments, software, and merchant services provider for the new SoFi Stadium in Los Angeles.

Why did they choose Square?

SoFi wanted to create an incredible guest experience and sought a partner who could fulfill orders in a number of different ways. SoFi needed a single source of truth to manage payments, stock management, logistics, inventory reporting and POS.

What solutions did they use?

At SoFi Stadium, the most ambitious stadium project in the world, Square's integrations extend far beyond the **1,000-plus point-of-sale locations** throughout the venue, providing operators with unified insights into purchase patterns, inventory, forecasting, sales data, and fan preferences.

“We needed a single source of truth and Square allowed us to build a solution that was tailor made for SoFi stadium. **It's efficient, fast and reliable.**”

Skarpi Hedinsson, Former CTO at SoFi Stadium



Ready to get started? We're here to help.

➔ squareup.com/ie/en/solutions/festivals-and-events

