

# EventSnapshot Operator Toolkit

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## Complete Guide to Scaling Your Photobooth Business

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### Table of Contents

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1. Getting Started
  2. Venue Negotiation Strategies
  3. Sample Contracts & Agreements
  4. Pitch Scripts & Email Templates
  5. Financial Projections & Tracking
  6. Troubleshooting & Tips
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## 1. Getting Started

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### What You'll Need

- **Hardware:** EventSnapshot photobooth bundle (\$1,500)
- **Mindset:** Relationship-focused, data-driven approach
- **Time:** 5-10 hours/week for first 3 booths, then scales
- **Capital:** \$1,500 per booth + operational costs

### Your Business Model

- **You own:** The hardware and customer relationships
- **You negotiate:** Space rental or profit-share with venue owners
- **You keep:** 70% of photo sales revenue (after EventSnapshot 30% processing fee)

- **Your goal:** Scale from 1 booth to 5-10+ locations within 12 months

## Revenue Formula

Photos/Day × Price/Photo × 30 Days × 0.7 (Your Share) - Rent = Monthly Profit

Example: 20 photos/day × \$2.99 × 30 × 0.7 - \$400 rent = \$856/month per booth

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## 2. Venue Negotiation Strategies

### Strategy 1: The Proof of Concept (Best for First Booth)

**Goal:** Get your first booth placed with minimal risk to venue owner

**Approach:** Offer a 50/50 profit-share on the first booth

**Why it works:**

- Venue owner has zero financial risk
- They see actual revenue before committing to flat rent
- You prove the concept and build credibility

**Typical Terms:**

- Revenue split: 50/50
- Duration: 90 days (proof period)
- Venue owner gets: ~\$450/month (if 20 photos/day)
- You get: ~\$450/month
- After 90 days: Renegotiate to flat rent or continued split

**Pitch:** “I want to prove this works in your venue. Let’s split profits 50/50 for 90 days. If it works, we can discuss better terms for additional booths.”

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## Strategy 2: Flat Monthly Rent (Best for Scale)

**Goal:** Predictable costs so you can scale efficiently

**Approach:** Offer venue a fixed monthly payment, you keep all photo revenue

**Why it works:**

- Venue gets guaranteed income regardless of booth performance
- You keep upside if booth performs well
- Easy to scale (same terms for each booth)

**Typical Terms:**

- Monthly rent: \$300-600 depending on venue type and traffic
- Duration: 12-month agreement
- You keep: 100% of photo revenue
- Venue benefit: Passive income + guest entertainment

**Negotiation Range:**

- High-traffic venues (nightclubs): \$400-600/month
- Medium-traffic venues (restaurants, malls): \$300-400/month
- Low-traffic venues (small bars): \$200-300/month

**Pitch:** “I’ll pay you \$400/month guaranteed, and you get guest entertainment for free. No effort on your end—just passive income.”

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## Strategy 3: Profit-Share (Best for Premium Venues)

**Goal:** Align incentives with venue owners who want to maximize revenue

**Approach:** Offer venue a percentage of photo sales (typically 20-30%)

**Why it works:**

- Venue owner is invested in booth success
- Creates partnership mentality

- Works well for high-end venues where guests have higher spending power

### Typical Terms:

- Revenue split: 70% you, 30% venue (or  $\frac{60}{40}$  depending on negotiation)
- Duration: 12-month agreement
- Example: 20 photos/day  $\times$  2.99 = 1,794/month
  - Venue gets: \$538/month (30%)
  - You get: \$1,256/month (70%)

### Negotiation Range:

- Premium venues (weddings, upscale hotels): 25-30% to venue
- Standard venues (bars, restaurants): 15-20% to venue
- High-volume venues (malls): 10-15% to venue

**Pitch:** “Every photo sold, you earn 30%. More sales = more money for both of us. We’re partners in this.”

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## Strategy 4: Volume Discount (Best for Multi-Booth Deals)

**Goal:** Lock in multiple booths at one venue or venue chain

**Approach:** Offer discounted monthly rent for committing to 3-5 booths

### Why it works:

- Venue gets better pricing for volume commitment
- You get predictable, scalable revenue
- Reduces negotiation time for future placements

### Typical Terms:

- Single booth: \$400/month
- 3 booths: 350/*montheach* = 1,050/month
- 5 booths: 300/*montheach* = 1,500/month

**Pitch:** “I’ll place 5 booths across your properties at \$300/month each. That’s a 25% discount for volume, and you get entertainment at every location.”

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# 3. Sample Contracts & Agreements

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## Template 1: Flat Monthly Rent Agreement

### PHOTOBOOTH PLACEMENT AGREEMENT

This Agreement is entered into as of \_\_\_\_\_ (Date)

#### BETWEEN:

EventSnapshot Operator: \_\_\_\_\_ (Your Name)  
("Operator")

#### AND:

Venue Owner: \_\_\_\_\_ ("Venue Owner")

Venue Name: \_\_\_\_\_

Address: \_\_\_\_\_

#### 1. PLACEMENT & TERMS

- Operator agrees to place one (1) EventSnapshot photobooth at Venue
- Monthly rent: \$\_\_\_\_\_ (due on the 1st of each month)
- Term: 12 months from \_\_\_\_\_ to \_\_\_\_\_
- Automatic renewal unless either party provides 30 days notice

#### 2. REVENUE & PAYMENT

- Operator retains 100% of photo sales revenue
- Operator is responsible for all payment processing via Stripe Connect
- Venue receives no revenue share

#### 3. MAINTENANCE & SUPPORT

- Operator is responsible for all hardware maintenance and repairs
- Operator will monitor booth performance and troubleshoot issues
- Operator will replace hardware if it becomes non-functional

#### 4. BOOTH PLACEMENT & SPACE

- Venue provides dedicated space for booth (minimum 4ft x 4ft)
- Venue provides access to power outlet (standard 110V)
- Venue provides internet access (WiFi or Ethernet)
- Venue is responsible for protecting booth from theft/vandalism

#### 5. TERMINATION

- Either party may terminate with 30 days written notice
- Upon termination, Operator will remove booth within 7 days
- Venue must return booth in good condition (normal wear excepted)

6. LIABILITY & INSURANCE

- Operator maintains liability insurance for booth operations
- Venue is responsible for booth security while on premises
- Neither party is liable for guest injuries or disputes

7. DISPUTE RESOLUTION

- Any disputes will be resolved through mediation
- If mediation fails, disputes will be resolved in court

SIGNATURES:

Operator: \_\_\_\_\_ Date: \_\_\_\_\_

Venue Owner: \_\_\_\_\_ Date: \_\_\_\_\_

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# Template 2: Profit-Share Agreement

## PHOTOBOOTH PROFIT-SHARE AGREEMENT

This Agreement is entered into as of \_\_\_\_\_ (Date)

### BETWEEN:

EventSnapshot Operator: \_\_\_\_\_ (Your Name)  
("Operator")

### AND:

Venue Owner: \_\_\_\_\_ ("Venue Owner")  
Venue Name: \_\_\_\_\_  
Address: \_\_\_\_\_

#### 1. PLACEMENT & TERMS

- Operator agrees to place one (1) EventSnapshot photobooth at Venue
- Revenue split: Operator 70%, Venue Owner 30%
- Term: 12 months from \_\_\_\_\_ to \_\_\_\_\_
- Automatic renewal unless either party provides 30 days notice

#### 2. REVENUE & PAYMENT

- All photo sales are processed through EventSnapshot's Stripe Connect system
- EventSnapshot takes 30% processing fee
- Remaining 70% is split: Operator 70%, Venue Owner 30%
- Venue Owner receives: 30% of EventSnapshot's 70% = 21% of total sales
- Example: \$1,000 in sales → EventSnapshot \$300 → Operator \$490 → Venue Owner \$210

#### 3. PAYMENT SCHEDULE

- Venue Owner receives monthly payout via direct deposit
- Payouts occur on the 15th of each month for previous month's sales
- Operator provides monthly sales report with breakdown

#### 4. MAINTENANCE & SUPPORT

- Operator is responsible for all hardware maintenance and repairs
- Operator will monitor booth performance and troubleshoot issues
- Operator will replace hardware if it becomes non-functional

#### 5. BOOTH PLACEMENT & SPACE

- Venue provides dedicated space for booth (minimum 4ft × 4ft)
- Venue provides access to power outlet (standard 110V)
- Venue provides internet access (WiFi or Ethernet)
- Venue is responsible for protecting booth from theft/vandalism

#### 6. TERMINATION

- Either party may terminate with 30 days written notice
- Upon termination, Operator will remove booth within 7 days
- Final payout will be made within 30 days of termination

#### 7. LIABILITY & INSURANCE

- Operator maintains liability insurance for booth operations
- Venue is responsible for booth security while on premises
- Neither party is liable for guest injuries or disputes

#### 8. DISPUTE RESOLUTION

- Any disputes will be resolved through mediation
- If mediation fails, disputes will be resolved in court

SIGNATURES:

Operator: \_\_\_\_\_ Date: \_\_\_\_\_

Venue Owner: \_\_\_\_\_ Date: \_\_\_\_\_

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## 4. Pitch Scripts & Email Templates

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### Email Template 1: Cold Outreach to Venue Owner

**Subject:** Passive Income Opportunity for [Venue Name]

Hi [Venue Owner Name],

I'm reaching out because [Venue Name] is exactly the type of venue where our EventSnapshot photobooth thrives.

Here's the idea: We place an AI-powered photobooth in your venue. Guests take photos, buy digital copies, and you earn passive income. Zero effort on your end.

#### The Numbers:

- Typical venue like yours: 20-30 photos/day
- Revenue per photo: \$2.99
- Your monthly income: \$400-600 (flat rent) or profit-share option available

- Your effort: None. We handle everything.

### **What's Included:**

- Professional photobooth hardware
- AI-powered photo transformations
- 24/7 customer support
- Monthly earnings dashboard

I'd love to show you a quick demo and answer any questions. Are you available for a 15-minute call this week?

Best, [Your Name] [Your Phone] [Your Email]

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### **Email Template 2: Follow-Up After Initial Interest**

**Subject:** Re: Passive Income Opportunity - Let's Set Up a Demo

Hi [Venue Owner Name],

Thanks for your interest! I'm excited to show you how this works.

Here's what I'm thinking:

1. I'll bring the booth by on [Day/Time] for a 15-minute demo
2. You'll see exactly how guests interact with it and buy photos
3. We'll discuss placement and terms that work for you

No pressure—just a quick look at how this could add revenue to your venue.

Does [Day/Time] work for you, or would [Alternative Day/Time] be better?

Looking forward to connecting!

Best, [Your Name]

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## In-Person Pitch Script (5 Minutes)

**Opening:** “Thanks for taking the time to meet. I know you’re busy, so I’ll keep this quick. I’m here because I think there’s an easy way for [Venue Name] to add passive income without any effort on your part.”

**The Problem:** “Most venues are looking for ways to increase revenue without adding work. Sound familiar?”

**The Solution:** “That’s where EventSnapshot comes in. It’s an AI-powered photobooth that guests love. They take photos, buy digital copies, and you earn money. We handle everything—setup, maintenance, customer support.”

**The Numbers:** “Here’s what we typically see: A venue like yours with [X] daily guests sees about [Y] photos sold per day. At *2.99perphoto, that's about* [Z] in monthly revenue. You can either take a flat monthly payment of \$[Amount] or a profit-share if you prefer. Either way, it’s passive income.”

**The Proof:** “I’ve placed [X] booths in similar venues, and they’re all doing great. [Share a specific example or metric].”

**The Ask:** “I’d like to place a booth here for 90 days on a  $\frac{50}{50}$  profit-share basis. That way, you can see exactly how much revenue it generates with zero risk. After 90 days, if you like it, we can discuss longer-term terms. Sound fair?”

### Handling Objections:

- “What if guests don’t want to buy photos?” → “We see 8-15% conversion rates typically. Even at the low end, that’s \$[Amount] per month.”
- “What about maintenance?” → “I handle all of it. If anything breaks, I fix or replace it. You just collect the revenue.”
- “How long does it take to set up?” → “30 minutes. I’ll do it during off-hours so it doesn’t disrupt your business.”

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## Email Template 3: Proposal After Conversation

**Subject:** EventSnapshot Proposal for [Venue Name]

Hi [Venue Owner Name],

Great talking with you yesterday! Based on our conversation, here's what I'm proposing:

**Proposal Details:**

- Booth placement: [Location in venue]
- Monthly rent: \$[Amount](#)
- Term: 12 months with automatic renewal
- Setup: I'll install it on [Date] at [Time]
- Support: I handle all maintenance and troubleshooting

**Your Benefits:**

- Passive income: \$[Amount]/month
- Guest entertainment: Keeps guests engaged and happy
- Zero effort: I handle everything
- Professional support: Available <sup>24</sup>/<sub>7</sub>

**Next Steps:** I'll send you a formal agreement to review. Once you sign, I'll schedule installation.

Does this look good to you? Any questions before we move forward?

Best, [Your Name]

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# 5. Financial Projections & Tracking

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## Monthly Tracking Template

### MONTHLY PERFORMANCE REPORT

Month: \_\_\_\_\_ Year: \_\_\_\_\_

#### **BOOTH #1: [Venue Name]**

- **Daily average photos:** \_\_\_\_
- Monthly total photos: \_\_\_\_
- **Revenue (photos × \$2.99):** \$\_\_\_\_
- Your share (70%): \$\_\_\_\_
- **Venue rent/share:** \$\_\_\_\_
- Your profit: \$\_\_\_\_

#### **BOOTH #2: [Venue Name]**

- **Daily average photos:** \_\_\_\_
- Monthly total photos: \_\_\_\_
- **Revenue (photos × \$2.99):** \$\_\_\_\_
- Your share (70%): \$\_\_\_\_
- **Venue rent/share:** \$\_\_\_\_
- Your profit: \$\_\_\_\_

[Repeat for each booth]

#### **TOTAL MONTHLY METRICS:**

- **Total booths operating:** \_\_\_\_
- Total photos sold: \_\_\_\_
- **Total revenue:** \$\_\_\_\_
- Total venue payments: \$\_\_\_\_
- **Your gross profit:** \$\_\_\_\_
- Operating expenses: \$\_\_\_\_
- **Net profit:** \$\_\_\_\_

#### **GROWTH TRACKING:**

- Booths at start of month: \_\_\_\_
  - **Booths at end of month:** \_\_\_\_
  - New booths added: \_\_\_\_
  - **Booths removed:** \_\_\_\_
  - Average photos/booth/day: \_\_\_\_
  - **Average profit/booth/month:** \$\_\_\_\_
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# Year 1 Projection Template

## YEAR 1 BUSINESS PROJECTION

### Month 1: 1 booth

- Monthly revenue: \$1,794
- Venue costs: -\$400
- Your profit: \$1,394
- Cumulative profit: \$1,394

### Month 2: 1 booth

- Monthly revenue: \$1,794
- Venue costs: -\$400
- Your profit: \$1,394
- Cumulative profit: \$2,788

### Month 3: 2 booths (added 1 new)

- Monthly revenue: \$3,588
- Venue costs: -\$800
- Your profit: \$2,788
- Cumulative profit: \$5,576

### Month 4: 3 booths (added 1 new)

- Monthly revenue: \$5,382
- Venue costs: -\$1,200
- Your profit: \$4,182
- Cumulative profit: \$9,758

[Continue through Month 12]

## YEAR 1 SUMMARY:

- Average booths operating: \_\_\_\_
  - Total revenue: \$\_\_\_\_
  - Total venue costs: \$\_\_\_\_
  - Total profit: \$\_\_\_\_
  - Hardware investment: -\$1,500
  - Net year 1 profit: \$\_\_\_\_
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## 6. Troubleshooting & Tips

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### Common Objections & Responses

**Objection 1: “I’m not sure if guests will buy photos”** Response: “That’s a fair concern. That’s why I’m proposing a 90-day trial on a 50/50 basis. You’ll see exactly how many photos sell. If it doesn’t work, we can remove it. But I’m confident you’ll see \$[X] in monthly revenue.”

**Objection 2: “We don’t have space for a photobooth”** Response: “The booth is compact—only 4ft × 4ft. Where do you think would work best? [Suggest specific locations]. We can even try a temporary placement first to see how guests respond.”

**Objection 3: “What if the booth breaks?”** Response: “I handle all maintenance and repairs. If anything goes wrong, I fix it or replace it within 24 hours. You never have to worry about it.”

**Objection 4: “We already have a photobooth vendor”** Response: “I understand. Our booth is different because [mention specific advantages: AI transformations, better pricing, better support]. How about we do a side-by-side comparison for 30 days? You’ll see the difference.”

**Objection 5: “The rent is too high”** Response: “I hear you. Let’s look at the numbers together. At [X] photos/day, you’ll earn \$[Y] monthly. The rent is [Z]% of that revenue. Does that feel fair? Or would you prefer a profit-share instead?”

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### Pro Tips for Scaling

**Tip 1: Start with Your Network** Your first 3-5 booths should come from people you know or can easily reach. This builds momentum and gives you testimonials.

**Tip 2: Focus on One Venue Type** Don’t try to place booths everywhere. Pick one type (bars, weddings, malls) and become an expert. You’ll negotiate better and scale faster.

**Tip 3: Build Relationships with Venue Managers** The person who says “yes” to the first booth often knows 5 other venue owners. Treat them well and ask for referrals.

**Tip 4: Track Everything** Keep detailed records of photos sold, revenue, and venue feedback. This data is gold when pitching new venues.

**Tip 5: Offer Incentives for Referrals** If a venue owner refers you to another venue, offer them a \$100 bonus if that venue signs. It's cheap marketing.

**Tip 6: Visit Your Booths Regularly** Check on each booth at least monthly. Fix issues before they become problems. Venue owners appreciate the attention.

**Tip 7: Share Success Stories** When you hit milestones (first booth, 5 booths, \$10K revenue), share them with your network. It builds credibility and attracts new venues.

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## Scaling Timeline

### Months 1-2: Proof of Concept

- Goal: 1-2 booths placed
- Focus: Perfect your pitch and process
- Effort: 10-15 hours/week

### Months 3-4: Early Scaling

- Goal: 3-4 booths placed
- Focus: Optimize venue selection and negotiation
- Effort: 15-20 hours/week

### Months 5-8: Growth Phase

- Goal: 5-8 booths placed
- Focus: Systematize operations, possibly hire help
- Effort: 20-30 hours/week

### Months 9-12: Optimization

- Goal: 8-10+ booths placed
  - Focus: Maximize revenue per booth, plan for year 2
  - Effort: 15-25 hours/week (with systems in place)
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# Final Thoughts

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Building a photobooth business is about relationships, data, and persistence. Start with one booth, prove the concept, then scale systematically. Your first venue owner will be your best marketing tool.

## Remember:

- Venue owners care about guest experience first, revenue second
- Show them happy guests, and the money conversation becomes easy
- Always deliver on your promises—your reputation is everything
- Track your metrics obsessively
- Scale one booth at a time, not all at once

Good luck! You've got this. 🚀

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## Questions? Contact EventSnapshot Support

- Email: [support@eventsnapshot.com](mailto:support@eventsnapshot.com)
- Phone: 1-800-SNAPSHOT
- Dashboard: <https://dashboard.eventsnapshot.com>