

## Increase distribution by selling your 'Reserved Seating' event tickets via the Internet with



By listing event(s) on the Vtix web site, you provide ticket buyers with a secure, convenient environment for purchasing your event tickets online. Only cost to you the promoter is a small event setup fee. Any individual, group or organization ticketing single or multiple **Reserved Seating\*** events can take advantage of this service. Seminars, concerts, sporting and other entertainment functions... any event that requires admission.

(\*for events requiring general seating, refer to 'General Admission' brochure)

### How does it work?

We assign each event with a link; [www.vtixonline.com/events/eventid](http://www.vtixonline.com/events/eventid) so that you can direct patrons to your event selling page through your own web site or other promotional/social media. Your ticket buyers can view a description of the event and other event-specific information like an overview of the venue seating plan.

Once they select their preferred section, they can view available price types within that section and then enter the number of tickets they want to purchase. When the 'Find Tickets' button is clicked, the system will search for available tickets by price type selected.

At this point, you can choose as the promoter, how you want your ticket buyers to interact with the Vtix Online Reserved Seating system. There are several options;

Option #1 - you can have the system select the 'Next Best' seat available in their chosen section and price type. With this method, the system will offer seats to the ticket buyer that best represent their selection and other criteria you establish as the promoter. For example, you may determine that the 'best seats' are closest to the stage in the centre section. Consequently, the system will locate the number of seats requested in the first row available nearest the stage in the centre section. After this section is sold out, seats from the left and right section would be sold based on the same criteria. With this method, you ensure that the 'House' will be populated in the most organized manner.

Option #2 - you can combine 'Next Best' seat selection with general admission. So for example, you can choose to offer the right, left and centre sections as reserved seating and all other sections as general seating. This method is helpful if you want to charge a premium for reserving a specific section/row/seat and less for unassigned seating.

For the purposes of this brochure, we are going to deal specifically with option #3 as described on the next page.

The screenshot displays the V-TIX ONLINE ticketing interface for the event 'The Addams Family'. The page includes the following elements:

- Event Details:**
  - When:** Sunday, February 8, 2015, 2:00pm
  - Where:** The Michael J. Fox Theatre, 7373 Macpherson Ave, Burnaby BC
  - What:** An Align Entertainment Inc. Production
- Seating Chart:** A diagram showing the theatre's layout with sections labeled: UPPER LEFT, UPPER CENTRE, UPPER RIGHT, LOWER LEFT, LOWER CENTRE, and LOWER RIGHT. Rows are numbered (e.g., 1-13, 14-29, 30-42) and seats are lettered (A-K).
- Price Selection:** A table for 'Choose a section:' with 'Lower' selected.

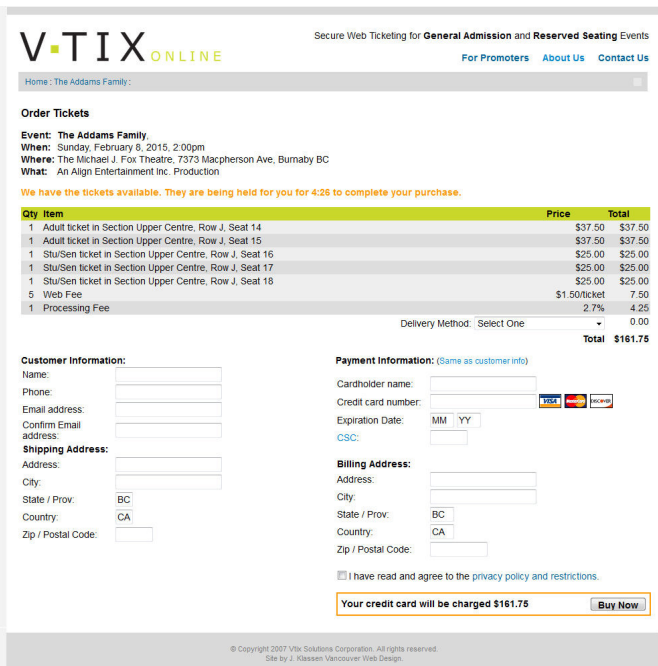
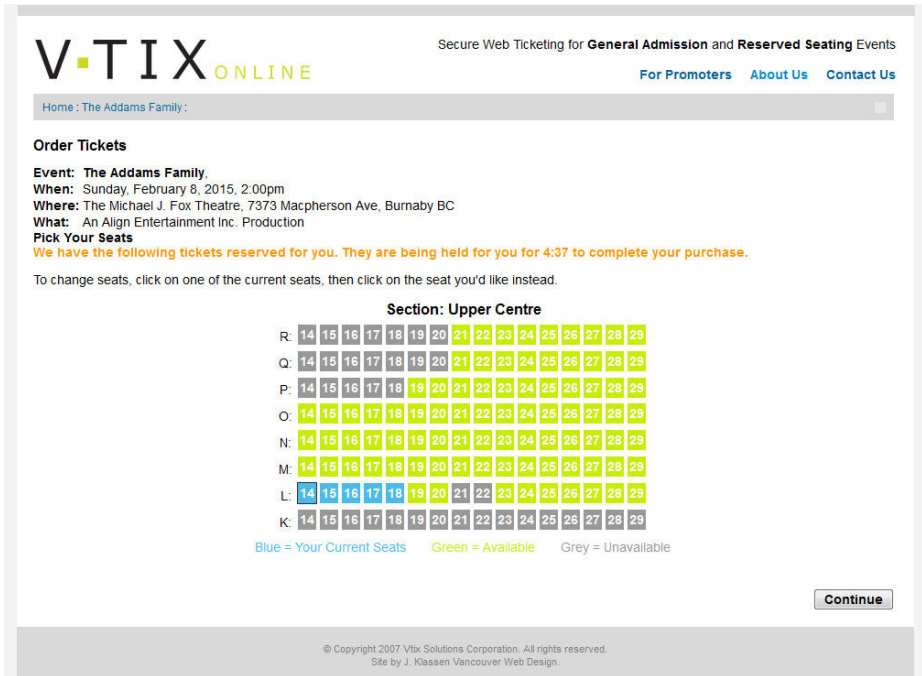
Section	Adult	Stu/Sen
Lower Centre	\$37.50	\$25.00
Lower Right	\$37.50	\$25.00
Lower Left	\$37.50	\$25.00
- Quantity and Promo:** 'Enter Quantities' set to 0, and a 'Promo Code' field.
- Find Tickets:** A button to search for available tickets.
- Event Description:** 'Family Friendly Musical Theatre at its Finest! The Addams Family, presented by Align Entertainment Inc., features all the characters we've come to love, including the unconventional romance of Gomez and Morticia, and the eccentric Uncle Fester. We are also introduced to a host of new characters in the form of Wednesday's unlikely love interest Lucas and his own quirky family. The show follows a story all can relate to; the dreaded first dinner between two families who could not be more at odds, but have something very important in common... their children. No Refunds or Exchanges. Free parking.'
- Footer:** Copyright 2007 Vtix Solutions Corporation. All rights reserved. Site by J. Klassen Vancouver Web Design.

Options #3 - you can choose as the promoter to enable your ticket buyers to 'select their own seat' by interacting with the actual seating map as shown.

In this example, the patron has selected seats #14 through 18 which are highlighted in blue. They can unselect these seats if they choose but can only reselect from the green seats which are unsold and still available. The blue seats are held for 5 minutes in order for the transaction to be completed otherwise the seats are automatically returned to inventory.

In this method, patrons can be very specific about their seat selection and will know the exact location based on availability.

Clicking on the 'Continue' button will move them to the payment section of the transaction.



This page provides a summary of the transaction as shown and requests credit card payment details. (Visa/MasterCard) As soon as the sale is confirmed and the payment authorized, the system automatically sends both you and the buyer an email confirming all the details of the sale.

For ticket distribution, you have 3 options; in option 1, the buyer can pick up the tickets at the door (Will Call) by simply providing the order ID included in their confirmation email. In option 2, you can choose to mail tickets in advance of the event. As emails are received, you are responsible for mailing tickets from the inventory allocated by you for web sales. You can add a delivery method fee automatically during the web sale to offset the cost of delivery.

In option 3, you can choose to participate in our 'e-ticket' program at no extra cost. With e-tickets, the email sent to the ticket buyer contains a link which enables them to print each ticket purchased as shown or viewed on a mobile device. An e-ticket can be considered an actual

ticket and can eliminate the need to exchange the email confirmation with a physical ticket as in option 1 or 2 reducing the cost of ticket printing. The ticket buyer can simply have his e-ticket confirmed at the door or at will call.

Each e-ticket contains a QR code as well as the order ID. If you want to speed up event access by eliminating the need for will-call confirmation or are just concerned about security, you can scan the QR code on an e-ticket that is either printed or displayed on a mobile device. This will ensure that a ticket is valid and has not been duplicated or acquired fraudulently. This does not require the purchase/rent of special scanning equipment as any IOS or Android smart phone can be converted to a scanner. You can read more about this service on our web site or contact Vtix for more information.

**Promoter Access:**

As the promoter, you can login to your event at any time to check sales, view, export and print attendance and financial reports.

Optionally, you can use the Vtix Online system as your own mini box office at no additional cost to you as the promoter. If your patron prefers to phone you or show up in person to purchase a ticket, you simply login to your event from any location or computer with Internet access to perform basic box office sales functions. The easy-to-use interface enables you to make sales, collect basic patron information and accept multiple payment types like credit card, (Visa/MasterCard) cash, check, comps or assign on account. If

you entered an email address for the patron, the system automatically sends both you and the patron an email confirming the sale. Print/export multiple reports by ticket type, payment type and ticket seller for example.

At the end of your event, you will have a comprehensive bookkeeping record of all ticket sales for accounting purposes and event reconciliation. This service is ideal for any individual, group or organization that does not have a merchant account or access to credit card processing equipment and wants to ticket single or multiple **Reserved Seating** events.

**Payment Procedure:** Once the event is completed, a Web Sale Settlement Report is emailed to you that details all the web sales and lists all charges. Vtix will issue a cheque or wire transfer within 24 hours following your approval. To avoid charge backs, we recommend that you use the Event Attendance report to collect signatures for pick up orders. Signatures obtained on the email form are also acceptable.

**Promoter Charges:**

Set Up Fee: \$15.00 for a single General Admission event  
(free if we print your tickets as well)  
\$75.00 for a single Reserved Seating event  
(only \$45.00 if we print your tickets as well)

Set up fees can be paid in advance or deducted from online sales proceeds. Discount available for multiple dates of the same event.

**Patron Charges:** The following charges can be added to, shared or included in the price of the ticket.

Web Fee: \$1.50 per online ticket sold\*  
(\*Sales made by cash, check, comps and on account are free)

Credit Authorization Fee: 2.7% on total transaction (Visa and MasterCard only)

*Example:* A \$25.00 ticket would have an additional charge of \$2.22  
(\$1.50 + \$.72 = \$2.22)

**For more information please contact:**

**Email:** [sales@vtixonline.com](mailto:sales@vtixonline.com)

**Toll Free:** 1-888-961-6111 **Tel:** 604-241-7292

**Vtix Solutions Corp.**

[www.vtix.com](http://www.vtix.com)

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