



## ShowUpTix Online Ticketing Service: Policy and Procedures Manual

### Agreement

An organization's use of ShowUpTix is conditioned upon acceptance of the ShowUpTix Use Agreement and ShowUpTix Contract, two separate documents, which must be signed annually by a duly authorized representative of the member organization, and by which the member organization acknowledges and accepts:

1. That it has received, understands, and agrees to abide by the policies and procedures of ShowUpTix and further agrees that these policies and procedures may, from time to time, be updated and refined by Alliance for Audience and that only changes made to the written policies and procedures may be considered as official and authorized.
2. That it accepts total and exclusive responsibility for the authorization of sale for tickets via ShowUpTix. The member organization is solely responsible for its decision to utilize the ShowUpTix services and is independently responsible for conformance with any rules, policies, service charges or other processes related to the venues at which your organization performs or with any other service provider. Further, the member organization agrees to indemnify, reimburse, defend and hold Alliance for Audience and ShowUp.com harmless for any legal action resulting from any of your actions or inactions, including any other party's objection to your participation with ShowUpTix.
3. That the member organization authorizes ShowUpTix and Alliance for Audience to add and retain a service charge from the sale of tickets. Notwithstanding this, however, the member organization understands that ShowUp.com makes no representations or warranties whatsoever as to availability, guaranteed sales or any other results that can be expected from these services.
4. That Alliance for Audience reserves the unlimited right to suspend and terminate the rights of any organization to utilize ShowUpTix.
5. That the member organization acknowledges their participation in the ShowUpTix program does not preclude the use of any other ShowUp.com programs (namely ShowUp.com's Ticket Marketplace). However, a member organization's participation in other ShowUp.com programs must be separately authorized and documented.

6. That the member organization accepts total and exclusive responsibility for the functionality and compatibility of the ShowUpTix service within the member organization's website. The member organization is solely responsible for its website design, hosting, technical support, and for linking to the ShowUpTix website as specified in 'Online Setup' section of these policies and procedures. Further, the member organization agrees that they will hold Alliance for Audience and ShowUp.com harmless for any sales lost due to incorrect setup resulting from any of the member organizations actions or inactions.
7. The member organization is solely responsible for providing all content (images and event descriptions) to ShowUp.com.
8. The member organization is solely responsible for providing an organizational header image for use within the ShowUpTix program. This image must meet the following requirements: pixel dimensions of 610w by 140h and in JPG format.
9. That it accepts total and exclusive responsibility for providing all necessary content to ShowUpTix in a timely manner. The member organization accepts and understands that any delay in providing the content and services stated in #6, #7 and #8 may result in a delay in ShowUpTix services.
10. That Alliance for Audience and ShowUp.com is in no way responsible for providing reports or summaries for the member organization outside of those required for settlement.

## Authority

Member organizations of Alliance for Audience, in good standing (with dues fully paid), are eligible to make tickets available for sale through ShowUpTix, pursuant to the policies and procedures described in this manual.

Whether, and the extent to which, an organization chooses to utilize the ShowUpTix service is entirely at the discretion of the member organization at all times.

## Starting Sales

In each instance, Alliance for Audience requires a clear, complete and unambiguous written statement of the member organization's instructions in order to initiate the sale of tickets and offers on ShowUpTix. There are no exceptions to this rule. In no instance will Alliance for Audience make available for sale any offer for which it does not possess clear written authorization.

Only a written communication is sufficient to convey these instructions, thus a telephone call or any personal discussion is never considered sufficient to initiate or alter the terms of sale of tickets offered through ShowUpTix. Only the forms below or a detailed document containing all required information are considered acceptable written communication to initiate the setup of a ShowUpTix ticket offer.

ShowUpTix is not able to sell ticket with assigned seating. Only general admission events may be presented for sale.

Alliance for Audience will set up ShowUpTix offers during regular business hours, Monday thru Friday, 8:00am to 5:00pm. ShowUpTix offers are contingent upon event listings through ShowUp.com. Event information **MUST** be provided to [events@showup.com](mailto:events@showup.com) no later than 3 weeks prior to the date a ShowUpTix ticket offer is requested to go on sale. ShowUpTix ticket offers **MUST** be submitted no later than two weeks before the date the ShowUpTix ticket offer is set to go on sale. Any offers requested to go on sale with less than two weeks notice will require a change in on sale date.

The preferred method of written communication is a completed "TIX Single Performance Sales Authorization Form" or "TIX Multiple Performance Sales Authorization Form" (Attachment I and II). These forms are provided at <http://www.allianceforaudience.org/TIXmarketplace.htm> and may be submitted:

- On-line, using form at the above web address.
- Faxed to 866-232-1799
- E-mailed to [showuptix@allianceforaudience.org](mailto:showuptix@allianceforaudience.org)
- Mailed to: Alliance for Audience, 13416 N. 32<sup>nd</sup> Street, #106, Phoenix, AZ 85032.

## Online Setup

Upon receipt of a completed and approved "ShowUpTix Event Sales Setup Form," Alliance for Audience will commence the ticket setup process. Alliance for Audience will provide the member organization with a series of ticketing links no later than 1 business day prior to the specified on sale date. Alliance for Audience will provide:

- A direct link to the event ticket offer with no other events listed
- A direct link to ALL organizational ticket offers.
- A ShowUpTix "Buy Button" for use with our ShowUpTix ticketing links. The use of this button is at the sole discretion of the member organization.

Alliance for Audience must have, in its possession, the member organization's header graphic as specified above before sales links will be provided to the member organization.

The member organization will also be responsible for drafting and hosting an organizational Terms of Use policy and Privacy Policy. ShowUpTix will link to these policies accordingly.

Upon receipt of these links, the member organization is then responsible for posting these links within their website. ShowUpTix ticketing links must be configured to open in a new window upon being clicked. Failure to setup ShowUpTix links correctly may result in loss of sales and technical difficulties for customer.

Alliance for Audience will also provide the member organization with the login information necessary to access organizational sales summaries and transaction logs for posted tickets.

Please use this space provided to enter your login information for the ShowUpTix reporting system:

Username: \_\_\_\_\_

Password: \_\_\_\_\_

<b>Accuracy</b>	<p>The accuracy of the information and/or offer it authorizes is the sole responsibility of the member organization. Once a sale is transacted, member organizations are required to honor the purchase price and/or other terms of any offer that it made available.</p> <p>Alliance for Audience shall not be held liable for posting information or selling tickets based on information that was submitted incorrectly.</p> <p>In the event of an error by Alliance for Audience, the amount of liability shall be no greater than the incremental difference between the sold price and the properly authorized price.</p>
<b>Changes</b>	<p>Any change of the member organization's offer, including adding inventory or changing price, requires supplementary written communication. Requests to increase or decrease inventory must also be made in writing. Telephone communication may initiate the action due if time constraints exist.</p>
<b>Quick-Cancel</b>	<p>Member organizations may suspend or halt the sale of their tickets at any time, by:</p> <ul style="list-style-type: none"> <li>• Calling 602-971-2223 during normal business hours.</li> <li>• By logging-on to their assigned ShowUpTix administrative account and pressing the "Cease Ticket Sales" button. The on-line access is generally available 24/7; however Alliance for Audience shall not be responsible for occasional down-time caused by system updates, outages or service interruptions.</li> </ul>
<b>Vouchers</b>	<p>Regardless of its general use of the words "Virtual Tickets," ShowUpTix is a conduit for selling online tickets – but it is not actually a ticket-selling agency.</p> <p>Upon making a sale, the ShowUpTix system issues to the buyer a "Virtual Ticket" or voucher that advises purchasers that they are guaranteed admission to the event or activity and that the voucher must be redeemed at the member organization's box office for an actual admission ticket immediately prior to the start of the event.</p> <p>Member organization will NOT supply "hard" ticket stock to Alliance for Audience. Your written authorization is all that's needed to initiate the sale of "Virtual Ticket" vouchers via ShowUpTix.</p>

<b>Setup Fees</b>	Alliance for Audience charges an annual organizational setup fee for the ShowUpTix service. This setup fee is based on the projected annual online ticket sales for the organization. This setup fee will not be less than \$250 and is due upon the receipt of the signed ShowUpTix Use Agreement form and ShowUpTix Contract.
<b>Service Charge</b>	A \$2.00 service charge, paid by the customer, is added to the price of all ticket offers made available through ShowUpTix. Service charges are non-refundable.
<b>Cancellations</b>	<p>Alliance for Audience does not take responsibility for cancellation of events for which it has been contracted to sell. If a show is cancelled, the member organization is required to cease ticket sales immediately by logging on to its online account or by contacting Alliance for Audience. If tickets have already been sold for the cancelled event, it is the responsibility of the member organization to contact the patrons to inform them of the event cancellation. Patron contact information is available through accessing your account online and viewing the transaction log for the event.</p> <p>Should a member organization cancel an event after settlement payments have been issued by Alliance for Audience, refunds will be the sole responsibility of the member organization.</p>
<b>Settlement</b>	<p>Settlement checks will be mailed to the company name and address designated on the TIX Sales Authorization Form. Checks will be mailed weekly on Wednesday for the previous week's (Monday thru Sunday) sales.</p> <p>Alliance for Audience reserves the right to hold settlement payments for up to 5 business days following the event date for the following reasons:</p> <ul style="list-style-type: none"> <li>• An organization has not yet paid the ShowUpTIX setup fee</li> <li>• A late notice change in performance time or date</li> <li>• A late notice change in performance venue</li> <li>• A cancellation is expected or likely, due to unforeseen circumstances</li> <li>• Circumstances arise that cause Alliance for Audience to suspect that an event may not take place as planned</li> </ul> <p>Alliance for Audience will only issue ShowUpTix settlement payments to organizations. A ShowUpTix settlement payment will not be issued in the name of any person(s).</p>
<b>Charge-backs</b>	The member organization is responsible for reimbursing Alliance for Audience for the amount of any charge-backs for tickets sold. These amounts may be deducted from future sales, or will be billed by invoice. Alliance for Audience reserves the right to withhold from the member

organization up to 2% of total sales for up to 90 days in order to absorb any chargeback costs incurred.

**Refunds**

Prior to their purchase and again upon making their purchase, customers are advised that all sales made through ShowUpTix are final: no refunds or exchanges.

Exceptions to this policy are within the discretion of the member organization; however Alliance for Audience will NOT reimburse member organizations for tickets that they directly refund.

In the event of a technical problem, Alliance for Audience reserves the right to refund a customer. If a settlement payment has already been issued for the purchase in question, Alliance for Audience reserves the right to invoice the organization for the amount refunded or withhold the amount refunded from future settlement payments. Member organizations may request a report of refunds performed by Alliance for Audience due to technical issues at any time.

**Online Account Access and Features**

**Log on**

Go to <http://www.showuptix.com/reports/login.asp>. Enter your user name and password. (Note: Alliance for Audience will set up a user name and password for all authorized representatives of your organization upon receipt of ShowUpTix Terms of Use Contract.)

Username: \_\_\_\_\_

Password: \_\_\_\_\_

**View reports**

Select Sales Summary, Transaction Log, or Unsuccessful Transaction Log. Select event name and/or date range.

**Menu options**

Return to the main menu, go to a new report, print the report, download the report and open with Microsoft Excel or logoff by selecting these options from the report menu at the top of the report.

**Patron Search**

Search for a patron by entering patron's last name in the last name field of the Transaction Log Report or Unsuccessful Transaction Log Report. To further refine your search, enter a date range.

**Cease ticket sales**

Use the administrative cease ticket sales link and click the cease ticket sale button, indicated by the "X" at the end of the event row.

**Tech Support**

Contact Alliance for Audience for technical support for your online account.

## **Box Office Guidelines**

- Transaction log** An auto-email will be sent to up to two email addresses (indicated on the ticket setup form) when ticket sales have ended and transaction log is available. Note: The transaction log can be viewed at any time. The email serves as a reminder to prepare tickets that will be redeemed by voucher holders.
- Assign tickets** Patrons will present a “Virtual Ticket” or confirmation number to be redeemed for a ticket. Please have tickets assigned in advance. We encourage that patrons bring a printed copy of their “Virtual Ticket” with them to the event.
- Photo ID** Patrons are informed that they will be required to present a photo identification in order to redeem their voucher for an admission ticket. Member Organizations are advised to check the photo ID of the patron picking up the tickets and verify the name matches the transaction log report. Alliance for Audience shall not be responsible for tickets issued without the presentation of a photo ID.
- Patron Signature** To guard against fraud, organizations are advised to obtain the signature of the patron picking up the tickets.
- Accessibility** Patrons are advised to contact the venue directly and in advance to confirm the availability of accessibility services. In the event the venue cannot accommodate the patron’s requirements, a refund will be issued.
- Privacy Policy** ShowUpTix requires users to submit certain personal contact information (such as name and email address). Such personal information may only be used:
- to distribute to the registrant information he or she has requested, or
  - to contact a user in relation to his or her purchase, including, for example, problems with the ticket he or she has purchased, changes or cancellations to the event purchased or issues regarding accessibility services requested by the patron.

**General Information**



is a project of

**Alliance for Audience**

13416 N. 32nd Street, Suite 106

Phoenix, AZ 85032

Phone: 602-971-2223

Fax: 866-232-1799

[showuptix@allianceforaudience.org](mailto:showuptix@allianceforaudience.org)

**Office Hours:** Monday-Friday 8:00am-5:00pm

**Technical support:** 602-971-2223