



## Ticket Marketplace: Policy and Procedures Manual

### Contract

An organization's use of ShowUp.com's Ticket Marketplace is conditioned upon acceptance of the Ticket Marketplace Contract, a separate document, 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 ShowUp.com's Ticket Marketplace 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 discount tickets and special offers via ShowUp.com's Ticket Marketplace. The member organization is solely responsible for its decision to utilize the Ticket Marketplace 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 in our Ticket Marketplace.
3. That the member organization grants permission for ShowUp.com's Ticket Marketplace to act as a marketing vehicle and sales conduit for your discount ticket sales and special offers, and authorizes Alliance for Audience to add and retain a service charge from the sale of such discount tickets and special offers. 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 ShowUp.com's Ticket Marketplace.

## **Authority**

Member organizations of Alliance for Audience, in good standing, are eligible to make discount tickets and special offers available for sale through ShowUp.com's Ticket Marketplace, pursuant to the policies and procedures described in this manual.

Whether, and the extent to which, an organization chooses to utilize the Ticket Marketplace 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 statement of the member organization's instructions in order to initiate the sale of discount tickets and special offers on ShowUp.com's Ticket Marketplace. 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.

Discount tickets must have a minimum 25% discount if the original ticket price is under \$20.

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 discount tickets or special offers.

Alliance for Audience will set up new discount and special ticket offers during regular business hours, Monday thru Friday, 8:00am to 5:00pm, however it may take up to 2-3 hours between receipt of information and posting of the offer on-line. It is highly advised that members submit their offers a minimum of 48 hours in advance, although later requests will be handled as swiftly as possible.

The preferred method of written communication is a completed "Sales Authorization Form" (Attachment I). The form is provided at <http://www.allianceforaudience.org/marketplaceform.htm> and may be submitted:

- on-line form at the above web address.
- faxed to 602-971-5054
- e-mailed to [Marketplace@showup.com](mailto:Marketplace@showup.com)
- mailed to: Alliance for Audience, 13416 N. 32<sup>nd</sup> Street, #106, Phoenix, AZ 85032.

Other written communications, such as emails, are acceptable, however may be subject to delays in processing if they fail to provide complete and clear instructions.

<b>Accuracy</b>	<p>The accuracy of the information and/or offer it authorizes is the sole responsibility of the member organization. Once a sales 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.</p>
<b>Quick-Cancel</b>	<p>Member organizations may suspend or halt the sale of their discount tickets and special offers 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 Ticket Marketplace 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, "discount tickets," ShowUp.com's Ticket Marketplace is a conduit for selling discount tickets and special offers – but it is not actually a ticket-selling agency.</p> <p>Upon making a sale, the Ticket Marketplace issues to the buyer a voucher that advises that they are guaranteed admission to the event or activity, but that specific seating (if applicable) will be assigned by the member organization and that the voucher needs to be redeemed at the member organization's box office for an 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 discount ticket or special offer vouchers via ShowUp.com's Ticket Marketplace.</p>

**Surcharge**

A service charge, paid by the customer, is included in the price of all discount tickets and special offers made available on ShowUp.com's Ticket Marketplace. The surcharge amount is based on the discounted price of the ticket sold. Service charges are non-refundable.

<b>Discounted Ticket price</b>	<b>Service Charge Included</b>
\$10 or less	\$1.00 per ticket
\$10.01 to \$20	\$3.00 per ticket
\$20.01 to \$45	\$4.00 per ticket
greater than \$45	\$5.00 per ticket

**Cancellations**

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.

**Settlement**

Settlement checks will be mailed to the company name and address designated on the Sales Authorization Form. Checks will be mailed weekly on Wednesday for the previous week's (Monday thru Sunday) sales.

**Charge-backs**

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.

**Refunds**

Prior to their purchase, and again upon making their purchase, customers are advised that all sales on ShowUp.com's Ticket Marketplace are final: no refunds or exchanges.

Exceptions to this policy are within the discretion of the member organization, however the member organization should never issue a direct refund for a purchase made on ShowUp.com's Ticket Marketplace and Alliance for Audience will NOT reimburse member organizations for tickets that they directly refund.

Rather, the member organization should notify Alliance for Audience of the amount and reason to issue a refund. In such an instance, the member organization shall remain liable for to Alliance for Audience for the amount of the per-ticket service charge, regardless as to whether that amount is to be refunded to the customer.

Refund notices should be sent by the member organization to [Refund@showup.com](mailto:Refund@showup.com).

## **Online Account Access and Features**

<b>Log on</b>	Go to <a href="http://www.showuptickets.com/reports/login.asp">http://www.showuptickets.com/reports/login.asp</a> . 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 Ticket Marketplace Contract.)
<b>View reports</b>	Select Sales Summary, Transaction Log, or Unsuccessful Transaction Log. Select event name and/or date range.
<b>Menu options</b>	Return to the main menu, go to a new report, print the report, download the report into Microsoft Excel, or logoff by selecting these options from the report menu at the top of the report.
<b>Patron Search</b>	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.
<b>Cease ticket sales</b>	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.
<b>Tech Support</b>	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 voucher or confirmation number to be redeemed for a ticket. Please have tickets assigned in advance.
- 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** The ShowUp.com Ticket Marketplace 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**

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

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