



Your Complete Source to Entertainment in Vancouver

Tickets Tonight Information Sheet

Tickets Tonight is a joint project between the Alliance for Arts and Culture and Tourism Vancouver. It increases consumer access to arts and culture, entertainment and sporting events and festivals as a prime outlet for independent productions, and as a full-service Ticketmaster outlet.

Tickets Tonight is greater Vancouver's only day-of, half-price ticket booth and is marketed as Vancouver's source to entertainment. The booth is a valuable marketing and audience development tool, helping producers and presenters on those occasions when tickets might otherwise remain unsold.

With comprehensive marketing strategies and promotions opportunities, Vancouver's best events listings (at www.ticketstonight.ca), and knowledgeable staff who can accurately communicate the style and content of many productions to consumers, Tickets Tonight is an excellent addition to your sales and marketing program.

Producer Benefits

Tickets Tonight offer producers increased access to a lucrative tourist market that currently is underserved, as well as access to local entertainment consumers.

For producers using the Ticketmaster system, Tickets Tonight is a full-service Ticketmaster outlet. Patrons are able to purchase Ticketmaster inventory in person at the booth or pick-up online purchases at Tickets Tonight.

For producers using other ticketing services or running their own box office, Tickets Tonight provides another location for ticket sales and access to new markets. Tickets made available at Tickets Tonight can also be made available for purchase online at www.ticketstonight.ca. Online ticket sales can function as your event's exclusive online ticket sales outlet, or can be used to complement your existing online sales. You can be assigned a password to access real time viewing and printing of sales reports, along with customer contact information.

Patron Benefits

Tickets Tonight offers tourist and local consumers a centralized information source and sales outlet for events throughout the Lower Mainland. It is Vancouver's source to entertainment with service both online at www.ticketstonight.ca, the home of Vancouver's most comprehensive events listings, and in person at the booth. Patrons have one-stop access to independent productions, traveling shows, sporting events, arts and culture performances, festivals and all Ticketmaster events.

Cost to Your Company

The Tickets Tonight service is a free benefit to all Alliance for Arts and Culture and Tourism Vancouver members, and 100 percent of the full ticket price is returned to member companies. Any non-member company using Tickets Tonight that is not a Ticketmaster client must become a member of the Alliance for Arts and Culture or Tourism Vancouver in order to use the booth services.

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How to Use Tickets Tonight

Ticketmaster Clients

FULL PRICE: Ticketmaster clients make arrangements as usual with Ticketmaster. Once events are in the Ticketmaster system, they will be available at Tickets Tonight, which is a full-service Ticketmaster outlet.

HALF PRICE: Ticketmaster clients must call their Ticketmaster representative and inform them that they would like to enable half-price ticket sales. Half-price sales can be designated for a show's entire run, for certain performances, or for certain seat sections. The producer then contacts Tickets Tonight with the number of half-price tickets they wish to submit to the inventory.

Independent Producers

FULL PRICE: Independent producer's tickets are sold at Tickets Tonight using RepeatSeat, a ticketing company based in Calgary. Patrons are provided with a paper confirmation and order number to be presented at the venue box office in exchange for a ticket. If a patron has lost their receipt, producers can check their name and identification against the sales report for that performance. If the patron does not have their receipt and cannot provide proper identification, the producer is not required to admit that patron. Producers have access to sales reports 24 hours a day via the RepeatSeat website. Producers wanting this access will be provided with a secure password.

HALF PRICE: When signing on for full-price sales, a producer simply has to inform Tickets Tonight that they wish to be included in half-price sales, and indicate the performances and number of seats allotted for half-price sales. Tickets Tonight handles the administrative details with RepeatSeat.

Ticket Allotments

Producers must provide Tickets Tonight with a per performance minimum ticket allotment. Exceptions can be made – please contact the staff at Tickets Tonight to discuss unique or exceptional cases.

Tickets Tonight can accommodate multiple ticket price levels as well as the following seating types:

- general admission/festival seating: first-come, first-served seating. Patrons choose their own seat upon arrival at the venue.
- reserved seating: patrons are assigned seats on a best available basis at the time of purchase. The best available option moves from house left to house right, front to back.

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It is the sole responsibility of producers to increase or decrease the allotment available, and we highly encourage producers to provide more than the minimum allotment and to set up a standing allotment for the run of a show. Reserved seating shows may allot specific seats or may request that the Tickets Tonight system entitles the patron to the best available seating within a designated section. Producers may request that certain performances be excluded from sales at Tickets Tonight.

Ticket allotments for **half-price tickets** (for both Ticketmaster and independent productions) are:

Total number of seats	Minimum ticket allotment
up to 99	4 tickets per performance
100-249	6 tickets per performance
250-749	8 tickets per performance
750 and up	10 tickets per performance

The minimum ticket allotment for **full-price tickets** (for independent producers) is **four tickets** per performance.

Tickets Tonight Contract

To start selling inventory with Tickets Tonight, producers, both independent and those working with Ticketmaster, must complete and sign a contract. Forms are available from Tickets Tonight staff and must be returned to the booth (see our contact information at the end of this document).

Sales Process for Independent Producers

Once your contract is received, your show's tickets will be available for purchase within 15 business days or on a future date designated by the producer.

Patrons can access your tickets in person at the Tickets Tonight booth or online at www.ticketstonight.ca, or both.

All ticket sales are final. There are no refunds or exchanges unless an error has been made by the Tickets Tonight Staff. If a show is changed or canceled and tickets have already been sold, the producer has sole responsibility for making restitution with the patrons. Sales income for canceled performance ticket purchases will be mailed to producers according to their payment schedules.

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Suspension of Sales

The producer is in control of when sales for performances are suspended. At that point patrons are instructed to purchase tickets at the venue if seats are available.

Producer Payments

Ticketmaster clients receive payment, for both full and half-price sales, as per their agreement with Ticketmaster. Independent producers selling full-price and half-price tickets will receive their monies as per the producer's agreement (contract).

Please note: Producers are solely responsible for including GST in ticket prices and for remitting GST to the federal government. Producers are also solely responsible for payment of any ticket fees that may be required of the producer by the performance venue. Contact Tickets Tonight staff if you have any questions.

Tickets Tonight Marketing

Online Listings

Our website, www.ticketstonight.ca, has a comprehensive calendar of events and, where possible, online ticket sales for events. The calendar of events is accessible through the Tickets Tonight website as well as the websites of both the Alliance for Arts and Culture (www.allianceforarts.com) and Tourism Vancouver (www.tourismvancouver.com).

In addition we have listed the Tickets Tonight website on other appropriate websites and we encourage you to include a link from your homepage to ours.

Poster Display

Poster display space may be rented by participating producers only. Posters are displayed both in the booth and in the display window facing the street. The following rates apply, and payment for your display space must be delivered along with your poster:

Inside display

Standard (14"x22" or less)	\$10.00 + .70 GST per week
Oversized	\$15.00 + 1.05 GST per week

Window display

Standard (14"x22" or less)	\$5.00 + .35 GST per week
Oversized	\$10.00 + .70 GST per week

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InfoLine

Tickets Tonight manages a public voicemail hotline at 604-684-2787 (ARTS). Each morning, staff update the hotline with that day's half-price ticket availability.

Daily Email Service

Each morning, Tickets Tonight distributes a daily email update to opt-in subscribers, alerting them to that day's half-price availability, as well as to any ongoing promotions or special sales features. Half-price information is also updated daily on the Tickets Tonight website.

Event Rack Cards

Producers selling events through Tickets Tonight will have their rack cards or marketing flyers put on display at the Tickets Tonight booth, which is located in the heavily-trafficked Touristinfo Centre in downtown Vancouver. It is the producer's responsibility to provide the booth with brochures or flyers, which can be dropped off or mailed to the booth.

Show Board

For producers selling half-price tickets at Tickets Tonight, the name of the production will be printed on a magnetic, erasable strip and placed on the magnetic panels behind the booth counter, to showcase your event to patrons coming to the booth or walking by. Tickets Tonight will not use the term "SOLD OUT" on its boards when our allotment is gone. When Tickets Tonight runs out of tickets, and you choose not to allot more tickets, we will always suggest that customers purchase a full-price ticket. If we run out of full-price tickets we will recommend they check with your box office for availability.

Complimentary Tickets

Producers are encouraged to provide complimentary tickets for each show sold at the booth, for use by the Tickets Tonight staff. As part of their job-descriptions, the staff are requested to try the best of their ability to see every show on the Tickets Tonight boards so that they may better promote the performances.

Location

Tickets Tonight is located in the Tourism Vancouver Touristinfo Centre, plaza level, at 200 Burrard Street in downtown Vancouver.

Patron Payment Options

Patrons may purchase their tickets at Tickets Tonight with cash, debit cards, Visa, Mastercard and American Express. Ticketmaster clients may also pay with their Diner's, Enroute or Sears cards.

Hours

During the summer, Tickets Tonight is open from 10am to 6pm, Tuesday through Saturday. The rest of the year, the booth is open from 10am to 5pm, Tuesday through Saturday. Visit our website for up-to-date hours information.

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Contact Information

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