

Advanced Ticketing Solutions

EVENT TICKETING, SOLVED.

With our local presence, commitment to customer satisfaction, depth of experience, comprehensive suite of services and industry-leading technologies, TicketDFW is ready to meet your ticket service needs for any event. Regardless of the size, budget or unique circumstances of your event, we're here to help.

A TIME-TESTED SYSTEM

TicketDFW is a division of the AT&T Performing Arts Center, a nonprofit organization. Since opening in 2009, the Center has ticketed thousands of events: Broadway shows, concerts, modern dance, recitals, comedy shows, lectures, parties, fundraising galas, outdoor festivals and more.

Managing such an extensive portfolio of events has required the Center to invest heavily in infrastructure, systems and staff. And we've gained an impressive amount of knowledge and experience along the way.

Now the Center is offering the benefit of those investments to venues, presenters and organizations like you.

Whether you're presenting an event at one of the Center's venues or elsewhere in North Texas, there's no other provider who can promise you the quality of services TicketDFW offers, at such a competitive price.

CLIENT SUPPORT LIKE NO OTHER

Due to the customizable nature of our services, we offer a level of support unheard of in the ticketing services industry. From contract preparation, event set-up and web page maintenance to box office management and settlement, we offer one primary point of contact for your event. Our client service managers understand the ticketing business and will be right there with you every step of the way.



Our team has ticketed events at some of the best venues in North Texas, including:

- Winspear Opera House
- Wyly Theatre
- Strauss Square
- Dallas City Performance Hall
- Majestic Theatre
- Bath House Cultural Center
- Latino Cultural Center
- Scott Theatre
- American Airlines Center
- Meyerson Symphony Center

QUICK & EASY TICKET PURCHASING

Built on the AT&T Performing Arts Center ticketing platform, TicketDFW offers your customers the ability to buy their tickets online, on mobile devices, over the phone or in person.

PURCHASE ONLINE

The TicketDFW website is the most accessible and convenient place for most customers to find tickets, 24 hours a day. Top to bottom, it has been designed to be functional and flexible, and we're constantly making updates to improve performance and enhance features.

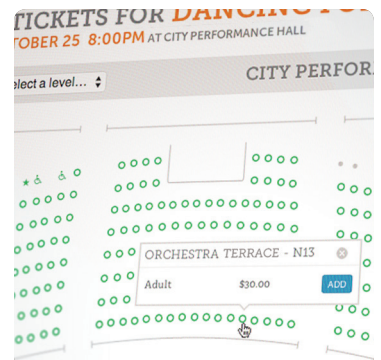
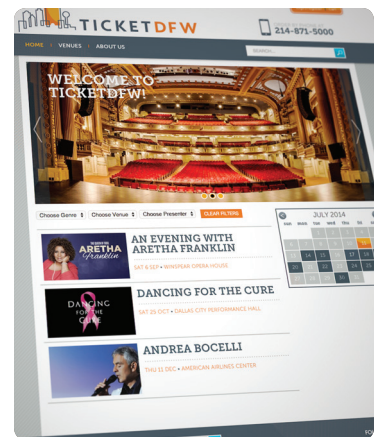
From the home page, or anywhere else customers land, it is quick and easy to find any show by date, presenter, venue or event name. And the purchase path is just as simple. From the event page, a customer can add a ticket to their shopping cart in as few as three clicks.

MULTIPLE OPTIONS FOR SELECTING SEATS Events can be configured to assign customers general admission seats or the option to select their own seat and even preview their view from a given seating area, for select venues.

MOBILE FRIENDLY TicketDFW.com is built with a fully “responsive design.” In layman’s terms, this means it functions equally well whether a customers access it on their desktop computer, mobile device or tablet.

BUILT FOR CAPACITY Our site is built to support even the most high-demand events. Currently, it can accommodate up to 150 simultaneous users. But even when demand outstrips that generous threshold, our built-in virtual waiting room ensures that the site will function properly without slowing down or crashing. Our virtual waiting room can handle thousands of users for the largest of events.

ADDITIONAL SERVICES Ticket scanning, parking, dining, upsells and other add-ons can be incorporated into the purchase path, if applicable.



PURCHASE BY PHONE

Our Dallas based Call Center is accessible by phone seven days a week from 10:00am – 8:00pm, including select holidays. Our friendly, knowledgeable staff is always ready to help customers purchase tickets, get answers to questions or resolve any customer service issues. Day of event phone support is critical for customers and we've got you covered.

And with the ability to handle up to 35 simultaneous callers, we have nearly eliminated hold times, even for the most coveted tickets.



PURCHASE IN PERSON

As part of your basic services agreement, TicketDFW will manage and operate the Box Office at your event's venue, allowing customers to buy tickets and pick up previously purchased tickets at Will Call 90 minutes before the start of your event. We also troubleshoot ticket issues and provide customer service when it matters most.



TICKETDFW STAFF The key to TicketDFW's success is our talented staff. Our Client Service and Box Office Managers are the best in the business. Each member of our team undergoes an extensive technical and customer service training course. In addition, managers receive regular reports of customer service issues and they participate in continuing education to share best practices and learn new strategies to improve customer satisfaction.

FAST & FOOLPROOF TICKET DELIVERY

We make it easy for customers to get their tickets. In most cases, customers can select from three delivery methods:

TICKETS BY E-MAIL The quickest and most convenient delivery method for most customers is the TicketDFW “Print at Home” ticket. When customers choose this method; they will receive an e-mail containing a PDF attachment with all of their tickets ready to be printed. In most cases, Print at Home tickets are delivered immediately.

TICKETS BY MAIL For tickets purchased at least 10 days in advance, customers will have the “Send by Mail” delivery option. Upon purchase, TicketDFW will print and mail directly to the customer via First Class Mail.

TICKETS AT WILL CALL When a customer opts for the “Hold at Will Call” delivery method, TicketDFW will print all tickets in advance of the event and hold for the customer at your venue’s Box Office, which TicketDFW will staff on the date of the event.

SECURITY

With so many options for ticket delivery, it is critical to ensure that each ticket is valid and no duplication occurs. TicketDFW has years of experience with this exact issue, and our systems are designed to ensure that we can process customer requests for exchanges, replacement of lost tickets, etc., without creating security issues.

TicketDFW can guarantee that there will never be more than one valid ticket for a reserved seat at your event. If ticket scanning is employed for your event to grant access, no customer will be able to enter using an invalid ticket.

We also make every effort to identify and stop sales to ticket brokers and resellers, protecting our clients and their customers from fraudulent sales.



ROBUST REPORTING

Automatic sales reports can be e-mailed daily or weekly, depending on your preference and needs. The basic PDF report contains a general summary of sold tickets, sold dollar amount, number of comp tickets and capacity.

A more detailed report (sorted by price zone) is also available.

COMPREHENSIVE PATRON LIST Following the conclusion of the engagement, a list of all event ticket purchasers (including their name, address, phone number and e-mail address) is available.

WEBSITE, E-MAIL & SOCIAL MEDIA ANALYTICS While not included as part of a basic ticketing services agreement, we can provide optional reporting on traffic to your event page and response rates of e-mail and social media marketing. Contact us for more information.

THE TESSITURA DATABASE Another TicketDFW strength is our membership in The Tessitura Network, a nonprofit cooperative venture comprised of more than 500 of the world's premier arts and cultural organizations. The primary benefit of Tessitura is its database software, which is the engine behind the TicketDFW website, Call Center and Box Office. All 500+ Tessitura members work together to continually make this database software a more powerful tool.

BUILT-IN PROMOTIONAL ASSISTANCE

TicketDFW is eager to promote your event, as part of our exciting programming lineup. In most cases, we are able to help you in the following ways:

ON THE WEBSITE Every TicketDFW event gets a home on ticketdfw.com. The event page provides a place for a wide range of content to describe your event and get customers excited:

- event descriptions
- photo, video and audio galleries
- downloadable content (such as posters, educational materials, etc.)
- external links (to artist websites, merchandise stores, etc.)

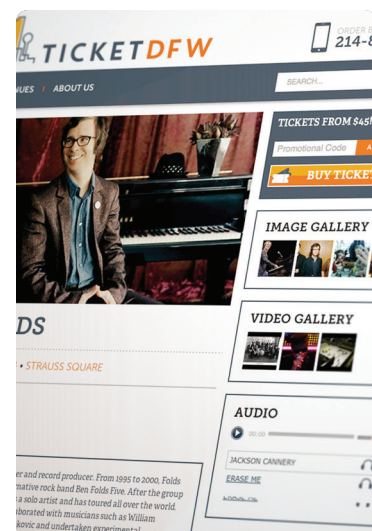
If you choose, we will also provide a page on the website to describe and promote your organization. This page can be linked to any event pages you've created.

We can also set up shortcut URLs for use in your marketing materials (such as "TicketDFW.com/YourEventName"), so the customer can jump straight from your ad to the event page.

PROMO CODES As part of your basic service agreement, we can generate up to four promo codes per event for customers to use to access special presales, discounts or other offers. These promo codes may be used when purchasing online, by phone or in person. Reports for tracking the promotions are available by request at no additional charge.

E-MAIL MARKETING A targeted and engaging announcement e-mail will be sent to TicketDFW customers with the event description, images and on-sale information.

SOCIAL MEDIA PROMOTION We are also able to offer limited promotion of your event on TicketDFW's social media platforms, including Facebook and Twitter.



ALL THIS... AND COMPETITIVE RATES

WHAT WE CHARGE YOU

	STANDARD RATE	NONPROFIT RATE
TICKETING SERVICES	3.5% of sales, \$750 minimum	2.5% of sales, \$500 minimum
CREDIT CARD TRANSACTIONS	4% of all credit card sales	4% of all credit card sales
TICKET FULFILLMENT	\$0.35 per ticket	\$0.25 per ticket
GROUP SALES COMMISSION	15% of each order	10% of each order

WHAT WE CHARGE YOUR CUSTOMERS

TicketDFW charges handling fees directly to customers for all purchase transactions. These fees may be embedded into or listed separately from the ticket price.

	RATE
PER TICKET (\$0.01 - \$25.00)	\$5.00
PER TICKET (\$25.01 to 45.00)	\$8.00
PER TICKET (\$45.01 TO 75.00)	\$10.00
PER TICKET (\$75.01 - \$99.00)	\$12.00
PER TICKET (\$99.01 TO \$150.00)	\$14.00
PER TICKET (\$150.01 AND ABOVE)	\$16.00



Our team has served a wide range of presenting organizations in North Texas, including:

- Dallas Theater Center
- AEG Live
- Texas Ballet Theater
- Dallas Black Dance Theatre
- TITAS
- CitySquare

All services and rates described in this document are subject to change. Final services, rates and terms are listed in the ticket service agreement.

The fees shown here do not include any applicable sales taxes or facility fees charged by the venue.



ticketdfw.com ★ 214-871-5000