

## **Box Office Services and Policies**

IU Auditorium has a full-service box office to support ticketed events. Our professional staff will guide you through the ticketing process, from important decisions such as ticket prices and scaling of the house to final reconciliation. The Ticketmaster box office provides ticketing services for all events at the Auditorium and will assist in coordinating ticket setup for your event. This guide is intended to acquaint you with our various box office services and policies and advise you on the kinds of decisions you will make regarding tickets for your event.

### **General Information**

#### **Location**

Indiana University Auditorium  
 1211 East Seventh Street  
 Bloomington, IN 47405

#### **IU Auditorium Box Office Hours**

Monday-Friday: 10:00 a.m.-5:00 p.m.  
 Saturday and Sunday: Closed

The Auditorium Box Office is also open three hours prior to the start of any ticketed event at IU Auditorium. The box office is closed on national holidays, the week of IU spring break, and during the IU winter break.

#### **Contact Information**

Maria Talbert, Managing Director	(812) 855-2300
Brian Oakley, Assistant Director for Events	(812) 856-3037
Ben Harris, Director of Ticketing and Sales	(812) 856-4806
Jesi Evans, Ticketing Operations Manager	(812) 856-0349
Box Office (for general public)	(812) 855-1103
Auditorium main telephone	(812) 855-9528
Auditorium Fax	(812) 855-4244

#### **Features**

- All ticketed events serviced by our box office
- Nationwide Ticketmaster distribution
- Website listing free of charge for ticketed events
- Box office reports available upon request
- Special requests can be arranged (group sales, off-site ticket sales, etc.)
- Box office fees included in facility rental fee

#### **Phone Orders**

Phone orders are processed by Ticketmaster. A convenience charge will be added to tickets purchased through Ticketmaster. Tickets may be purchased by calling (800) 745-3000.

#### **Auditorium Seating Capacity**

Pit*	46*
Orchestra	2,012
<u>Balcony</u>	<u>1,142</u>
<b>Total</b>	<b>3,200</b>

\*Pit is available for sale at discretion of Auditorium management.

Wheelchair and companion seating are available in all seating levels.

## Ticket Setup

Ticket setup is prepared with the Director of Ticketing and Sales, usually by email as soon as an event is confirmed. The following sections outline information that you will need to provide in order for the box office to successfully set up tickets for your event:

### Ticketed vs. Non-ticketed

Events at IU Auditorium can be ticketed (charged), ticketed (free), or non-ticketed. During the booking process, you will need to determine if your event will issue tickets, and, if so, whether those tickets will be free to patrons.

Ticketed events, regardless of charged or free, have a higher Daily Facility Rental Charge than non-ticketed events. The Daily Facility Rental Charge is the fee for utilizing the facility. The rental charge covers a 24-hour period.

Non-ticketed Event:	\$1,250
Ticketed Event:	10% of Gross box office receipts* (\$1,750 minimum)

*\*Gross box office receipts is the total amount earned from ticket sales, not including additional charges above the base ticket price such as facility fee.*

- Concerts and other similar events are usually ticketed and are charged the Ticketed Event rate.
- Some organizations, such as Union Board, often decide to issue free tickets as a means of crowd management for events that are certain to draw large crowds. In this case, such events are charged the "Ticketed Event" rate as well (here amounting to \$1,750) in order to cover box office costs such as personnel and ticket stock.
- Opting to ticket your event may offer certain advantages, such as increased marketing opportunities, influence over ticket availability, and added preparedness in terms of crowd management.

### Event Name, Date, and Time

The Managing Director or Assistant Director for Events will work with you to finalize the date and time of your event.

### General Admission versus Reserved Seating

While general admission is customary for certain events (such as lectures and speeches) and often practical for free events, many patrons prefer reserved seating simply because it provides an equitable manner for distributing tickets and seating patrons. IU Auditorium management reserves the right to require reserved seating in cases where safety or ticket demand dictates.

### Ticket Text

The Director of Ticketing and Sales will advise you as to what fits and looks best in terms of ticket text. Generally speaking, you will have some parameters within which to work:

- There are up to 26 characters available per line, including spaces.
- Font size on tickets typically adheres to the pattern below.
- The last few lines of the ticket may be reserved for certain standard information, such as the date and time.

**Example Ticket**

The image shows a Ticketmaster ticket with the following details:

- Event Code:** EAD0413
- Price:** \$45.00
- Section/Aisle:** ORC-B1
- Row/Box/Seat:** 25 102
- Admission:** AB 2006866
- Event Name:** IU Auditorium Presents Pippin
- Venue:** Indiana University Auditorium, 1211 E 7th St/812-855-1103
- Date/Time:** Thursday, April 13, 2017 8:00 PM
- Barcode:** 760345213923
- QR Code:** 760345213923
- Instructions:** Enter via B-Door, IUB Student ID Required

### **Prices**

When setting ticket prices for your event, please remember that there will be a facility fee added to all ticket prices. For events where the highest priced ticket is \$15.00 or below, the facility fee is \$2.50 per ticket. For events where the highest priced ticket is \$15.01 or above, the facility fee is \$3.50 per ticket. Free ticketed events do not incur a facility fee charge per ticket.

For example, if you want to charge patrons \$12.00 to attend your event, set the ticket price at \$9.50, as the addition of \$2.50 per ticket will make a total of \$12.00. If you want to charge patrons \$20.00, set the ticket price at \$16.50. We recommend that you advertise the price as the total (in this example, \$12) as opposed to the base ticket price as the total price is what will be displayed on the ticket.

The facility fee added to the cost of every ticket is used for facility capital purchases and improvements. The facility fee was introduced at the re-opening of the building in 1999, following renovations, to ensure that the building will continue to be a source of community pride for many years to come.

### **Announce Date**

The announcement date is the date which your event is publicly known and advertised. By this date, you will need to have most of your ticketing details confirmed. This date is also set with the Director of Ticketing and Sales.

### **On-Sale Date**

The on-sale date refers to the date and time that tickets for an event are first available to be purchased by the general public. When setting on-sale dates with the Director of Ticketing and Sales, keep in mind the following:

- The box office typically requires 10 business days to set up tickets for an event.
- On-sale dates are also subject to approval by Auditorium management to allow consideration for other events and on-sales that are happening at the venue.
- Setting ticket on-sales toward the end of the week offers certain marketing advantages.

Depending on the event, Auditorium guest services staff may be present to organize a lottery and answer any questions that guests may have about the on-sale or the event. Representatives of the event are warmly encouraged to attend on-sales and to assist our staff with answering questions about their event.

It is the practice of IU Auditorium, in accordance with the practices of Ticketmaster and similar venues, to hold a lottery at most on-sales. The lottery is simply a fair and equitable way to determine the order in which each customer will line-up to purchase their tickets. Should there be more than four people in line at any given on-sale, IU Auditorium management is required by contract to hold a lottery. In order to participate in the lottery, ticket buyers must arrive at the box office at least 30 minutes in advance of the announced on-sale time. No line will be recognized prior to one hour before the announced on-sale time.

### **Student- and Child-Priced Tickets**

It is the normal practice of the Auditorium to offer only IU-Bloomington students a "student" discount. If you wish to extend a discount to students beyond IUB students, the Auditorium management will be able to discuss the advantages and disadvantages to doing so. Further, we discourage clients from limiting the number of student priced tickets available as it is very difficult to monitor and guarantee a definitive cut-off. If you wish to limit the number of student priced tickets available, please note that the best way to do this is to only make them available in person at the Auditorium Box Office so that we can more closely monitor the number distributed.

If you wish to make a child discount available, note that the normal practice of the Auditorium is to offer this type of discount to children 12 and under.

Every person must have a ticket for entry. Please note that regardless of age, each person in attendance must have a ticket, including children who will sit on parents' laps. Children are not eligible to purchase tickets at the IUB Student Rate.

### **Fan Club Sales**

With advance request and Ticketmaster permission, we allow up to 10% of the house to be sold through fan club websites. The location for these seats is subject to the approval of Auditorium management.

In anticipation of such fan club sales, we may hold a certain number of seats as unavailable for public sale (called 'concert holds'). Auditorium-determined holds take priority over fan club holds.

### **Holds**

Holds are tickets that are not available for sale to the general public. Please determine if you have need of any ticket holds for your event beyond standard Auditorium holds. Different types of holds exist for use by the Auditorium staff, the incoming artist(s), and the organization presenting the performance.

- General Admission Events:
  - Holds are typically event-specific for this type of seating. Typical holds for General Admission events include pit seating, judges' seats, overflow, etc.
- Reserved Seating Events:
  - Standard holds exist on seats in the following areas: orchestra pit, behind the sound board, extreme sides, and other obstructed view areas\*.
  - Selected seats may be held for donors, sponsors, and other VIPs.
  - There are standard box office holds and house/trouble seats† for all reserved seating events.
  - Union Board and other organizations typically hold seats for members of their staff and volunteers.
  - Even in the case that the performer or client requests it, pit seats are opened at the sole discretion of IU Auditorium management.

IU Auditorium management may hold any and all of the following seats:

- Forty (40) tickets in the top price level or within the first 21 rows for purchase. These tickets will be purchased or released one week prior to the first performance of the engagement.
- All pit seats. These seats may or may not be released, depending on safety factors, solely determined by Auditorium management.
- If applicable, approximately 10% of the Auditorium seats to be used for fan club sales (see above heading 'Fan Club Sales').
- Twenty (20) complimentary tickets within the first 21 center rows per performance. These will be furnished to the Auditorium for use at management's discretion.

### **Comps**

Comps refer to complimentary tickets; these are tickets that are given to people free of charge. In consultation with Auditorium management, and artist(s), agent, etc. when applicable, you will want to determine if you have need for complimentary tickets.

- Typical complimentary tickets may include those for the event organizer, media, sponsors, and the artist(s). The exact number of comps can and will change as the event date nears, but the more information available upon setup aids in planning and maximizing ticket revenue.

### **Price Codes**

Price codes allow for tracking of ticket prices, locations, discounts, and promotions, and vary from event to event. While certain letters are used time and time again to indicate a ticket type, they are subject to change.

- The first letter indicates price level (e.g., in ticket types AB, BB, CB, and DB: "A" indicates the highest price level, "B" is the second price level, "C" is the third price level, and "D" is the lowest price level.)
- The second letter (and third when applicable) indicates the ticket price, and why the ticket is special and/or different from other ticket types. (e.g., in ticket types AB, BB, CB, and DB, the second letter 'B' indicates that these are student ticket types, and that each includes the student discount.)
- Additional codes can be added on to indicate any number of other factors. For example:
  - 'J' type tickets indicate children's' price
  - 'G' type tickets indicate group sales tickets

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\* Often called "Kills", these are seats that are not sold because the seat itself either does not physically exist (i.e. it was removed so the space could be used for equipment) or it cannot be sold because the patron would not be adequately able to see or hear the performance.

† House/Trouble Seats: Seats that are put on a special type of hold for use by the Guest Services Manager the night of show in case of problems seating patrons.

## Pre-Box Policy

Pre-Box ticket sales are those in which the event organizer checks out tickets from the box office to sell and distribute themselves. If you decide you would like to set up a pre-box sale, you will have two options.

1. Your organization keeps the ticket sales, in which case the Auditorium will include the facility fee and the 10% gross box office receipts in the event settlement or bill. This is the preferred method as you will likely have many individuals and groups making checks out to your organization rather than to IU Auditorium.
2. Your organizations brings back all ticket sales to the box office. Settlement and billing will not reflect that any pre-box tickets were checked out as the price of tickets has been collected in full.

IU departments or organizations must first complete a [Revenue Producing Activity training](#) before pre-box tickets may be sold by any members of the organization. Non-IU departments or organizations may only sell pre-box tickets using cash or check.

Tickets will be dispersed from the box office in quantities of no larger than 100 at a time and a pre-box office receipt must be signed at the time of ticket pick-up.

Note that all unsold tickets must be returned within 48 hours before the performance. For each ticket that is not returned, the client will be responsible for paying the facility fee in addition to 10% of gross box office receipts on all tickets which are sold or otherwise not returned. For this reason, please use care when managing your tickets, particularly with large numbers of tickets or with multiple channels of distribution. For these types of situations, order forms are a great organizational tool. Talk with the Director of Ticketing and Sales for more ideas and suggestions for ensuring a successful pre-box sale.

## Wraps and Audits

An audit is a report detailing the number of tickets sold for a performance, what type of tickets were sold (student, children, etc.), the dollar value of the tickets sold, and how many tickets are still available. Wraps refer to audits that are pulled on a regular interval in order to communicate sales progress with an event organizer. Automated wraps are available through the TM1 reporting tool; please work with the Director of Ticketing and Sales to set these up. The term “caudit” means combined audit, in which the audit for each individual performance is combined into one report demonstrating the total sales information for the entire event run (e.g., the total sales for an eight performance run of a Broadway show).

## Settlement

This is the final agreement (of all income and expenses) between the Auditorium, the event organization, and the artist's management (if applicable). Settlement for a concert or similar event is typically done during intermission or shortly after a performance begins, and after the box office has closed.

- All receipts from ticket sales, including any advance sales, will be retained by IU Auditorium and will not be transferred to the user until after the event is complete and all fees and other expenses have been paid in full.
- IU Auditorium will use all box office receipts to pay IU Auditorium fees (rent, labor, equipment, and other) and additional University charges when applicable. Any balance will be transferred to the event organizer.
- The IU Auditorium may withhold additional monies from box office receipts for damages as determined by IU Auditorium management, as governed by the Facility License Agreement..
- As soon as possible following an event (and not later than forty-five days thereafter), IU Auditorium management will forward an itemized and audited ticket statement, together with payment of any ticket revenues less any balance owed to the IU Auditorium.

## Off-site Ticketing Services

IU Auditorium can facilitate ticket sales for off-site events in two primary ways:

Ticket Printing Service                      \$85

IU Auditorium Box office can create and print tickets for events that are free-of-charge, but where ticketing is desired for admission or capacity regulation. In this situation, the client is in charge of distribution.

Ticket Sales and Distribution Service

For off-site events that charge an admission, IU Auditorium Box Office can create, distribute, and manage sales. The client receives the Gross Box Office Receipts minus the following charges.

1. Administrative Fee                      \$85.00

- a. This covers the setup, processing, and billing hours by box office administration.
- 2. Scanner Rental Fee           \$50 / unit
  - a. This covers the ticket scanners necessary to verify tickets at the door.
  - b. XXX scanners are available – this number is dependent on other events happening at the Auditorium.
- 3. Ticketing Fee                 \$1 / ticket (\$200 minimum)
  - a. This covers the printing and distribution costs of each ticket.