

Steal or Splurge: Your guide to understanding pricing variances on Events 365 tickets

The inventory on the Events 365 platform is mainly secondary market tickets so prices are dynamic and may be above or below face value. Most times, prices will be better or competitive with other secondary marketplaces but we encourage you and your client to shop around.

However, when comparing our prices to other ticketing marketplaces/websites, make sure that you or your client **navigate all the way to the checkout page** sites like StubHub or SeatGeek. The reason for this is that those sites add up to 30% in service fees at the final checkout window. (Currently, the initial list price on Events 365 is the **final** price the customer will pay, minus any shipping or handling fees; which are \$7 for e-ticket and mobile, and vary for physical tickets depending on the location where the client will need the tickets shipped to.)

If your clients want to lowest price available on their ticket purchase, a good rule of thumb is that if an event is **not sold out at the box office website**, the box office website will most likely have the best prices available. Keep in mind that although the box office may have the lowers prices, it may not have the best seats available for the discerning client. If your clients are seeking a hard-to-get ticket, always check with Events 365 first!

In any case here is a quick guide to navigating which types of events will be a steal on our platform, and what to do when the event your clients want to attend are outside their budget on our platform.

→ **Big Sporting Events**

(Ex: World Series, Rose Bowl, Super Bowl, NBA Finals, Masters Tournament, Tennis Opens)

- Always check with us!
- We're a strong candidate for having tickets at the most competitive price, but you will find that prices can range drastically across different marketplaces. We may have cheaper tickets in one section, but a more expensive ticket in another-- that's just the nature of modern-day ticketing!

→ **Regular Season Sporting Events**

(NFL, College Football, MLB, NBA, Ice Hockey)

- Always check with us!
- Most of the time Events 365 will have better pricing. Often times for regular season events you can find tickets at below face value.
- If you or your client can wait, prices usually drop in the hours leading up to the event.
- If you or your client want exclusive experiences like backstage passes or meet and greets, turn to Events 365.

→ **Broadway and Theater**

- Turn to Events 365 when your client wants the best seats in the house for any given Broadway or Theater show.

- We will have access to hits like Hamilton, Dear Evan Hansen, Pretty Woman, and more even when the box office is sold out.
- Clients have kids in tow and want the cheapest option available to long-running shows like School of Rock, Lion King? Point them directly to the Venue's website or box office, where you are most likely to find the best price.
- If you or your client can wait, prices usually drop in the hours leading up to the event.
- If you or your client want exclusive experiences like backstage passes or meet and greets, turn to Events 365.

→ **London Theater**

- We are actively working on a new supplier who works directly with West End box offices so be patient. We're aiming to be live in 2019!
- In meantime, your best bet is to go directly to the Theatre's website to purchase tickets at the most competitive price. Or if you are looking for a one-stop shop for an array of different shows try <https://www.londontheatredirect.com/>

→ **Major Concert Tours**

- Good chance we can help you score tickets that are competitive to what your clients might see on StubHub or other marketplaces!
- But don't forget that Events 365 features inclusive pricing, which means that by the time you reach the final checkout window, only shipping costs will be added to the first ticket price you saw listed!
 - So to go to the final checkout screen when browsing competing sites in order to see an accurate price comparison.

→ **VIP Packages, Parties, Add-Ons & Meet and Greets**

- Events 365 will have exclusive access that clients usually cannot find on other marketplaces!

→ **Music Festivals**

- Check us out for Coachella, Lollapalooza, Burning Man or any other ultra-popular festival.
- Given that most festivals take place over multiple days and because many festivals take place outside across acres of land, tickets from the box office may still be available and will most likely be the cheapest option.

→ **International Events (Formula One, Tennis, European Soccer, etc.)**

- We are actively looking for reliable overseas suppliers so please be patient as we grow our inventory options.
- If you don't see an event or have any kind of question, please ask us & we'll try our best!