



# TICKETING!

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**Chicago, IL 2015**  
The John F. Kennedy Center  
for the Performing Arts

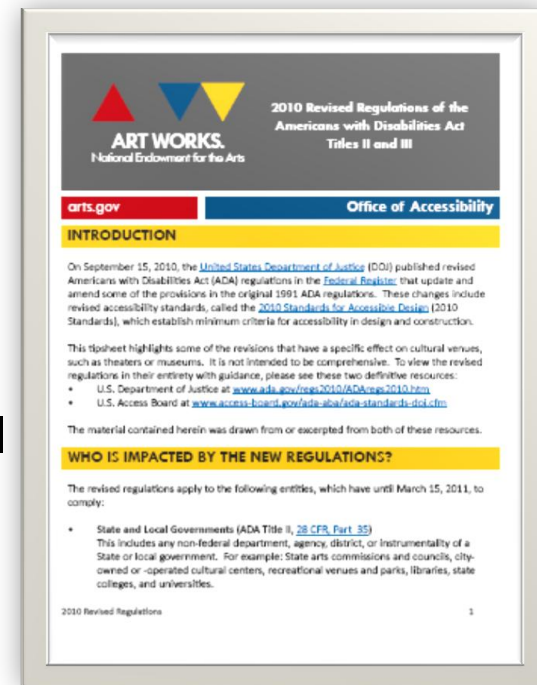
## 6 Significant Changes in 2010 ADA Regulations

### Policies, Procedures, and Practices

1. Service animals
2. Mobility devices
3. **Ticketing**

### Physical Access and Barrier Removal

4. 2010 Standards for Accessible Design
5. Safe Harbor
6. Reduction of Elements



NEA Tip Sheet:

<http://arts.gov/sites/default/files/NEA-ADA-TipSheet-v2.pdf>

## **8 Sections of Ticketing Regulations**

- 1. Ticket sales**
- 2. Identification of seating**
- 3. Ticket prices**
- 4. Purchasing multiple tickets**
- 5. Hold and release of tickets**
- 6. Ticket transfer**
- 7. Secondary ticket market**
- 8. Prevention of fraud**

## Highlights Section 1: Ticket Sales

- **Accessible seating defined**
- **Same hours, stages, outlets, methods, terms**

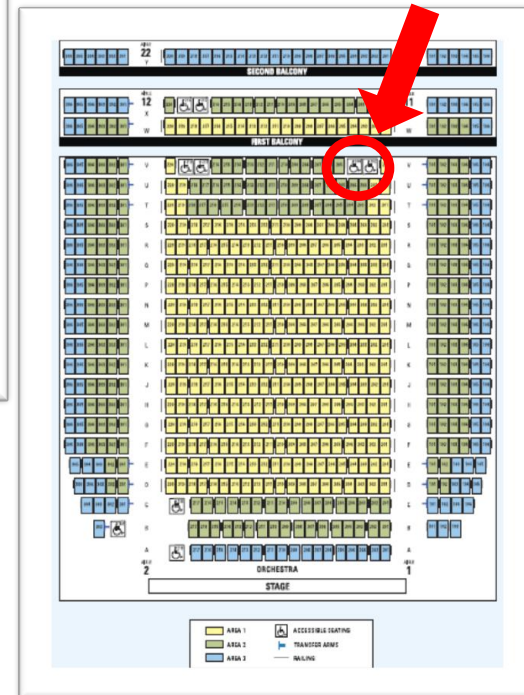
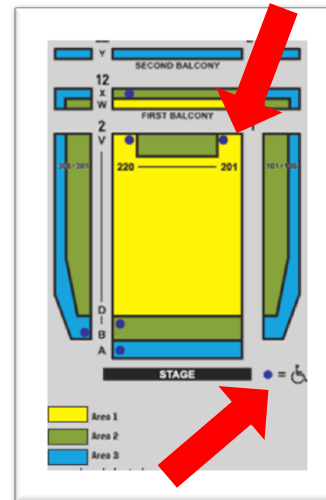
**Wheelchair  
location and  
companion seats**

**Must provide  
accessible  
seating to the  
third party  
ticket vendors**

**Phone, in-person,  
online**

## Highlights Section 2: Identification of accessible seating

- **Availability & Location**
  - Provide info about available of accessible seating, upon request
- **Features**
  - Describe features of available accessible seating in enough detail for the patron to make their own choice, upon request
- **Same level of specificity**
  - See example to right
- **Brochures, maps, etc.**
  - Provide material that identifies accessible seating if provided to others



## Highlights Section 3 : Ticket Prices

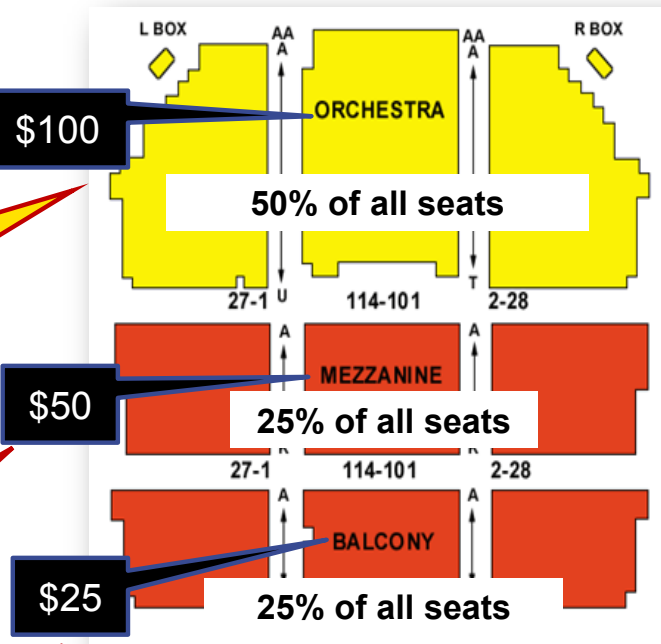
### Available at all price levels

- If seats are not physically located in all price levels use proportional pricing
- Accessible seats may not be priced higher than the seats around them

8 wheelchair locs all in the orchestra (100%)  
Priced proportionally =

- 4 which locs at \$100
- 2 which locs at \$50
- 2 which locs at \$25

BUT .. IF all 8 are in the BALCONY?  
...all wheelchair locs are \$25



Nothing prohibits discounting – wheelchair locs may cost less than those around them.

## Highlights Section 4 : Purchase multiple tickets

### **Same number of tickets**

As anyone else is limited to  
or allowed to purchase

May hold  
3 companion seats  
but  
not required  
to do so

### **Up to 3 companion seats**

If available at the  
time of sale

- **Contiguous**
- and in the
- **Same row**
- If not, then as close as possible

Not required to be the  
same price if not  
contiguous and in the  
same row




## Highlights Section 5 : Hold and Release

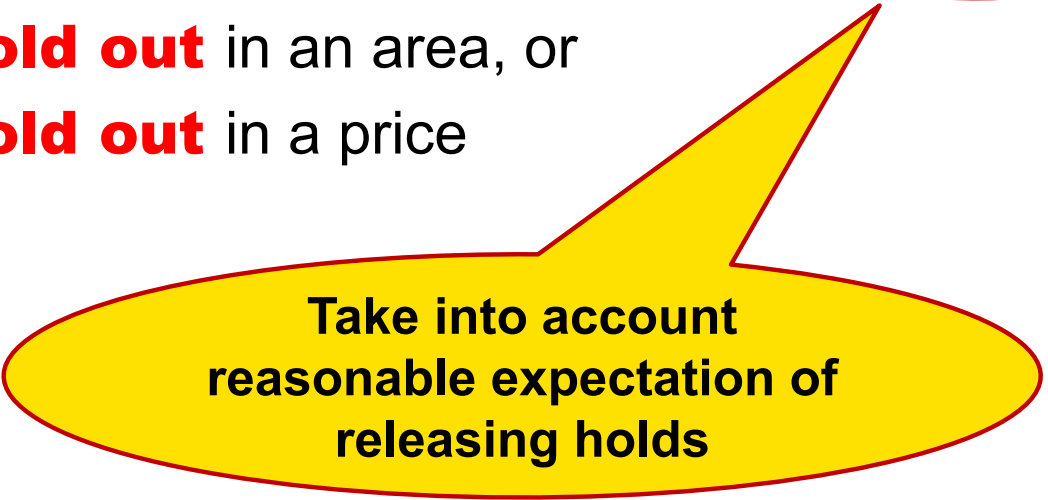
Only three conditions under which accessible seats may be released:

All non-accessible seats are:

- 1) **sold out** in the venue,
- 2) **sold out** in an area, or
- 3) **sold out** in a price



Venue  
defines  
"sold-out"



Take into account  
reasonable expectation of  
releasing holds



## Highlights Section 6 : Transfer tickets

Person with a disability **may**:

- **Transfer** (*give or sell*) tickets for accessible seating to a third party under the same terms/conditions as any other patron is allowed to do so



## Highlights Section 7: Secondary Market

Venue must :

- Honor tickets acquired on the secondary market
- **Exchange to comparable accessible location**

**Any transfer of tickets after initial sale**

**IMPORTANT: If available when presented**



## Highlights Section 8: Prevention of Fraud

**May not ask for proof of disability**

**May ask for a:**

- verbal attestation at time of purchase by phone or in person
- “click” attestation when purchasing online
- written attestation when purchasing a subscription or series of tickets.



***“Do you, or a member of your party, have a mobility disability or disability requiring the use of the features of the accessible location.”***

## Who Can Purchase Accessible Seating and Who can use them?

- Patron with a mobility disability, such as:**  
*Wheelchair users, someone who uses other mobility devices, or who cannot climb stairs or walk long distances because of significant arthritis, severe respiratory, circulatory or cardiac conditions,*
- Patron whose disability requires the use of the accessible features of a wheelchair location, such as:**  
*Someone who cannot sit in a straight-back chair or whose service dog cannot fit under a non-accessible seat.*
- Companions and/or patron who is purchasing tickets for someone who meets the conditions above.**

## What Can You Ask?

Do you or a member of your party, or the person for whom you are purchasing a ticket:

- 1. have a disability?**
- 2. require the use of the features of the accessible location?**

*There must be a relationship between the individual's disability and the need for the seat/space*

## Highlights Section 8: Prevention of Fraud

**May investigate where there is good cause to believe purchase is fraudulent**



Betty Siegel  
Director of VSA and Accessibility  
The John F. Kennedy Center for the Performing Arts  
Washington, D.C. 20566  
(202) 416-8727 (voice)  
(202) 416-8728 (TTY)  
[access@kennedy-center.org](mailto:access@kennedy-center.org)

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