



## Wharton Graduate Association Online Ticket Services Guide

To all Club and Conference Officers -

In addition to the WGA Store, we would like to introduce you to two additional providers of online ticketing services, Acteva and TicketLeap, that offer additional functionality in return for higher cost. This guide is meant to help you understand the relative features and advantages of each service, allowing you to choose the most cost-effective service that meets your requirements. Many of you are already familiar with Acteva, but we would also like to introduce you to TicketLeap, a service started by recent Wharton alums, as an alternative for offering online sales of many specialized club and conference events. **Special rates have been negotiated** with both TicketLeap and Acteva, should you require more advanced features than the WGA Store provides.

### *Summary Service Comparison*

A summary comparison chart of the three services is provided below, followed by detailed descriptions of each category:

Feature Category	WGA Store	TicketLeap	Acteva
Service Charges	4%	5%	Varies by ticket price (The WGA discount is 30% off <a href="#">posted rates</a> – see below)
Credit Cards Supported	Visa/MC/Amex	Visa/MC/AmEx/Discover	Visa/MC/AmEx/Discover
Direct Setup Control	No	Yes	Yes
Direct Event Modification	No	Yes	Yes
Option Selection Ability	Basic	None	Complete
Sales Reports	Basic	Detailed	Detailed
Automated Email System	Yes	Yes	Yes
Automated Bulk Refund if Event is Cancelled	No	Yes	Yes
Buyer Questionnaire	No	No	Yes
Differential Pricing	Yes	Yes	Yes
Marketing System	No	Yes	Yes
Full-time Support Staff	No	Yes	Yes
Event Listed on Portal Site	Yes	Yes	No
Electronic Tickets	No	Yes	Yes
Dynamic Seating Chart	No	Yes	No
Event Reminders	No	No	Yes
Donation Services	No	No	Yes
Phone/Fax Registration	No	No	Yes (at additional cost)
Remittance Terms	Twice monthly direct deposit to your WGA account	100% by check (mailed <24 hours after event)	Funds mailed twice monthly on <a href="#">this schedule</a> .
Made in Huntsman Hall	Yes	Yes	No

**Regarding Acteva's fees:** A 30% discount off Acteva's standard rates has been negotiated for WGA events. These changes are reflected in the following rate table (note that the discount does not apply to Acteva's credit card transaction fee):

" Ticket " Price		Flat Fee		Acteva Transaction Fee		Credit Card Transaction Fee
From	To					
\$0.01	\$15.00	\$1.05	+	\$0	+	2.5% for Visa/Mastercard/Discover
\$15.01	\$100.00	\$1.05	+	3.15% of amount over \$15.00	+	3.5% for American Express
\$100.01	\$500.00	\$3.85	+	2.1% of amount over \$100.00	+	

(Rates apply as of Nov. 2003)

For example, a \$35 event was previously charged service fees of \$3.275 (9.3% of the ticket price). The negotiated discount of 30% reduces the total fee to \$2.56 (7.3%). This discount, as well as TicketLeap's reduced 5% transaction fee, will both be automatically applied to orders related to Wharton Student events.

### ***Service Comparison Details***

As the first point of differentiation, please note that the delivery of funds varies between service providers. The WGA Store provides the best cash management: purchases are reconciled directly to your WGA account within five business days of the 15th and 30th of each month and, if needed, arrangements can be made on a case-by-case basis to extend a line of credit against WGA-Store purchases not yet reconciled. In comparison, TicketLeap will mail you a check for 100% of the remittance within 24 hours of the event, while Acteva will mail checks twice monthly according to [this schedule](#).

All three services charge transaction fees as a percentage of the transaction amount, and include basic online selling services in addition to the following features:

- **Real-Time Sales Reports:** You can access real-time sales information which contains detailed buyer information (Name, Address, Phone, Etc). The WGA Store is currently working to expand this reporting infrastructure, although the reports offered by the professional services are more complete. TicketLeap, for example, provides sales information in both XLS and PDF (report-style) format and has multiple sorting / formatting options. Acteva offers tools that allow you to both view and download a suite of standard reports as well as custom reports that you define.
- **Differential Pricing:** You may offer various price classes on all three services. For example, the same item could be sold at a different price to students, faculty/alumni, and professional representatives.
- **Automated Email System:** Ticket buyers receive an email with all relevant information regarding their purchase.

Both TicketLeap and Acteva provide the following **enhanced** features in return for higher transaction fees:

- **Direct Setup Control:** You register the event yourself and have complete control over your event setup. This compares to WGA Store listings, where we configure and update your listings for you, via email sent to [support@wgastore.com](mailto:support@wgastore.com) with turnaround time typically less than 24 hours.
- **Direct Event Modification:** At any time, you have the control to make changes to your event setup (pricing, location, etc.). Again, for the WGA Store, we will make these changes for you ASAP.
- **Electronic Tickets:** An electronic ticket is a ticket you print at home on your computer. The electronic ticket has a uniquely generated confirmation code, which guarantees security at check in. At the entrance, the vendor checks the confirmation code against the list of all buyers.
- **Marketing System:** This system allows you to easily contact all your customers via email without having to transfer their email addresses. This can be a valuable feature for sending out reminders, promotions, event alerts in case of event cancellations, change of location, etc.
- **Automated Bulk Refund if Event is Cancelled:** If an event is cancelled, this feature allows you refund all charges at one time rather than individually.
- **Full-time Support Staff:** TicketLeap and Acteva are professional services, and thus have full-time staff dedicated to online site support.... although those of us connected to the WGA Store tend to be available on student's work schedules (e.g., 1am on Monday morning).

Specialized services provided by **TicketLeap** include the following:

- **Dynamic Seating Chart:** If desired, TicketLeap will generate an electronic seating chart for your venue. Customers will be able to select precisely the seat(s) they want in advance. This can be used, for example, to sell specific seats in the Annenburg Auditorium.
- **Event Listed on Portal Site:** Events listed with TicketLeap also appear on the TicketLeap portal site located at [www.ticketleap.com](http://www.ticketleap.com). This supplements your marketing efforts by bringing in a larger Internet audience and increases attendance. The WGA Store offers a similar service at [wgastore.com](http://wgastore.com), although traffic is limited to Wharton Students.

We note that TicketLeap is a startup company, and has worked with only a limited number of events at Penn. However, as an alumni of Wharton's Venture Initiation Program, TicketLeap is closely tied to the school and has every incentive to provide outstanding service to their own community. Indeed, this is reflected in their commitments to provide a discounted transaction charge of 5%, and to waive their customary 90-day retention of 5% of collected funds (and instead will remit 100% by check the day following the event).

Specialized services provided by **Acteva** include the following:

- **Option Selection Ability:** Many club and conference events require additional information to be collected from buyers at the time of purchase (e.g., questions like "Which conference sessions will you be attending?"). Acteva provides a comprehensive service for collecting and reporting this information. The WGA Store allows you to ask questions that have a fixed range of answers (to go in a pull-down menu), although we cannot currently *require* buyers to complete them (compliance is typically in the 95-98% range). Further, the WGA Store is currently working to provide full-automated reporting of these

option selections – before its release in the new year, this is done manually. TicketLeap does not provide an option-selection feature, but is working to introduce one in the near future.

- **Optional Phone and Fax Registration Capabilities:** Acteva can provide a toll-free number for accepting registrations and payments over the phone, as well as receiving and processing registrations via a secure fax number. These transactions are included in the reporting tool for all transactions.
- **Event Reminders:** Customized, trackable e-mail messages can be sent to confirmed attendees.
- **User-specified "Prices":** Acteva is also the only service of the three that allows customers to input their own price (e.g., to make a donation at exactly an amount of their selection). On the WGA Store, the best alternative is to provide fixed "buckets" (e.g. \$5, \$10, \$20, \$25) and so on in the form of a pull-down menu. (Although this may change in future depending on Yahoo!'s changes to their store architecture.) A cheaper alternative to Acteva for donations is PayPal, although an analysis of this service was not included here.
- **Buyer Questionnaire:** Use Acteva's trained outbound telemarketing team to generate pre-event sales or solicit post-event feedback.

For a full listing of online ticketing services for each provider, visit their websites at [www.ticketleap.com](http://www.ticketleap.com) and [www.acteva.com](http://www.acteva.com). Contact Christopher Stanchak (WG'02, [stanchak@ticketleap.com](mailto:stanchak@ticketleap.com)) if you have questions about TicketLeap. Also, feel free to contact us at [support@wgastore.com](mailto:support@wgastore.com) if you have any questions about the WGA Store.

Regards,

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