



*We Love
it Live!*

PROMO WORDING GUIDELINE

When advertising your event in any digital or print publication, please ensure these details are included for all events being sold through the iTICKET system.

POINT THEM IN THE RIGHT DIRECTION

Make it simple for people to find and book tickets to your event by including 'iTICKET' in your promotional material.

PRINT:

It's a good idea to include our web address, phone number and/or logo for quick recognition and effective results eg.



Book at www.iticket.co.nz or phone (09) 361 1000

RADIO:

To keep it snappy, just omit the 'www' from our web address eg.

"Tickets available from iTICKET.co.nz"

NOTE:

For events outside Auckland please use the free call phone number: 0508 iTICKET (484 253)

If you wish to include available outlets in your advertising, please talk with your Account Manager who can advise you on those relevant to your region.

FEES DISCLAIMER

To comply with legal requirements, wherever ticket prices are shown, it is the responsibility of the promoter to advise customers of any additional fees. If you are displaying the ticket price on your promotional material, always ensure a service delivery fee disclaimer is included eg.

**plus service fee*

**plus booking fee*

**plus transaction fee*

**service fees apply*

**booking fees apply*

**transaction fees apply*

Your Account Manager can advise on the most appropriate disclaimer to suit your fee structure if you need any assistance.

BRAND NAME GUIDELINES

When publishing the name 'iTICKET' please ensure our unique capitalisation is retained.

We use a lowercase i alongside an uppercase TICKET.

There is one exception to this rule being our web address, where all lowercase is preferred eg.

www.iticket.co.nz

iticket.co.nz

Thanks!