

CLARICE SMITH PERFORMING ARTS CENTER RENTAL TICKETING POLICIES

JULY 2013 – JUNE 2014

Effective immediately and subject to change without notice

TICKETS

1. Actual tickets
 - a. All tickets — or any entitlement to attend an event — must be printed by the Clarice Smith Center Ticket Office.
 - b. Renter has the option of up to three lines of printed text:
 - i. Presenter Name (optional): Acknowledge the presenting organization (55 character limit, including spaces)
 - ii. EVENT TITLE (required): Identify the event name (27 character limit, including spaces; capital letters only)
 - iii. Secondary Title Line (optional): Highlight featured performers (29 character limit, including spaces)
2. Ticket Sales
 - a. Renter may sell tickets offsite, but only following a confirmation e-mail from the Ticketing Coordinator confirming specific seats being sold and/or if tickets are in renter's possession.
 - b. All sales made onsite (at the Center) must be handled by the Ticket Office.
 - c. All online sales must be handled by the Clarice Smith Center.
 - d. Ticket prices cannot be changed once sales begin.
 - e. Promotional codes offering a discount off ticket prices may be created via the Ticketing Coordinator once sales begin. Promotional codes may not be advertised without authorization from the Ticketing Coordinator.
3. Ticket Fees
 - a. Renter will be billed \$2 for each ticket printed.
 - b. Fifteen tickets will be printed free of charge.
4. Picking Up Tickets
 - a. Send requests to the Ticketing Coordinator by e-mail for record keeping.
 - b. Allow one business day for tickets to be prepared. If tickets are requested on a Friday, they will be available on Monday.

RESERVING SEATS

1. Process: To put specific seats on hold, simply send an e-mail request to the Ticketing Coordinator indicating which seats should be held from public sale.
 - a. General admission: Only a limited number of seats may be reserved because this must be done by ushers on the night of the show.
 - b. Reserved seat ticketing: Reservation is entirely up to renter, but please submit request as soon as possible.
2. Wheelchair Accessible Seating:
 - a. By law, the number of accessible seats in each venue is as follows:
 - Dekelbom Concert Hall – 22 (11 spaces and 11 companion chairs)
 - Kay Theatre – 16 (8 spaces and 8 companion chairs)
 - Gildenhorn Recital Hall – 14 (7 spaces and 7 companion chairs)
 - Dance Theatre – 10 (5 spaces and 5 companion chairs)
 - Kogod Theatre – up to 10 (5 spaces and 5 companion chairs), dependent on seating configuration
 - Cafritz Foundation Theatre – 8 (4 spaces and 4 companion chairs)
 - b. Accessible seats may be sold to general public only after all other tickets have been sold.
 - c. Accessible seat locations vary by venue, but will be on aisles and/or in boxes.
 - d. Accessible seats must be available in each level of the venue (orchestra and balcony) and in each price zone.
 - e. All requests for accessible seating must be directed to the Ticket Office.
3. Other Accessibility Needs: Renter is responsible for covering the costs associated with other accessibility needs, such as sign language interpretation, audio described performances and large print programs. (Guests must request such services at least two weeks in advance.) The Ticketing Coordinator may assist the renter in finding a qualified sign language interpreter or audio describer.
4. House seats: Ticket Office will reserve 4 seats for emergency use, to ensure successful execution of shows.

Over, please

CLARICE SMITH PERFORMING ARTS CENTER
EXTRAORDINARY MINDS . EXTRAORDINARY STORIES

UNIVERSITY OF MARYLAND COLLEGE PARK, MD 20742-1625
telephone: 301 . 405 . 7794 facsimile: 301 . 405 . 5977 claricesmithcenter.umd.edu

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COMMUNICATION

1. Renter must designate a single person to be point of contact with Ticket Office, and until otherwise indicated, only he/she may request tickets/information from the Ticket Office.
2. Queries should go directly to the Ticketing Coordinator. However, if extenuating circumstances arise, the Manager of Guest Experience may be contacted.
3. If the Ticket Office is selling tickets, the Ticketing Coordinator will provide a weekly sales report.
4. Renter must keep the Ticketing Coordinator aware of advertising and marketing materials to ensure correct information is communicated to all parties (e.g., Ticket Office hours, phone number, etc.).

WILL CALL

1. Renter may choose to either handle all will call or none of it.
2. If renter handles will call, a table can be set up outside of the venue.
3. If the Ticket Office handles will call for tickets sold by the renter, renter must provide the Ticket Office with a list of recipients including name, number of tickets, and seating locations (for reserved seating events). Also, Clarice Smith Center envelopes must be used and filled out properly.
4. If the Ticket Office handles will call for tickets sold by the renter, the rental client may be asked to provide a representative to be on site and assist with guests.

WEBSITE

1. The Ticket Office will need an event description and an image in order to create a sales page on the Center's website.
 - Event Description: The description can be up to 200 words long and can include bullet points and section headers. There is no need to incorporate the event name, event date, price or venue into the description because this information appears alongside the description on the website.
 - Image: The image should be 376px wide and 251px tall. The best images do not use any text.
2. Once the webpage has been created, no changes are permitted.

For information regarding space availability, costs and rental policies please contact:

CLARICE SMITH PERFORMING ARTS CENTER SCHEDULING OFFICE: 301.405.8176 PH; 301.405.5977 FAX

We regret that we are unable to accept reservations less than eight weeks prior to the event date.

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