



## CONVENTION & SPORTS FACILITIES





**ONE TEAM: Enriching San Antonio's Economy & Community  
Through Exceptional People, Events & Facilities**

### Public Show Ticket Office/Ticketmaster Event Guide for the Henry B Gonzalez Convention Center and the Lila Cockrell Theater

Thank you for choosing the HBGCC and/or the Lila Cockrell Theater for your event. Below you will find general guidelines and costs for setting up ticketing for your event.

“Public show”. An event that is open to the general public as opposed to a “Conference” an event you belong to the organization in advance. When you attend a public show, yes, they can set up registration online, but anyone can register for this show, it is not just for who belongs or has a membership to the event. If tickets are sold to the public, arrangements for tickets will be made through Ticketmaster (more fully described in Addendum II of your agreement). Ticketmaster is the exclusive ticketing agent for the HBGCC and the Lila Cockrell Theater. Please note this document does not supersede your lease agreement or the HBGCC Event Resource Guide.

#### Convenience Charge Ticket Fees:

All ticket sales are subject to convenience charges whether sold through a Ticketmaster outlet, by phone, or internet. Ticket sold at a HBGCC event Box office on Day of Event are not subject to a convenience charge. (~~Day of Event~~).

If tickets are purchased online for a Concert Event at the Lila Cockrell Theater:	Fee
\$20 or less	\$5.50 per ticket online fee
\$20.01-\$40	\$7 per ticket online fee
\$40.01-\$60	\$8.50 per ticket online fee
\$60.01-\$99.99	\$10 per ticket online fee

If tickets are purchased online for all other events:	Fee
\$10 or less	\$4 per ticket online fee
\$10.01 to \$20	\$6 per ticket online fee
\$20.01-\$29.99 is	\$7 per ticket online fee
\$30 and above is	\$8 per ticket online fee

#### Additional Ticket Fees:

All ticket sales are subject to convenience charges whether sold through a Ticketmaster outlet, phone, internet, or sold at a ticket office set up at the HBGCC/Lila Cockrell Theater.

Fee	
Online Credit Card Fee	2.4% Credit Card Fee
Online Order Fee	\$6.50 per ticket
Facility Fee	\$2 per ticket

**Ticket office Labor Fees:**

To set up and operate the onsite box office the client will be charged for Ticket Sellers and Ticket takers. Additional requirements for security and event ushers apply. Ticket Office staff will be charged based on number of hours and number of attendants required for ticket sellers/takers. These charges will be reflected on the final invoice. An additional \$60 per hour off site Ticket Office charge applies when the Ticket Office is located remotely at any HBGCC location other than the Lila Cockrell Box Office.

Position	Fee
Manager	\$50.00 per hour
Supervisor	\$35.00 per hour
Seller	\$20.00 per hour

\* SAPD Off Duty Officer is required while the box office is operating, rates vary (3hr minimum).

\*\*SAPD Off Duty Officer is required if **CASH** is accepted while the box office is operating, rates vary (3hr minimum).

**Additional Labor Fees at the Lila Cockrell Theater:**

17 Event Staff personnel are required for lower-level events at the Theater. (Such events include concerts, musicals, comedy performances, etc.)

Staff required	Title	#	Fee
1	Supervisor		
4	Ticket Takers		
1	Information Desk		
2	Ushers for ADA elevator operations		
2	Ushers to monitor elevator activity (no one permitted to access the river level)		
1	Usher at north River Level doors		
6	Ushers (lower level) to assist with seating		

**Event Staff personnel are required for full theatre events, as follows:**

Staff required	Title	#	Fee
1	Supervisor		
4	Ticket Takers		
1	Information Desk		
2	Ushers for ADA elevator operations		
2	Ushers to monitor elevator activity (no one permitted to access the river level)		
1	Usher at north River Level doors		
6	Ushers (lower level) to assist with seating		
2	Ushers (mezzanine) to assist with seating		
2	Ushers (balcony) to assist with seating		

**Additional Fees at other HBGCC spaces (Exhibit Halls, Meeting Rooms, Ballrooms):**

Please consult with your assigned Event Manager to calculate needed staff or additional Ticket office surcharges. Charges depends on event type and location.

**Settlement:**

To occur within 3 to 5 business days after the event. Wire Transfer, ACH Deposit or Check. If one or more performers (acts) advertised (announced) as part of the show fail to appear or cancel, a percentage of phone sales and outlet sales will be withheld at settlement for the purpose of possible credit card charge backs and refunds. The amount withheld for possible charge backs and refunds will be determined at the sole discretion of the City and Ticketmaster. Ticketmaster also reserves the right to determine the number of tickets held in the different price ranges for Ticketmaster, the building & trouble seats for this event.

**Preparing for the Event**

**Basic Information**

- Has the contract and deposit for your event been returned to the City of San Antonio? If not, we may not be able to process your event until the contract with deposit has been returned.
- Are you tax-exempt from sales tax in Texas? If so, there are additional forms that will need to be completed for both the City of San Antonio and Ticketmaster. Those forms will be sent to you for completion once we have received word of your event and tax-exempt status.
- What is the name or title of the promoter for the event?
- What is the name of the event or what is the name of the main artist? This information will be used to identify the event on Ticketmaster.com so that patrons can find the event.
- If there are secondary artists or acts, please list those as well as they can also be added for search purposes on Ticketmaster.com.
- What is(are) the date(s) and time(s) of the event(s)? Please list the actual event start time, not the door time.
- What venue will the event occur in? What configuration will your event be using?
- Will the event be general admission or reserved seating?
- Briefly describe the event. Is it a family event? Sport event? A concert?
- Please submit a ticket header:
  - Ticket headers are six lines of text that appear on the center of every ticket printed. Ticket headers will give the absolute basic information regarding the event. The ticket header will include at minimum the main title of the event, the venue where the event is being held, and the date and time of the event. The ticket header may also include information about the promoter or presenter, and secondary acts. The following example shows where the event information typically falls on a ticket header. The only line on the ticket header that cannot be changed is the bottom line that shows the DAY / DATE / TIME as this line is set by Ticketmaster. Please note that the second, fourth, and sixth lines from the top use a bigger font than the first, third, and fifth lines. **Please also be aware that no line can be more than 25 characters, spaces, and symbols long.**

**Preview of Ticket Header**

PROMOTER OR PRESENTER
TITLE OF EVENT
SPONSOR OR SECONDARY ACT
VENUE OR ADD'L EVENT INFO
VENUE / LOCALIZATION INFO
DAY / DATE / TIME

- Does the event allow minors?

- Will all patrons be required to purchase tickets, or will there be a free ticket available? For example, are kids 2 years of age and under free?
- Will cameras, video, and audio devices be allowed?
- What would you like a customer who purchases tickets online through Ticketmaster.com to know about the event? Up to 1,000 characters, spaces, and symbols can be placed in the “Please Note” area on the event page on Ticketmaster.com. The customer will be able to see and read this before purchasing tickets for the event.

### **On sale Information**

- When do you want the event to be visible (not necessarily on sale) on Ticketmaster.com? Please give a date and time.
- When would you like for the event to go on sale? Please give a date and time.
- Are there any presales for the event? If so, please list the on-sale date and time and the off-sale date and time for up to three presales.

### **Tickets and Pricing**

- Please list the ticket prices for the event. For each ticket type, we will need to know the following:
  - A brief description of the ticket price. For example, Full Price Ticket, Military Discount Ticket, or Taco Bell Promotion. If the ticket is available for online purchase, the customer will see this description on Ticketmaster.com when they purchase the ticket. It is important to make the description accurate for the customer.
  - Where can the ticket be sold? Please choose one or more of the following for each ticket price:
    - Ticketmaster outlets
    - Ticketmaster by phone
    - Ticketmaster online (Ticketmaster.com)
    - At the Lila Cockrell box office on event day, or any other HBGCC location
    - At a secondary box office
  - What date and what time will the ticket price go on sale?
  - What date and what time will the ticket price go off sale?
  - Does the ticket price have any ticket limit such as a minimum limit, a maximum limit, or a restriction that requires it to be sold with another ticket type?
  - Is the ticket price limited to a specific area of the venue or a particular price level?
  - Is this a password protected offer where customers must give a password to purchase the tickets? If so, what is the password? Please keep in mind that while a password can be longer than 6 characters, Ticketmaster will only use the first six characters of a password. For example, if the password was Convention, Ticketmaster will only see CONVEN.
  - What are the ticket prices?
  - If there is a facility fee, what is the amount? Is that amount included in your ticket price, or should it be added to your ticket price?

Additional questions please contact the Henry B. Gonzalez Convention Center at 210-207-8500. Ask for Booking Services or visit our website at [www.sahbgcc.com](http://www.sahbgcc.com).

**CITY OF SAN ANTONIO CONVENTION FACILITES BOX OFFICE QUOTE**  
**PO Box 1809, San Antonio, TX 78296 – (210) 207-8500**

**Client:**

**Contact:**

**Phone #:**

**Fax#:**

**Event Name:**

**Prices:**

**On-Sale Date:**

**Event Dates:**

**Location:**

**Event Type:**

**Convenience Charge Ticket Fees:**

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Online Credit Card Fee	2.4% Credit Card Fee
Online Order Fee	\$6.50 per ticket
Facility Fee	\$2 per ticket

Taxable:                   \_\_ Exempt   \_\_ Non-Exempt

Settlement:                   To occur within 3 to 5 business days after the event.  
Wire Transfer, ACH Deposit or Check

Box Office Personnel: Position Fee  
  Manager                 \$50.00 per hour  
  Supervisor            \$35.00 per hour  
  Seller                   \$20.00 per hour

**Other:**

-A SAPD Off Duty Officer is required while the box office is operating, rates vary (3hr minimum).

-\$100 Armored Car Service (if cash advance is requested) to be delivered day of event only

*In the event that one or more performers (acts) advertised (announced) as part of the show fail to appear or cancel, a percentage of phone sales and outlet sales will be withheld at settlement for the purpose of possible credit card charge backs and refunds. The amount withheld for possible charge backs and refunds will be determined at the sole discretion of the City and Ticketmaster. Ticketmaster also reserves the right to determine the number of tickets held in the different price ranges for Ticketmaster, the building & trouble seats for this event.*

Booking Manager: \_\_\_\_\_ Approved: \_\_\_\_\_

Client: \_\_\_\_\_ City approved for “on-sale” by: \_\_\_\_\_

*Ticketmaster is the exclusive box office & ticketing agent for this City of San Antonio venue.*

\_\_\_\_\_  
CONTRACT#                    FILE#   CUSTOMER#