



VIVID SEATS BULK UPLOAD TUTORIAL

BULK UPLOAD TUTORIAL

Introduction

This is a walkthrough of creating an upload file to be sent to Vivid Seats. If you do not have a Vivid Seats broker account, please email newlargeseller@vividseats.com and request one. Please include your full name and a phone number you can be reached by. A Relationship Manager will get in touch with you to create an account. Once you have one you'll need to send a file containing all your ticket information to Vivid Seats in order for your tickets to be listed.

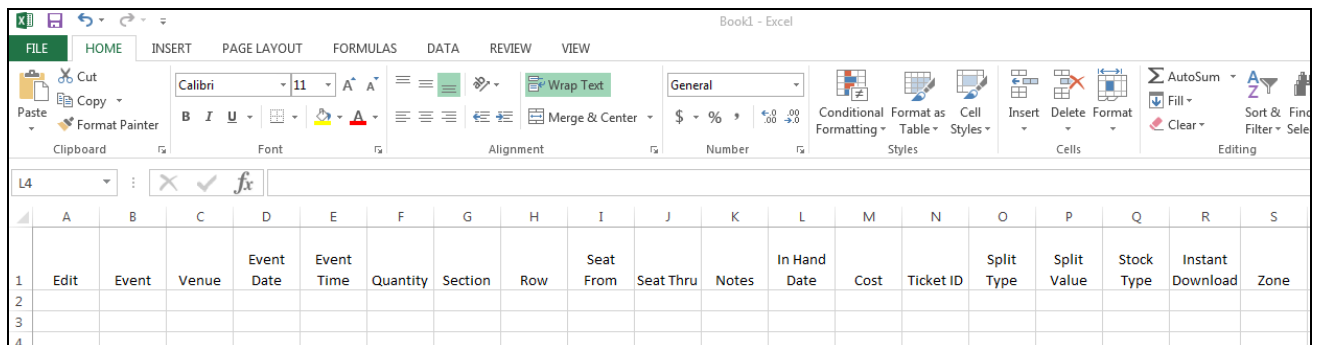
This document will walk you through:

- Creating a bulk upload excel spreadsheet
- Entering product information
- Saving the file as a comma delimited .csv file
- Submitting the data to Vivid Seats

We recommend you read through this complete document before starting the process of creating your inventory upload.

Creating an Excel Spreadsheet

Through Microsoft Excel, create a workbook that has the following columns
The template should look exactly like this (with your inventory filled in):



The screenshot shows the Microsoft Excel interface with a spreadsheet template. The columns are labeled as follows:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Edit	Event	Venue	Event Date	Event Time	Quantity	Section	Row	Seat From	Seat Thru	Notes	In Hand Date	Cost	Ticket ID	Split Type	Split Value	Stock Type	Instant Download	Zone
2																			
3																			
4																			

The Spreadsheet contains the following columns and must be filled out accurately:

1. Event
2. Venue
3. Event Date
4. Event Time
5. Quantity
6. Section
7. Row
8. Seat From
9. Seat Thru
10. Notes
11. In hand Date
12. Cost
13. Ticket ID
14. ETicket
15. Split Type
16. Split Value
17. Stock Type
18. Instant Download
19. Zone

Entering Product Information

There must be exactly **one product per row** with the first product starting on row 2 (row 1 contains the column headers). Do not skip any rows.

For each product, you **must** provide the following pieces of information:

1. Event
2. Venue
3. Event Date
4. Event Time (*Leave blank if unknown*)
5. Quantity
6. Section
7. Row
8. Seat From
9. Seat Thru
10. Notes (*Optional*)
11. In Hand Date
12. Cost (*Sales Price*)
13. Ticket ID (*Optional*)
14. ETicket (*Y/N*)
15. Split Type
16. Split Value (*Custom Splits Only*)
17. Stock Type
18. Instant Download (*Y/N*)
19. Zone (*Y/N*)

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Example of a CSV File:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Edit	Event	Venue	EventDate	EventTime	Quantity	Section	Row	SeatFrom	SeatThru	Notes	Cost	TicketID
2	Y	Taylor Swift	United Center	8/8/2009	11:59PM	2	19	HH				110	
3	Y	Taylor Swift	Madison Square Garden	3/4/2009	8:00PM	6	1	J				525	
4	Y	WWE - World Wrestling Entertainment	Staples Center	2/5/2010	7:45PM	2	1	J				115	
5	Y	Phish	United Center	5/6/2009	11:59PM	7	101	7				210	
6													
7													
8													

Providing as much information as you can will ensure that consumers make more informed decisions before visiting the Vivid Seats website. However, if you do not have information for a field, leave that field *completely* blank. Do not delete the column. Your spreadsheet must contain all 18 columns, even if they do not contain any data.

Event

- Specify the precise name of the event

Venue

- This is the name of the Venue that will host the event

Event Date

- Specify the Event Date (mm/dd/yyyy, ex. 01/01/2016)

Event Time

- Specify the Event Time (h:mm a, ex 7:30 PM)
- If you don't know the event time, leave this column blank.
- **This is very important for events that show multiple times per day**

Quantity

- The number of tickets you have for the event

Section

- The Section your ticket(s) are in, as printed on the ticket(s).

Row

- The Row your ticket(s) are in, as printed on the ticket(s).

Seat From

- Use this field to designate the beginning seat number

Seat Thru

- Use this field to designate the ending seat number

Notes (Optional)

- This field is your opportunity to include any specific notes about the tickets (i.e. aisle row, handicap seats etc.)

In Hand Date

- The date you expect to receive the tickets from the primary source.
- If the tickets are currently in hand, enter "NOW"

Cost

- The listing price per ticket

Ticket ID (Optional)

- Indicate your own Ticket ID number.

ETicket

- Y/N is this available for electronic (PDF) delivery

Split Type

- Indicates what quantities customers can purchase from your group.
- Types are DEFAULT, ANY, NEVER LEAVE ONE, and CUSTOM

Split Value (Custom Splits Only)

- This field will specify your custom split rules.
- Allowed quantities must be displayed, with a colon separating each quantity.
- For instance if you have a 4 pack and want to sell a single or all four only, you would type 1:4.

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- If you want to sell a single, a three pack or all four, you would enter 1:3:4.
- If you only wanted to sell all 4, you would enter 4

Stock Type

- Specify form of the tickets.
- Enter HARD for traditional hard stock, ELECTRONIC for email tickets, PAPERLESS for paperless tickets and FLASH SEAT for flash seats.

Instant Download

- If tickets are attached to the listing in your point of sale and can be delivered by automation upon receipt of the order, the listing would qualify as instant download.
- Mark Y if the tickets are instant download or N if they are not.
- All instant download listings MUST have an ELECTRONIC stock type or a Y ETicket value.

Zone

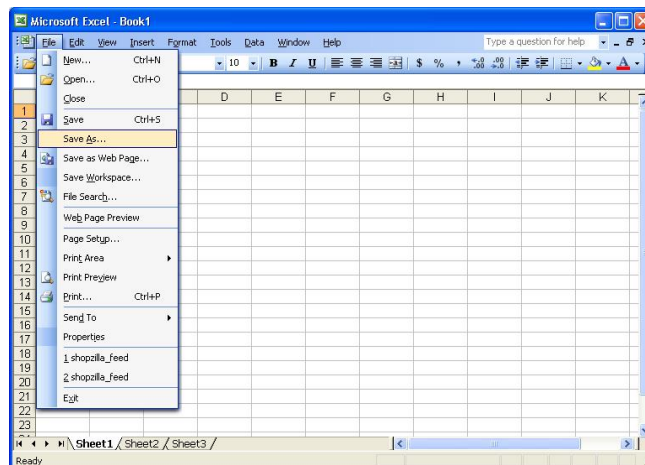
- This field specifies whether tickets are in a specific location or a general section or row range.
- Mark Y if the listing is zone (Spec) or mark N if the tickets are not zone.
- To sell Zone listings on Vivid Seats you must get permission from the Vivid Seats Risk Management Department. Email zoneprogram@vividseats.com to request zone listing permission.

Saving the File

When you are finished entering your product information, save your spreadsheet in Comma Delimited .csv format:

To save the file in Excel:

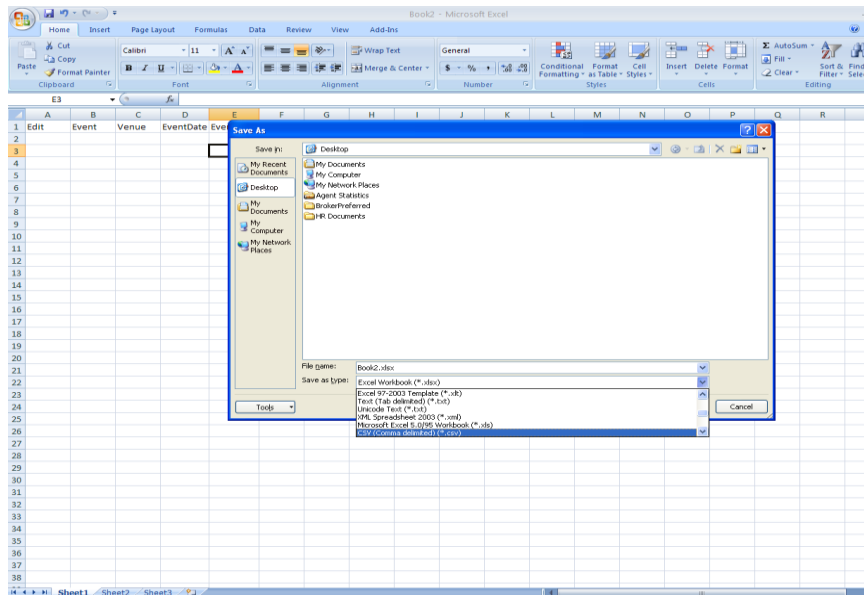
1. On the top menu, click File, and then Save As...



2. At the top, in the "Save In:" box; make sure your file is saved in a readily available location on your computer (for example, My Documents or Desktop). Then, name your file yourname.csv in the "File

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name:" box, and in the "Save as type:" drop-down menu, choose CSV (Comma delimited). Then click the "Save" button.



****You are now ready to Bulk Upload your inventory to Vivid Seats! ****

Bulk Uploading your Inventory

- To Bulk upload your inventory, log into your Vivid Seats account and click on the "Upload" option.
- Enter your default ticket location and set the default credit card information.
- Click 'Browse' next to File Location and find your csv file on your computer.
- Make sure that *Overwrite all current listings* is checked.
- Agree to the Vividseats.com seller terms and conditions by checking the box.
- Click 'Upload Tickets'.

**For specific information on FTP Server Uploading options email sellertechsupport@vividseats.com

Payment

Payment for your inventory will be by PayPal and will be sent upon delivery of the ordered tickets.

Contact Us

If you have any questions or concerns, please contact sellertechsupport@vividseats.com