



EXPERIENCE IS EVERYTHING

MyProVenue™

Implementation Guide

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MyProVenue Implementation Overview

MyProVenue™ is the next-generation of ProVenueOnline, optimizing the patron's mobile ticketing experience. The intuitive and responsive design streamlines everything from patron authentication to payment and delivery preferences. MyProVenue provides a higher level of usability than legacy internet ticketing interfaces.

- MyProVenue is user friendly, responsive and easy to use on any device.
- Interactive elements include venue navigation maps, using the latest graphic rendering technology.
- A single sign-on screen allows patrons to login once to gain access to all MyProVenue ticketing features.
- Built for patrons to access commonly used self-service account features with MyTickets™.

Client Engagement should review the supported features and functionality of MyProVenue with the client, noting features and functionality in use by the organization that are exclusively available in ProVenueOnline or the legacy MyTickets product. Client Engagement will document the MyProVenue features and functionality that will be in scope for the client's MyProVenue site and based on internal resource availability, determine the timeline for the client's implementation.

Requirements

- **Tickets@Home®** - Clients should plan to have Tickets@Home configured as responsive to ensure a consistent mobile experience. Client Engagement will work with the client on this design.
- **Email Login** - MyTickets logins should be configured to allow email address for the login credential. Some clients may currently be configured to use account_id only.

General Implementation Process

The process to implement MyProVenue requires coordination with Tickets.com resources. Below is a simple overview of the implementation process. Acquiring assets and images is the first required item to initiate the configuration and tends to take the most time.

1. Introduction & Scoping.
2. MyProVenue Configuration.
 - a. Images & Styling
 - b. Venue Configuration

- c. ProVenue Configuration
 - d. ProVenueOnline/MyProVenue Configuration
 - e. Responsive Content Redesign
3. Demonstration, if applicable.
4. Staging Validation.
5. Responsive Content approved by Client.
6. Staging Approval & Go-Live date determined.
7. Final Production Configuration.
8. Client Production Approval.
9. Client adjusts links on website and/or Tickets.com implements appropriate redirects.

MyProVenue Styling

Color Scheme

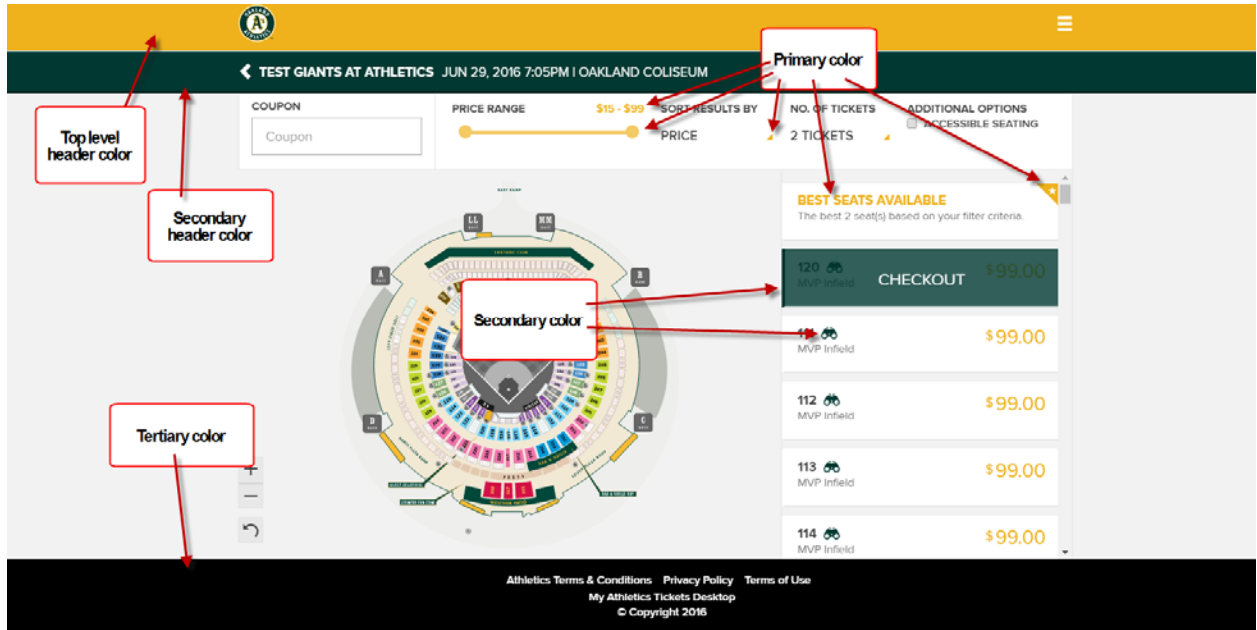
MyProVenue will be configured with client-defined primary, secondary and tertiary colors. The top header and secondary headers can be colored separately to support clients that want a white or very light color that may not work well in the rest of the flow (for example a white top level header). Typically, we set the top level header the same as the primary color and the secondary header the same as the secondary color.

The styling for MyProVenue is different than that of the desktop online purchase flow as well as the MyTickets flow.

Clients will need to provide their colors. These come in the form of hex values:

- Primary
- Secondary
- Tertiary

Please reach out to your Client Engagement liaison if you would like help identifying the hex values of your color scheme.



Primary Assets

There are several assets that are required to build the MyProVenue site. Please see the below which details the images that are needed, their size, and how they will be used for the MyProVenue site.

The client is to provide the below images for the basic MyProVenue site style configuration.

Header Logo

Hero Image

Name Logo

Club.com Logo



Header Logo:
1x: 45x45 and 2x: 90x90

Hero Image:
1x: 1200x800 and 2x: 2400x1600

Name Logo:
1x: 373x169 and 2x: 746x338

Club.com Logo:
1x: 116x25 and 2x: 232x50

NOTE:
The widths for all of the items listed are subjective and can be a give or take regarding the overall shape of the image. E.g. Square vs Rectangle. As long as it's within reason.

We are constrained by the height of each of these elements **with the exception** of the Name/Logo as long as any additional height is within reason.

From a consistency of look and feel standpoint, the club.com logo should be fixed at defined height (1x: 25px 2x: 50px). The length will vary depending on the number of characters in the club's logo and that is expected.

Venue Image Guidelines

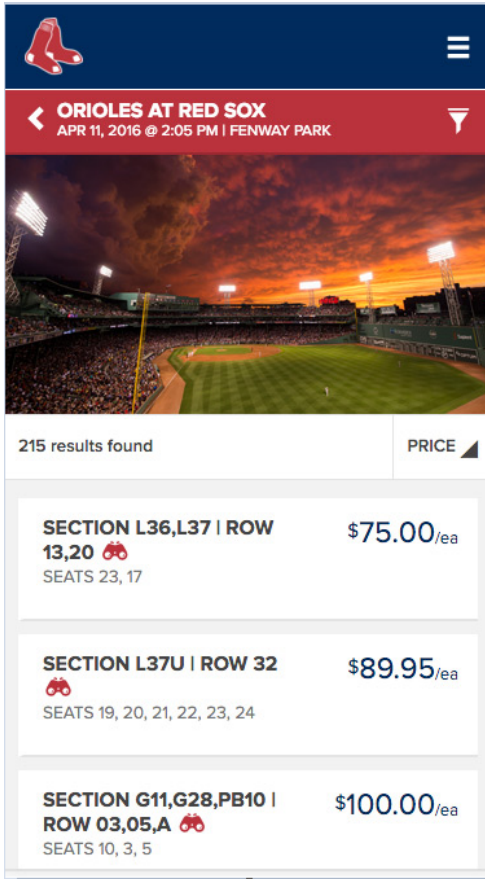
For MyProVenue, clients are able to load images directly through ProVenue to be used for the MyProVenue purchase flow.

For each venue that will be used for events sold on MyProVenue, please provide the below images:

Image Intended for...	Image Dimensions
Mobile	435px X 200px
Tablet	768px X 400px
Desktop (Full Site)	650px X 300px

Note: If there is any text on an image, it is best to center the text to avoid cropping of the text.

Mobile Screen Format Example



The file size for the static image for mobile phone screen format is 435px X 200px.

Note: If the image has text its best to center the text in case the image gets slightly cropped.

Tablet Screen Format Example

ORIOLES AT RED SOX APR 11, 2016 @ 2:05 PM | FENWAY PARK

PRICE RANGE \$100.00 - \$1,189.00 SORT RESULTS BY NO. OF TICKETS ADDITIONAL OPTIONS

PRICE ALL TICKETS AISLE SEATING PARKING
 ACCESSIBLE SEATING

212 RESULTS FOUND

SECTION G11,G28,PB10 | \$100.00/ea
ROW 03,05,A
SEATS 10, 3, 5

SECTION L37
SEATS 11, 12

SECTION L37
SEATS 26, 27

SECTION G17 | ROW 12 \$139.95/ea
SEATS 10

SECTION G24 | ROW 14 \$149.95/ea
SEATS 9

SECTION L36 | ROW 10 \$150.00/ea
SEATS 3, 4

The file size for the static image for tablet screen format is 768px X 400px.
Note: If the image has text its best to center the text in case the image gets slightly cropped.

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Desktop Screen (Full Site) Format Example

PRICE RANGE \$100.00 - \$1,189.00 SORT RESULTS BY NO. OF TICKETS ADDITIONAL OPTIONS

PRICE ALL TICKETS AISLE SEATING PARKING ACCESSIBLE SEATING

212 RESULTS FOUND

SECTION G11,G28,PB10 | ROW 03,05,A \$100.00/ea
SEATS 10, 3, 5

SECTION L37
SEATS 11, 12

SECTION L37
SEATS 26, 27

SECTION G17 | ROW 12 \$139.95/ea
SEATS 10

SECTION G24 | ROW 14 \$149.95/ea
SEATS 9

SECTION L36 | ROW 10 \$150.00/ea
SEATS 3, 4

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View from Section

The View from Section images and functionality are optionally used to show the patrons what their view will be like from the section that they are purchasing. For all venues, it is a best practice to provide these images. Please provide the images as outlined below.

To utilize the view from section images, the system shall require the following –

TWO IMAGES REQUIRED FOR EACH SECTION TO SUPPORT VIEWING ON DIFFERENT SIZE DEVICES

One image view is required for each section in a venue. To support the screen size of handheld devices vs. tablet devices and desktop machines, two image sizes are required for view from section.

IMAGE SIZE

The images should be sized at 750px wide and 1400px wide. The image height can be varied based on the dimensions of each image at 750px and 1400px wide, respectively.

IMAGE FORMAT

Images should be JPEG format with horizontal and vertical resolution of 96 dpi.

IMAGE NAME

Image names should follow the following convention:

[ProVenue Section_ID].[size].[file extension]

For example, 1312_750px.jpg, 1312_1400px.jpg



View from seat image
at 750px wide
with subjective height
and resolution of 96 dpi



View from seat image
at 1400px wide
with subjective height
and resolution of 96 dpi

MyProVenue Configuration

ProVenue Agency & Operator Configuration

MyProVenue purchases will need an agency and operator configured. Please see Appendix 1 for the ProVenue operator and Agency configuration steps that should be taken.

ProVenue Venue Configuration

A detailed analysis of what image should display for each venue and event should be undertaken by Client Engagement and the client.

MyProVenue Supports:

- Interactive Scalable Vector Graphics (SVG) venue images. These are recommended for use where venue configurations (price scales and sections) are relatively static and a high level of detail is desired.
- Interactive ProVenueOnline Interactive Seat Map including foreground and background images. This existing technology is recommended for Venues where the configuration (price scales and sections) change frequently and it may not be desirable to edit the foreground and background layers with each change.
- Static map replacement images for General Admission. These are recommended for Parking, General Admission, or other events where a map is less desirable.

ProVenue Event Configuration

A detailed analysis of what descriptions will be displayed for ProVenue elements should be undertaken by Client Engagement and the client.

- Event Description will be exposed to patrons in MyProVenue
- Price Scale Public Descriptions and Short Descriptions – it should be noted that these will display the ProVenue configured values based on settings.
- Section Public Descriptions and Short Descriptions – it should be noted that these will display the ProVenue configured values based on settings.
- Extended Seat Definitions
- Delivery Methods descriptions – including setting appropriate permissions and context for the desired Delivery Methods.
- Payment Method descriptions – including setting appropriate permissions and context for the desired Payment Methods.

Performance Linking & Redirects

In order to appropriately redirect patrons from devices, Tickets.com expects that the links which are used from your primary website will include the SubAgency for the purchase. When linking directly to an event, a ProVenueOnline Performance ID (PID) must also be included.

Note: Currently Perf_Code linking is not available to be redirected. Please consult with Tickets.com Client Engagement staff to determine if there are any questions about the linking methodologies currently used on your website.

Example Link:

http://purchase.tickets.com/buy/TicketPurchase?orgid=12345&agency=WXYZ_PLAGENCY&pid=1234567

Redirects to:

https://mpv.tickets.com/?agency=WXYZ_PLAGENCY_MPV&pid=1234567

Responsive Emails & Other Content

In order to provide the best experience for your patrons, Tickets.com is redesigning the various emails and policies that are frequently linked off of your purchase flow. This redesign will allow for patrons to view the content in a responsive format, whether they are on a desktop or on a mobile device. There will be changes to some of the content that will be allowed within these items. Please work with Client Engagement to identify and confirm that the following items are redesigned.

- New Account Creation Email
- Confirmation Email
- Password Change Email
- Password Forgot Email
- Terms & Conditions
- Privacy Policies
- FAQs
- Other

MyProVenue Checklists

Configuration Checklist

Client:		
Staging URL:		
Production URL:		
Task	Responsible Party	Notes
Send TdC Hex Values for site colors	Client	
Send TdC MyProVenue Hero and Header Images	Client	
Schedule ProVenue Upgrade (if required)	Client & Tickets.com	
Upload static venue images in ProVenue	Client	Please notify Tickets.com for any venues that you would like considered to be re-designed by our design team as a Professional Service.
Confirm if you have MyTickets already or not.	Client	Email login should be enabled for patrons on MyTickets.
Determination of setup scope/config	Client	Single purchase events are able to be sold through MyProVenue.
Review public descriptions in ProVenue <ul style="list-style-type: none"> - Date/Time - Event Public Description - Section Public Description - Price Scale Public Description - Buyer Type Public Description 	Client	
TdC Sets up Application property for MyProVenue	Tickets.com	
AFP for INTERNET channel set	Client	
Build new MPV agency(s)	Client	ProVenue setup should be completed on Production and then copied to UAT for testing. See Appendix 1 for further details.
Build new MPV operator(s)	Client	
Configure new MPV agency(s)/operator(s) various sales access permissions	Client	
Turn off invalid features	Client	
Send TdC SubAgency Username and Password	Client	

(securely)		
Send TdC View from Section Images	Client	
Review linking behavior on website. Confirm Org and SubAgency is within the links for MPV events.	Client	
Load venue images through ProVenue.	Client	
TdC Configures MyProVenue Initial Site	Tickets.com	
TdC Designs Venue, if applicable	Tickets.com	
TdC Enables MyTickets email login	Tickets.com	
TdC Enables Responsive Tickets@Home	Tickets.com	
Validation of MyProVenue in Staging	Client	
Confirm MyProVenue items are configured in Production.	Client	
Validation of MyProVenue in Production.	Client	
Redirect traffic to links for MyProVenue for mobile users (unless using MyProVenue for all purchase flows).	Tickets.com	

Validation Checklist

Tickets.com wants to ensure that the system is validated prior to going live. The below is a basic listing of various features and functionality that should be tested prior to providing approvals for going live on MyProVenue. This is a baseline listing of items for validation; each client is responsible to test their specific features and functionality.

Client:			
Staging URL:			
Production URL:			
Task	Mobile – iOS device	Mobile – Android device	Tablet
Confirm that links are correct to the MPV Events			
Confirm that the event list shows correct events			
Select Seat Best Available			
Slider works and appropriate price range displayed			
Number of ticket contains appropriate minimum and maximum values			
View from seat images work			
Seat map interactivity is correct including zoom and reset			
Purchase Tickets			
Confirm Confirmation email is responsive and details correct			
Confirm links in all confirmation emails			
Confirm Login Existing Account			
Confirm New Account Creation			
Confirm Account Creation is responsive and details correct			
Confirm MLB Login (MLB only)			
Confirm using Coupon Code			
Confirm Tickets@Home Delivery			
Confirm Delivery Options			
Confirm ADA tickets			
Confirm adding Upsell			
Confirm Ticket Fees			
Confirm adding second event in shopping cart			
Confirm adding ticket to Apple Passbook/iPhone			
Confirm Payment Methods			
MasterPass (MLB only) Confirm Sale goes through, and shows in PV			

MyProVenue MyTickets Login			
MyProVenue My Tickets Inventory			
MyProVenue My Tickets Account Information			
My Tickets New Account			
MyProVenue MyTickets Forwarding			
Confirm Footer Links work and are correct			

Appendix 1: ProVenue Setup

Patron Application Feature Permissions

For the MyProVenue Operator: set the Patron Application Feature Permission Match **Name/Email When External Patron ID Provided to UNCHECKED**

Tickets.com best practice is to set this at INTERNET Channel level.

Agency/Operator Setup

Build the new MPV Primary agencies and operators. Use a naming convention of "_MPV". For example if you have the following setup that will need to be converted to MPV Primary flow:

Sample	Old	New
Agency	PVOIA (Internet)	PVO_IA_MPV (Internet MPV Primary Sales)
Operator	web_sng (Web Single)	web_sng_mpv (Web Single MPV Primary Sales)
Operator	web_mc (MasterCard Web Single)	wb_mc_mpv (MasterCard Web MPV Primary Sales)

Assign Sales Access

Ensure that the operators built in step one have the appropriate access to the single events and buyer types that will be sold using MyProVenue. Pay attention to Payment Method and Delivery Method access, context and permissions.

The following additional Event Access settings must also be configured for each agency and operator.

Best Seat Locks' - (Best Seats Available)

Event Access > Best Seat > External Best Across Venue'
Recommended level is Supplier (or Season/Event Run) /Agency.

For more information, refer to [Venue-Wide 'Best Available' Seat Search for External Systems.](#)

Disable Shopping Cart

AFP > Sales Permissions > "Prevent Multiple Offers in External Carts"
Set to "True" to turn off Shopping Cart functionality.

Note - this cannot be used if you offer Upsells.

Lock Multiple Offers – (Alternate offers or Upsell offers)

Event Access > General > Automatic Multiple Offers
this must be set to None for MPV operator/agency. Recommended level is Supplier/Agency.

Multiple Offers – (Add Seats to offer)

Event Access > General > Multiple Offers - this must be False for the MPV operator/agency.

Best Seat 'Rollover'

(Lock in next scale if selected scale doesn't have enough availability)

Event Access > Best Seat > Best Seat Rollover must be Not Available for the MPV Primary operator/agency.

Scattered Singles

Event Access > Best Seat > Best Scattered must be Not Available for MPV the Primary operator/agency.

Online Voucher Redemption

AFP > Sales Permissions > Enable Voucher Redemption Buyer Types in External Requests must be False for MPV operator/agency. Recommended level is Agency.

Marketing Source

AFP > Sales Permissions > Require Marketing Source should be None for the MPV Primary operator/agency. Recommended level is Agency.

Note the following:

- ProVenue allows the definition of marketing source codes to track the origins of ticket sales (a particular email campaign vs. a web site ad, for example).
- the *System Setup > Application Feature Permissions > 'Require Marketing Source'* setting determines whether a particular Sales Channel/Agency/user allows or requires selection of a marketing source code when orders are created.
- setting the 'Require Marketing Source' permission to "None" allows selection of a marketing source code but does not require it as a condition for the sale.

When the 'Require Marketing Source' Application Feature Permission is set to "None," the system records marketing source codes for orders created through client implementations of MyProVenue (a patron buying a ticket using a smartphone, for example).

All in Pricing

AFP > Sales Permissions > Enable All In Pricing must be False for the MPV Primary operator/agency. Recommended level is Agency.

Bundles

Promotion Admin > Access

Responsive operator/agency should not have access

Payment Plans Payment

AFP > Sales Permissions > Allow Partial Payment for External Sales

Must be False for the MPV Primary operator/agency. Recommended level is Agency. Note that this AFP will only appear if the PV property is set to enable payment plans with external sales.

Buyer Type Administration

The MPV Primary agency and operator should not have User or System Selectable access

NOTE: This is only for buyer types that the MyProVenue user should NOT have access to, where access might be granted at a global level

Account Credit Payment

Org Admin > Access Permissions > Open Item Liability Type – The MPV Primary

operator/agency should not have Create/Read/Consume permissions for any liability types.

Gift Card Payment

Payment Methods > Agency context the MPV Primary agency MUST be excluded for Blackhawk, Givex, etc.

Support for Alternate Patron-facing Map Images

The *Venue Administration* menu option > *Venue Designer* allows users to create interactive seat and section maps.

- Box Office staff use interactive seat and section maps created in ProVenue when selecting seats via the *Ticket Sales* menu option.
- Online patrons use interactive seat and section maps created in ProVenue for 'full site' (ProVenueOnline) seat selection.
- Online patrons use interactive section maps created in ProVenue for mobile-optimized (MyProVenue) transactions—as an initial filter for otherwise system-directed 'Best Available' seat searches.

For example, a patron can use a smartphone to access the MyProVenue web application and tap a particular section on an interactive venue map in order to limit the automated 'Best Available' seat search to only that section.

You can upload patron-facing interactive maps and static images created outside of ProVenue. This capability provides an alternative to using seat and section maps created via the *Venue Designer*.

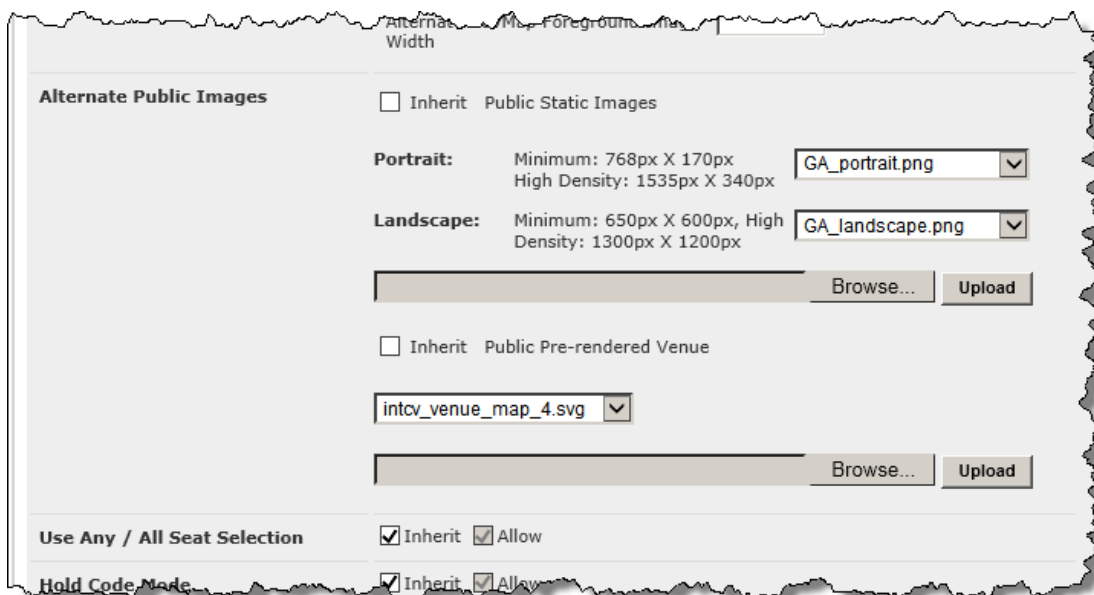
Alternative to <i>Venue Designer</i> Images	Notes
<p>Static Image</p>	<p>For use in cases in which a visually pleasing (patron-facing) image is required but map-based seat selection is not needed. Static images are specifically for use with the MyProVenue web application or ProVenue DirectConnect APIs.</p> <p>Examples:</p> <ul style="list-style-type: none"> • For a general admission event, MyProVenue can display a logo, picture of the venue, or other promotional image. • For a non-inventoried event, MyProVenue can display an image of the merchandise item. <p>Static images (portrait and landscape) can be associated with a Venue, single Event, or Package Event List.</p> <p>The system provides the venue-level image to MyProVenue unless overridden at the event or Package Event List level.</p> <p>File Formats: .JPG, .JPEG, .GIF, .PNG, .SVG</p>
<p>Pre-Rendered .SVG Navigation Map</p>	<p>Provides an alternative interactive map, in place of the interactive map created in ProVenue. A "pre-rendered" map is specifically for use with the MyProVenue web application or ProVenue DirectConnect APIs.</p> <p>This single file is pre-configured with all of the currently supported layers on a Navigation Map. It can be built using design tools outside of ProVenue.</p> <p>In addition to support for basic polygons, pre-rendered .SVG navigation maps support curved/rounded shapes.</p> <p>An .SVG map can be associated with a Master Configuration, Venue Configuration, Price Scale Configuration, single Event, or Package Event List.</p> <p>File Format: Scalable Vector Graphics (.SVG)</p>

"Event Access" & "Package List Access" Setup for Alternate Public Images

In support of the MyProVenue web application, ProVenue includes an "Alternate Public Images" set of options at the following menu locations:

- *Event Administration* menu option > "Event Access" tab > "General" settings
- *Package Event List Administration* menu option > "Package List Access" tab > "General" settings

The "Event Access" and "Package List Access" tabs display the same settings, depicted below.



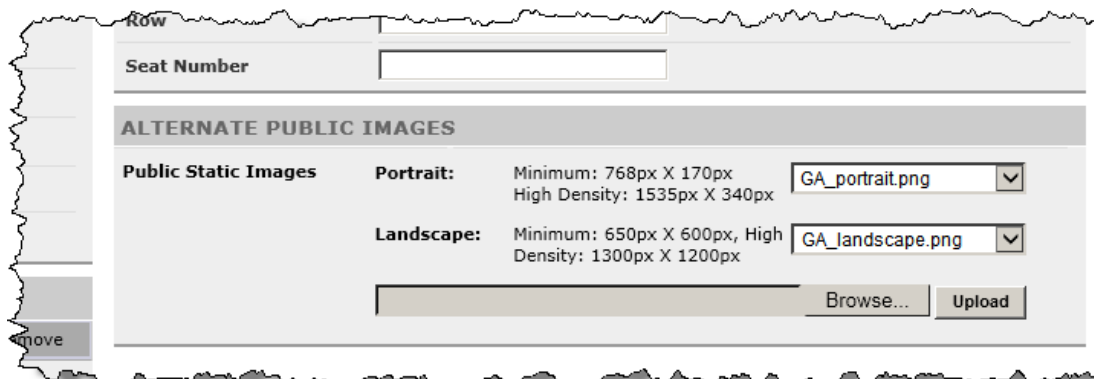
To display static images for MyProVenue patrons, you must specify both a portrait and a landscape image file. Both files are needed to accommodate different screen widths and screen rotation on tablets and mobile phones.

Venue Administration Setup for Alternate Public Images

In support of patron-facing image capabilities for MyProVenue, ProVenue includes an image file upload mechanism at several locations within the *Venue Administration* menu option.

Static Images at the Venue Level

You can specify static images (portrait and landscape) at the *Venue Administration* menu option > "Detail" tab.

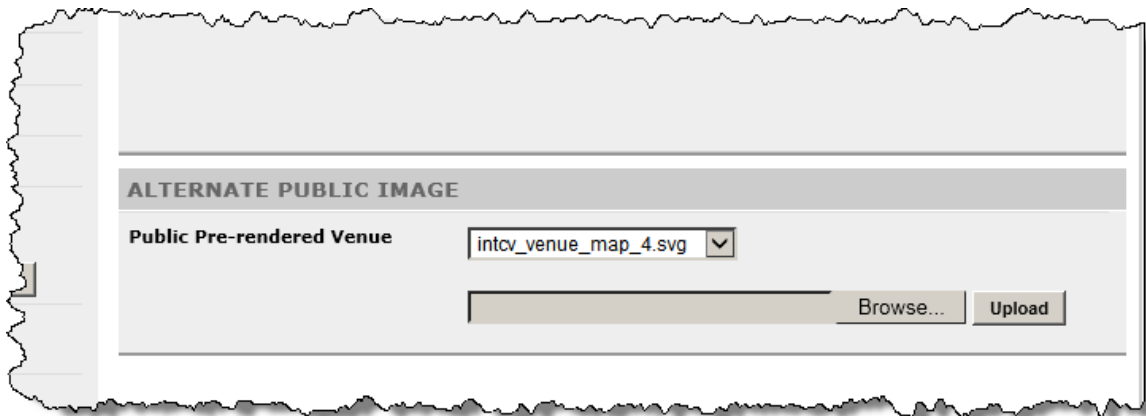


To display static images for MyProVenue patrons, you must specify both a portrait and a landscape image file. Both files are needed to accommodate different screen widths and screen rotation on tablets and mobile phones.

Pre-Rendered .SVG Navigation Maps for Master, Venue, & Price Scale Configurations

In support of patron-facing image capabilities for MyProVenue, ProVenue includes a 'Public Pre-rendered Venue' file upload mechanism at the following menu locations:

- *Venue Administration* menu option > "Master Configurations" tab > *MASTER CONFIGURATIONS* screen
- *Venue Administration* menu option > "Master Configurations" tab > "Venue Configs" tab > *VENUE CONFIGURATION* screen
- *Venue Administration* menu option > "Master Configurations" tab > "Price Scale Configs" tab > *PRICE SCALE CONFIGURATION* screen



Seat Selection Permissions Provided to MyProVenue

ProVenue includes permissions to determine the following:

- whether an Agency/user can select seats directly from a seat map, as opposed to only through the system-directed "Best Available" method (determined by the *Event Administration* menu option > "Event Access" tab > "General" > 'Map Sales' setting)
- whether the selling interface (the *Ticket Sales* menu option, for example) defaults to the seat map or to the Best Available interface for users with sufficient permissions for both seat selection methods (determined by the *Application Feature Permissions* menu option > "Sales Permissions" > 'Default Sales Flow Type' setting)

Note: As of the date of this document, the MyProVenue responsive framework supports seat selection through the system-directed Best Available method only. A future MyProVenue release is expected to add support for map-based seat selection in addition to Best Available.

Date/Time Display Information Provided to MyProVenue

ProVenue includes the following date/time-related attributes in communications to MyProVenue.

- An "event_date_time" attribute which always contains the actual event date.
- A "date_time_text" attribute which ProVenue only sends to MyProVenue when defined. For example, a patron-facing interface might be configured to display the text, "Event time not yet established."
- An "event_date_for_calendar_context_only" true/false attribute.
- A "scattered_seats_allowed" true/false attribute as determined by the corresponding "Event Access" permission.

Venue-Wide 'Best Available' Seat Search for External Systems

ProVenue includes a setup option to allow/prevent venue-wide 'Best Available' seat selection for external systems (no price scale, section, or zone filter).

The new 'External Best Across Venue' drop-down field...

- can be set to "Allowed" or "Not Allowed" (default setting).
- is available for event setup, definable for a corresponding Supplier, Season, Event Run, or the individual event.
- is available for Package Event List setup, definable for the corresponding Supplier or the individual Package Event List.
- applies to 'Best Available' seat searches conducted by online patrons using ProVenueOnline, the MyProVenue responsive framework, or a third-party integration.
- does not apply to Box Office (staff-assisted) 'Best Available' seat searches conducted via the *Ticket Sales* menu option.

ProVenue offers the 'External Best Across Venue' drop-down field at the following locations:

- *Ticketing Setup > Supplier Administration* menu option > "Event Access" tab > "Best Seat" settings
- *Ticketing Setup > Event Administration* menu option > "Event Access" tab > "Best Seat" settings (as applied to a Supplier, Season, Event Run, or the event itself)
- *Ticketing Setup > Supplier Administration* menu option > "Package List Access" tab > BEST SEAT SELECTION screen section
- *Ticketing Setup > Package Event List Administration* menu option > "Package List Access" tab > BEST SEAT SELECTION screen section

Appendix 2: MyProVenue Settings Questionnaire

- Will View from Section be enabled?
- Will availability be exposed in section tiles and hover ("section 101 has 10 seats available," for example)?