

**ABOUT THEATRE DIRECT INTERNATIONAL**

Theatre Direct International is a licensed agent of Broadway theatres, selling tickets on their behalf. It is important for you to know that TDI does not own the seats and therefore does not set prices or schedules. Broadway theatres work independently of one another and can change their prices and schedules without notice.

Theatre Direct will secure the best available seats at the time your reservation is made. Although we can determine general availability, we cannot quote specific seat locations until an order has been placed.

*Key Theatre Direct staff:*

Anthony Barone	FIT- Corporate Account Coordinator	1-800-916-6102 or 212-817-9113	fit@broadway.com
Pat Daily	Vice President	212-307-2173	pdaily@broadway.com
Carl Prince	Vice President	212-817-9122	cprince@broadway.com
Drew Kupchin	Director of Order Fulfillment	212-817-9104	akupchin@broadway.com

**BOOKING BROADWAY TICKETS – POLICIES & PROCEDURES**

**UPDATES**

You will be notified by e-mail of price and schedule changes, show openings and closings, additions and removals of shows available for free-sell and blackout dates. These updates will serve as your official – and only – notification of changes and are forwarded on an as-needed basis. *In the spaces provided at the end of this document, please list the names and e-mails of the staff members who should be made aware of these changes.*

**RESERVATIONS**

**Booking options**

FIT reservations can be made by fax, e-mail or a special online website reserved exclusively for tour operators.

- E-mail: Please send your booking requests to [fit@broadway.com](mailto:fit@broadway.com) and include the following information:
  1. Name of show
  2. Day of week and date
  3. Time
  4. Name of person using tickets (please include this name in the subject)
  5. Number of tickets
  6. Seating area
  7. Your booking or reference number
  8. Credit card number, expiration date, and billing address

To avoid confusion, please send only one booking per each e-mail.

- Fax: We can provide a standard form, or we will accept your automated fax, provided it includes the information outlined above (#1-8). Reservations should be faxed to 212-541-4892.

- Online bookings: If you prefer to make bookings using our online website reserved exclusively for tour operators, we will provide you with URL, password and complete instructions. Please let us know if you would like more information on this booking option.

**Free-Sell Reservations:**

You have been given free-sell privileges for many of the best shows on Broadway. Free-sell means that availability for a particular show is guaranteed for performances up to 7 business days or 14 business days in advance, depending on the show. Weekends and holidays are not considered business days. Reservations for free-sell shows can be confirmed to your client immediately, but the reservation must still be reported to Theatre Direct *the same day*. A confirmation will be provided to you the next business day.

**Reservations On Request**

Shows that are not available for free-sell, as well as all off-Broadway, will be submitted on a Request basis. Confirmation will be provided the next business day.

**Pending Reservations**

We understand that your customers will undoubtedly book reservations for performances that are not yet on sale. As a benefit to you, we will hold as "pending" any reservations for performances that are not yet on sale and will confirm them at the price on the day the reservation was received, regardless of any price increase. Once the requested dates are on sale, confirmation will be provided within one business day.

**Cut-Off**

You will also receive a 14-day cut-off privilege, which means that you can cancel or change a booking without penalty as long as we receive notification at least 14 days prior to the performance. (In case you were not aware, theatre tickets, once purchased, are non-refundable.)

In the event of a cancellation within the 14-day cut-off period, we will do our best to resell the tickets to other Theatre Direct customers. If we are able to resell the tickets, you will be refunded minus the service fee.

**TICKET PRICES**

Theatre works a little differently than, say, a hotel or restaurant in that we do not have net rates; therefore we must tack on a service and handling fee to the face value of the ticket. This fee can be anywhere between 10% and 20%, depending on annual volume.

**Top Price Seating**

Unless otherwise specified, tickets will always be booked in the top priced seating categories – orchestra and front mezzanine (sometimes called dress circle). Typically, the face value of these tickets is \$111.50 to \$126.50, depending on the show. The service and handling fee mentioned above is then added to the face value, but only the face value appears on the ticket.

**Second Price Seating**

Second price seating is a lower-priced alternative to top price seating (orchestra and front mezzanine). Depending on the theatre, second price seating can be in the mid-mezzanine, rear mezzanine or balcony, but will never be an obstructed view. Lists with rates for top-price and second price seating can be provided on request. If you are booking a reservation for a second price seat, please keep in mind the following:

1. It is available on request only (confirmations within one business day).

2. Second price must be specified in the Special Requests field at the time the reservation is made. *If second price seating is not specified, your reservation will be booked for the top price seat.*
3. There are no cancellations or changes on second price seats unless cancellation insurance is purchased for an additional fee of \$10 per ticket. Insurance must be requested when the order is placed; it cannot be added after confirmation.

### **PAYMENT**

You can pay-as-you-go with a credit card. We can provide a monthly summary of your charges.

### **CLAIMING TICKETS**

Tickets will be held under the primary client's name at the Will Call window at the theatre's box office anytime *within one hour before the performances begins*. Please provide your clients with the reservation confirmation or similar document for identification at the box office. If you need to deliver the tickets to your client before the performance date, they can be collected from our office no sooner than one business day from your receipt of confirmation.

**Thank you for working with Theatre Direct/Broadway.com for your FIT tickets for Broadway. Once we receive the following information from you, we can begin to accept theatre bookings.**

Please indicate your preference for method of reservations:

- a. \_\_\_\_\_ B2B website for tour operators. (Log in, password and instructions will be emailed to you.)
- b. \_\_\_\_\_ Fax
- c. \_\_\_\_\_ Email

**HELP US KEEP YOU INFORMED**

**COMPANY NAME** \_\_\_\_\_

**UPDATES:** Whom should we contact with information regarding price and schedule changes, show openings and closings, and black out dates?

Name \_\_\_\_\_ email: \_\_\_\_\_

Name \_\_\_\_\_ email: \_\_\_\_\_

Name \_\_\_\_\_ email: \_\_\_\_\_

**RESERVATIONS CONTACTS:** Who are our primary contacts in the reservations department?

Name \_\_\_\_\_ email: \_\_\_\_\_

**PRODUCT MANAGER:** Who should we contact with information regarding special Broadway events and promotions?

Name \_\_\_\_\_ email: \_\_\_\_\_

**ACCOUNTING CONTACT:** Who should we contact regarding billing issues?

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Completed By:** \_\_\_\_\_

**Please fax to 212-541-4892, attention FIT Department,  
or email [FIT@broadway.com](mailto:FIT@broadway.com).**