

2012-13



USER GUIDE

GRIFFINS.FLASHSEATS.COM



FAN ADVANTAGES



YOUR SEAT. YOUR CHOICE. USE IT. SEND IT. SELL IT.

FAN ADVANTAGES

THE ULTIMATE CONVENIENCE

- Fans can conveniently swipe in with an electronic ID, eliminating lost or misplaced tickets.
- Seats can instantly be transferred online to other fans, friends, or family members at anytime, even after the event has started. Tickets can be transferred for an individual event or for a group of events. Not all parties will have to enter the event at the same time.
- One-stop shopping. The team or venue endorses the marketplace, making it easily accessible to fans looking to buy seats.
- Eliminates unused tickets and gives fans the opportunity to buy seats to events that are sold out.

A SECURE SYSTEM FOR FANS

- Seats are bought and sold within a secure environment that is backed by the team or venue, eliminating the possibility of fans buying counterfeit or phantom tickets.
- Flash Seats handles all transaction, avoiding the need to arrange for money exchanges outside of the system.
- Flash Seats protects the identity of buyers and sellers.
- Shows the real-time value of tickets in the marketplace, which helps inform and protect buyers and sellers.

EASY TO USE

- Provides a portal to effectively manage ticket inventory.
- Allows fans to track history of purchases, transfers, and sales as well as contacts they send tickets to.
- Capability to instantly sell tickets and change parameters (ask price, seller notes, expiration times).
- Enables seat holder to change or update electronic IDs associated with seats.

NEED HELP?

CALL: 800.2HOCKEY

EMAIL: customerservice@flashseats.com

VISIT: griffins.flashseats.com

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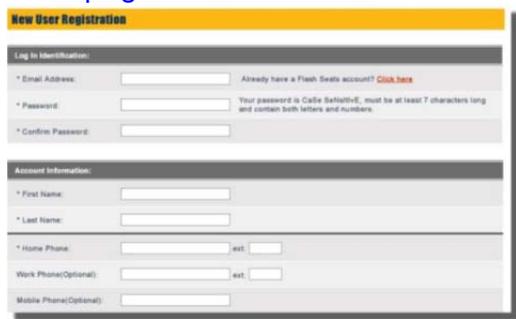
The Getting Started Guide gives you an overview of how to use the Flash Seats® system. It gives you the basic steps involved in Registering Your Account, Selling Your Tickets, Buying Tickets, Transferring Your Tickets, and Entering Your Event. For more details on Flash Seats, go to <http://griffins.flashseats.com>.

Registering Your Account

Register

To register, you need to complete a quick and easy form.

1. Go to the Flash Seats home page at <http://griffins.flashseats.com>.



2. Click **Register** at the top of the page.
3. Complete the form, and click the **Sign Up** button.

Verify Your Email Address

Once you register successfully, you will receive a verification email that contains a verification link and code.

1. Open the verification email.
2. Click the link included in the email, and then login with your email address and password.

Add Identification to Your Account

To enter events, you need to add identification, which will be swiped as you enter, to your account. To add identification, go to **Account/Identification**.

Selling Your Tickets

Listing Your Tickets for Sale

1. Log in, and then click **Tickets**.
2. Find the event for which you want to sell your tickets.

Your Tickets					
Show: Tickets to upcoming events...		...within the next year		2 Items Page 1 of 1	
EVENT INFORMATION (when →)	QTY	TICKETS			
		Section	Row	Seat Numbers	Action
Veritix Knights vs. Flash Seats Falcons at Future of Ticketing Arena When: Monday 07-04-11 7:00 pm EDT	2	110	20	3, 4	<input type="button" value="Sell"/> <input type="button" value="Transfer"/>

3. Click the **Sell** button.
4. Complete the form for your listing. You can choose to be notified of any bids placed on your listing via email.
5. Click the **Preview Offer** button.
6. Click the **Confirm Offer** button. Your tickets are now listed for sale.

You can choose to create promotional links to the tickets you're selling. You can post these links on Facebook or Twitter or email them to family and friends to drive people to your listings.

Accepting a Bid (Selling Tickets Now)

If you've placed tickets for sale and want to sell them to a bidder, you need to accept the bid.

1. Log in, and then click **Tickets**.
2. Find the tickets you want to sell.
3. In the **Highest Bid Price** column, click the **Sell Now** button.
4. To proceed with the sale, click the **Confirm Sell Now** button.

For answers to some of the most common questions about Flash Seats, go to <http://griffins.flashseats.com> and click **FAQs**.

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Buying Tickets

Bidding on Tickets

The seller must accept your bid in order for you to gain ownership of the tickets. The acceptance of the bid is always at the discretion of the seller.

1. Log in, and then click **Buy** at the top of the page.
2. Find the event and tickets you want to bid on.

SECTION	ROW	QTY	ASK PRICE PER TICKET	NOTES	ACTION
134	10	Up To 4	\$25.00		View Details BUY NOW PLACE BID
127	23	1	\$25.00		View Details BUY NOW PLACE BID
130	1	3	\$43.00		View Details BUY NOW PLACE BID
130	12	Up To 2	\$100.00		View Details BUY NOW PLACE BID

3. Click the **Place Bid** button.
4. Complete the bid form, which includes price and expiration options.
5. Click the **Preview Bid** button.
6. Click the **Confirm Bid** button. Your bid is now placed.

Buying Tickets Now

To buy tickets without placing a bid, you can buy tickets now. Not all events will be available for purchase. Individual teams and promoters decide which events will be available for sale.

1. Log in, and then click **Buy**.
2. Find the tickets you want to purchase.

SECTION	ROW	QTY	ASK PRICE PER TICKET	NOTES	ACTION
134	10	Up To 4	\$25.00		View Details BUY NOW PLACE BID
127	23	1	\$25.00		View Details BUY NOW PLACE BID
130	1	3	\$43.00		View Details BUY NOW PLACE BID
130	12	Up To 2	\$100.00		View Details BUY NOW PLACE BID

3. Click the **Buy Now** button.
4. Choose how many tickets you want to purchase and how you want to pay for the tickets.
5. Click the **Continue** button.
6. Click the **Confirm Payment** button. The tickets are in your account. Click **Tickets** to view them.

Transferring Your Tickets

1. Log in, and then click **Tickets**.
2. Find the tickets you want to transfer.

EVENT INFORMATION (when →)	QTY		TICKETS			Action
	Section	Row	Seat Numbers	Status	Action	
Verixx Knights vs. Flash Seats Falcons at Future of Ticketing Arena When: Monday 07-04-11 7:00 pm EDT	2	110	20	3, 4		Sell Transfer

3. Click the **Transfer** button.
4. Select the tickets you want to transfer, enter the information for the person you're transferring them to, and click the **Preview 'Flash Transfer'** button.
5. Click the **Confirm Transfer** button. The tickets are transferred, and the recipient receives an email with instructions on how to claim the tickets.

Entering Your Event

After you've confirmed that you have tickets in your account and have completed your account registration, including adding an electronic ID (e.g., credit card, driver's license), you are ready to enjoy your event.

1. Go to the venue and look for the Flash Seats gates.
2. Have your registered electronic ID ready and hand it to the Guest Services Representative at the gate.
3. Your ID will be swiped to verify you have tickets on your account.
4. The Guest Services Representative will give you a Seat Locator, identifying the location of your seats.

Note: The Seat Locator simply shows the location of your seats in the venue; it is not a ticket and cannot be used for entry into the venue. With Flash Seats, your ID is what gets you into the venue.

NEED HELP?

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Managing group tickets is easy with Flash Seats®.

Log into Flash Seats

Your Group Sales Representative has entered your email address into the Flash Seats® system. To log into the site, you can use the Forgot Password feature to set up your password.

1. Go to griffins.flashseats.com and click **Login**.



2. Click the **Forgot your Password** link.
3. Enter the email address you gave to your Group Sales Rep at the time of your purchase (this is the email address where you received your order confirmation email).
 - **If group paid with credit card:** The same card can be swiped to gain entry to the venue for all of the Group Tickets.
 - **If group paid with check/money order:** To enter events, you need to add identification, go to **Account/Identification**.

Entering Your Event

After you've confirmed that you have tickets in your account and have added an electronic ID (e.g., credit card, driver's license), you are ready to enjoy your event.

1. Go to the venue and look for the Flash Seats gates.
2. Have your registered electronic ID ready and hand it to the Guest Services Representative at the gate.
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4. The Guest Services Representative will give you a Seat Locator, identifying the location of your seats.

Note: The Seat Locator simply shows the location of your seats in the venue; it is not a ticket and cannot be used for entry into the venue. With Flash Seats, your ID is what gets you into the venue.

Transferring Your Group Tickets

1. Log in, and then click **Tickets**.
2. Find the tickets you want to transfer.

Your Tickets						
Show: Tickets to upcoming events...		...within the next year:		2 Items Page 1 of 1		
EVENT INFORMATION (when →)	QTY	TICKETS				
		Section	Row	Seat Numbers	Status	Action
Vertix Knights vs. Flash Seats Falcons at Future of Ticketing Arena When: Monday 07-04-11 7:00 pm EDT	2	110	20	3, 4		<input type="button" value="Sell"/> <input type="button" value="Transfer"/>

3. Click the **Transfer** button.
4. Select the tickets you want to transfer, enter the information for the person you're transferring them to, and click the **Preview 'Flash Transfer'** button.
5. Click the **Confirm Transfer** button. The tickets are transferred, and the recipient receives an email with instructions on how to claim the tickets.

You're done! The recipient will receive a confirmation email with instructions on how to claim the seats.

Worried about unclaimed tickets? Group Leaders will be notified by email if tickets remain unclaimed by any recipient.

Tracking Group Seat History

1. Click the **Transfers** tab to view the transferred group seats.
2. From the **Show** drop-down, choose which type of transfers you want to view and for what time frame.

Your Transfers					
Show: All transfers		...in last 3 months		3 Items Page 1 of 1	
EVENT INFORMATION (when)	QTY	SEATS	TRANSFER TO/FROM	TRANSFER FEE	TRANSFER STATUS (when →)

The page displays an in-depth summary of your transfer history to all group recipients.



SEASON TICKET
HOLDERS



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MANAGE YOUR SEASON TICKETS SIMPLY AND SAFELY

Flash Seats® is a great benefit for Griffins season ticket holders. You can sell or transfer your tickets at anytime on Flash Seats' secure web site.

griffins.flashseats.com

**It's simple. It's safe.
It's Griffins approved.**

What is Flash Seats®?

Flash Seats® is an innovative electronic ticketing service of the Grand Rapids Griffins and is their preferred method of ticketing. It combines easy access to the arena with 100% online seat management.

Get In Fast!

Flash Seats eliminates paper tickets. Just swipe any form of electronic I.D. (credit card) at the gate to enter the arena with ease and convenience. No lost or stolen tickets. It's really fast!

TRANSFER Seats to Guests!

Transfer seats to anyone with flexibility, all via email. It's perfect for shared season ticket holders – divide seats with no waiting, no mailing, no insured deliveries. Everyone gets their seats to use, transfer or post for sale.

SELL Seats You Can't Use!

Can't make it to the game? Post your seats right up to game tip off! Just select the seats from your Flash Seats account and set your price.

BUY Great Seats to SOLD OUT Games!

Buy great seats confidently on the Griffins marketplace knowing that the seats are authentic, never counterfeit. Get your seats instantly via email. No waiting. No shipping fees. It's the only official marketplace of the Grand Rapids Griffins.

Go GREEN with Flash Seats!

Since Flash Seats is completely electronic, there is no ticket to print, no mailings to send, no receipts to show. No wasted paper at all!

**For more information or questions about Flash Seats,
contact your Griffins ticket representative at 1.800.2.HOCKEY**

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