



# Guiding Principles

**Ladder** is like STEP, except that it was created specifically for the Apogaea community by the Apogaea community.  
**Ladder** was created with the following principles

- Matching tickets with people needing tickets should be done on a first-come first-serve basis.
- The matching process should still feel personal.
- Tickets must **always** be exchanged for face value.

## First-come First-serve

When a ticket request arrives in the exchange it is placed in line, based on the date and time it was created.

## Keeping it Personal

If you have a ticket, we offer two methods for you to get your ticket to someone who needs it.

- If you choose to **automatch** your ticket, then your ticket will be matched with the first person in line. This is the easiest and fairest way to distribute tickets. It is also, a bit impersonal.
- If you choose to **manually** match your ticket, then you will be presented with a short selection of people from the front of the line from whom you may select the recipient of your ticket

With these two options, we hope to have create a ticket exchange that is both fair, and allows for people to personally choose who gets their ticket.

## Face Value

This is something that we cannot at this time directly control, though our hope is that a centralized exchange should help facilitate keeping tickets in the hands of the people who respect our community's choice to not engage in ticket scalping.

## How It Works

Ladder is a simple system for matching people in need of a ticket to people who have an extra ticket, or no longer need their ticket.

## Registration

Registration requires a unique email address and phone number capable of receiving SMS messages. When you first register, you will be sent a special link allowing you to complete your registration. This is the first step in verifying you have access to the given email address.

By visiting the provided link, you can then send a confirmation code to your provided phone number, allowing us to verify that you have access to that phone number.

The reason for requiring this level of verification is to help prevent abuse, as well as ensuring that we are able to connect people who need tickets with the people who have them.

## Requesting a Ticket

Need a ticket? You've come to the right place! Once you've [registered](#) an account with the exchange, you can [initiate a ticket request](#).

The exchange will ask you to type out a short message to go along with your ticket request. In the event that someone decides to manually choose the recipient of their ticket, this message will be displayed to them.

Once you have initiated your request, all you need to do is wait. Your place in line is secured, and when a ticket becomes available you will be notified by email.

## Accepting a Ticket

When a match has been found, you will receive an email asking you to accept the ticket. From the time the match is found, you will have **48 hours** to accept. Upon accepting, both you and the person offering the ticket will be sent an email with each other's contact information. At this point, it is up to you and the ticket holder to negotiate the transfer of the ticket.

If you fail to accept within the 48 hour window, you will lose your place in line and the ticket offered to you will be given to someone else.

## Offering a Ticket

Have an extra ticket? You've come to the right place! Once you've [registered](#) an account with the exchange, you can [offer a ticket](#) on the exchange.

Upon offering a ticket, you will be asked to choose whether you would like your ticket to be automatically matched with the first person in line, or whether you would like to manually select the recipient. We *strongly* recommend you choose **automatch**.

Once you have either chosen the recipient, or been matched, all you need to do is wait. We will send the recipient a message informing them they need to accept your ticket within 48 hours. Once they have accepted, both you and the recipient will receive an email with each other's contact information. At this point, it is up to you and the ticket holder to negotiate the transfer of the ticket.

In the event that the recipient fails to respond within 48 hours, your ticket will be offered to the next person in line.

## Questions:

Please contact [tickets@apogaea.com](mailto:tickets@apogaea.com) with any questions or comments. You may also email Brie Cook (the Ticketing Lead) [briecook@apogaea.com](mailto:briecook@apogaea.com) if you have not received an answer.