



## **Ed Sheeran - FAQs**

**In the run up to putting a show on sale we get asked lots of questions relating to the show and ticket sales. We've put together this handy guide to help you navigate your way through the process. We are working hard to do everything we can to make sure that tickets only end up in the hands of genuine fans.**

### **This show is a "phone free experience". What does that mean?**

Use of mobile phones, smart watches, smart accessories, cameras, or recording devices will not be permitted in the performance space.

Upon arrival at the venue, all phones, smart watches, and accessories will be secured in Yondr pouches that will be opened at the end of the event. Guests maintain possession of their phones at all times, and can access their phones throughout the event at designated Phone Use Areas in the venue. All phones will be re-secured in Yondr pouches before returning to the event space.

Anyone seen using a mobile phone during the performance will be escorted out of the venue. We appreciate your cooperation in creating a phone-free viewing experience.

For FAQs regarding this please visit this site: <https://www.veryondr.com/faq>

Because your tickets will be on your mobile phone (more on this further down) and your phone will be secured in a Yondr pouch after entry we recommend that you make a note of your aisle and seat number from your tickets before entering the venue. Staff will also be on hand to help you at the point that you secure your phone in the Yondr pouch to help you on your way.

### **How early should we turn up?**

Doors will open at 6pm and it will take time to get everyone into the venue and secure phones and other devices into Yondr pouches. The show will start at 8pm so we recommend that you arrive at 6pm.

### **How can I pay for items at the bars and merchandise area at the show?**

Eventim Apollo is a cashless venue. Contactless phone payments will not be possible at concessions/bars/merchandise because phones will be secured in Yondr pouches so please make sure everyone in your party brings credit/debit cards.

### **How can I buy Tickets?**

The Promoters of Ed Sheeran are committed to combating unethical secondary ticketing and resale.

For the 2023 underplay shows we will be operating a mobile digital ticket sold ONLY via our approved outlets.

Your mobile /smartphone will be your ticket which will be contained within an app or wallet. Once the tickets have been purchased you will receive a simple email confirmation as proof of purchase. This is NOT your ticket or ticket(s)

You will receive instructions on how to access your ticket(s) nearer to the shows.

Upon arrival at the show, you will then be required to present your mobile smart phone device containing your ticket(s) and you'll scan yourself and your party into the venue via the turnstiles/entrances.

After entry your phone will be secured in a Yondr pouch so we recommend that you make a note of your aisle and seat number from your ticket before entering the venue. If you do not then staff will be on hand to help you.

### **So where should I buy my "face value" tickets from?**

All official ticket agent websites will be listed on tour advertising and at EdSheeran.com

Only buy tickets from the authorised websites:

#### **London Eventim Apollo**

[www.eventim.co.uk](http://www.eventim.co.uk) / [www.eventimapollo.co.uk](http://www.eventimapollo.co.uk) / [www.Myticket.co.uk](http://www.Myticket.co.uk)

### **When will they go on sale?**

Midday on Thursday 16<sup>th</sup> March.

### **How much are the "face value" tickets?**

The tickets are £87.50. All tickets are subject to a maximum 10 percent booking fee, plus a maximum £3.00 transaction charge per order and a venue facility fee of £2.00 per ticket.

### **How do I arrange to buy tickets for someone requiring DDA tickets?**

#### **Eventim Apollo, Hammersmith**

All accessibility tickets will be available online, on a first come first served basis.

There will be both wheelchair spots and ambulant seated tickets available that come with a free PA/companion ticket\* (both access ticket plus PA/companion ticket need to be selected at time of booking).

\*Please note: PA/companion ticket holders should be able to meet the needs of and assist the person they are accompanying in the event of an emergency.

The venue will contact all successful access customers to request supporting documentation to prove eligibility. These include the below:

- Valid Access Card
- Front page of DLA/PIP letter
- Deaf or blind registration
- Front page of attendance allowance
- Letter War Disablement Pension

Further information on accessible facilities at the venue and local blue badge parking can be found [here](#)

For those unable to book online – then please contact the venue on 020 8563 3800 and choose option 2. This phone line opens at 10:00 and closes at 17:00 and operates Monday to Friday. Please note that no other query can be dealt with on this number.

### **Is the event being filmed?**

This event is being filmed. By entering the auditorium, you grant irrevocably any and all consents necessary (a) to be recorded as part of the show's audience, and (b) for any recordings so made to be exploited in all media now known or hereafter invented throughout the Universe in perpetuity.

### **What is unethical secondary ticketing and ticket resale?**

Unethical secondary ticketing is when people buy tickets at face value and then re-sell them at inflated prices via non-artist approved methods and websites, thus denying real fans the chance to buy at face value.

Ticket touts and unauthorised resellers use multiple payment cards, false identities and sophisticated computer programmes ('bots') to buy up large amounts of tickets which they then offer for resale at highly-inflated prices.

### **How many tickets can I buy?**

There will be a strict limit of 6 tickets per show date per transaction. This restriction is in place in order to give as many people as possible a fair chance to buy tickets. The whole party must arrive at the same time as the person with the mobile smart phone device containing all the tickets.

PLEASE NOTE that any and all transactions that are detected as bot purchases, patrons creating duplicate accounts in order to purchase more than the ticket limit or any action that indicates a suspicious purchase in excess of the ticket limit will be cancelled.

### **But we want to go as a bigger group/family?**

You will have to try to complete another order with another mobile device.

### **Can I buy tickets as a gift?**

The matching ID of the surname of the lead booker will be an entry requirement, the other tickets bought by that person can be used for other people as long as they ALL arrive with the lead booker. If you want to buy as gifts then you'll also have to attend to get your recipients into the show.

### **What are the entry requirements?**

To gain access to the concert you are required to bring your fully charged mobile phone or smartphone. You may be required to produce your email booking confirmation and a valid form of photo ID that matches the name on the confirmation.

Accepted forms of Photo ID are – A current driver's licence (including provisional licence), a current or recently expired passport (provided the picture is a good resemblance of the holder) or the government backed PASS scheme <http://www.pass-scheme.org.uk/>

### **What are the age restrictions?**

All venue age restrictions are clearly displayed at the sales pages on the ticket agent websites.

### **Eventim Apollo:**

Anyone 14 and under must be accompanied by an adult, no under 3's.

In the unlikely event you are looking to purchase tickets on behalf of 16-18 year olds who do not have access to a smartphone we recommend that you attend the show with the group.

### **I can't find my confirmation email?**

in the first instance please check your junk or spam folder. If that doesn't work contact the customer services of the ticket agent you believe you booked through. If you are unsure which company you bought from this is usually displayed on your credit card statement or bank statement.

### **My phone is out of battery so I can't access my ticket(s)?**

Please make sure your phone is fully charged before you leave the house to avoid this situation. Of course if you run out of battery please go to the box office where someone will be able to assist you to find your order.

### **What if I lose my mobile phone or change my number before the shows?**

Please contact the customer services email of the ticket agent you booked through.

### **What if my mobile phone was lost or stolen on the day of the show?**

Don't worry, we have a full record of every lead booker who bought tickets for the shows and will be able to help. Please make your way to the box office in the first instance.

### **I can't go any more and need to sell on my ticket. What do I do?**

The reselling of any Ed Sheeran ticket is strictly forbidden other than through the official face value resale platform of your original point of purchase platform. Any Ed Sheeran ticket offered for resale

elsewhere, either on or offline (including Viagogo or any other unauthorised source including all secondary ticket retail websites), will result in the entire original booking being cancelled. The original purchaser and their party will be refused admission and any other purchases they hold will also be cancelled.

### **When will we receive our tickets?**

Remember, we are operating a digital mobile/ smartphone ticketing system. Therefore, no physical tickets will be posted or emailed in advance. Your phone contains your ticket(s) and they'll be sent to you in time for the shows.

### **Are cameras allowed?**

Professional cameras (deemed as cameras with removable lenses), video and recording equipment are strictly forbidden. Personal use cameras and smart-phone cameras are fine.

### **What are the venue bag policies?**

#### **Eventim Apollo:**

All bags will be searched upon entry into the building. Please do not bring large bags or suitcases to events as they will not be admitted. Please do not leave any of your belongings unattended.

### **I can't get in with my tickets, it failed to scan and I've been turned away at the turnstile?**

Don't worry, we can try and help you. In the first instance head to the box office where someone will be able to help you work out what's gone wrong. Remember DO NOT buy a ticket from someone you don't know either in person on the street OR from an unauthorised secondary ticket website.

### **What else are you doing to combat the secondary market?**

Your mobile phone number is linked to your ticket order. Your tickets are linked to both your account with your chosen ticket agent AND your mobile phone number. This means your ticket and the individual information you gave when you purchased are linked. If a ticket is resold in any method other than via official face-value resale channels then the mobile phone number will not be linked to the ticket(s) and you will be refused entry to the venue.

Recently the government has strengthened legislation designed to protect consumers, notably the Consumer Rights Act and the Digital Economy Bill. We are working with National Trading Standards and the Police Action Fraud Division to report all breaches of these acts as well as reporting any illegally advertised tickets to the Advertising Standards Authority (ASA).

### **Further information to avoid getting ripped off with "Ten Tips for ticket buying"**

<http://fanfairalliance.org/wp-content/uploads/2017/03/30-FFA-Guide-final.pdf>

<http://bit.ly/2sG24Er>