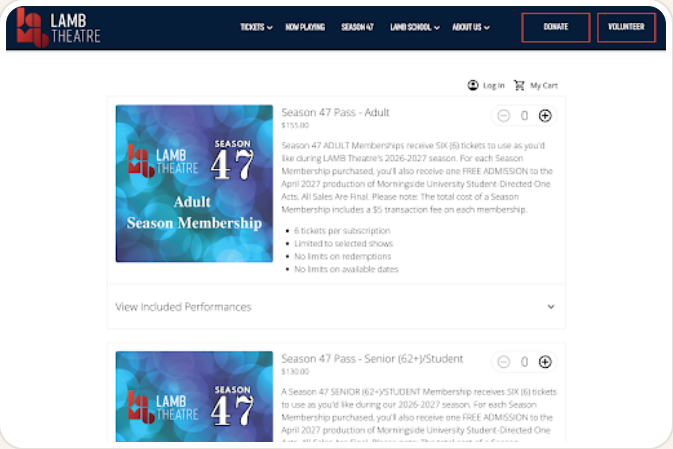
QUICK START GUIDE

One purchase, every show

Bundle every production in your season into one subscription so ticket buyers can lock in seats for the whole year at once.



Up to 5 hrs
saved per week

That's how much time OTS customers have saved by no longer manually managing subscription and membership redemptions.

What you'll need

- Your season in OTS (recommended)
- A plan to tell your audience
- About 5 minutes

Steps

1. **Create a new subscription**
   Go to Subscriptions & Memberships › Subscriptions › Create New Subscription.

2. **Select a subscription type**
   Flex Pass: Productions locked; no limits per production or date.
   Ticket Pack: Nothing locked; includes events you add later in the season.
   Traditional Pass: Productions and dates locked; ticket limits per production.

3. **Fine-tune the details**
   Add a name, description, and image. Click Manage Performances to pick performances and times, then set on-sale dates, seating restrictions, and more.

   ★ **GOOD TO KNOW**
   Set the season's parameters under Subscription Price & Quantity, and give subscribers enough tickets to use all season.

4. **Save and publish**
   Click Save and Publish, and your subscription is ready to sell.

5. **Add your productions**
   Add them before or after sales start. Tickets can't be redeemed until you do.

6. **Add the Subscriptions Widget (optional)**
   Give your audience one place on your website to buy and redeem subscriptions.

OTS On The Stage

Build a subscription →