

# Don't be Taken by 3rd Party Ticket Vendors!

When buying tickets for concerts or sporting events online, be careful that you are buying from the event venue or through their preferred distributor such as Ticketmaster. Third party vendors sell tickets at highly inflated prices, offer no real value to the consumer, and have no ties to the event or venue. They may even start selling tickets to events before the event has been finalized and tickets created, so there is no guarantee that you will actually get the tickets you've paid for! Further, if the event is canceled, it could be difficult to obtain a refund since you will likely have no idea who really sold you the ticket. Third party vendors may have very professional looking websites, built to deceive the customer into believing that they are in fact buying from the venue. Here are some tips to avoid being fooled.

## Google Search

Google Search for  
CAJUNDOME

Pay-Per-Click  
Links to 3<sup>rd</sup>  
Party Vendors

Link to Official  
CAJUNDOME  
Website

The screenshot shows a Google search for "CAJUNDOME". The search bar at the top contains the text "cajundome". Below the search bar, the results are displayed. On the left, there is a sidebar with navigation options: "Everything", "Images", "Maps", "Videos", "News", "Shopping", and "More". The "Everything" option is selected. The main search results area shows several links. The top result is "Cajundome Tickets | Lafayette JustBuyTickets.com", which is highlighted with a light yellow background. Below this, there are links to "Cajundome - Home", "Arena Calendar", "Box Office", "Directions / Parking", "Contact Us", "Arena Tickets", and "Convention Center Calendar". On the right side of the search results, there is a map of the Cajundome location in Lafayette, LA, and a list of events including "Louisiana IceGators vs. Huntsville Havoc", "Louisiana IceGators vs. Pensacola Ice Flyers", and "Harlem Globetrotters".

Diagram 1 – Google Search

When searching Google, there are two kinds of results. At the top of the page, you will get “pay-per-click” links, and below are the links that are most relevant to your search. With the “pay-per-click” links, businesses have paid Google to come up as top ranking, and in the case of searching for a venue or event, they will almost always link to a 3rd party ticket vendor. Diagram 1 shows the results for a Google search for the CAJUNDOME. Notice the top result has a light yellow background. This is the “pay-per-click” result, which in this case, leads to 3rd party ticket vendor.

## Look at the Domain Name

A URL is a string of information used to locate a web page. If you were to think of a website as a house, the domain name would lead to the front door, while a URL could specify any room inside the house. Web Browsers display the URL for the current page at the top of the browser window.

While a web page's title can be anything, each website must register a unique domain name. The most obvious domain name such as "www.cajundome.com" will usually belong to the event venue, while a 3rd party vendor might register domain names that are close, but slightly off such as "cajundometickets.com".

A domain name includes a second-level and top-level domain name. The top-level domain is the ".com" or ".org" at the end of the domain name. There are many top-level domains in use, and generally they describe what type of institution the website belongs to. Of the most common, ".com" is generally used for commercial businesses, ".org" for non-profits, ".gov" for government, and ".edu" for educational institutions. A different top level domain = a different site, so unscrupulous site owner might try to trick people to their site by combining a second-level domain from a known entity with a different top-level domain. An example is "www.whitehouse.com", which was at one time home to a pornographic website. Anyone wishing to learn about the President of the United States should instead visit "www.whitehouse.gov". This is important to our discussion because if you are looking at tickets for a venue at a University, it is likely the venue's domain would be something like www.venueName.university.edu, leaving www.venueName.com available for a 3rd party vendor.

### URL

http://www.cajundome.com/box\_office.aspx

### Domain Name

[www.cajundome.com](http://www.cajundome.com)

### Second-Level Domain Name

cajundome

### Top-Level Domain Name

.com

Diagram 2 - Understanding a URL

## Links to 3<sup>rd</sup> Party Sites

### Title of Webpage

Ad - Why this ad?  
**Cajundome Tickets | Lafayette JustBuyTickets.com**  
lafayette.justbuytickets.com  
Just Buy **Cajundome** Tickets Concerts Lafayette Louisiana **Cajun Dome** La

### URL & Domain Name

### Cajundome - Directions



## Link to Official Site

### Title of Webpage

**Cajundome - Home**  
[www.cajundome.com/](http://www.cajundome.com/)  
The **CAJUNDOME** is a multi-purpose facility that will enhance the entertainment quality of life and the economic vitality of Greater Lafayette by attracting concerts ...  
3 Google reviews

### URL & Domain Name

444 Cajundome Boulevard Lafayette, LA 70506-4286  
(337) 265-2100

#### Arena Calendar

The **CAJUNDOME** is a multi-purpose facility that will ...

#### Contact Us

Partnership Opportunities · Employment · Contact Us ...

#### Box Office

Individual tickets to **CAJUNDOME** events can be purchased at ...

#### Arena Tickets

The **CAJUNDOME** is a multi-purpose facility that will ...

#### Directions / Parking

The **CAJUNDOME** is a multi-purpose facility that will ...

#### Convention Center Calendar

The **CAJUNDOME** is a multi-purpose facility that will ...

More results from cajundome.com >

[Lafayette Cajundome Lafayette, LA tickets Directions, seating chart ...](http://www.ticketmaster.com/Lafayette-Cajundome-tickets.../221703)

Results 1 - 15 of 27 - Find and buy Lafayette **Cajundome** Lafayette, LA ...

Thu, Jan 12 University of Louisiana-Lafayette Basketball vs. South ...

Sat, Jan 14 University of Louisiana-Lafayette Basketball vs. Florida ...

Sat, Jan 21 Louisiana IceGators vs. Huntsville Havoc



### Events

Sat, Jan 21 **Louisiana IceGators vs. Huntsville Havoc**  
More info: [ticketmaster.com](http://ticketmaster.com), [zvents.com](http://zvents.com)  
Sun, Jan 22 **Louisiana IceGators vs. Pensacola Ice Flyers**  
More info: [ticketmaster.com](http://ticketmaster.com), [zvents.com](http://zvents.com)  
Mon, Jan 23 **Harlem Globetrotters**  
More info: [ticketmaster.com](http://ticketmaster.com), [49st.com](http://49st.com)

### Details

At a glance: new kids on the block - monster jam - three days grace - disney on ice - super heroes

Diagram 3 - Finding the Domain Name in a Google Search

## Comparing the Websites

Third party ticketing sites are well designed and appear to be legitimate. In some ways they are, you will probably get a real ticket if you buy through them. You'll just pay too much. These vendors also cause problems for the venues and snatch up tickets that should be available for the public to purchase at the listed prices.

To compare, I looked up tickets for the same event, a George Strait performance at the CAJUNDOME. The CAJUNDOME website had the ticket price for this event listed as \$69.50 & \$79.50. Tickets could be purchased through the box office or Ticketmaster. The CAJUNDOME does not sell tickets on their own website.

## Ticketmaster

Ticketmaster™ is the authorized distributor of tickets for this event listed on the event website. You do pay a service fee, making the final price \$80.90 & \$91.15 per ticket.

The screenshot shows the Ticketmaster website interface for the event "George Strait with Martina McBride" at the Lafayette Cajundome. The top navigation bar includes links for Home, Music, Sports, Arts & Theater, Family, and Merchandise. A search bar is prominently displayed with the text "Enter Artist, Team, or Venue" and a "SEARCH" button. Below the navigation bar, there is a section for the event featuring a photo of George Strait and Martina McBride, the event title, location, and date. A "Box Office" button is visible. The main content area is divided into two sections: "Search for Tickets" and "Lafayette Cajundome". The "Search for Tickets" section shows a table of ticket prices for "FULL PRICE TICKETS" with columns for "Section", "Price", and "Fees". The "Lafayette Cajundome" section displays a circular seating chart with various seating areas and prices.

ticketmaster®  
United States

Enter Artist, Team, or Venue **SEARCH**

Welcome. (Sign In)

Home Music Sports Arts & Theater Family Merchandise

My Cart (0)

George Strait with Martina McBride  
★★★★★ (1)  
Lafayette Cajundome  
Lafayette, LA  
Fri, Jan 27, 2012 07:30 PM

Recommend Heidi Romero Champagne, Louise Thompson Lambert and 233 others recommend this.

Event Info  
Onsale Dates & Times  
Price Range

Please Note...  
There will be a delivery delay for all tickets until 10-DEC-11 at 10:00pm. EVERYONE NEEDS A TICKET.

3-Day RETURN POLICY  
Read our Fan Guarantee for full details »

serve Buying tickets for friends?  
Getting paid back is easy. Go to [serve.com/tm](http://serve.com/tm) for details.

Box Office

Search for Tickets REQUEST ACCESSIBLE TICKETS

FULL PRICE TICKETS

0 Any Price Any Price

Section US \$79.50 Ticket + US \$11.65 Fees = US \$91.15  
Best Avail US \$69.50 Ticket + US \$11.40 Fees = US \$80.90

Note Tickets may not be available in all price levels and sections.  
Ticket Limit There is a 4 ticket limit for the Fan Club Presale and an 8 ticket limit per household for all other tickets.  
Per order delivery and/or processing fees are added when applicable.  
By clicking on the "Find Tickets" button, or otherwise using this web site, you agree to the Terms of Use. Please note we may cancel any ticket orders that exceed the published ticket limit.

Lafayette Cajundome  
George Strait

Seating chart showing various seating areas and prices.

## Justbuytickets.com

The justbuytickets.com site mentions "CAJUNDOME" in large type on the banner, but underneath in small type it says "We are a resale marketplace, not a box office or venue." The only official thing about this site is in the company name, it has no affiliation with the venue. Ticket prices for George Strait are listed at \$114-\$593.

JUST BUY TICKETS

Call to Order  
Tickets  
(866) 827-7477

HOMECONCERTSPORTSTHEATERNASCARLAS VEGAS

George Strait & Martina McBride, Cajundome (Advanced)

The following sets of tickets are available for "George Strait & Martina McBride". To sort the list, click the column header. To purchase tickets from a set, click the "Buy" button in that row.  
All prices are PER TICKET and shown in US dollars.

Event Date & Time: Jan 27, 2012 - 7:30 PM  
Event Venue: [Cajundome](#)  
Event Location: [Lafayette, LA](#)

How many tickets do you want?   
What's your price range?  to

Tickets below are in sections marked ☒ on the map

Section	Row	# Avail	Price (each)	Buy
Upper Level 331	JJ	2 or 4	\$114	Buy
Upper Level 331	MM	1 or 3	\$117	Buy
Upper Level 331	MM	2 or 4	\$117	Buy
Upper Level 331	NN	2 or 4	\$117	Buy
Upper Level 331	AA-RR	1-4 or 6	\$119	Buy
Upper Level 307	OO	1 or 3	\$129	Buy
Upper Level 307	PP	2 or 4	\$129	Buy
Upper Level 307	OO	2 or 4	\$129	Buy
Upper Level 315	HH	2 or 4	\$131	Buy
Upper Level 307	AA-RR	1-4 or 6	\$132	Buy
Upper Level 319	AA	1 or 3	\$135	Buy
Upper Level 332	MM	1-6 or 8	\$144	Buy
Upper Level 315	HH	1-6 or 8	\$154	Buy
Upper Level 315	LL	2 or 4	\$163	Buy
Upper Level 321	LL	2 or 4	\$163	Buy
Upper Level 321	GG	1-6 or 8	\$168	Buy

We are a resale marketplace, not a box office or venue.  
[Click a section to see information on tickets available there](#)

Legend: ☒ Section you have selected ☒ Section with tickets available ☒ Section with other tickets ☐ Section with no tickets available

## Cajun.dometickets.org

Again, "CAJUNDOME Tickets" is listed prominently on this site, but Cajun.dometickets.org is a resale ticket vendor with no affiliation to any venue. It does mention this in small type above the seating chart. George Strait tickets are \$145-\$683.

CAJUNDOME TICKETS

SEARCH George Strait & Martina McBride

Cajundome Tickets Info

- Independently owned and operated.
- Tickets may be above face value.
- Sales are final unless the event is cancelled and not rescheduled.
- Tickets are not guaranteed to ship immediately.
- A service fee is added to ticket orders at checkout.

Need help ordering? 1-800-282-8495

George Strait & Martina McBride

Event Date & Time: Fri, Jan 27 2012 7:30 PM  
Event Location: Lafayette, LA  
Event Venue: Cajundome

Qty:  Range:  to

Tickets below are in sections marked ☒ on the map

Section	Row	# Avail	Price (each)	BUY
331	JJ	2 or 4	\$145.00	BUY
331	MM	2 or 4	\$149.00	BUY
331	MM	1 or 3	\$149.00	BUY
331	NN	2 or 4	\$149.00	BUY
331	AA-RR	1-4 or 6	\$151.00	BUY
307	OO	1 or 3	\$164.00	BUY
307	PP	2 or 4	\$164.00	BUY
307	OO	2 or 4	\$164.00	BUY
315	HH	2 or 4	\$166.00	BUY
307	AA-RR	1-4 or 6	\$167.00	BUY
319	AA	1 or 3	\$172.00	BUY
332	MM	1-6 or 8	\$183.00	BUY
315	HH	1-6 or 8	\$196.00	BUY
315	LL	2 or 4	\$208.00	BUY
321	LL	2 or 4	\$208.00	BUY
321	GG	1-6 or 8	\$214.00	BUY

We are a resale marketplace, not a box office or venue.  
[Click a section to see information on tickets available there](#)

Legend: ☒ Section you have selected ☒ Section with tickets available ☒ Section with other tickets ☐ Section with no tickets available

Notice the various price points. The official venue website and Ticketmaster.com only lists 2 price points. This should be a sign that the site is a 3<sup>rd</sup> Party Vendor.



## Buying Tickets Before They Go On Sale

When considering purchasing event tickets, please be aware of the On Sale date listed by the Venue. Many third party ticket sites will offer tickets before they actually go on sale and before tickets have been created, so there is no guarantee that you will actually get the tickets you've paid for! As of the date this was written, The Mass Chaos Tour featuring Staind & Godsmack was not yet on sale, yet the website below was already offering tickets to the event at prices well above those published by the venue. Since the event had not yet gone on sale, there is no way for the seller to be able to guarantee these seats as they have not even purchased them yet.

**BroadRippleTickets.com**  
FIND EVENT TICKETS NATIONWIDE  
Order Online 24 Hours a Day  
1-888-583-6037  
LIVE PHONE SUPPORT

HOME SPORTS CONCERTS BROADWAY CITIES BLOG RIPPLE

Find us on: facebook

**Godsmack, Staind, & Halestorm** Cajundome Lafayette, LA Wed, Apr 18 2012 TBD

How many tickets do you want?  I'll decide at checkout  
What's your price range? No minimum to No maximum  
Ticket choices we couldn't locate accurately on the map.

Section	Row	# Avail	Price (each)	Buy
109-114	A-N	1 or 3	\$184.00	Buy
109-114	A-N	2	\$184.00	Buy
FLR	GA	1-7 or 9	\$197.00	Buy
FLOOR	FLOOR	2 or 4	\$199.00	Buy
FLOOR	FLOOR	2	\$199.00	Buy
FLOOR	FLOOR	2	\$199.00	Buy
107-112	E-N	2 or 4	\$208.00	Buy
107-112	E-N	1 or 3	\$208.00	Buy
FLOOR	GA	1-4 or 6	\$238.00	Buy
FLOOR	GA	1-3 or 5	\$238.00	Buy
FLR	GA	2	\$251.00	Buy
FLR	GA	2 or 4	\$253.00	Buy
128-129	A-M	2 or 4	\$282.00	Buy
128-129	A-M	1 or 3	\$282.00	Buy

We are a resale marketplace, not a box office or venue.  
Click a section to see information on tickets available there.

Legend: ■ Section you have selected ■ Section with tickets available ■ Section with no tickets available ■ Section with other tickets

The Official Ticketmaster page for the Lafayette stop of The Mass Chaos Tour gives you the official on sale date.

It also mentions that the tickets are not yet available through official outlets.

**ticketmaster®**  
United States

Enter Artist, Team, or Venue **SEARCH**

Home Music Sports Arts & Theater Family Merchandise Ticket Deals **My Cart (0)**

Welcome. (Sign In)

**Staind and Godsmack with special guest Halestorm**  
Details: Staind and Godsmack, Staind, Godsmack, Halestorm  
Lafayette Cajundome  
Lafayette, LA  
Wed, Apr 18, 2012 06:30 PM  
9 people recommend this. Be the first of your friends.

**Event Info**  
Onsale to General Public  
Start: Fri, 02/03/12 10:00 AM CST  
Fan Club Presale  
Start: Wed, 02/01/12 10:00 AM CST  
End: Thu, 02/02/12 10:00 PM CST  
**See More**

**Onsale Dates & Times**  
Price Range  
Please Note...

**Buying tickets for friends?**  
Getting paid back is easy. Go to [serve.com/tm](http://serve.com/tm) for details.

**More Info**

**Tickets Not Available Online**  
Tickets are currently not available online for one of the following reasons. Please check back for availability.

- Tickets may not be on sale yet
- Tickets may not be available at this time. More tickets may become available later
- Tickets may not be available online just hours before an event occurs
- On rare occasions, tickets may only be available at ticket outlets or the box office

Sign up for My Ticketmaster and customize your own unique, personalized page where you can:

- Store your information for faster checkout.
- View all your account activities in one convenient place.
- Get TicketAlert® emails for your favorite artists, teams & Venues.
- Find hot events in your area.

**Lafayette Cajundome**  
Godsmack/Staind

GA FLOOR  
LOWER  
MIDDLE

The Official CAJUNDOME Website lists the event in detail. You can check this page for ticketing and event information. There is no link to purchase tickets on the Ticketmaster purchasing page as the event is not yet on sale.

Here you can find the official ticket on sale date.

The screenshot shows the Cajundome website's event page for the 'Staind & Godsmack - The Mass Chaos Tour'. At the top left is the Cajundome & Convention Center logo with the tagline 'where memories are made.' The main event title is 'Staind & Godsmack - The Mass Chaos Tour'. Below this is a promotional image for 'THE MASS CHAOS TOUR featuring STAIND & GODSMACK APRIL 18TH 6:30PM W/ SPECIAL GUESTS HALESTORM'. A banner below the image states 'TICKETS ON SALE FRIDAY, FEBRUARY 3RD AT 10AM'. The event details section lists the date as 'Apr 18, 2012 (Wed) 6:30 PM' at the 'CAJUNDOME'. The event is 'THE MASS CHAOS TOUR featuring STAIND & GODSMACK W/ SPECIAL GUESTS HALESTORM'. The 'Tickets' section states: 'Tickets on sale: Feb 3, 2012 (Fri) 10:00 AM \$42\* GA floor / \$36.50\* reserved \*Applicable facility fee & service charges will be added to the above stated ticket prices. \*4% Sales tax is included in the above stated ticket prices.' There are links for 'More Information', 'More info website', and 'More info website'. On the right side, there are social media sharing buttons, a section for 'Access Cajundome Events on your phone!' with images of a smartphone and tablet, a list of 'Cajundome apps' (iPhone, Blackberry, Android), and a 'Mobile Website' link: 'http://m.cajundome.com/'. The footer contains the copyright notice '© 2012 Cajundome - All Rights Reserved'.

## The Real Venue Website

If you pay attention, you should be able to distinguish the venues real site from 3rd party ticket vendors.

The Official CAJUNDOME Logo

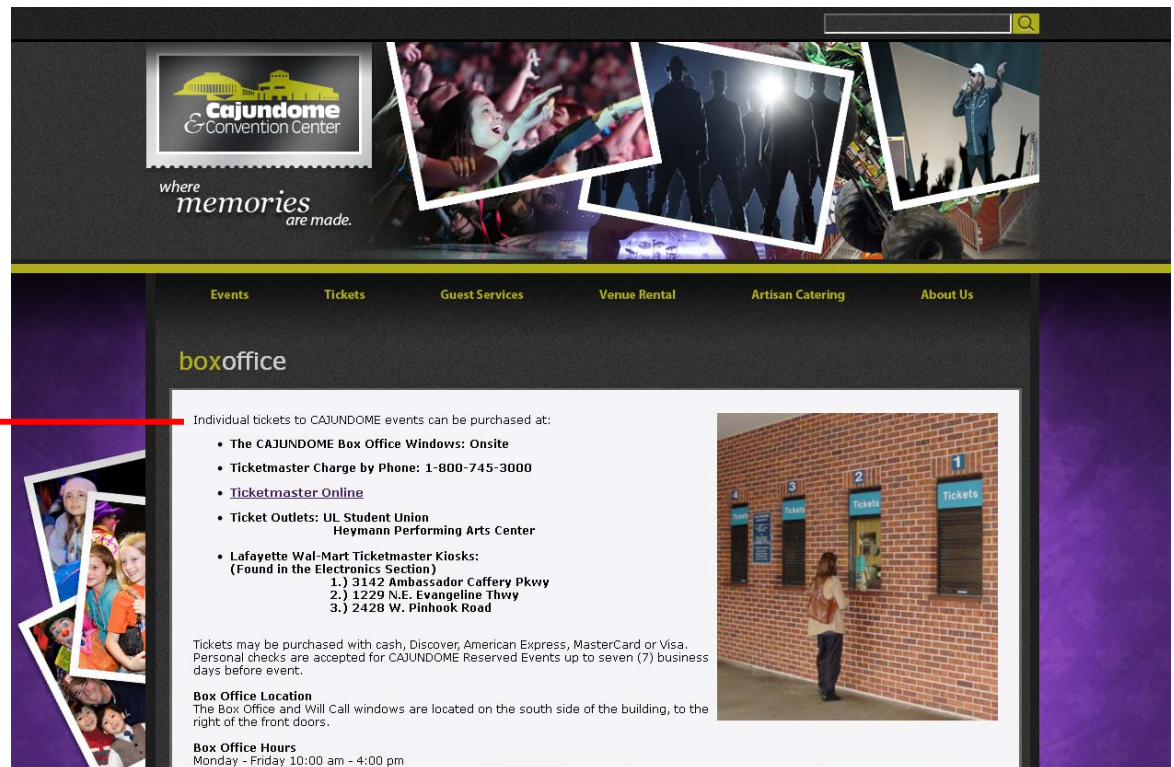
The Official CAJUNDOME Website lists more than just ticketing information.

You will also find links to Official CAJUNDOME Social Media sites.

The screenshot shows the official Cajundome website. At the top left is the Cajundome & Convention Center logo with the tagline 'where memories are made.' The header features a collage of event photos. Below the header is a navigation menu with links: 'Events', 'Tickets', 'Guest Services', 'Venue Rental', 'Artisan Catering', and 'About Us'. The main content area is titled 'upcoming events' and features a large circular logo for 'LOUISIANA'S RAGIN CAJUNS'. Below the logo, it lists 'UL Basketball vs FIU (Women)' on 'Saturday, Jan 14, 2012 5:00 PM' with links for 'MORE INFO', 'TICKETS', and 'AUDIO'. To the right, there are two smaller event listings: 'UL Basketball vs South Alabama' on 'Thursday, Jan 12, 2012 7:05 PM' and 'UL Basketball vs FIU (Women)' on 'Saturday, Jan 14, 2012 5:00 PM', both with 'MORE INFO' links. At the bottom, there are links for 'cajundomeinsiders' and 'cajundometwitter', and a 'JOIN NOW IT'S FREE' button. The footer contains the 'CAJUNDOME' logo.



The Official CAJUNDOME Box Office Page can be found under the "Tickets" link of the website. This page lists more information on where you can safely buy tickets to CAJUNDOME Events.



### Tips to recognize an official venue website:

- The venues official logo included in the page header
- Lots of information about the venue unrelated to ticket sales
- Top spot on in the non-ad sponsored Google results
- The venues full name as the domain name
- No mention of events at other venues
- Links to an outside distributor such as Ticketmaster for ticket sales. *(Most event venues do not sell tickets on their website, just at their physical box office.)*
- Limited pricing tiers, more than 5 should raise a red flag.

### Tips to recognize a 3rd party ticket merchant's website:

- Focus on ticket sales with little other information on venue.
- The venue name is large and prominently displayed, but not the actual logo.
- Small acknowledgement that the site is not affiliated with the venue.
- Ticket prices are much higher than advertised.
- Sells tickets for an event not advertised on the venue's website or sells tickets prior to the release date.
- Available seats listed by section and price, with many pricing options. *(Ticketmaster will give you the best available seat with few pricing tiers if applicable.)*
- Domain name is related to venue or arena, but not the actual venue name.