



**UNIVERSITY
OF PHOENIX
STADIUM**

Instruction Manual

for universityofphoenixstadium.com

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Help!

You've read the entire instruction manual three times and you're still stumped! Click on the Help button in Showtime to be taken to the Support portal or email help@carbonhouse.com.

IMAGE SIZES GUIDE

CODE	NAME	DIMENSIONS
A	Main Images - Event - News - Pages	1600px by 600px
B	All Thumbnails - Events - News - Visitor Guide	680px by 332px
C	Spotlight List Images	300px by 150px
D	Lightboxes - Seating Charts - Homepage Overlay - Gallery Images	1000x by 750px*
E	Intro Panel Image	1600px by 1000px (800px by 1000px mobile)
F	Homepage Event Promo	380px by 457px

*Recommended dimensions. Can be any size needed.



Optimize your images. Recommendation is 72 DPI.



EVENTS

EVENTS



Overview

The Events section of Showtime is where you will manage your database of past and upcoming events.

Summary

The summary tab contains the basic event information, the “who, what, when, where, and why” of the event.

Title: Main title of the event

Tagline: Used for information that is ancillary to the main title of the event, but still important to the identity of the event (e.g. support act, tour name, presented/sponsored by)

The screenshot shows the 'Summary' tab of an event page. At the top, there are navigation tabs: Summary, Tickets, Media, Promotion, and Options. The main content area is divided into sections:

- TITLE:** A text input field containing 'The Great Xscape Tour'.
- TAGLINE:** A text input field containing 'With Special Guests Monica, Tamar Braxton, Zonnique, And June's I'.
- SHOWINGS:** A section with a 'Remove Tagline' button. Below it, a teal box displays event details: a calendar icon, the date '10-06-2017', a 'TBA' button, 'Start Time' '07:30 PI', and 'Duration' '03:30'. Below this is a 'Ticket Link' input field and a 'more' button.
- DESCRIPTION:** A section with an 'Add Showing' button and a rich text editor. The editor contains the following text:

One of the most beloved groups in R&B history, XSCAPE, has announced their first-ever headlining tour, The Great Xscape Tour. Answering the overwhelming demand of fans nationwide, XSCAPE—Kandi Burruss-Tucker, Tamoka “Tiny” Harris, and sisters LaTocha and Tamika Scott—return to the stage to perform all of their memorable hits.

Adding to the excitement, the group will be joined on tour by special guests, Monica, Tamar Braxton, Zonnique, and June’s Diary.

Hashtag: #XscapeCLA

Showings: Use the date and time pickers to choose the date and time of the first performance. Click the Add Showing button to add a new showing to the run. The date and time of the next performance will automatically fill in based on the showing directly above it.

More Button: The More button that appears under each showing reveals a field where you can place the individual showing ticket link.

EVENTS

Summary

The screenshot shows a configuration interface for an event. It is divided into several sections:

- SEATING:** Features an 'ADD' button with a plus sign and a help icon.
- RELATED LINKS:** Contains a table with columns 'LINK', 'RELATED', and 'REORDER'. One entry is 'Jay-Z & Beyoncé OTR II Tour Parking' with an 'EDIT' button. Below the table is an 'Add New' button.
- MORE INFO:** Contains a table with columns 'FAQ', 'MORE INFO', and 'REORDER'. One entry is 'Premium Seat Options' with an 'EDIT' button. Below the table is an 'Add New' button.
- DOORS OPEN:** A text input field.
- PARKING LINK:** A text input field.
- Bottom Bar:** Includes 'On' and 'Off' toggle buttons and a 'Next' button with a right arrow.

Seating: Click the Add button to insert a seating chart specific for this event.

Related Links: Add related links that fans might find useful.

More Info: Use the More Info FAQs to add information specific to this event. You can

have as many as you'd like and reorder as needed.

Doors Open: Free form field. Enter a time or a phrase (e.g. "One hour before show")

Parking Link: Enter buy parking link

EVENTS

Tickets

The tickets tab is where you will place the main Buy Tickets link for the run.

Tickets On Sale: Choose a status.

- **None:** No tickets are on sale (e.g. private event, sold out, etc.)
- **Now:** Selecting the Now tab will reveal the Prices and Link field.
- **Soon:** Selecting the Soon tab will reveal a date and time selector that will allow you to set the on sale in the future. The event will say “On Sale Soon” until that date and time pass. Once the date and time pass it will say “Buy Tickets.”
- **TBA:** Prices and link field remain. The Buy Tickets button will say “TBA”

Prices: The Prices field is a free form field where you can enter the show pricing however you’d like. (e.g. specific ticket prices, price range, fees, etc).

Link: Enter the main Buy Tickets link for the show/run of shows. (Controls the main Buy Tickets button on the Event Detail Page.

Description: Any additional ticket information that might be needed for this particular event.

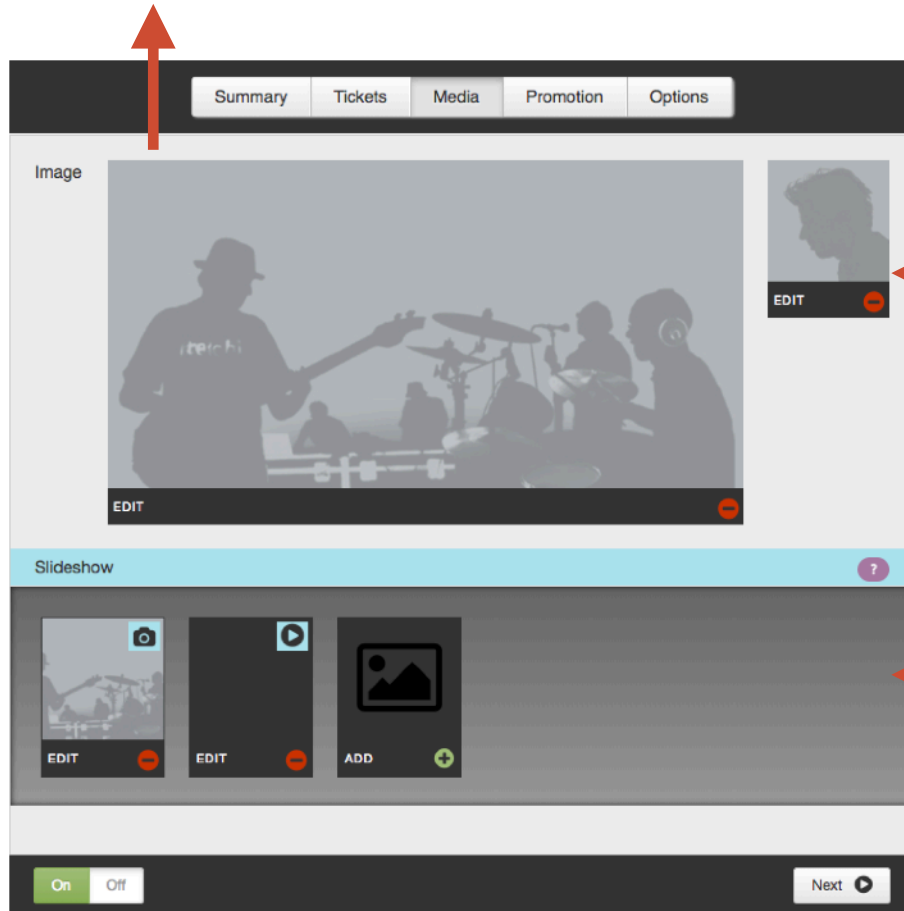
The screenshot displays the 'Tickets' configuration page for an event. At the top, there are navigation tabs: 'Summary', 'Tickets' (active), 'Media', 'Promotion', and 'Options'. Below this, the 'TICKETS ON SALE' section has four buttons: 'None', 'Now', 'Soon' (selected), and 'TBA'. The 'ON SALE TIME' section features a date range selector set to '10-14-2017' and a 'Start Time' dropdown set to '02:50 PM'. The 'PRICES' field is a text input containing '\$35-65'. The 'LINK' field contains the URL 'https://www1.ticketmaster.com/smackdown-live-charlotte-north-ca'. The 'DESCRIPTION' field includes a rich text editor with a toolbar containing icons for 'Add Media', 'Link', 'Image', 'Text', 'List', 'Table', 'Source', and 'Source', along with text formatting options like 'Styles', 'Format', 'Bold', 'Italic', 'Text Color', 'Background Color', 'Text Color', 'List', 'List', 'Text Color', 'Table', 'Table', and 'Omega'. At the bottom of the form, there are 'On' and 'Off' toggle buttons and a 'Next' button with a right arrow.

EVENTS

Media

Main Event Image:

Displays on Event Detail Page and in Homepage Primary and Secondary event promotion spaces, if selected.



Thumbnail:

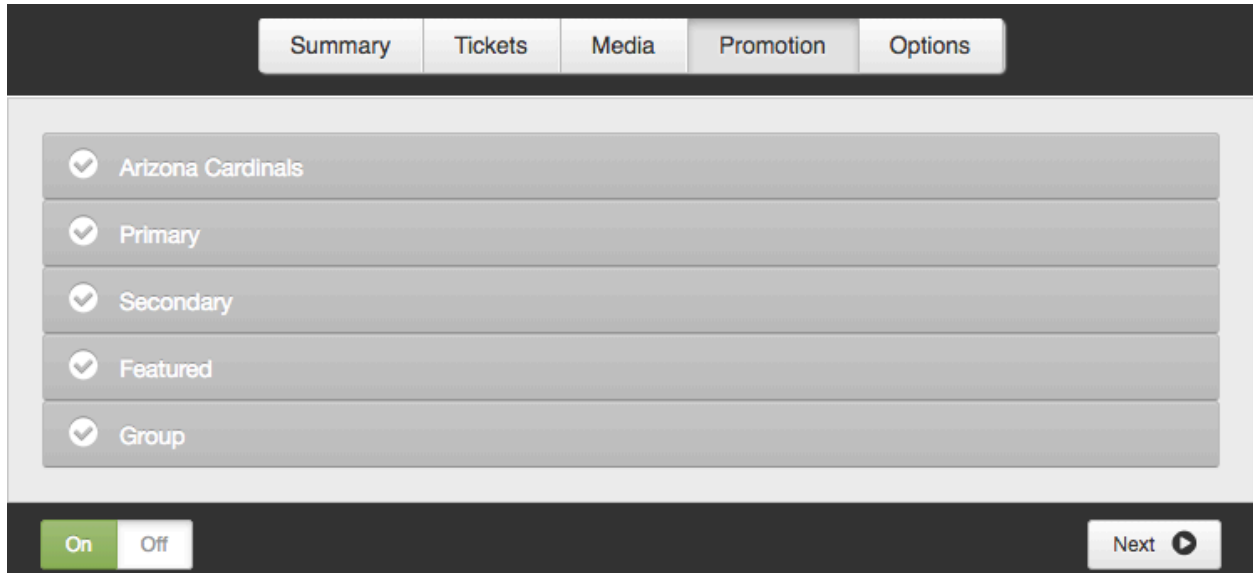
Displays on Event Listing Page, homepage featured events promotion space (if selected), and in all other event listings on the site.

Slideshow:

Overrides Main Event Image on Event Detail Page. Accepts both static images and video.

EVENTS

Promotion



- 1 **Arizona Cardinals** - Brings game back onto team detail page (Qty: Unlimited)
- 2 **Primary** - Large promotional space on homepage (Qty: 1)
- 3 **Secondary** - Medium promotional space on the homepage (Qty: 2)
- 4 **Featured** - Small promotional spaces on the homepage (Qty: 6)
- 5 **Group** - Reveals a field to enter group details. Pulls back Groups FAQ item on the Event Detail Page. Display event on Groups page if chosen. (Qty: Unlimited)

EVENTS

Options

If the Display On date and time is set to the future, the event will not show on the site or be searchable until that date and time has past.

The screenshot shows a web interface for event management. At the top, there are navigation tabs: Summary, Tickets, Media, Promotion, and Options. The 'Options' tab is selected. Below the tabs, there are several input fields and sections:

- DISPLAY ON:** A date field set to '07-18-2018' and a time field set to '10:03 AM'.
- CUSTOM URI:** A text input field containing 'jay-z-beyonce-1'.
- ARTIST NAME:** A text input field containing 'Artist Name'. A large red 'X' is overlaid on the text.
- CATEGORY:** A dropdown menu with 'Concerts' selected.
- Meta Data:** A section header with a question mark icon. Below it are three fields:
 - KEYWORDS:** A text input field containing 'Keywords'.
 - DESCRIPTION:** A large empty text area.
 - TRACKING CODE:** A large empty text area.

Display On: Announce date and time

Custom URI: Generated automatically by the event title. Use this field to override it, if desired.

Artist Name: Not Used

Category: Choose a category for each event.

Meta Data: Be sure to fill in your meta data. Keywords and descriptions are used to help Google search your site effectively.

Tracking Code: Optional field that allows you to place a tracking pixel only on that particular event. If you have tracking code you want added to ALL events, submit a ticket to the help desk and we can add it so that it is automatically added to all events currently in the system and all events added going forward.

EVENTS

Options

The screenshot shows two sections of a user interface. The first section, titled "Make a Copy of This Event", contains a single button labeled "Make a Copy". The second section, titled "Generate Review Link", contains a "GENERATE" label, a dropdown menu currently set to "24 hours", and a "Generate" button. At the bottom of the interface, there is a toggle switch with "On" selected and "Off" as an alternative option.

Make a Copy: Use this button to replicate all data for an existing event.

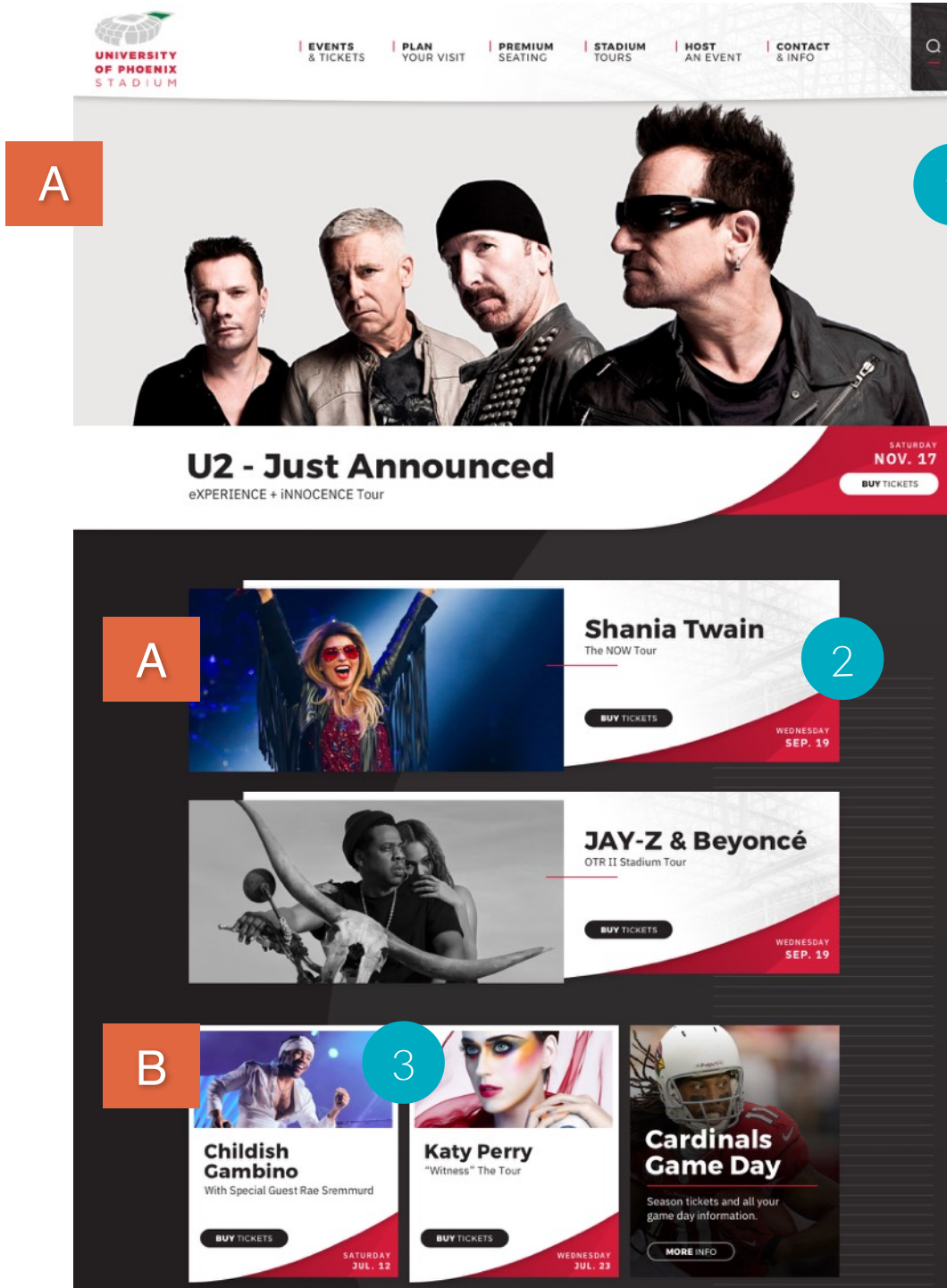


The event must be ON for the Display On date and time to register.

Generate Review Link: See [Generate Review Link](#) section

EVENTS

Front End Reference - Homepage



1


Arizona Cardinals - not shown

5


Groups - not shown


EVENTS

Front End Reference - Event Detail Page



[EVENTS & TICKETS](#)
[PLAN YOUR VISIT](#)
[PREMIUM SEATING](#)
[STADIUM TOURS](#)
[HOST AN EVENT](#)
[CONTACT & INFO](#)





OTR II

A

JAY-Z & Beyoncé

OTR II Stadium Tour

JUL. 12 SATURDAY	7:30PM	BUY TICKETS
JUL. 13 SUNDAY	7:30PM	BUY TICKETS
JUL. 14 MONDAY	7:30PM	BUY TICKETS
JUL. 15 TUESDAY	7:30PM	BUY TICKETS

[SHOW MORE](#)

Event Information

The On the Run II Tour^[1] is the second co-headlining stadium tour by American singer Beyoncé and rapper Jay-Z. It was officially announced on March 12, 2018, and began on June 6, 2018 in Cardiff. It is scheduled to end on October 4, 2018 in Seattle.^[2] This is their first tour together since On the Run Tour in 2014.

On May 31, it was announced via Twitter that R&B duo Chloe x Halle and DJ Khaled would be the opening acts for the North American leg of the tour. Following the show in London on June 15, 2018, Beyoncé and Jay-Z released their collaboration album *On the Run II*.

[READ MORE](#)

Additional Ticket Information ▼

Clear Bag Policy ▼

Age Restrictions ▼

Related Links ▼

Custom Field ▼

BUY TICKETS

DATE
JUL. 12 - 15

AVAILABILITY
On Sale Now

TICKET PRICES
29.50 - 120.50 + Ticket Fees.
Prices include 7.5% sales tax.

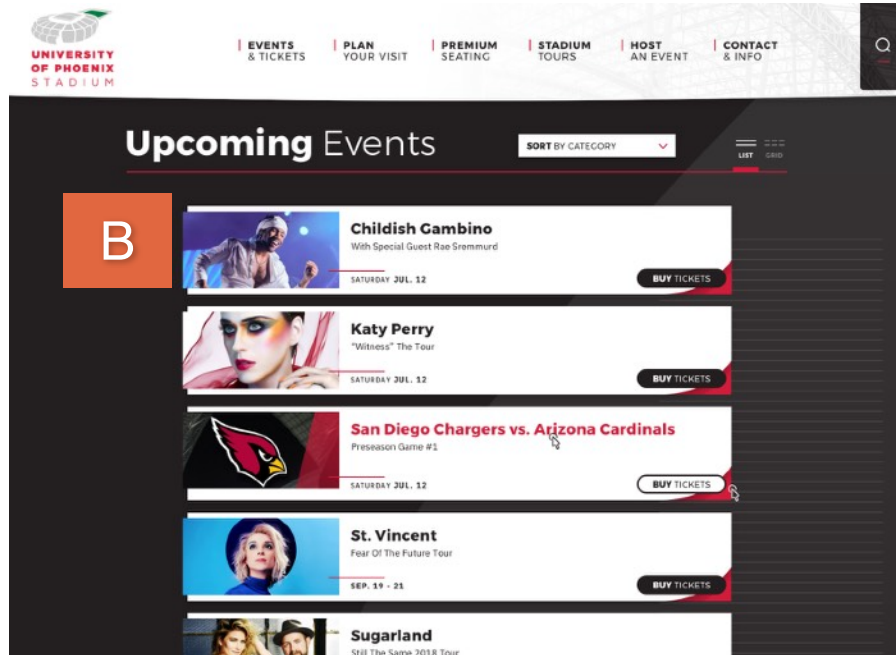
PARKING
[VIEW NOW](#)

SEATING CHARTS
[VIEW NOW](#)

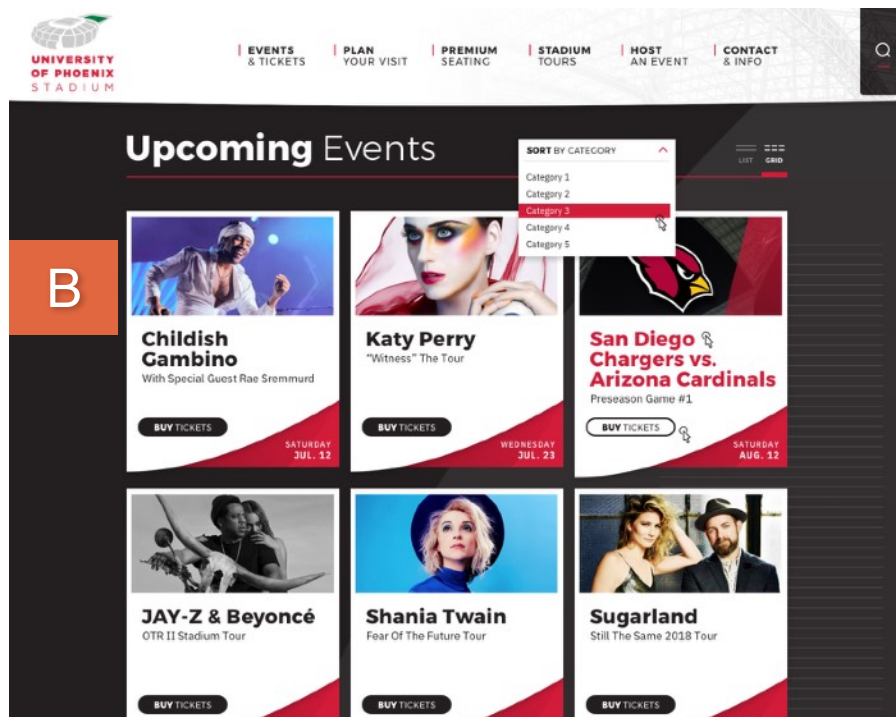
[EVENTS & TICKETS](#)
[PLAN YOUR VISIT](#)
[PREMIUM SEATING](#)
[STADIUM TOURS](#)
[HOST AN EVENT](#)
[CONTACT & INFO](#)

EVENTS

Front End Reference - Event Listing Page - List View



Front End Reference - Event Listing Page - Grid View



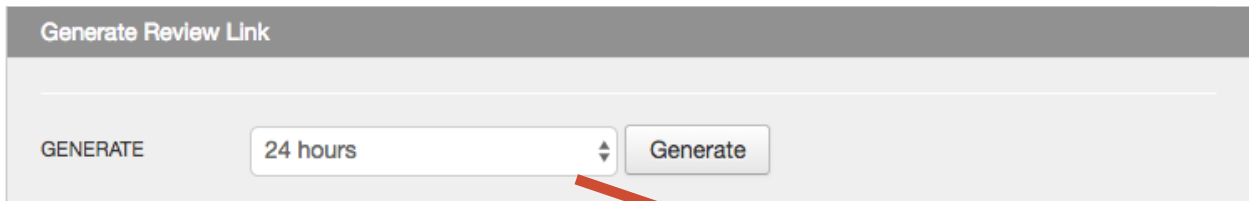
EVENTS

Generate Review Link

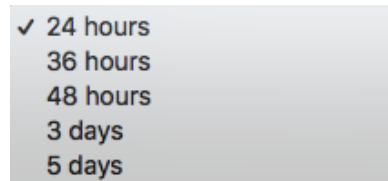
The Generate Review Link feature allows you to send Event Detail Pages in advance of the announce date to outside parties who do not have access to Showtime.

Setting Up Review Link

The Generate Review Link feature is located on the Options tab of all events.



1. To create a new review link, select a timeframe for which the link will be available.
2. Click "Generate" and the review link will be generated.



Expiration timestamp

Cancel the link at any time to make it no longer usable.

EVENTS

Front End Reference - Generate Review Link

The unique link created when you use the Generate Review Link feature will display a banner at the top of the page with the expiration timestamp so the person viewing the link will know how much time they have left to review.

The review link expires on Mar 07 2018 at 10:44 AM

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EVENTS & TICKETS | PLAN YOUR VISIT | PREMIUM SEATING | STADIUM TOURS | HOST AN EVENT | CONTACT & INFO

OTR II

JAY-Z & Beyoncé

OTR II Stadium Tour

JUL. 12	SATURDAY	7:30PM	BUY TICKETS
JUL. 13	SUNDAY	7:30PM	BUY TICKETS
JUL. 14	MONDAY	7:30PM	BUY TICKETS
JUL. 15	TUESDAY	7:30PM	BUY TICKETS

SHOW MORE

Event Information

BUY TICKETS

DATE
JUL. 12 - 15

AVAILABILITY
On Sale Now

TICKET PRICES
29.50 - 120.50 + Ticket Fees.
Prices include 7.5% sales tax.

PARKING

As a reminder, if the link is no longer being used, or you find it's being abused, you can cancel it at anytime so it becomes no longer usable.

EVENTS



Event Listing Page Widgets

The Event Listing Page and all Event Detail Pages share the same set of widgets. These widgets are controlled through a page in Showtime called event_list_widgets.

The screenshot displays the configuration interface for event listing widgets. It features a main header 'event_list_widgets' with a settings icon. Below this, a 'widgets' section lists three widget categories, each with an 'EDIT' button:

- NEWS - FEATURED**: Contains three widget options: 'Has Media - News Title Goes Here', 'No Media - News Title With Long Title to Wrap', and 'Thumbnail Only - News Title Goes Here'.
- SOCIALWIDGET**: Contains a 'Synced with twitter' button.
- LINK UPCOMING EVENTS**: Contains three 'Events Linked List' items, each with an 'EDIT' button.

Please reference the Widgets Style Guide (/style-guide-widgets) for more information on individual widgets available to be added here.

WEBSITE

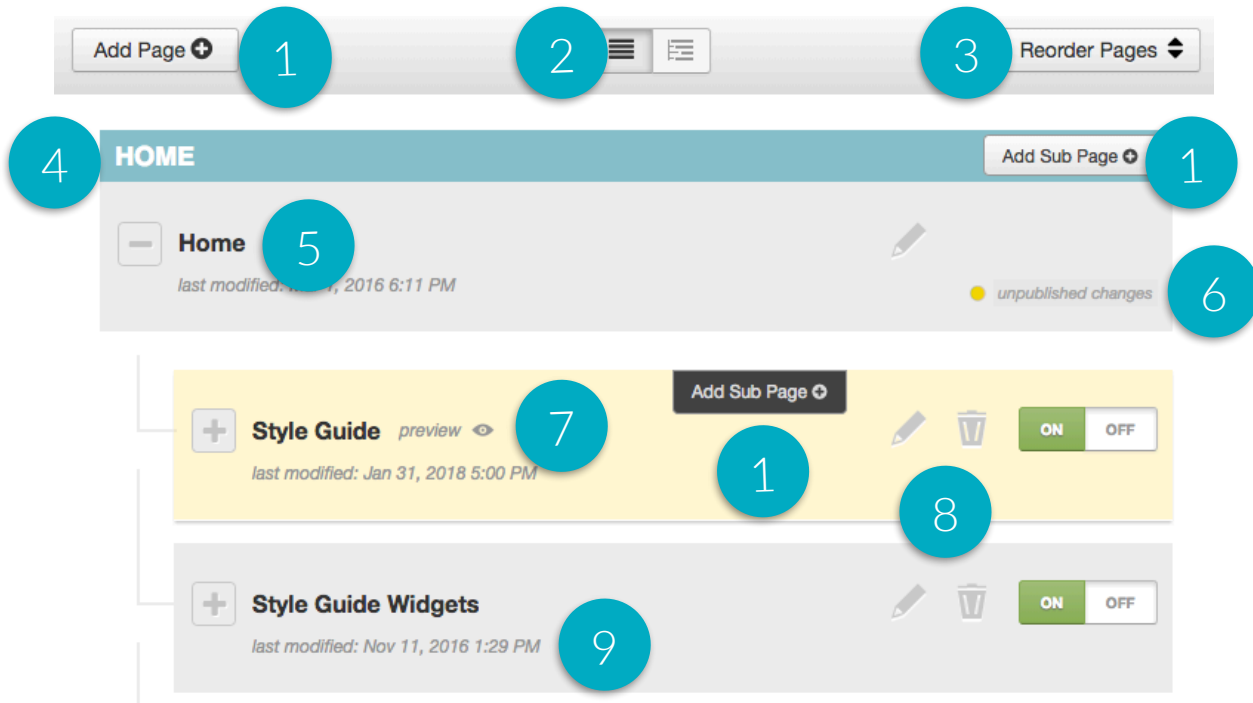


PAGES



Overview

The Pages module is where you will control all of the static content on the site. Please refer to your Style Guide in Showtime for detailed instructions on how to attain specific styles for your site.



1. Add Subpage: Create new pages anywhere
2. Expand or collapse the subpages to easily search.
3. Reorder Pages: Click this and drag and drop the pages into the desired order.
4. Blue Pages: Main Navigation items
5. Page Titles
6. Unpublished Changes: Indicates changes that were saved but not
7. Preview: Allows you to preview your changes before they go live.
8. Edit, Trash, Status:
 - Edit: Make changes to an existing page
 - Trash: Delete an existing page
 - Publish On and Off: Turn the page on and off. Pages that are turned off no longer show in the navigation.
9. Last Modified: Date/Time stamp of last modification.

PAGES

Settings

Page settings can be accessed on any page by clicking the gear icon.

Settings

TITLE	<input style="width: 95%;" type="text" value="Sample Page"/>
NAVIGATION TITLE	<input style="width: 95%;" type="text" value="Sample Page"/>
HIDE IN NAVIGATION	<input type="checkbox"/>
REDIRECT	<input type="checkbox"/>
LOCK THIS PAGE	<input type="checkbox"/> <i>This prevents non super admins from editing this page</i>
PAGE LAYOUT	<input style="width: 95%;" type="text" value="Default"/>
CUSTOM URI	<input style="width: 95%;" type="text" value="sample-page"/>
LOCK URI	<input type="checkbox"/> <i>This prevents non super admins from editing the uri</i>
PASSWORD	<input style="width: 95%;" type="text"/>

Title: The page name in Showtime and browser tab

Navigation Title: How it displays in the navigation

Hide in Navigation: Toggle on if you do not want the page to show in the navigation

Redirect: Toggle on to redirect the page to another location. A new field will appear where you can enter the URL of the redirect.

Page Layout: Default is set automatically.

Custom URL: Override the URI of the page here.

Password: Enter a password to protect the page on the front end. Passwords are case sensitive and not encrypt on the back end so you cannot lock yourself out of a page.

PAGES

Settings

Meta Title, Keywords, and Descriptions: Be sure to fill in your meta data to help Google search your site effectively.

Meta Image: The system will automatically pull a picture from the page, but if you want to change the default image, enter an alternate image here. This would be used for social sharing.

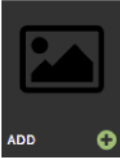
No Index: Toggle this on if you want search engines to ignore this page in their search results.

Search Engine Optimization

META TITLE

META KEYWORDS

META DESCRIPTION

META IMAGE 

NO INDEX

Metrics

TRACKING CODE

Tracking Code: Optional field that allows you to place a tracking pixel only on that particular page. If you have tracking code you want added to all pages, send it to the help desk and we can add it quickly for you.

PAGES

Slideshows

Add slideshows to any page. Slideshows can support video and images. Be sure to caption your images.

UNIVERSITY OF PHOENIX STADIUM

EVENTS & TICKETS | **PLAN YOUR VISIT** | **PREMIUM SEATING** | **STADIUM TOURS** | **HOST AN EVENT** | **STADIUM INFO**

A

This is a sample caption.

Heading 1

Lead-In Paragraph: Write out your text then highlight it. In the text editor, click the STYLES button and choose "lead paragraph."

Heading 2

Normal Font: **Bold text** *italicized text* subscript superscript. This is the default style for text on your site. When you create a new text block and start typing, this is the default text that will appear on the front end of your site unless you choose an alternate style. You can choose styles by clicking on the Paragraph Format button in the text editor (bottom row, second dropdown in from the left, it will say "Normal.") From there, you can choose a heading type or you can choose from various other styles like Lead Paragraph (displayed above), bold, italicized, subscript, superscript, numbered and bulleted lists, or blockquotes, all of which are sampled on this page.

- Ticket Options**
Headings, Lead paragraph, Bullet and Numbered lists, Button link, Event list
- About**
Slideshow, Image left and right, Blockquote, Link list
- Plan Your Visit**
Map, Spotlight list
- Contact**
Address, FAQs, Two column bulleted list

PAGES

Spotlight Lists - List View

Spotlight lists are a great way to link to subpages. They are functional, but also add dimension to your pages and make them more engaging.

C Spotlight - Wide



Spotlight with Image, Link, and Description

You can include bulleted and numbered lists within a spotlight and even a [link](#) within the text.

In this format, the image, text, and more information button will be clickable.

MORE INFO

Spotlight Lists - Grid View



Grid Example #1

In this format, the image, text, and more information button will be clickable.

MORE INFO



Grid Example #2

Sample Grid View

MORE INFO



Grid Example #3

Sample Grid View

MORE INFO

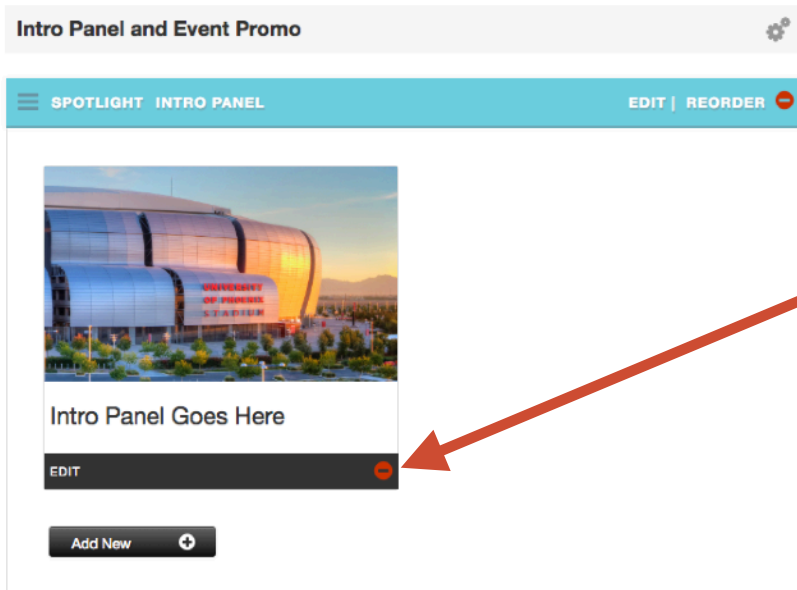
PAGES

 /showtime/pages/edit/34

Homepage Intro Panel and Event Promo

If utilized, the Homepage Intro Panel is the first slide to be shown when visitors come to the site and the Event Promo will appear in the third featured events spot on the homepage.

Both Promotional spaces are controlled through the page titled Intro Panel and Event Promo under the Home page in Showtime.

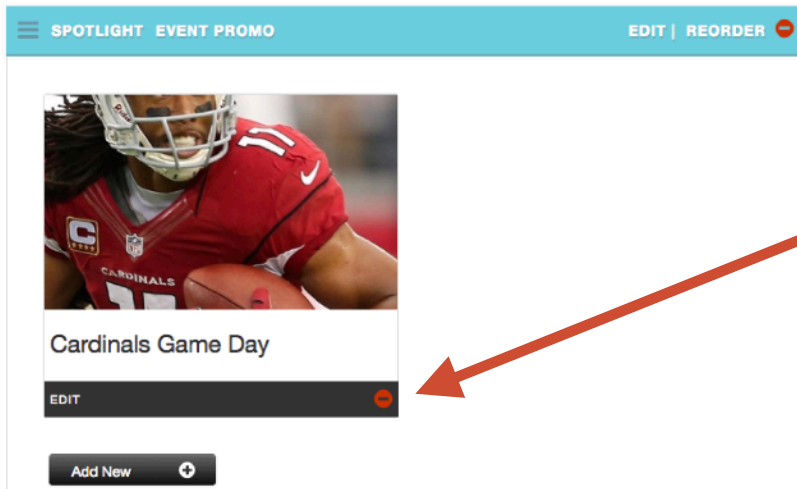


Intro Panel

Supports image, title, caption, and link

To remove, delete the item (not the spotlight itself)

If removed, the entire intro panel will not show.



Event Promo

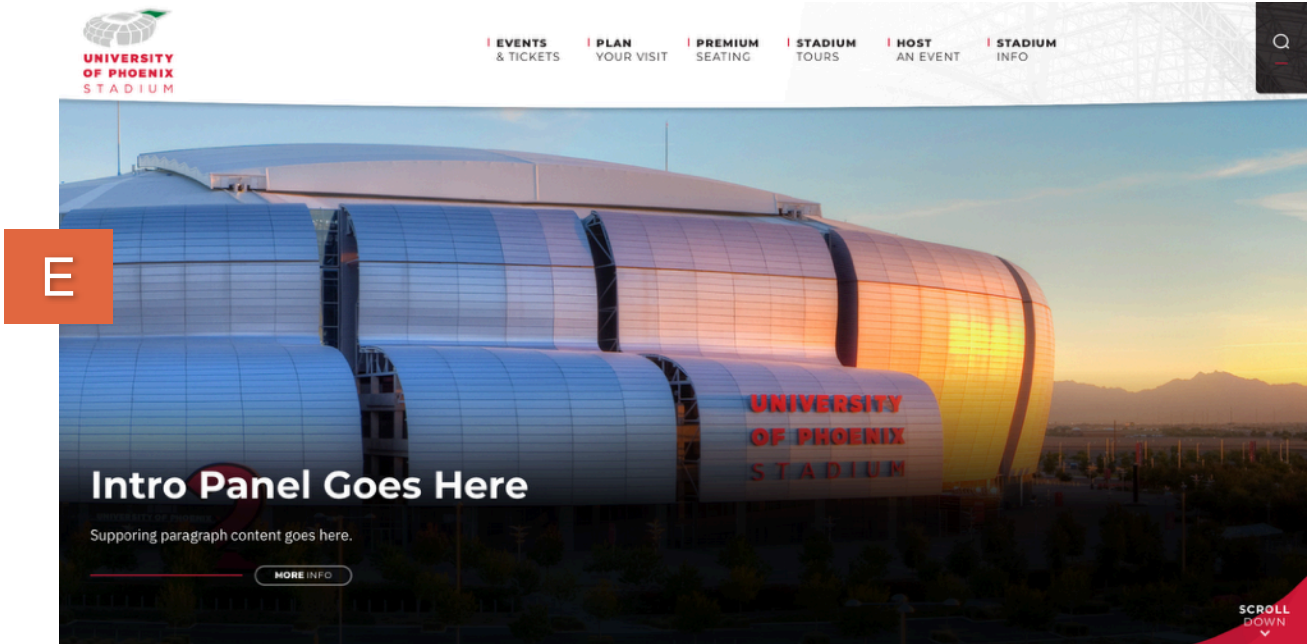
Supports image, title, caption, and link

To remove, delete the item (not the spotlight itself)

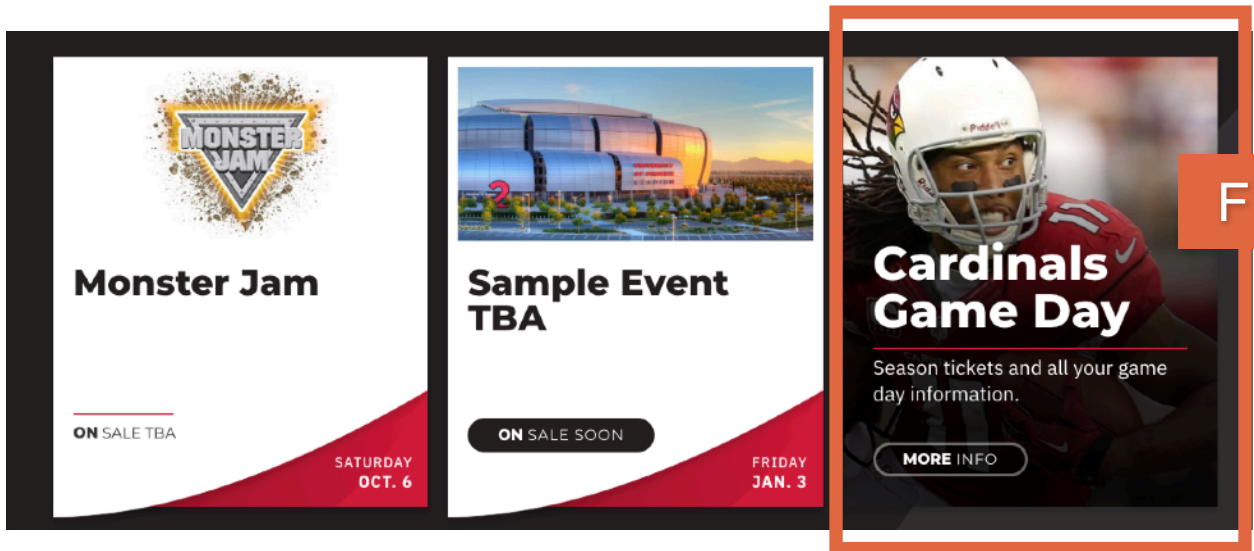
If removed, the space will be backfilled with the next featured event.

PAGES

Front End Reference - Homepage Intro Panel



Front End Reference - Event Promo



PAGES



/showtime/pages/edit/1

Adding a Homepage Non-Event Slide

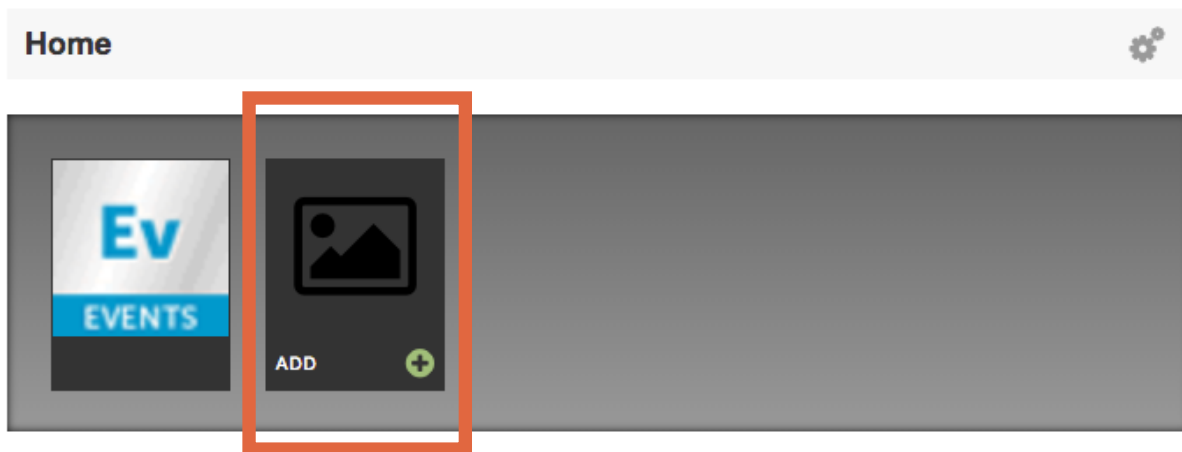
Display a non-event related slide in the Primary Promotion spot / Slideshow on the homepage.

Example Use Cases:

- Opening Night
- Contests
- Season On Sale
- Important Show On Sale

Go to the Home page in Showtime. In the slideshow that displays at the top of the page, click on the Add button to open the media gallery and select the promotional image you would like to use.

Be sure to add a caption and/or link to the asset.



Once you've added your image to the slideshow, drag and drop it into the first position, ahead of the Events placeholder so it will display first.

NEWS



Overview

Much like the Events, the News database is where all of your past and upcoming News articles are created and managed.

Summary

The tagline, if used, will display below the news article title on the News Detail Page. The teaser displays below the title on the News Listing Page.

The screenshot shows a web interface for creating a news article. At the top, there are four tabs: Summary (selected), Media, Promotion, and Options. Below the tabs are several sections:

- TITLE:** A text input field containing "Homecoming Weekend Traffic and Parking Alert".
- Add Tagline:** A button with a dropdown arrow.
- TEASER:** A rich text editor with a toolbar (Add Media, Bold, Italic, etc.) and a text area containing "Road closures, suggested routes and increase parking fee information for Homecoming weekend."
- ATTACHMENT:** A button labeled "ADD ATTACHMENT".
- DESCRIPTION:** A rich text editor with a toolbar and a text area containing "Friday Traffic Alert" and "Saturday 2pm Traffic Alert" with their respective details.

At the bottom left, there are "On" and "Off" toggle buttons. At the bottom right, there is a "Next" button with a right arrow.

Title: Enter title of article.

Add Tagline: Optional. Displays below title of article on News Detail Page.

Teaser: Displays on News Listing Page.

Attachment: Optional. Adds link to attachment on News Detail Page.

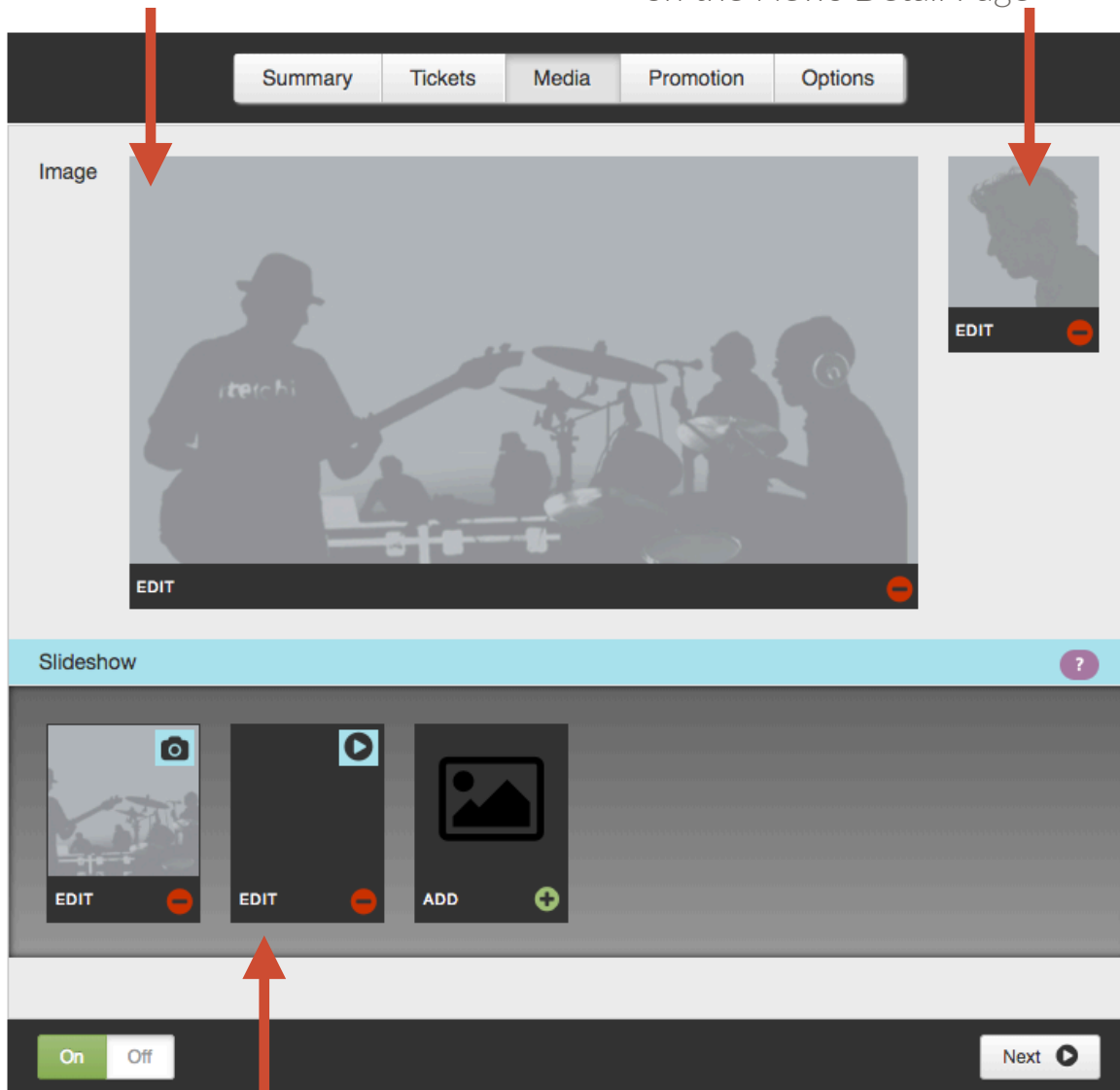
Description: Body of news article.

NEWS

Media

Main News Image:
Displays on News Detail Page

News Thumbnail:
Displays on News Listing Page and
on the News Detail Page



Slideshow:
Overrides Main News Image on News Detail Page. Accepts both static images and video.

NEWS



The news article must be ON for the Display On date and time to register.

Promotion

If the news article is related to a specific event, choose an event from the Related Event drop down list to bring back a call to action on the news article for people to buy tickets.

Options

If the Display On date and time is set to the future, the news item will not show on the site or be searchable until that date and time has past.

Custom URI: Generated automatically by the news title. Use this field to override it, if desired.

Password: Type in a password to password protect the news article.

Category: Choose a category.


Meta Data: Be sure to fill in your meta data. Keywords and descriptions are used to help Google search your site effectively.

Tracking Code: Optional field that allows you to place a tracking pixel only on that particular news item.

NEWS

Front End Reference - News Listing Page

News & Updates



B


WEDNESDAY MAR. 2

Has Slideshow - News Title Goes Here


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dictum, urna eu faucibus mollis, arcu nulla dignissim mi, eu bibendum nibh dolor at tortor....

[MORE INFO](#)

Front End Reference - News Detail Page



- EVENTS & TICKETS
- PLAN YOUR VISIT
- PREMIUM SEATING
- STADIUM TOURS
- HOST AN EVENT
- STADIUM INFO



A

MAR 2, 2016

Has Slideshow - News Title Goes Here

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VISITOR GUIDE



Managing Concierge Items

The Visitor Guide module is the database for all of the concierge items on the site. By adding them here, you'll be able to bring back a listing of these items on any page of the site.

The screenshot shows a web interface for managing concierge items. At the top, there are two tabs: 'Summary' and 'Location'. Below the tabs, the form is organized into several sections:

- TITLE:** A text input field containing 'StationPark All Suite Hotel' with a question mark icon to its right.
- DESCRIPTION:** A rich text editor with a toolbar containing icons for 'Add Media', 'Source', and various text formatting options (bold, italic, underline, strikethrough, bulleted list, numbered list, quote, link, unlink, table, table border, undo, redo). Below the toolbar is a large empty text area.
- CATEGORY:** A dropdown menu currently set to 'Hotels'.
- LINK:** A text input field containing the URL 'http://www.stationparkhotel.com/'.
- THUMBNAIL:** A small image of a hotel room with a yellow bedspread. Below the image is an 'EDIT' button with a red circular icon.

Title: Enter title

Description: Add a description of the item

Category: Choose a category

Link: Enter the link

Thumbnail: Upload an image to be displayed next to the item

VISITOR GUIDE

Location

Summary Location

FULL ADDRESS Map It
Enter input above and click map it to show on map

ADDRESS

ROUTE

CITY

STATE

ZIP

LAT

LONG

PHONE NUMBER ?

FAX ?

EMAIL ?

On Off

Enter the address and click "Map It." The address will fill into the fields below and will convert to latitude and longitude.

Optional Fields:
- Phone Number
- Fax
- Email



Turn the item On to display in the listing. Individual Visitor Guide items can be turned off at any time to unpublish them from the site.

VISITOR GUIDE

Front End Reference - Visitor Guide

Visitor Guide List

You can bring back your list of Visitor Guide items onto any page based on their category.

1. Click on the Add Content button and choose "Concierge." The widget will appear at the bottom of page.
2. Click on the Edit button to choose which category of concierge items you'd like to display on the page.
3. Save and publish.

If you want to create a new category type, put a ticket into the Help Desk and one of the Support representatives will set it up for you.

The database of Concierge items is managed under Website > Visitor Guide.

Once you've set this up, the concierge items will automatically display on this page as soon as you publish the item in the Visitor Guide module and will remove itself from this page if you turn it off or delete it.



Sample Hotel

5727 Westpark Drive
Charlotte, North Carolina 28217

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean semper elit purus, vitae volutpat enim fermentum vitae. Curabitur mattis ex id consectetur finibus. Morbi sed dolor ligula.

[MORE INFO](#)

VENUE

Summary



/showtime/venues

The screenshot shows a web form for editing venue information. At the top, there are four tabs: 'Summary' (selected), 'Location', 'Media', and 'Options'. Below the tabs are several input fields: 'TITLE' with the value 'Fox Theatre Atlanta', 'SEATING' with a button labeled 'ADD', 'PHONE NUMBER' with the value '(404) 881-2100', and 'TICKET PHONE NUMBER' with the value '(855) 285-8499'. Each field has a small question mark icon to its right. Below these fields are two rich text editors, one for 'DESCRIPTION' and one for 'DIRECTIONS'. Each editor has a toolbar with icons for adding media, undo, redo, bold, italic, strikethrough, subscript, superscript, bulleted list, numbered list, quote, link, unlink, table, and help. At the bottom of the form, there is a footer with a green 'On' button, an 'Off' button, and a 'Next' button with a right-pointing arrow.

Title: Venue name

Seating: Add seating chart specifically for this venue (only used if displaying Venue Detail Pages)

Phone Numbers: Add phone numbers for venue and box office on the venue detail page (if used) and in the footer.

Description: Add a description to display on the venue detail page (only used if displaying Venue Detail Pages)

Directions: Add directions to display on the venue detail page (if used)

VENUE

Location

Enter the address in the Full Address field and click Map It. A map will appear with a pin at that location. Drag and drop the pin to change the location and latitude and longitude, which will edit the location for GPS. The address fields below the map are for display purposes only and control how the address reads in your footer.

Summary Location Media Options

FULL ADDRESS

Enter input above and click map it to show on map

ADDRESS

ROUTE

CITY

STATE

ZIP

LAT

LONG

On Off

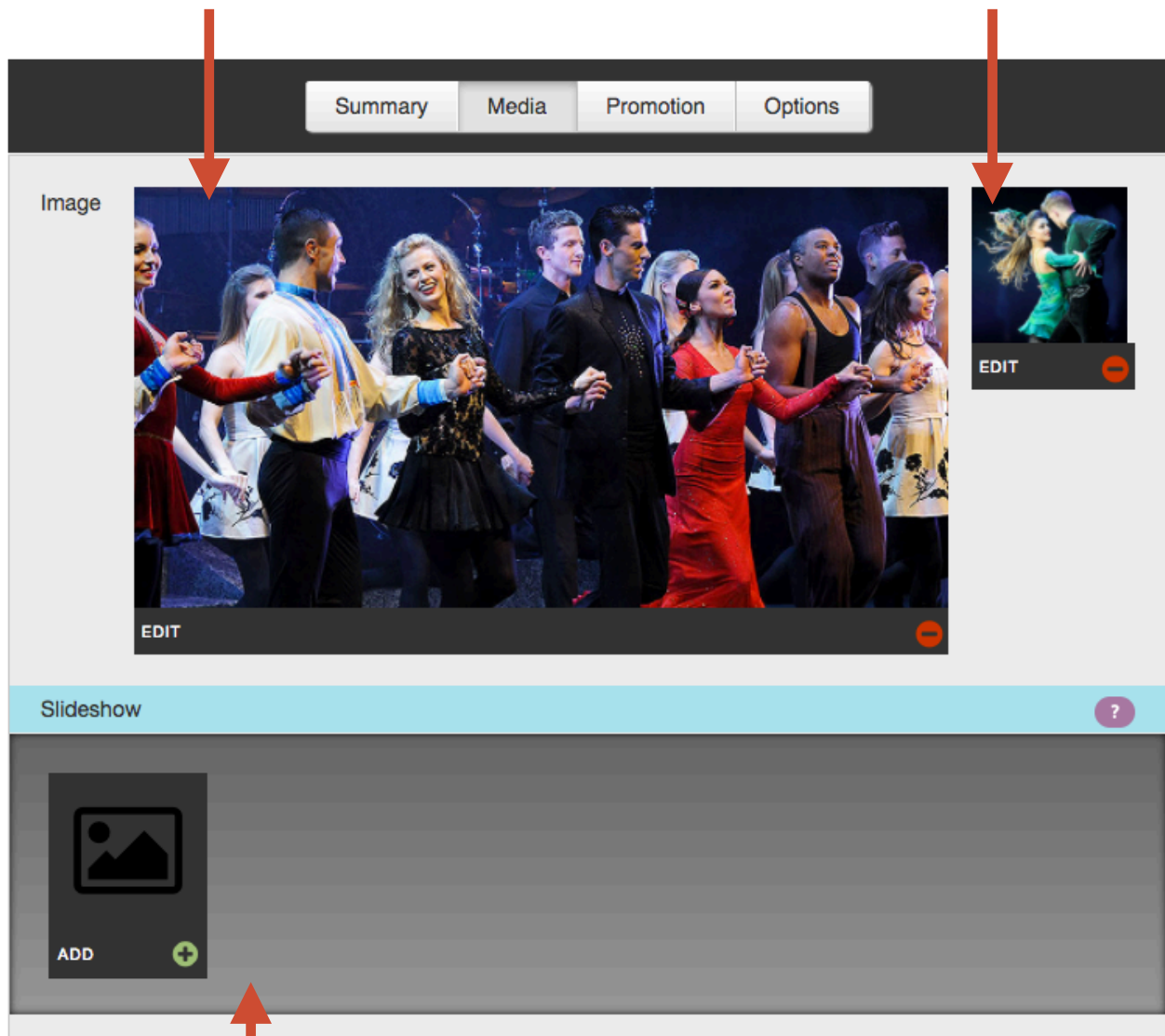
VENUE

Media

Only used if displaying Venue Detail Pages

Main Venue Image:
Displays on Venue Detail Page

Venue Thumbnail:
Displays on Venue Listing Page



Slideshow:
Overrides Main Venue Image on Venue Detail Page. Accepts both static images and video.

VENUE

Options

Custom URI: The default URI is based on the venue name. This field allows you to override the default URI (only used if displaying Venue Detail Pages)

Meta Data: Add meta keywords and descriptions to enhance SEO

The screenshot shows a web interface for configuring venue options. At the top, there are four tabs: Summary, Location, Media, and Options. The Options tab is selected. Below the tabs, there is a section for 'CUSTOM URI' with a text input field containing 'venue-main-name'. Below that is a 'Meta Data' section with a 'KEYWORDS' input field containing 'Keywords'. The 'DESCRIPTION' section features a rich text editor with a toolbar containing icons for adding media, linking, unlinking, deleting, undo, redo, source, and a checkmark. Below the toolbar are dropdown menus for 'Styles' and 'Format', followed by text formatting icons (bold, italic, subscript, superscript), list creation icons (bulleted, numbered), quote, DIV, table, and a help icon. At the bottom left, there are 'On' and 'Off' toggle buttons.

GALLERIES



Summary

The screenshot shows a web interface for creating a gallery. At the top, there are two tabs: 'Summary' (selected) and 'Media'. Below the tabs are four main sections:

- TITLE:** A text input field with a question mark icon to its right.
- SLUG:** A text input field with a question mark icon to its right.
- DESCRIPTION:** A rich text editor with a toolbar containing icons for 'Add Media', link, unlink, list, indent, outdent, undo, redo, source, link, and unlink. Below the toolbar are 'Styles' and 'Format' dropdown menus, followed by text formatting icons (bold, italic, subscript, superscript), list and indent icons, quote, code, table, and link icons. The main text area is empty.
- DATE:** A date picker showing '03-08-2018' and a time input field showing '01:10 PM', both with question mark icons.

At the bottom of the interface, there are two toggle buttons: 'On' (white) and 'Off' (red), and a 'Next' button with a right arrow.

Title: Enter Gallery title

Slug: Created based on the title. Only used if gallery detail pages have been activated*

Description: Enter Gallery description (add-on feature)

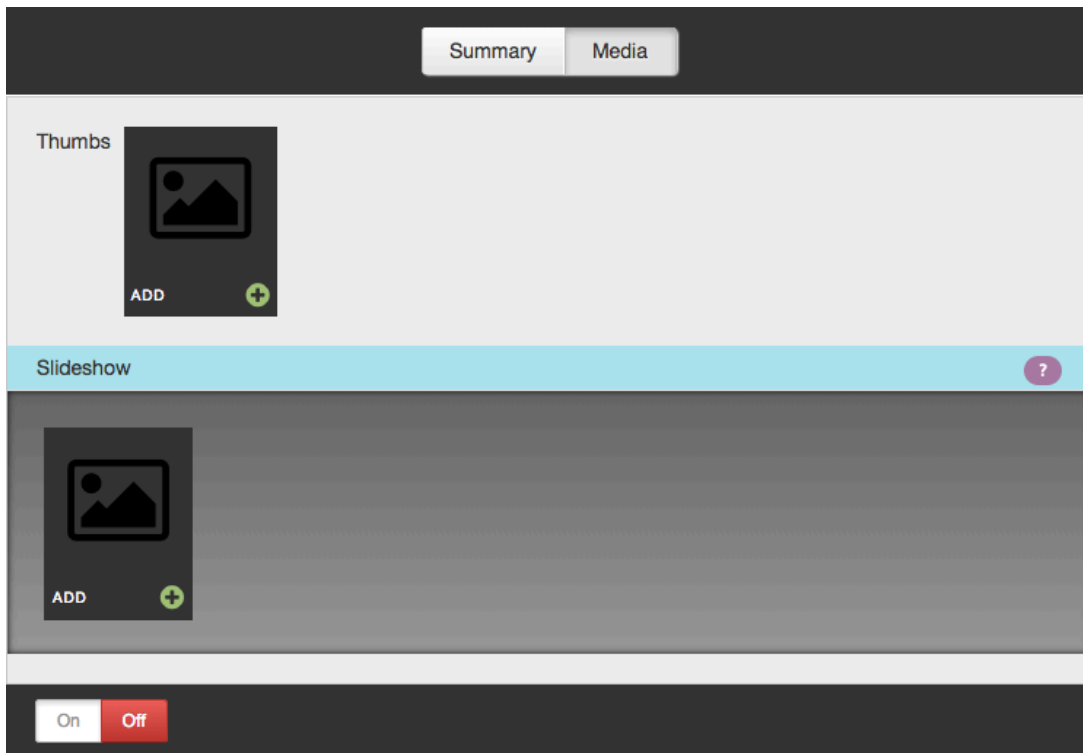
Date: Assign a date for the gallery (only the date appears, the time does not)

GALLERIES

Media

Thumb: Assign a thumbnail to represent the gallery on the Gallery Listing Page.

Media: Add images to the gallery. These images will pop up into a lightbox when the thumbnail or button is clicked.




GALLERIES


Front End Reference - Gallery Listing Page

Galleries


B



Sample Gallery 2
MONDAY JULY 30
[VIEW GALLERY](#)



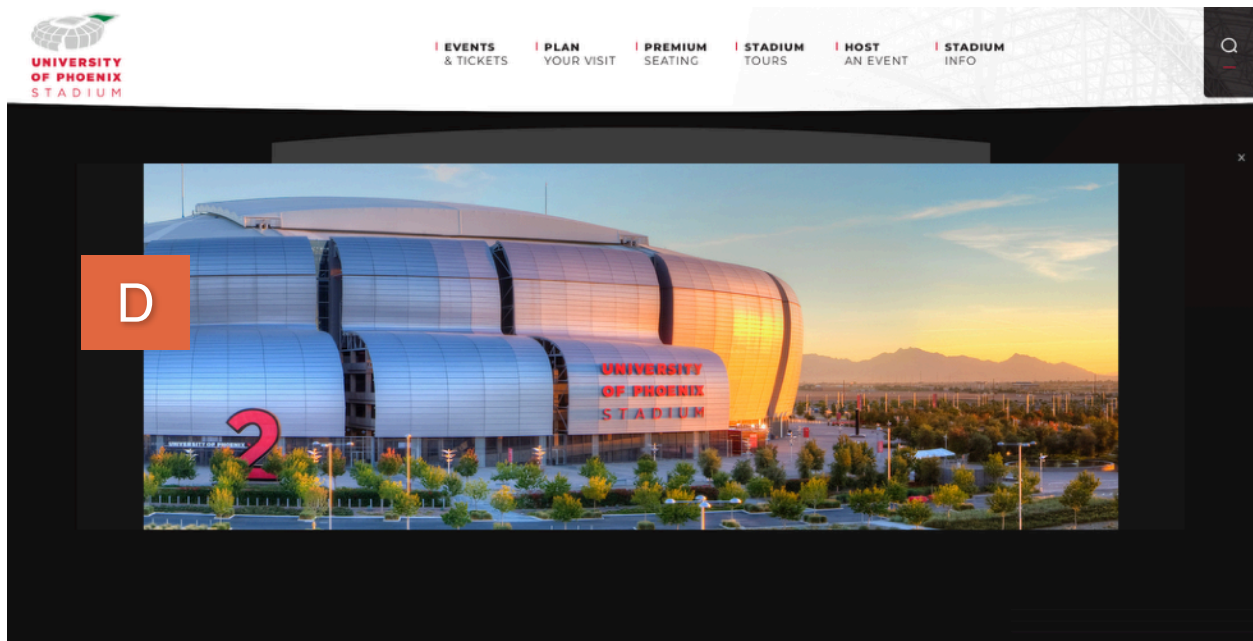
Sample Gallery 3
MONDAY JULY 30
[VIEW GALLERY](#)



Sample Gallery
MONDAY JULY 30
[VIEW GALLERY](#)

GALLERIES

Front End Reference - Gallery Lightbox



UNIVERSITY OF PHOENIX STADIUM

EVENTS & TICKETS | PLAN YOUR VISIT | PREMIUM SEATING | STADIUM TOURS | HOST AN EVENT | STADIUM INFO

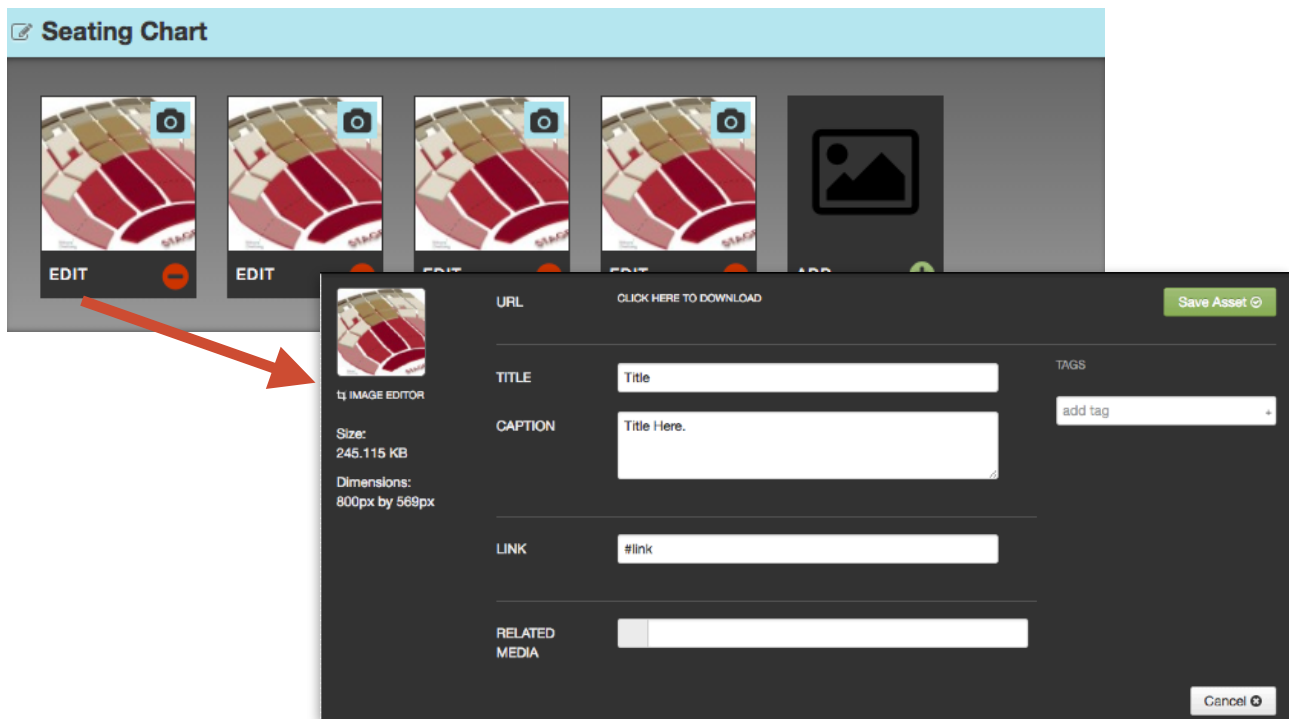
D

SEATING CHARTS




Managing Seating Charts

- Click Add to add a new seating chart, drag and drop to reorder.
- On each Seating Chart, give it a title and a caption. The caption displays on the front end.
- Add a link to a PDF version of the seating chart so users can easily download the seating chart.



SEATING CHARTS

Front End Reference - Seating Charts Listing




D

Generic Seating and Gate Map

[VIEW LARGE MAP](#) [DOWNLOAD MAP](#)

The image shows a top-down view of the University of Phoenix Stadium seating chart. The field is green with a red cardinal logo in the center. The stadium is divided into several levels: MAIN LEVEL, CLUB LEVEL, LOFT LEVEL, RING OF HONOR, and TERRACE LEVEL. There are three gates labeled GATE 1, GATE 2, and GATE 3. A red box with the letter 'D' is overlaid on the left side of the chart.

Front End Reference - Seating Charts Lightbox



D

UNIVERSITY OF PHOENIX STADIUM

EVENTS | PLAN | PREMIUM | STADIUM | HOST | STADIUM INFO

Seating

W **E**

GATE 1 GATE 2 GATE 3

GILA RIVER CLUB WEST TERRACE

INSIGHT CLUB EAST TERRACE

STADIUM Box Office/Wifi Call

CARDINALS VISITORS

MAIN LEVEL CLUB LEVEL LOFT LEVEL RING OF HONOR TERRACE LEVEL

Generic Seating and Gate Map

The image shows a lightbox view of the stadium seating chart. It includes a navigation menu at the top with options like 'EVENTS', 'PLAN', 'PREMIUM', 'STADIUM', and 'HOST'. A red box with the letter 'D' is overlaid on the left side of the chart. The chart itself is similar to the one in the previous block, showing the field, levels, and gates.

ALERTS



Text Alerts

Text Alerts are a great way to alert patrons to on sales, important news items, or other announcements, such as inclement weather alerts.

In Showtime, navigate to the Alerts module and click on the Add Alert button in the top right corner.

The screenshot shows the 'Summary' tab of the Alerts configuration form. The fields are as follows:

- TITLE:** Test Alert
- ALERT TYPE:** Alert
- ALERT LOCATION:** Home
- START DATE:** 04-12-2017, Time: 01:43 PM
- END DATE:** 04-22-2017, Time: 01:43 PM
- LINK:** /events
- BUTTON TITLE:** Read More
- DESCRIPTION:** This is my description

At the bottom of the form, there is a toggle switch for 'On/Off' and a 'Next' button.

Title: Displays within the alert itself.

Alert Type: Choose Alert for Text Alerts

***Alert Location:** Choose where you would like the alert to be displayed.

Additional fields will display based on your selection.

Start and End Date: Schedule when you would like the alert to appear.

Link: Add a URL to make the alert clickable.

Button Title: If you add a link, assign appropriate text for the call to action.

Description: Enter additional details.

*Add on feature. Default is the homepage, but we offer the ability to add text alerts to Event Detail Pages, Venue Detail Pages, Concierge items, and interior Pages. Contact Client Services for more information.

ALERTS

Overlay

Overlays, or splash pages, are a visually dramatic way to bring attention to patrons about exciting things happening at your venue.

Selecting Overlay for the Alert Type will reveal a new field for Image.

The screenshot shows a configuration form for an alert. At the top, there is a 'Summary' button. The form fields are as follows:

- TITLE:** A text input field containing 'Test Alert'.
- ALERT TYPE:** A dropdown menu set to 'Overlay'.
- IMAGE:** A large dark grey area with a central image icon and an 'ADD' button at the bottom left.
- ALERT LOCATION:** A dropdown menu set to 'Home'.
- START DATE:** A date picker set to '04-12-2017' and a time picker set to '01:43 PM'.
- END DATE:** A date picker set to '04-22-2017' and a time picker set to '01:43 PM'.
- LINK:** A text input field containing '/events'.
- BUTTON TITLE:** A text input field containing 'Read More'.

At the bottom of the form, there is a toggle switch for 'On' (checked) and 'Off', and a 'Next' button with a right arrow.

Title: Does not display on the front end.

Alert Type: Choose Overlay

Image: Click on the Add button to chose an image from your media gallery or to upload a new image.

***Alert Location:** Choose where you would like the alert to be displayed.

Additional fields will display on your section.

Start and End Date: Schedule when you would like the alert to appear.

Link: Add a URL to make the alert clickable.

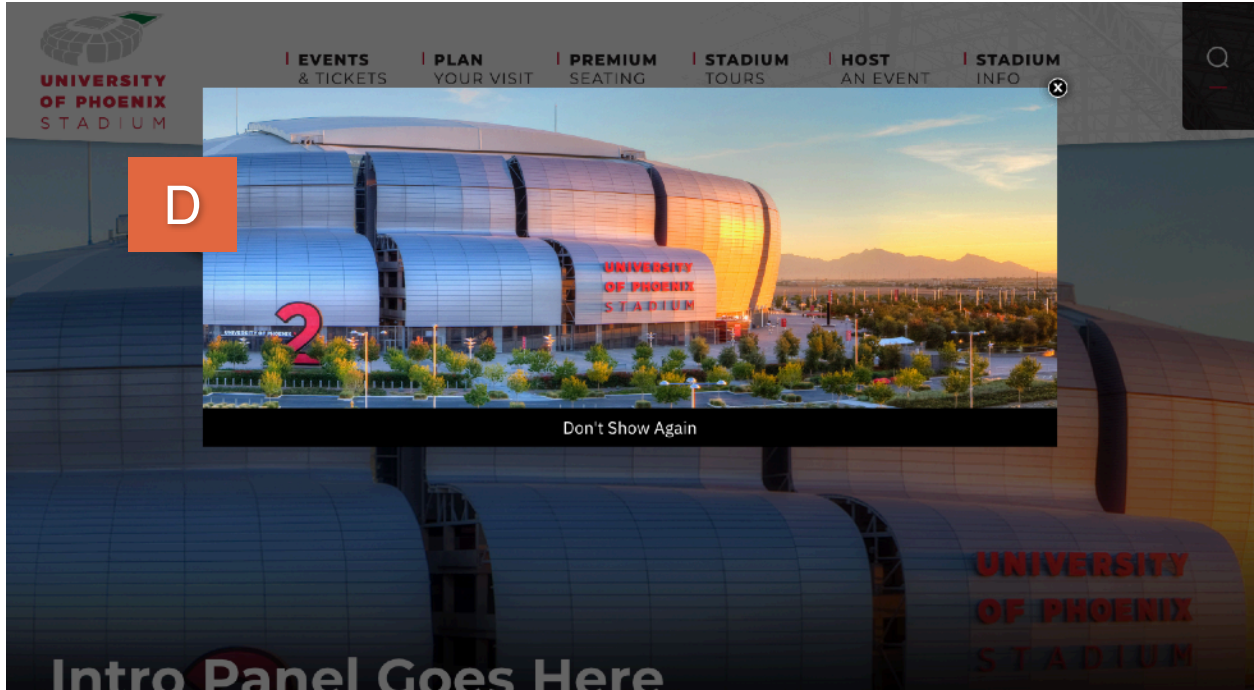
****Button Title:** If you add a link, assign appropriate text for the call to action.

*Add on feature. Default is the homepage, but we offer the ability to add text alerts to Event Detail Pages, Venue Detail Pages, Concierge items, and interior Pages.

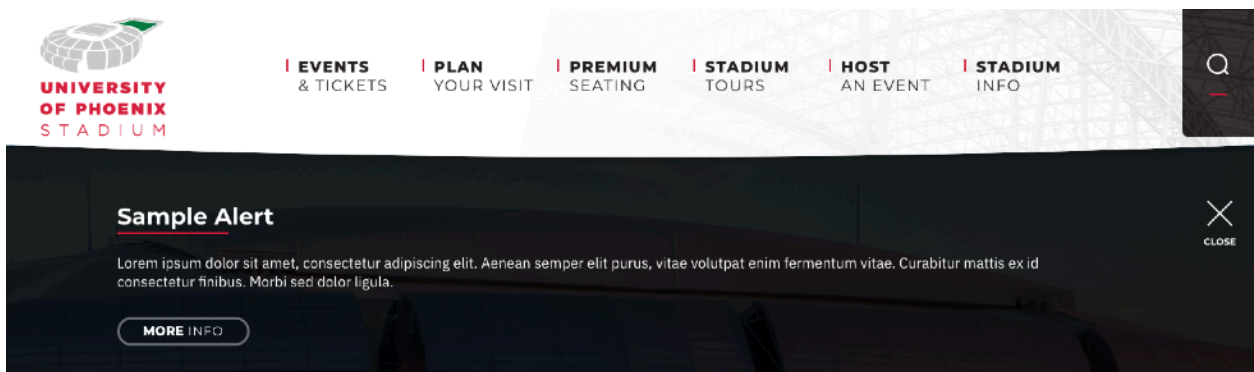
**Add on feature. Overlay normally does not include a button.

ALERTS

Front End Reference - Homepage Overlay



Front End Reference - Text Alert



FRIENDLY URLS



Overview

You're sending out an ad with a discount code for an upcoming event and you'd like a short and easy to remember URL to include on the ad to direct people to that event. For this example, we'll say the code is "SAVE" and you'd like it to link to your event detail page, in this case the URL will be <http://www.venue.com/events/detail/eventname>.

Setting up Friendly URLs

Click on the Friendly URLs module.

TITLE: Enter your friendly URL. Using our example above, you would enter "SAVE" here, which would create the new URL of www.venue.com/SAVE.

URL: Enter the URL for the page to which the friendly will redirect. In this case, it would be "events/detail/eventname" since we are linking to an internal page within the site. If you were linking to an external site, you would need to include the entire URL here "<http://www.venue.com/events/detail/eventname>."

Click Save.

TITLE	<input type="text" value="save"/>	?
URL	<input type="text" value="/events/detail/event_name"/>	?

You're done! Now, if anyone enters www.venue.com/SAVE they will automatically be redirected to your event detail page and buy tickets!

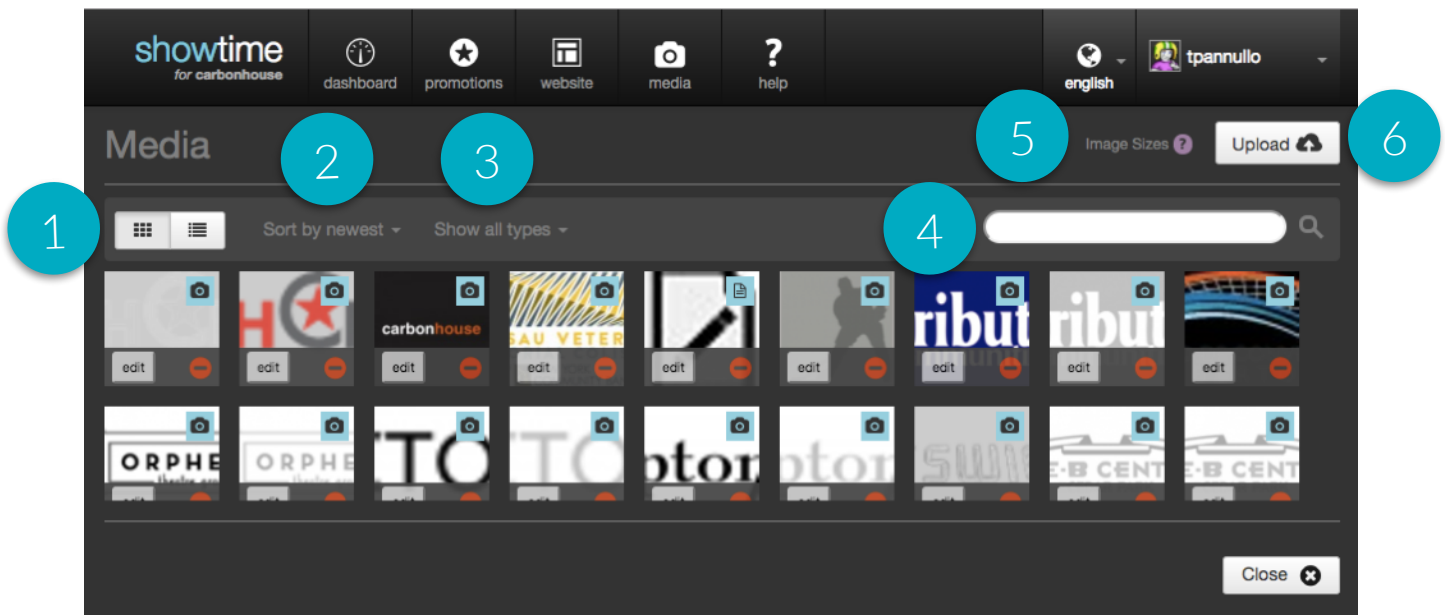
A photograph of a musician with spiky hair, wearing a yellow t-shirt and dark suspenders, playing an electric guitar on stage. The scene is dimly lit, with a teal color overlay. In the foreground, the silhouettes of an audience are visible. The word "MEDIA" is centered in white, bold, sans-serif font.

MEDIA

MEDIA

Summary

All of the assets on your site are listed in the media gallery. You can click on the Media button from anywhere on the site and it will automatically display as an overlay on top of the page you are on so you will not lose your work.



Filtering

1. **View:** The default is grid view, but you can sort by list view as well. On list view, the name of the file is displayed. On grid view, the name is available on hover.
2. **Sort:** The media gallery defaults to being sorted by newest, meaning the most recently uploaded assets will show first. You can also sort by the file name alphabetically or by the oldest item.
3. **Type:** The default setting is to show all types, but you can sort by file type to show only one type of asset: images, videos, audio, or documents.
4. **Search:** Use the search field to find the exact item you're looking for by typing some or all of the file name.

MEDIA

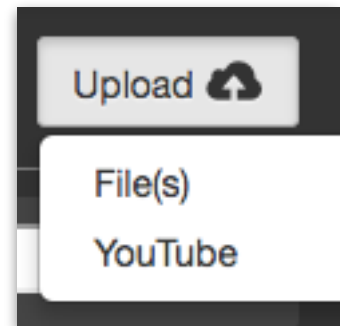
Image Sizes

5. **Image Sizes:** Click here to view the image sizes used on your website. The sizes will appear on an overlay on top of the media gallery. Click the Close button to go back to the gallery.
6. **Upload:** Click here to add new files or videos

Uploading New Assets

To upload new assets to the media gallery, go to the Media button in the navigation and click on the Upload button. You will have two options: File(s) or YouTube.

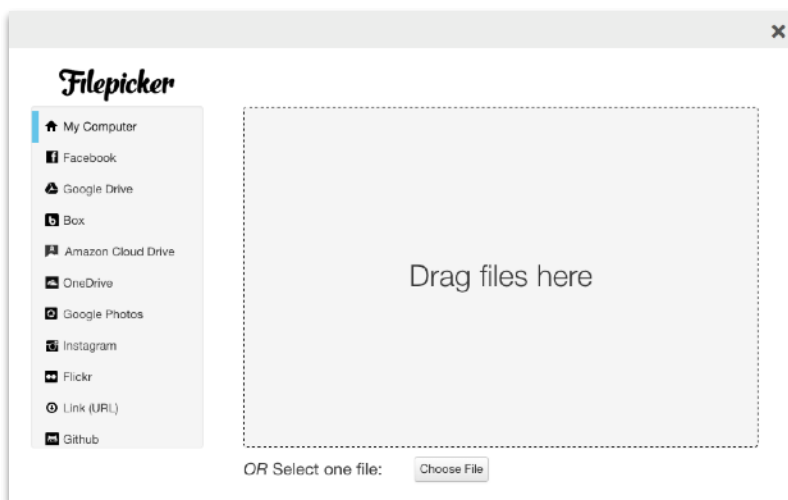
- Files(s): Images, documents, or audio files
- YouTube: Videos



Files

If you choose File(s), you will be brought to the Filepicker, which gives you multiple ways to find the assets you would like to bring into the site.

1. Social feeds and shared drives
2. Dragging files from your computer
3. Selecting files from your computer

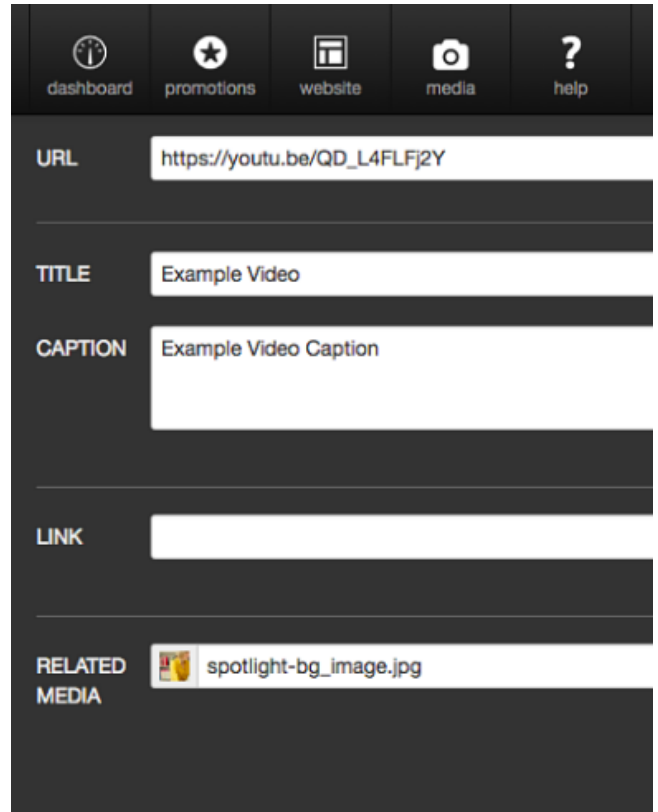


MEDIA

Video

1. Upload your video to YouTube or Vimeo
2. Copy the link to the video
3. In the Showtime media gallery, click on the Upload button and choose "YouTube"
4. Paste the URL you just copied from YouTube/Vimeo into the field labeled "URL."
5. Related Image: You MUST assign a related image to each video. It appears in place of the video when added to slideshows. The system will automatically add a play button on top of the image.

ACCEPTED FORMATS:



The screenshot shows a dark-themed user interface for uploading media. At the top, there is a navigation bar with icons and labels for 'dashboard', 'promotions', 'website', 'media', and 'help'. Below this, the form contains several input fields: 'URL' with the value 'https://youtu.be/QD_L4FLFj2Y', 'TITLE' with 'Example Video', 'CAPTION' with 'Example Video Caption', and 'LINK' which is currently empty. At the bottom, there is a 'RELATED MEDIA' section with a small thumbnail icon and the text 'spotlight-bg_image.jpg'.



Video isn't playing? Check to see if the link contains "&feature." If so, remove &feature and everything that comes after it. The link will still work, but it removes any of that additional tagging. YouTube tends to tack on.

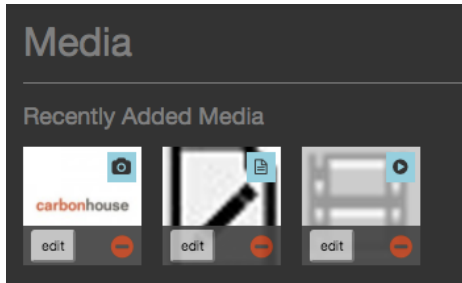


Related Media: Upload your related media first before you upload the video. Type the name of the related media item in the Related Media field and it will auto-populate with matches.

MEDIA

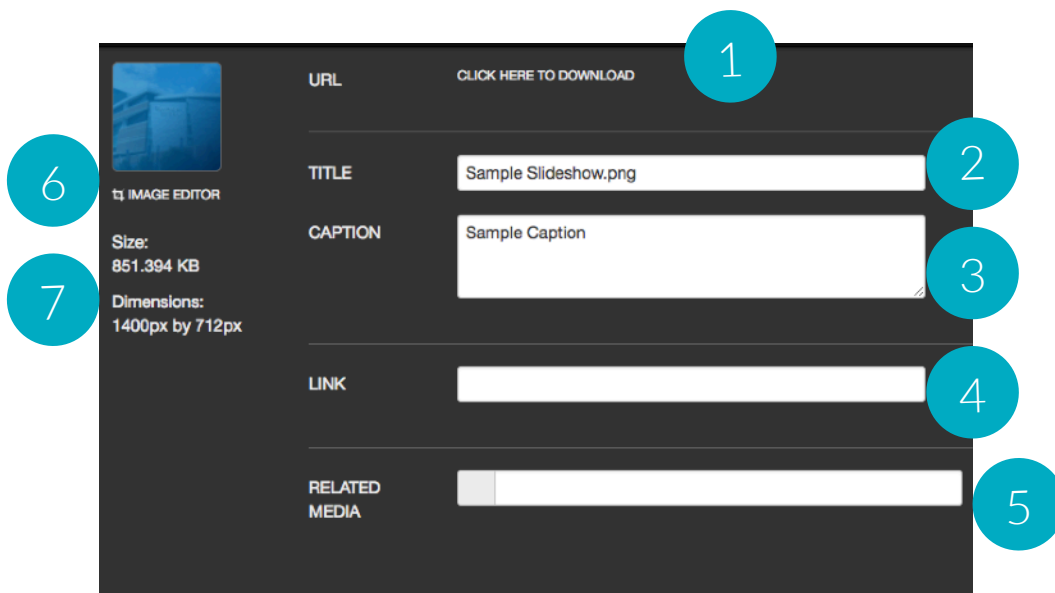
Settings

Once you have uploaded your assets, the system will display them at the top under Recently Added Media to highlight them for you in case you are going to use them right away.



The Edit button will take you to the settings for that particular media item.

If you click on the Trash button it will ask you if you are sure before deleting it.



1. URL: Link for the asset on the servers
2. Title: Image name for filing, SEO, and e-readers
3. Caption: Description that appears on top of the image in slideshows
4. Link: Makes image clickable when entered into a slideshow
5. Related Media: Used for placeholder image on Videos
6. Image Editor: Quick tool to crop, resize, and general alterations
7. Size and Dimensions: Asset specifications

MEDIA

Asset Titles

Make a habit of naming your assets, it will help with:

- **Accessibility:** The title doubles as the alt-tag for e-readers.
- **SEO:** When Google crawls your site it will pick up on titles of images, therefore increasing your SEO.
- **Filing:** It will help you find your assets in the future.

Sizing Images

Use the image editor to crop your images to the exact specifications for your site. Here are some helpful tips:

- **Saving Changes:** If you make changes using the image editor, the system will not override the original image. A new image will be created.
- **Cropping:** The larger your original image, the more options you'll have. The smaller the original image, the less options you'll have.



The bigger your images, the longer your page will take to load. It is imperative that you make sure everyone on your team is sizing your images correctly and optimizing them for the website.

SETTINGS



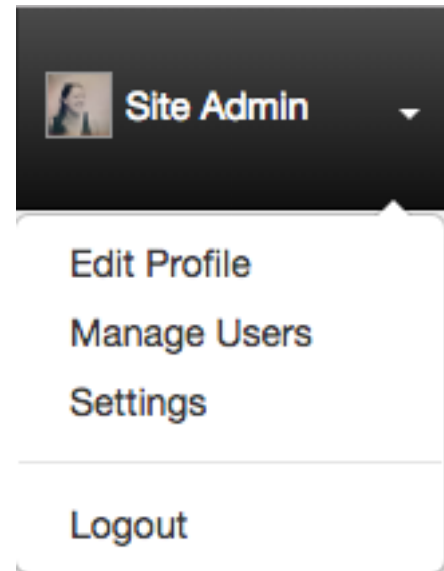
Manage Users Overview

Anyone who is a site admin or is a site editor with permission to create new users can add and manage users.

User Settings

Users can be managed by any site administrator. When you sign into Showtime, your username will appear in the top right corner with a little arrow just to the right of it. If you click on your username, a menu will drop down with the options:

- Edit Profile - click this to edit your own account settings
- Manage Users - click this to change or delete existing users or to add new users
- Log Out - click this to log out of your account



Editing and Deleting Existing Users

When you click on the Manage Users button, a new screen will appear with a list of current users. To search for an existing user, you can either type the person's name or scroll through the list on screen to find the user. Click on the drop down next to the search field to change permission type.

- To edit an existing user's account, click on the EDIT button next to the person's name to open their permissions settings.
- To delete an existing user, click on the TRASH button.

SETTINGS

Adding New Users

When you click on the Manage Users button, a new screen will appear with a list of current users under the highest permission level (Site Administrators).

Click on the Add User button in the top right to grant access to a new user.

Once you click the Add User button, you will be asked to fill in the following fields:

- First and Last Name: Enter the new user's first and last name.
- Email: Enter the new user's email address.
- Username: Choose a new the new user will be able to change their username if so desired.
- Password: Choose a password and encourage the new user to change the password the first time they log in.

Now you have to assign the user permissions. First, start by selecting which roll you want them to have. There are two choices:

Site Admin: Full permission to access, read, and edit any section of the site, including manage other users as mentioned above.

Site Editor: Have specific access granted by the admin. This can include managing other users as well, but only if they've been assigned that permission level.

If you are granting Site Admin permission, there is nothing more you need to do. The user will automatically get access to everything. If you are granting Site Editor permission, you have to assign them permission to at least one item before the system will let you save.

Click the save button. The user will now be able to access Showtime with only the permissions you've granted.