



# Fee Transparency Laws

*What Your Events Need to Know*



 RunSignup

 TicketSignup

 GiveSignup

# Today's Agenda

- Fee Transparency Laws Overview
- How RunSignup Keeps Events Compliant
- Q&A



# What are Fee Transparency Laws?

- **Consumer Product Laws passed by 7 states to improve ticket pricing transparency to consumers:**
  - Require event organizers to disclose all fees upfront.
  - Upfront All In Pricing: Display a single price inclusive of registration price + processing fees + any additional required fees.
- **Purpose:** Prevent hidden fees and unexpected costs at checkout, ensuring pricing fairness and clarity.
  - Growing scrutiny on ticketing companies with predatory, anticompetitive pricing tactics.
- **Impact:** Applies to registration, ticketing, store/add-ons, and membership in the state of the event.
  - Does not apply to Donations
  - Does not include sales tax (which is added at checkout based on event, purchaser, shipping locations)

# Which States Have Passed Fee Transparency Laws?

- **California:** California Senate Bill 478 (SB 478)
- **Connecticut:** S.B. 1058 (Public Act No. 23-98, Section 53-289a) - to be enabled on RunSignup 10/14
- **New York:** New York General Business Law, Section 518
- **Tennessee:** Tennessee SB 1043
- **Minnesota:** Minnesota Statute SF 294
- **Maryland:** Maryland House Bill 1100 (HB 1100)
- **Colorado:** HB 24-1378

# Will More States Continue to Pass Fee Transparency Laws?

- **State-by-State Rollout:** Each state may enact its own version until a federal law is passed.
  - Current Bills - MA, NJ, VA
- **Federal Law Possibility:** Bipartisan support in Congress; could standardize fee transparency nationwide.
  - “Taylor Swift Laws”
- **Momentum:** Driven by consumer demand for transparency, especially after controversies with high processing fees with some ticketing companies. Initiatives to target “junk fees”

# What Are the Penalties For Non-Compliance?

- **Fines:** Ranges from \$1,000 (California) to \$10,000 (Maryland).
- **Enforcement:** Event organizers are liable for violations.
  - RunSignup keeps events in compliance within RunSignup websites and Email Marketing (for example, automated price increase emails and other pricing related replacement tags).
  - Your event needs to be responsible and aware of other places you show pricing: Social Media posts, your own website (move to RSU!), custom text on any website/email/posters/etc.
- **Consumer Protection:** Benefits from penalties in some states, go to the affected consumers

# How RunSignup Tracks and Interprets Fee Transparency Laws

- **Automatic Compliance:** RunSignup updates price displays automatically for affected states.
  - Major development project to update the many places we display pricing to show all-in price
  - RunSignup stays on top of fee transparency law updates, with help from customers (and our lawyers)
  - When we interpret a state law as impacting price transparency for registration, ticketing, and /or membership, we enable for that state to go live on the date their law goes into place. We are able to do this quickly and efficiently after our upfront development work.
- **Educational Resources:** Regular updates to help event organizers stay informed about legal changes.
  - Email to all directors in states where we will enable fee transparency to provide education about the state law and give the date when all-in pricing will go into effect.

# RunSignup's Product Updates

## Snyder and Donuts 5k

**\$32.80**

incl. \$2.80 Fee ⓘ

**10:00AM EDT**

Registration ends October 6, 2024 at  
12:00am EDT

Sign Up

Event Tiles call out included fee

## Tool Tip to call out possibility of lower per-participant fee

**Empire State 5k**

You may pay less in processing fees per participant if you add more items to your cart.

**Start Time:**  
9:00am EDT    11:30am EDT    \$96.40 incl. \$6.40 Fee ⓘ    **Registration:**  
Registration ends October 5, 2024 at 11:59pm EDT

Registration Details ▾

Sign Up

**Empire State 5k**

**Start Time:** 8:15am EDT    **End Time:** 9:00am EDT    **Price:** \$43.40 incl. \$3.40 Fee ⓘ    **Registration:** Registration ends October 5, 2024 at 11:59pm EDT

Registration Details ▾

Sign Up

**Choose Your Event(s) \***

**Earn Your Turkey!**

5 Mile Turkey Trot    **\$43.40** incl. \$3.40 Fee ⓘ

Special Pricing



# RunSignup's Product Updates

## Price Increase Grids Display Full Price with Tool Tips

10k

Open to ages 1+.

**Start Time:** 8:00am EST    **End Time:** 9:20am EST    **Price:** \$43.50 incl. \$3.50 Fee ⓘ    **Registration:** Price increases to \$48.94 ⓘ after October 31, 2024 at 11:59pm EDT

Registration Details ^

Registration Starting	Registration Ending	Price
October 1, 2024, 12:00am EDT	October 31, 2024, 11:59pm EDT	\$43.50 ⓘ
November 1, 2024, 12:00am EDT	November 27, 2024, 11:59pm EST	\$48.94 ⓘ
November 28, 2024, 12:00am EST	November 28, 2024, 7:45am EST	\$54.38 ⓘ

### Age Based Pricing for 10k

Registration Starting	Registration Ending	Age	Price
July 1, 2024, 12:00pm EDT	October 22, 2024, 11:59pm EDT	1 - 14	\$22.63 ⓘ
October 23, 2024, 12:00am EDT	November 12, 2024, 11:59pm EST	1 - 14	\$27.63 ⓘ
November 13, 2024, 12:00am EST	November 28, 2024, 7:00am EST	1 - 14	\$32.63 ⓘ

Age based pricing is automatically applied at checkout.

Sign Up

# RunSignup's Product Updates

**Price Increase Table Replacement  
Tag in Email Displays Full Price  
(with Fee)**



2024 Cal Tri Newport Dunes -  
11.3.24

Sign Up

Donate

## 2024 Optimism Cal Tri Newport Dunes - 11.3.24

**November 3, 2024**

**LOCATION:** Newport Dunes Waterfront Resort & Marina - (Parking 10 Dollars)  
1131 Back Bay Dr  
Newport Beach, CA 92660

Hi %FIRST\_NAME% %LAST\_NAME%,

The price of 2024 Optimism Cal Tri Newport Dunes - 11.3.24 is about to go up! Be sure to let your friends who are thinking about registering know so they can get in at the lower price!

<b>Sprint</b>	<b>Current Price</b> \$164.09	<b>Current Price Valid Until</b> Registration closes on Nov 2, 2024 at 11:59pm PDT
<b>Olympic</b>	<b>Current Price</b> \$164.09	<b>Current Price Valid Until</b> Registration closes on Nov 2, 2024 at 11:59pm PDT

# Enable Fee Transparency (Without State Laws)

- **Option to Enable Fee Transparency** in states that have not passed Fee Transparency Laws
  - *Financial >> Pricing >> Fee Transparency*

## Fee Transparency

1 Help

New U.S. legislation requires us to update how we display our pricing in certain states. You can read more about it here: <https://info.runsignup.com/2024/05/29/fee-transparency-laws-will-change-how-pricing-is-displayed/>


Always show transparent fees

Save Settings

# RunSignup's Pricing Makes a Difference


2 Participants/Tickets @ \$55 per Registration

## RunSignup


**Purchase Summary** 

	Item	Total
<b>In Person 8K</b>	2 @ \$55.00	\$110.00
Allison Bickel		
Bob Bickel		

[Add Voucher](#)


Coupon Code 

[Apply](#)

Base Cost:	\$110.00
Processing Fee: 	\$7.60
<b>Total:</b>	<b>\$117.60</b>

## Race Roster

**Order summary**

Allison Bickel total	\$55.00
Bob Bickel total	\$55.00
Processing fee 	\$11.67


[View detailed summary](#)

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**Order total** **\$121.67**

## Eventbrite

**Order summary**

2 x General Admission	\$110.00
Subtotal	\$110.00
Fees 	\$11.08
<b>Total</b>	<b>\$121.08</b>

# Absorb Processing Fees and Increase Prices

- **Workaround:** Absorb processing fees to display a single, all-in price.
  - *Financial >> Pricing >> Processing Fee Type*
  - Increase Prices
    - Race >> Registration >> Dates, Pricing, & Options*

## Processing Fee Type

### Registration Processing Fees

- Processing fee paid by race registrant.
- Processing fee comes out of the charge.
- Half of processing fee is paid by customer and half is taken out of the charge.

### Store Processing Fees

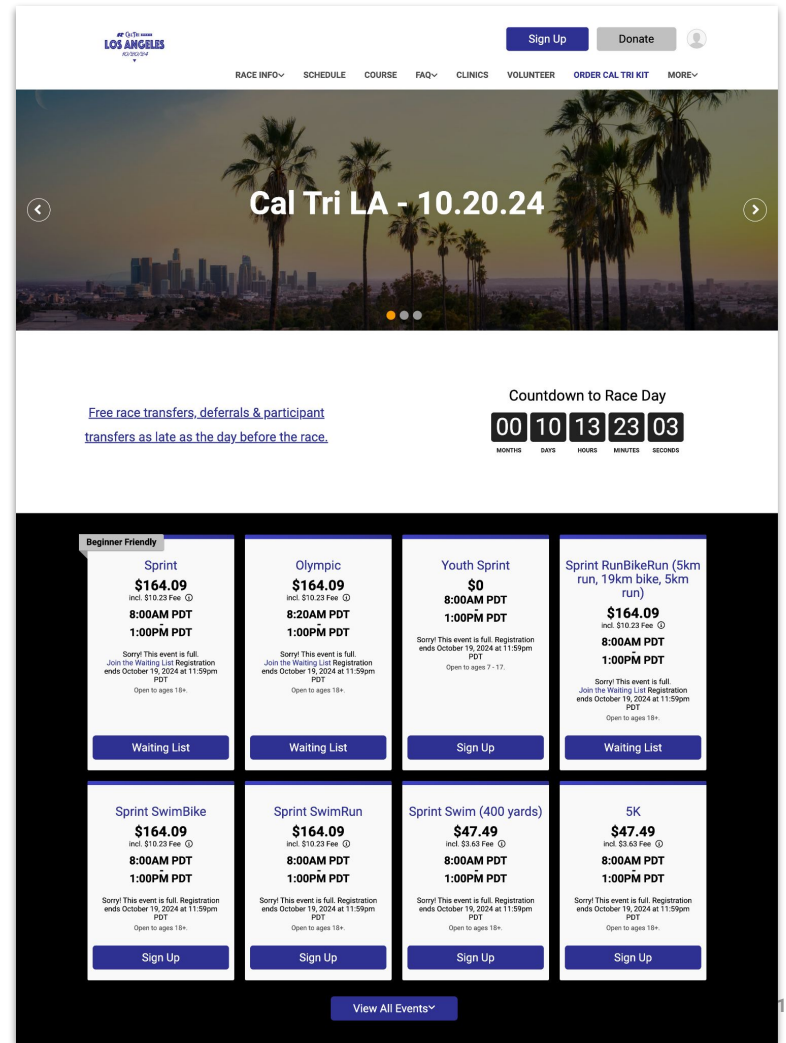
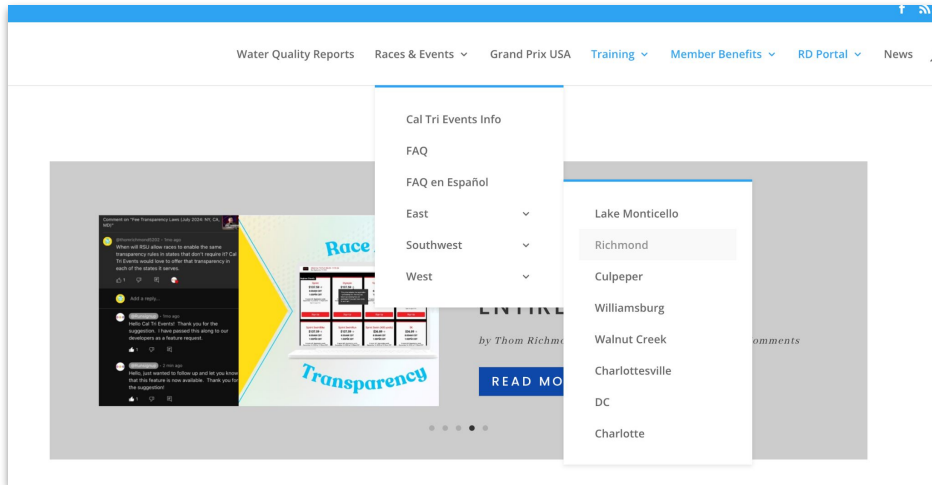
- Processing fee paid by customer.
- Processing fee comes out of the charge.
- Half of processing fee is paid by customer and half is taken out of the charge.

### Donation Processing Fees

- Processing fee paid by donor.
- Processing fee comes out of the charge.
- Half of processing fee is paid by donor and half is taken out of the charge.

# Case Study: Cal Tri Events

- **Menu Links to RSU:** No pricing on Cal Tri main website.
- **Enabled Fee Transparency:** Dozens of race locations, proactively showing all-in price for all, including states without laws/bills



# Case Study: Trail Racing Over Texas

- **Positive Participant Feedback:** No Fee Transparency Law in Texas, but enabled fee transparency and getting positive feedback from participants who appreciate the all-in price up front (rather than in the cart)

**RACE INFO** VOLUNTEER EVENT INFO SIGN UP TRAIL RACING OVER TEXAS EVENTS MORE

## Brazos Bend 100

Sat December 7 - Sun December 8, 2024  
Needville, TX 77461 US Directions

f X IG @

### Events

100M	100K	26.2M	13.1M
<b>\$274</b> incl. \$14 Fee	<b>\$234.20</b> incl. \$14.20 Fee	<b>\$117.60</b> incl. \$7.60 Fee	<b>\$101.70</b> incl. \$6.70 Fee
<b>6:30AM CST</b> <b>2:30PM CST</b>	<b>7:00AM CST</b> <b>2:30PM CST</b>	<b>7:30AM CST</b> <b>2:30PM CST</b>	<b>8:00AM CST</b> <b>2:30PM CST</b>
39 spots left. Registration closes on October 31, 2024 at 11:59pm CDT and re-opens on November 1, 2024 at 12:00am CDT. Open to ages 16 - 99.	38 spots left. Registration closes on October 31, 2024 at 11:59pm CDT and re-opens on November 1, 2024 at 12:00am CDT. Open to ages 16 - 99.	46 spots left. Price increases after October 31, 2024 at 11:59pm CDT. Open to ages 14 - 99.	Sorry! This event is full. Join the <b>Waiting List</b> Price increases after October 31, 2024 at 11:59pm CDT. Open to ages 10 - 99.
<b>Sign Up</b>	<b>Sign Up</b>	<b>Sign Up</b>	<b>Waiting List</b>

**Wildrose Women's Sub Ultra Trail Race**  
**\$101.70**  
incl. \$6.70 Fee  
**7:45AM CST**  
**2:30PM CST**  
Price increases after October 31, 2024 at 11:59pm CDT.  
Open to ages 10 - 99.  
**Sign Up**

**Multi-race Discount**  
**TROT Bundle Deal**  
10% Discount Per Event  
Bundle!  
View Bundle Details  
**0% OFF**  
**Sign Up**

# Case Study: Bikes & Beers

- **Absorb Processing Fees:** Explicitly state that ALL PROCESSING FEES are included in the listed price. This ensures simple pricing and compliance.

The screenshot shows the website interface for the "Bikes & Beers San Diego" event. At the top, there is a navigation bar with a logo, "Sign Up" and "Donate" buttons, and a user profile icon. Below the navigation, there are menu items: "RIDE INFO", "2024 EVENT SERIES", "BIKE RENTALS", "ROUTES", "PHOTOS", "GROUP/TEAMS", and "MORE". The main header features a large image of cyclists with the event title "Bikes & Beers San Diego" and the text "Hosted by ALESMITH BREWING on Saturday, November 16, 2024". Below this, the location "San Diego, CA 92126 US" and "Directions" are shown, along with social media icons for Facebook, X, Instagram, and WhatsApp. The main content area is titled "Choose Your Distance & Start Time!" and contains six pricing cards. Each card displays the distance and start time, the current price (with a strikethrough for the original price), and a "Sign Up" button. The cards also include detailed terms and conditions regarding processing fees, included amenities, and bike rental availability.

Distance & Start Time	Original Price	Current Price	Notes
45 MILE (8:00 AM Start Time) 8:00AM PST	\$95	\$80	**ALL PROCESSING FEES & TAXES ALREADY INCLUDED** 45-Mile Marked Route, SAG Support, Rest Stop, After Party w/ Pint Glass, Beers, Live Music, Raffle & MUCH MORE! - Bike Rental Available
45 MILE (8:30 AM Start Time) 8:30AM PST	\$95	\$80	**ALL PROCESSING FEES & TAXES ALREADY INCLUDED** 45-Mile Marked Route, SAG Support, Rest Stop, After Party w/ Pint Glass, Beers, Live Music, Raffle & MUCH MORE! - Bike Rental Available
30 MILE (9:00 AM Start Time) 9:00AM PST	\$85	\$70	**ALL PROCESSING FEES & TAXES ALREADY INCLUDED** 30-Mile Marked Route, SAG Support, Rest Stop, After Party w/ Pint Glass, Beers, Live Music, Raffle & MUCH MORE! - Bike Rental Available
30 MILE (9:30 AM Start Time) 9:30AM PST	\$85	\$70	**ALL PROCESSING FEES & TAXES ALREADY INCLUDED** 30-Mile Marked Route, SAG Support, Rest Stop, After Party w/ Pint Glass, Beers, Live Music, Raffle & MUCH MORE! - Bike Rental Available
15 MILE (10:00 AM Start Time) 10:00AM PST	\$75	\$60	**ALL PROCESSING FEES & TAXES ALREADY INCLUDED** 15-Mile Marked Route, SAG Support, Rest Stop, After Party w/ Pint Glass, Beers, Live Music, Raffle & MUCH MORE! - Bike Rental Available
Post-Ride Entry Only 11:00AM PST	\$40	\$30	**ALL PROCESSING FEES & TAXES ALREADY INCLUDED** After Party Entry w/ Pint Glass, Beers, Live Music, Raffle, Games & MUCH MORE! -All of the post-ride fun without riding - Private party - Adults (21+) must have registration





# Questions?

*Fee Transparency Laws*