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Act No. 109 (H.512). An act relating to the regulation of the event ticketing market

Subjects: Commerce and trade; consumer protection; event ticketing

This act creates a new subchapter, subchapter 2B, within the Consumer Protection chapter in Title 9, Commerce and Trade. The new subchapter governs the resale of event tickets.

First the act requires ticket issuers to disclose on the face of a ticket the total price of the original ticket. The act also requires a secondary ticket exchange to disclose that the customer is purchasing the ticket from the ticket issuer or a reseller, as the case may be; that the ticket price is limited by 9 V.S.A. § 2479f; and, if the secondary ticket exchange provides information about the number or percentage of available tickets, that the information shall not mislead customers about the availability of tickets on the secondary ticket exchange or other platforms. “Secondary ticket exchange” is defined as an electronic marketplace enabling the sale, purchase, and resale of tickets.

Second, the act prohibits a ticket reseller from selling or offering a ticket for sale at a price greater than 110 percent of the price of an original ticket. The act prohibits a secondary ticket exchange from authorizing for resale on the exchange a ticket priced at greater than 110 percent of the price of the original ticket. The price caps in the act only apply to the resale of tickets where the event is held at an independent venue, as defined, and where the seating capacity of the venue is 3,000 individuals or fewer; the event is at a nonprofit venue that hosts agricultural fairs, exhibitions, or multiday community events in addition to live performances; or the venue is primarily used for collegiate or amateur sports. The cap on resale prices does not apply to the resale of tickets under a written contract with the ticket issuer. The definition of reseller excludes individuals reselling a ticket purchased for personal use.

Third, the act makes it unlawful to use deceptive website addresses or imply endorsement or ownership of any intellectual property of a venue or artist or to state or imply an affiliation or endorsement by a venue, team, or artist without express written consent.

Fourth, the act makes it unlawful for any person to sell or offer for sale speculative tickets, which is defined as a ticket not in the actual or constructive possession at the time a person lists, advertises, or offers the ticket for sale or resale.

A violation of the act is an unfair and deceptive act in commerce in violation of 9 V.S.A. § 2453.

Lastly, the act provides a sunset repeal of the entire subchapter 2B on July 1, 2028.

Effective Date: July 1, 2026