

1 H.512

2 An act relating to the regulation of the event ticketing market

3 It is hereby enacted by the General Assembly of the State of Vermont:

4 Sec. 1. 9 V.S.A. chapter 63, subchapter 2B is added to read:

5 Subchapter 2B. Event Tickets

6 § 2479f. RESALE OF EVENT TICKETS

7 (a) Definitions. As used in this section:

8 (1) “Independent venue” means an event space that derives a majority of
9 its revenue, excluding charitable donations, from ticket events, is not majority
10 owned by a publicly traded company, and does not operate venues in more
11 than 10 states.

12 (2) “Price” means the total amount paid or to be paid for a ticket,
13 including all taxes, fees, and charges. Price does not include actual shipping
14 costs.

15 (3) “Resale” means the second or subsequent sale of a ticket by any
16 method, including in-person transactions, telephone, mail, email, facsimile, or
17 electronic means through websites or mobile phone applications.

18 (4) “Reseller” means a business entity engaged in the sale or resale of
19 tickets. A “reseller” does not include an individual reselling a ticket purchased
20 for personal use.

21 (5) “Secondary ticket exchange” means an electronic marketplace
22 enabling the sale, purchase, and resale of tickets.

1 (6) “Speculative ticket” means a ticket not in the actual or constructive
2 possession at the time a person lists, advertises, or offers the ticket for sale or
3 resale. This includes tickets not owned or under contract to be transferred at
4 the time of sale.

5 (7) “Ticket” means any form of physical, electronic, or other evidence
6 that grants the possessor of the evidence license to enter a place of
7 entertainment within the State for one or more events at a specified date and
8 time.

9 (8) “Ticket issuer” means a person or entity that issues tickets for initial
10 sale, including musicians, venues, promoters, theater companies, marketplaces
11 for initial purchases, or their agents.

12 (b) Ticket disclosure requirements.

13 (1) A ticket issuer shall include on the face of a ticket in a clear and
14 conspicuous manner the total price of the original ticket.

15 (2) A person operating a secondary ticket exchange shall provide a
16 statement in a clear and conspicuous manner informing any customer:

17 (A) whether the customer is purchasing the ticket from a ticket issuer
18 or a reseller as the case may be; and

19 (B) that the resale price of the ticket is limited by subsection (c) of
20 this section.

1 (3) If a secondary ticket exchange provides information about the
2 number or percentage of available tickets for a given event, the information
3 shall not mislead customers about the availability of tickets on that platform or
4 on other platforms.

5 (c) Price cap on the resale of event tickets.

6 (1) A ticket reseller shall not sell or offer for sale a ticket at a price
7 greater than 110 percent of the price of an original ticket.

8 (2) A secondary ticket exchange shall not authorize for resale on the
9 exchange a ticket for a price at greater than 110 percent of the price of an
10 original ticket.

11 (3) This subsection shall apply to the resale of tickets where the event is
12 held at an independent venue and where:

13 (A) the seating capacity of the venue is 3,000 individuals or fewer;

14 (B) the event is to be held at a nonprofit venue that hosts agricultural
15 fairs, exhibitions, or multiday community events in addition to live
16 performances; or

17 (C) the venue is primarily used for collegiate or amateur sports.

18 (4) This subsection shall not apply to the resale of a ticket under a
19 written contract with the ticket issuer for the resale of tickets at a price greater
20 than 110 percent of the price of the original ticket.

1 (d) Ban on deceptive URLs and improper use of intellectual property. It
2 shall be unlawful for a secondary ticket exchange, reseller, or the operator of
3 any website purporting to sell or offer for sale event tickets that links or
4 redirects to a secondary ticket exchange or reseller to:

5 (1) use deceptive website addresses or imply endorsement or ownership
6 of any intellectual property of the venue or artist without explicit written
7 authorization of the venue or artist; or

8 (2) state or imply that the secondary ticket exchange, reseller, or website
9 is affiliated with or endorsed by a venue, team, or artist, including by using
10 words such as “official” in promotional materials, social media promotions,
11 search engine optimization, paid advertising, URLs, or search engine
12 monetization, unless the secondary ticket exchange, reseller, or website has the
13 express written consent of the venue, team, or artist.

14 (e) Prohibition on speculative ticket sales. A person shall not sell or offer
15 for sale speculative tickets.

16 (f) Violations. A person that violates a provision of this section commits
17 an unfair and deceptive act in commerce in violation of section 2453 of this
18 title.

19 Sec. 2. REPEAL

20 9 V.S.A. chapter 63, subchapter 2B is repealed on July 1, 2028.

1 Sec. 3. EFFECTIVE DATE

2 This act shall take effect on July 1, 2026.