SELLING AND PAYMENTS

SELL TICKETS. GET PAID.

Your shop and checkout, card payments into your own Stripe account, orders and refunds, and discount codes, step by step.

YOUR SHOP

YOUR SHOP AND CHECKOUT.

Every company gets its own ticket shop at eos.aveoevents.com/your-name, in its own name, logo and colours.

What buyers see.

- A home page with every event on sale, and a page for each event with its photos, details, map and line-up.
- A ticket panel with each ticket type, add-ons and quantities, and a box for discount codes.
- A contact form that opens a customer case with a reference, and your own terms, refunds and privacy pages.
- My tickets: buyers find their tickets with a code sent to the email they used, on any device.

Checkout.

- Card payments through Stripe's Payment Element, straight into your own Stripe account.
- Every price includes AVEO's booking fee, and checkout shows it on its own line: once per order, at the band of the most expensive ticket (from £0.75 for tickets of £10 to £2.50 for tickets of £200 and over).
- Free tickets, and tickets paid at the door, are issued at once.
- Tickets are held while the buyer pays; a card order left unpaid for 30 minutes is cancelled and its tickets go back on sale.

Tickets.

After the order, the buyer lands on their order page with a QR code for every ticket, and each ticket is emailed. Named guests get their own tickets.

Your look.

Logo, colours, type and the photo at the top of the shop are set on the Shop page, with a preview that is the real shop. Live shops are open to search engines; a sandbox's test shop never is.

Or your own website.

Sell from your own site instead, or as well, through the EOS API: hand buyers to the hosted checkout, or build your own with Stripe's Payment Element.

PAYMENTS

PAYMENTS AND STRIPE.

Ticket money goes straight to your company, through a Stripe account that is yours.

Connecting Stripe.

On the Payments page, Connect Stripe takes you to Stripe's own pages to set up your Stripe account: your business details and bank account stay with Stripe. Once Stripe has what it needs, card payments switch on.

Until then, your shop can still sell free tickets and tickets paid at the door.

How a payment works.

- Each order is a direct charge on your own Stripe account. Stripe pays it out to your bank on your Stripe schedule.
- AVEO takes nothing from your ticket money. Its only fee on a payment is the booking fee the buyer pays on top, which Stripe passes to AVEO at the moment of payment as its application fee, to the penny.
- Buyers pay AVEO's booking fee on top of the tickets, once per order, at the band of the most expensive ticket: £10 to £19.99, £0.75; £20 to £49.99, £1.00; £50 to £99.99, £1.50; £100 to £199.99, £2.00; £200 and over, £2.50. It supports the AVEO ticketing platform (payment processing, booking administration, customer support and platform maintenance), is shown before checkout is completed, and goes to AVEO with each payment, not into your takings. None on free orders, tickets under £10 or tickets paid at the door.
- AVEO agrees with each company who pays the booking fee: buyers, on top of the ticket price, or the company, absorbed in its own prices. When the company absorbs it, buyers see and pay no booking fee and it comes out of each card payment.
- Stripe's notices about your payments (paid, failed, refunded) arrive at EOS as signed webhooks; the order is marked paid and the tickets are emailed as soon as Stripe confirms.

Refunds and payouts.

The Payments page shows payments, the booking fee on each, refunds, your balance and payouts to your bank. Refund a card payment in full or in part from EOS; a full refund cancels the tickets and gives the buyer back everything they paid, booking fee included.

Your plan.

Your plan with AVEO is agreed before you start and paid to AVEO directly, monthly or yearly, as AVEO invoices you. Plan and billing shows your plan, your access date and what you use. AVEO takes no fee from your card orders; buyers pay the booking fee on top.

Testing payments.

In your sandbox, payments go through Stripe in test mode with Stripe's test cards: no real money moves.

AFTER THE SALE

ORDERS, GUESTS AND CODES.

Every order and every ticket in one place, with the tools to put things right fast.

Orders.

Search every order by reference, name or email. Each shows its items, buyer, tickets and payments; cancel it, refund it, mark it paid or send its tickets again.

Guests.

Each event's guest list shows every ticket, its holder, its status and whether they are inside. Change a guest's name or email, resend one ticket, check someone in by hand, or message an event's guests.

Issuing tickets.

Give anyone tickets for any event: at full price, a percentage or amount off, a set price, or free. Each issue is logged with who did it, the price and the reason.

Look up anyone.

Customers finds a person by email or name across their orders, customer cases and your mailing list.

Where each order came from.

Orders from your EOS shop, from your own website or app through the API, issued in EOS, or by a promoter are told apart, so the API and webhooks can report each channel.

Discount codes.

- A percentage off, an amount off each ticket, or a code that unlocks hidden tickets.
- On one event, several or every upcoming event, with a limit per event and an end date if you like.
- Buyers type them in the discount code box on any event page; promoters' links apply them automatically.
- Every code shows how many orders and tickets used it.

AVEO

QUESTIONS ABOUT PAYMENTS?

Stripe's own pages hold your payout and bank details. For anything about AVEO EOS, write to support@aveoevents.com.

ASK FOR A TRIAL	aveoevents.com/eos
DOCUMENTS AND GUIDES	documents@aveoevents.com
SUPPORT	support@aveoevents.com
API	aveoevents.com/eos/api

AVEO EOS is made and run by AVEO. 22 November 2026.