WAYS TO SELL

SELL WHERE YOUR BUYERS ARE.

From your AVEO EOS shop with no code at all, to your own website and systems on the API with webhooks. Choose one route or several.

5	20	0
ROUTES	WEBHOOK EVENTS	LINES OF CODE FOR ROUTE ONE

ROUTES

FIVE ROUTES.

Every route sells the same tickets from the same events, so you can start with your shop today and add your own website later. Orders from each route are told apart, so you always know where a sale came from.

ROUTE	BEST FOR	YOU NEED	PLAN
01 Your AVEO EOS shop	Selling straight away, with no website work	Nothing: your shop is ready at eos.aveoevents.com/your-name	Every plan
02 Links from your website	A website you already have	Buttons or links to your events in your shop	Every plan
03 Checkout on your website	Your own event pages, with AVEO EOS checkout	A publishable key (events and checkout) from the API keys page	Every plan
04 Your own site and systems	Your design end to end, your CRM, your own door app	A secret key on your server, and webhook endpoints	Read access from Professional; everything from Business
05 White-label on your domain	One brand everywhere, for a group or an agency	Two DNS records, added in your console	Corporate, or Enterprise with the add-on

WHICH ROUTE?

Selling this month, no website work
Route 01, and route 02 if you have a website.

Your own event pages
Route 03: your pages, AVEO EOS checkout.

Built your way, systems in step
Route 04 with webhooks: your CRM, your door app, your reports.

One brand everywhere
Route 05 on Corporate, or Enterprise with white-label.

ROUTE 01

YOUR AVEO EOS SHOP.

YOUR SHOP > CHECKOUT > YOUR STRIPE > TICKETS BY EMAIL

Every company has a shop in its own name and look: every event on sale, each event's page with photos, details, map and line-up, a ticket panel with add-ons and discount codes, checkout, order pages, a contact form and your own terms. Card payments go to your Stripe account. Share its address anywhere.

ROUTE 02

LINKS FROM YOUR WEBSITE.

YOUR WEBSITE > EVENT PAGE IN YOUR SHOP > CHECKOUT > TICKETS BY EMAIL

Link each event on your website to its page in your shop. Buyers check out in your shop and get their tickets by email; My tickets lets them find them again on any device.

ROUTE 03

CHECKOUT ON YOUR WEBSITE.

YOUR PAGES > PUBLISHABLE KEY > CHECKOUT SESSION > HOSTED CHECKOUT

Show your events on your own pages with a publishable key. It may only read events and your company and start checkouts, and only from the web addresses you allow. Buyers pay through AVEO EOS checkout into your Stripe account.

YOUR EVENTS, FROM A WEB PAGE

```
GET https://eos.aveoevents.com/api/v1/events?expand=ticket_types
Authorization: Bearer eos_pk_...
```

ROUTE 04

YOUR OWN SITE AND SYSTEMS.

BEST FOR	Your design end to end, your CRM, your own door app
YOU NEED	A secret key on your server, and webhook endpoints
PLAN	Read access from Professional; everything from Business

YOUR SERVER > **SECRET KEY** > **YOUR CHECKOUT AND STRIPE** > **WEBHOOKS TO YOUR SYSTEMS**

Use the API from your server: your own event pages and checkout with Stripe's Payment Element, orders into your CRM, guests and check-ins in your own door app, discount codes, enquiries from your own contact form, and sales reports.

START A CHECKOUT FROM YOUR SERVER

```
POST https://eos.aveoevents.com/api/v1/checkout/sessions
Authorization: Bearer eos_sk_...
Idempotency-Key: 4f1c2a9e-...
Content-Type: application/json

{
  "event_id": 41,
  "items": [
    {
      "ticket_type_id": 9001,
      "quantity": 2
    }
  ],
  "metadata": {
    "basket": "8812"
  }
}
```

Make keys on the API keys page: choose each key's permissions, its expiry date, and the IP addresses or web addresses it may be used from. Secret keys stay on your server; a secret key sent from a web page is refused.

STAY IN STEP

WEBHOOKS.

Add webhook endpoints and AVEO EOS calls your server the moment something happens anywhere in it: in the shop, through the API, at the door or at Stripe.

- Each call is signed (Standard Webhooks, HMAC-SHA256): check the webhook-signature header against your endpoint's secret (whsec_…) before you trust it.
- A call that fails is tried again for about four hours. Every delivery is logged, and you can send any of them again.
- Starter has no webhooks; Professional has 2 endpoints, Business 10 and Enterprise 25.

EVENT	WHEN
order.created	An order was placed (in the shop, through the API or issued in EOS): paid, free, or waiting for payment.
order.paid	An order's payment arrived: by card through Stripe, marked paid, or a free order.
order.payment_failed	A card payment for an order failed. The order still waits; the buyer may try again. Carries payment_error.
order.cancelled	An order was cancelled (by staff, through the API, or left unpaid) and its tickets went back on sale.
order.refunded	Money was refunded on an order through Stripe, in full or in part.
checkout.session.completed	A checkout session's order was placed (API checkout).
checkout.session.expired	A checkout session's hold ended before the order was placed; its tickets went back on sale.
checkout.session.cancelled	A checkout session was cancelled and its tickets went back on sale.
attendee.checked_in	A ticket was admitted at the door, by any scanner: the EOS scanner, the API, or a check-in by hand.
attendee.checked_out	A guest was scanned out.
attendee.updated	A ticket holder's name or email changed, in EOS or through the API.
event.created	An event was made in EOS (it is not on sale until published).
event.updated	An event's details or ticket types changed.
event.published	An event went on sale.
event.unpublished	An event was taken off sale.
event.cancelled	An event was cancelled.
discount_code.created	A discount code was created, in EOS or through the API.
discount_code.deleted	A discount code was removed from every event it was on.
enquiry.created	A message came in: through the shop's contact form or the API. It is a customer case in EOS.
ping	A test, sent when you test an endpoint.

ROUTE 05

WHITE-LABEL ON YOUR DOMAIN.

BEST FOR	One brand everywhere, for a group or an agency
YOU NEED	Two DNS records, added in your console
PLAN	Corporate, or Enterprise with the add-on

TICKETS.YOURCOMPANY.COM > **TXT AND CNAME RECORDS** > **YOUR BRAND ONLY**

With white-label, AVEO EOS shows only your brand: your console, sign-in, shop, staff passes, emails and meetings carry your name, logo and colour, with no AVEO EOS wordmark. With a custom domain your shop is on your own address: you enter it on your Shop page, add the TXT and CNAME records it shows, and it goes live with its own certificate. You add a CNAME record pointing at eos.aveoevents.com and AVEO completes the set-up.

TEST WITH NO REAL MONEY.

From Professional, every company has a sandbox: a company of its own for testing, with its own data, Stripe in test mode and emails marked [Test]. Test keys start eos_sk_test_ and webhook calls from the sandbox say livemode false.

THE FULL API.

Every endpoint, object, permission and webhook event is in the AVEO EOS API reference and the developer guide (PDF), and at aveoevents.com/eos/api.

AVEO

TALK TO AVEO.

Tell AVEO how you sell today and we will show you the route that fits, from your AVEO EOS shop to your own website on the API.

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.