

# UP FRONT

## PROMOTIONS

*Presents!*

The Honorable Pamela Beidle  
Senate Finance Committee

RE: SB 539 – Sale and Resale of Tickets  
Position: Support with Amendments

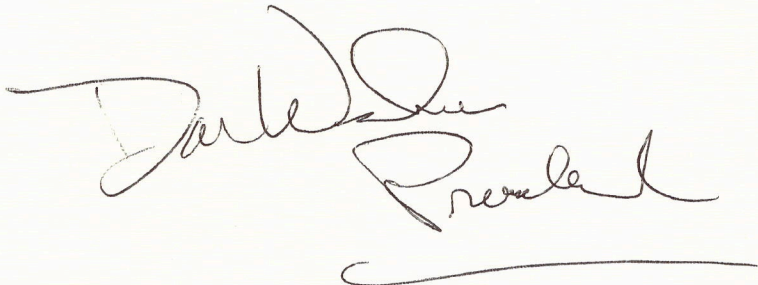
Dear Chairwoman Beidle and Members of the Committee:

Upfront Inc DBA Upfront Promotions wish to write to express their NON support of SB 539, with some necessary amendments. While we support the intent of the bill, our industry believes that if the amendments are adopted, the bill will be even stronger in protecting Maryland consumers and the entertainment industry. The following organizations agree with our position:

Here are our proposed amendments:

1. Alter the definition of "ticket issuer" to "rights holder." Our industry believes that the artist/sports team should retain rights as the rights holder, such as, determining whether to restrict transferability. There are often instances when an artist will choose whether or not to play in a state based on whether the artist has the ability to restrict transferability. Often times, an artist will opt to restrict transferability so only the artists' true fans will be able to attend these concerts.
2. Delete provision (D) in its entirety. This provision of this bill seeks to control the marketplace. Our industry cannot thrive if we are encumbered by price controls, fee caps, etc. Many of our ticket buyers operate with the understanding that if they cannot attend every event, they will be able to sell these tickets on the open marketplace. Furthermore, Artists offer fan club/VIP experience and retain 100% of the value above the ticket prices and if artist are not allowed to offer these , they may elect to not play the state and go elsewhere

We look forward to working with you to continue to craft legislation that will provide better protections for Maryland fans and support Maryland's entertainment industry.



David W. [unclear]  
President