Tickets, Registration, and Capacity

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Ticketed events can contain multiple ticket types.

Add a ticket type

Open the event and go to:

Tickets → + Add Ticket Type

Configure:

- ticket name;
- Fixed Price or Free;
- price;
- available quantity;
- sale start date/time;
- sale end date/time.

Examples might include:

- General Admission
- Member Admission
- VIP
- Volunteer
- Free Admission

Only create ticket levels that have been approved for the event.

Ticket status

HighLevel can show ticket types as:

- **On Sale**
- **Paused**
- **Hidden**
- **Not Yet on Sale**
- **Sale Ended**

Event capacity

Under the event's **Settings**, you can set the maximum total number of registrations.

A capacity of **0** means unlimited.

The event-level capacity applies across the event's ticket types.

Registration deadline

The registration deadline determines when new registrations stop.

HighLevel currently defaults the deadline to the event start time.

Confirm the deadline before publishing, especially when Fort Adams needs registration to close earlier.

Coupons

Ticketed events can use event-specific percentage discount codes.

A coupon can include:

- internal name;
- coupon code;
- percentage discount;

- active period;
- total usage limit;
- restriction to specific ticket types.

Event coupons apply only to HighLevel Events and not to unrelated HighLevel products.

Checkout fields

Under **Pages & Design**, the event checkout can collect additional information.

First name, last name, and email remain required.

Additional custom fields may be added when Fort Adams needs more attendee information.

Official reference

HighLevel — How to Create and Manage Events

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