



# OFFICIAL INDIANAPOLIS MOTOR SPEEDWAY® TICKET EXCHANGE



## HOW-TO FOR SELLERS

1. Go to [IMS.com/TicketExchange](https://www.ims.com/TicketExchange) and click on **BUY OR SELL TICKETS** next to the Indianapolis 500®.
2. Click on the **SELL** button.
3. After clicking the **SELL** button, log in or register a new account with PrimeSport.
4. After logging in you will be at the Ticket List page.
  - a. In Section 1, you will first list your ticket information (Quantity, Section, Row and Seat Numbers). Next you will note if you have the ticket in hand or not; if not, you will be prompted to enter an in-hand date. After that you will be able to review the selling rules. The selling rules will always include the payment structure and listing removal date.
  - b. In Section 2, you set your sell price per tickets. You may list your tickets at any price that is not below the face value. Please review the terms and conditions for selling tickets at PrimeSport.com.
  - c. In Section 3, you have the option of putting in ticket notes i.e., Paddock or Stand C ticket.
  - d. After entering all of the required fields, you will have to agree to the Terms and Conditions and the Selling Rules, then click **SUBMIT**.
5. On the final page you will have to enter your personal information. Then click **SUBMIT**.
6. You will then receive a success page and a confirmation email.