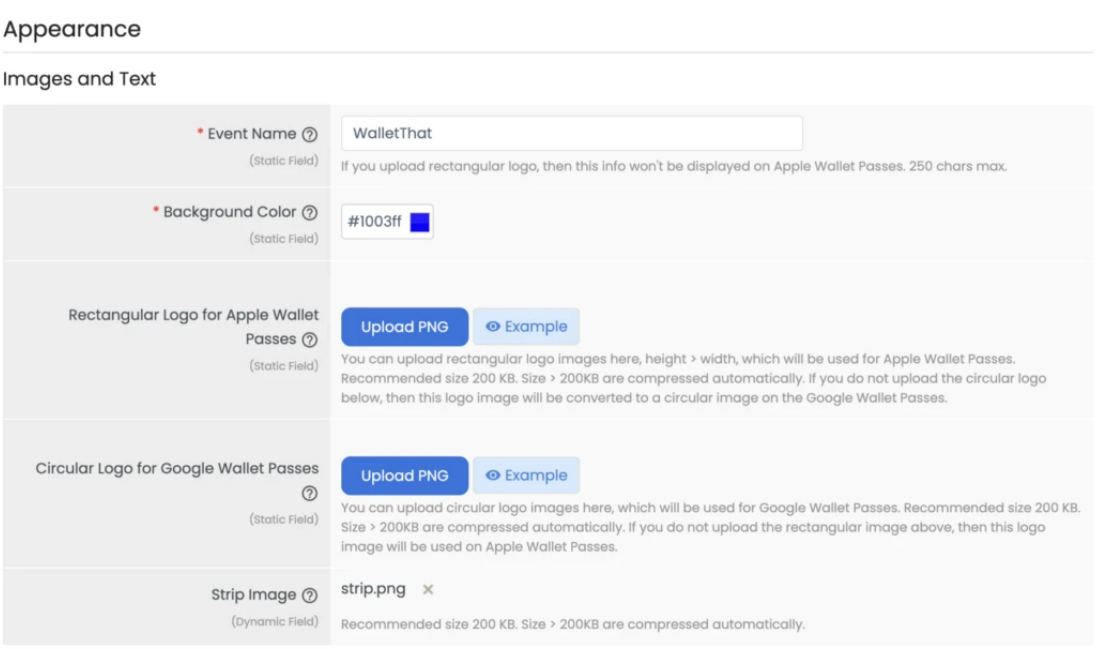
Creating a Pass Template for an Event Ticket

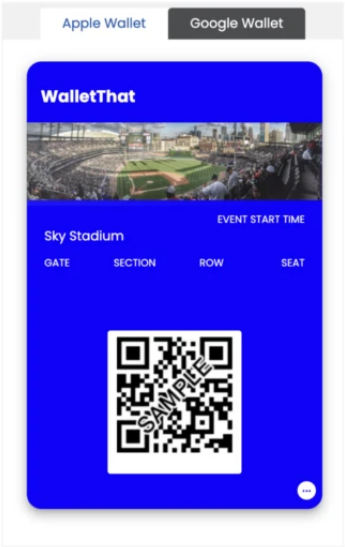
Wallet Platform · https://www.walletthat.com/help/creating-a-pass-template-for-an-event-ticket/

Pass Template Builder Settings for an Event Ticket

Appearance

Customize the appearance for the event ticket by adding strip images, logos, and background color.





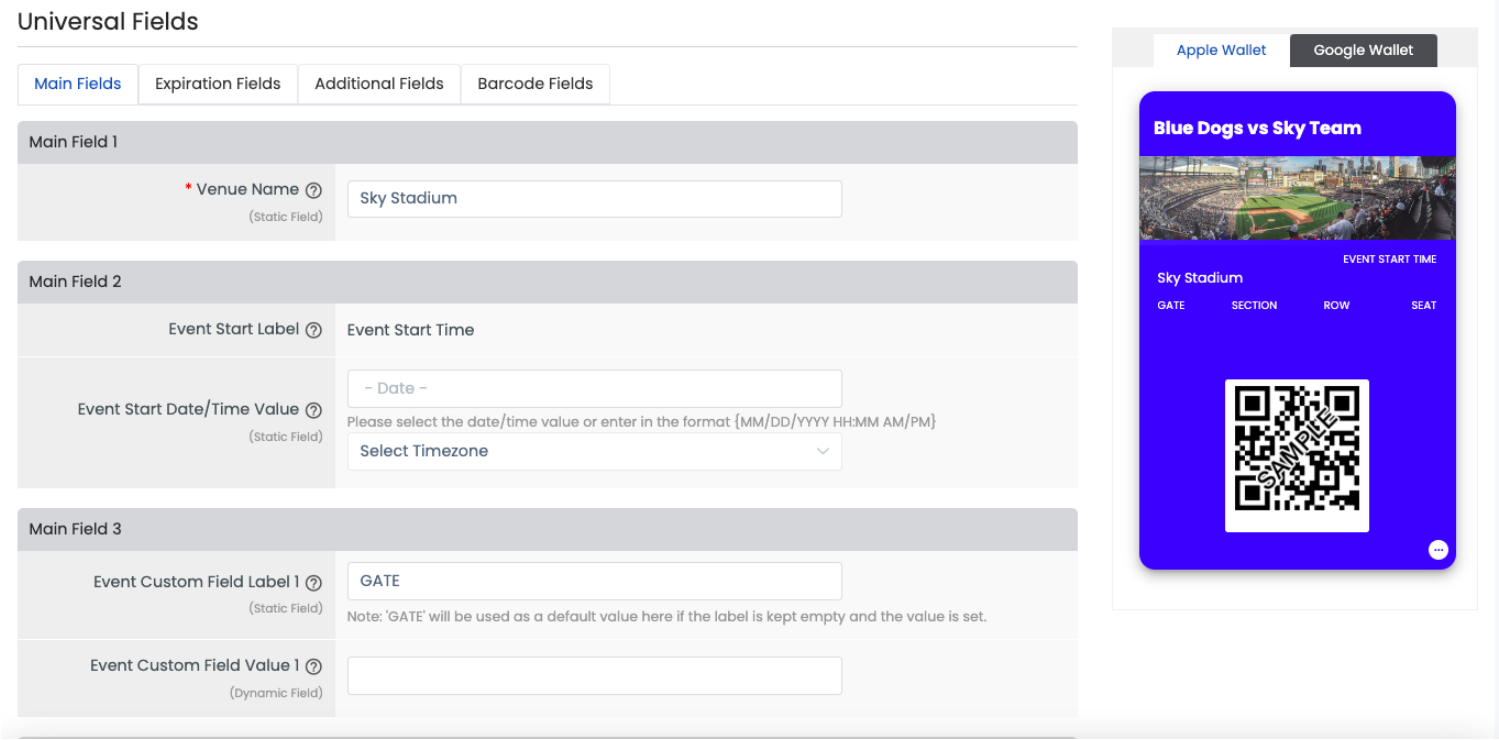
Field	Description
Event Name	The name of the event. The event name is displayed below the logo on Google Wallet passes and to the right of the logo on Apple Wallet Passes. An ellipsis will be displayed if the event name exceeds 20 characters. This field is required to generate the event ticket.
Background Color	Set a background color for the Pass. The format is #rrggbb, where rrggbb is a hex RGB triplet, such as #ffcc00. The background color is the same for every Pass.

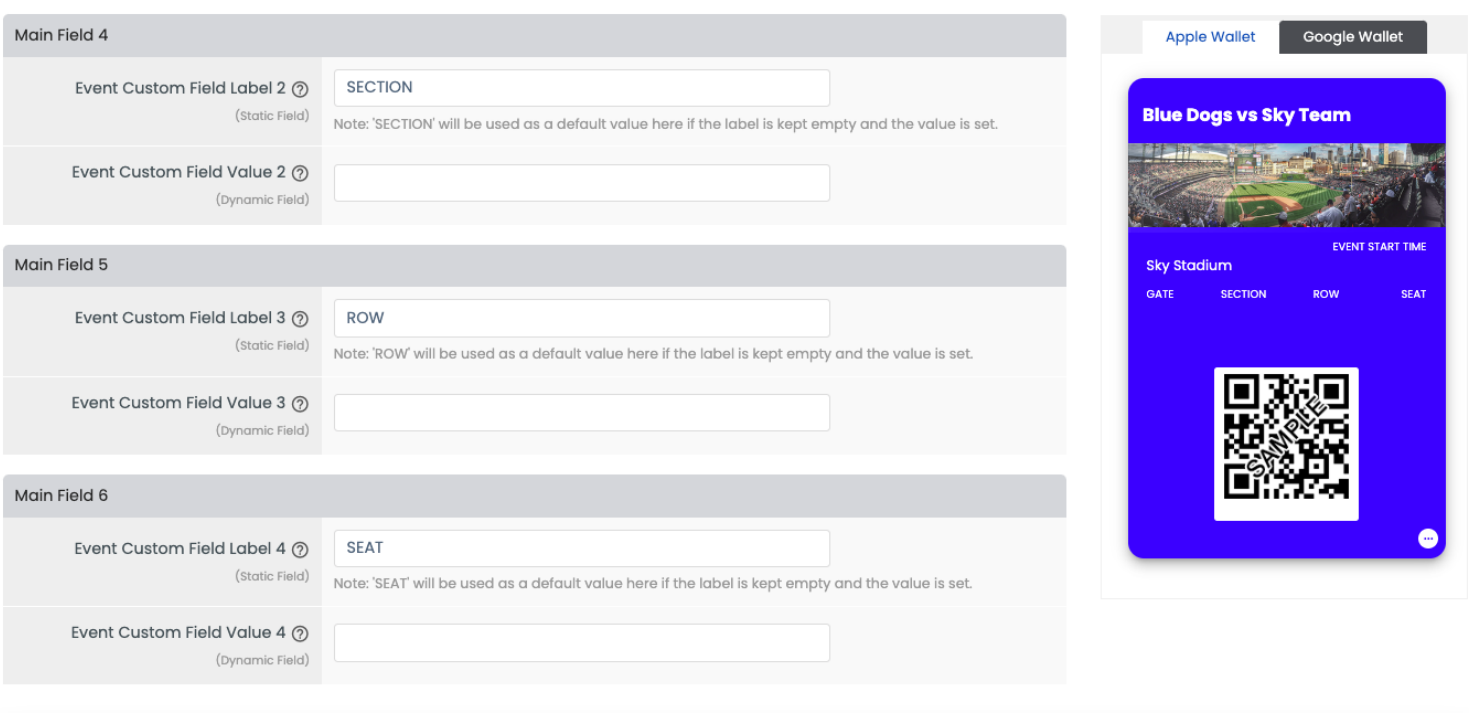
Field	Description
Logo for Apple Wallet	Upload the rectangular Logo that will appear on the user's event ticket. The logo will appear square/rectangular in the top left corner of the Pass on Apple Wallet. It is recommended to leave the logo with a full bleed background color and a 15% margin.
Logo for Google Wallet	Upload the circular Logo that will appear on the user's event ticket. The logo will appear rounded in the top center of the Pass on Google Wallet. The minimum size for the logo is 660px by 660px. It is recommended to leave the logo with a full bleed background color and a 15% margin.
Strip Image	The strip image is displayed as a banner across the center of the Pass for both Apple Wallet and Google Wallet. The required image type is a PNG file. The recommended image size is 1032px by 336px. Use an image with a colored background for the best results.

Universal Fields

Main Fields

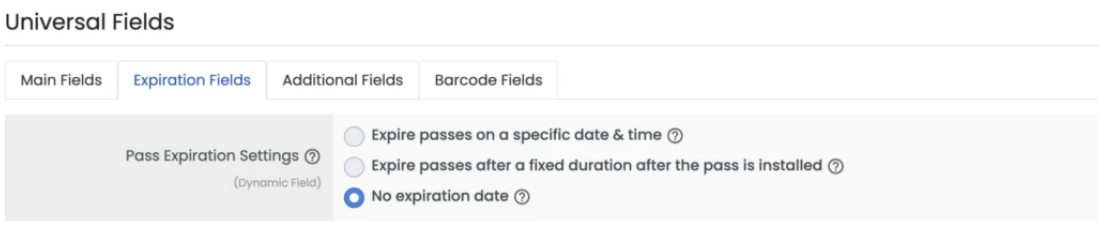
These are the fields that will appear on the front of the Pass for both Apple Wallet and Google Wallet.

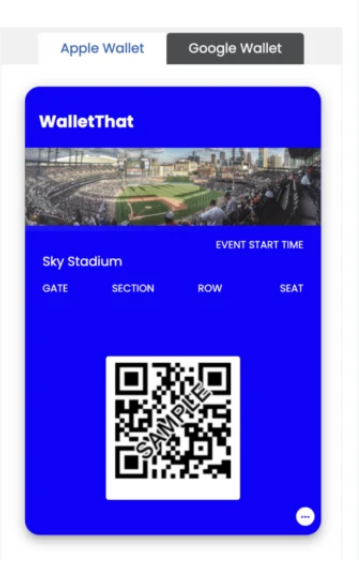




Field	Description
Field 1: Venue Name	The name of the venue for the event. This field is required to generate the event ticket.
Field 2: Event Start Date/Time	Set the event start date and time.
Fields 3-6: Custom Event Fields	Add custom labels and values for this event ticket template. Examples: Gate Number, Seat Section, Seat Row, Seat Number, Screen, Auditorium, Number of Tickets, etc. Note the default labels that will appear if the values are set in these fields without labels.

Expiration Fields





Field	Description
Set default expiration date time	(Optional) Add an expiration date for all Passes that are installed for this Template. The timezone will be used as default, if not sent in the request when generating/updating passes via API.
Expire passes automatically after fixed duration	Auto expire the pass by setting a fixed duration after which the pass gets expired automatically from the time of its first generation. If a specific expiration date and time is set for the pass record, then these settings will be overridden by the pass record’s expiration date and time.
No Expiration Date	Choose this option if you do not want to set an expiration date.

Additional Fields

These fields will appear on the back of the Pass on Apple Wallet and in the Pass Details section on Google Wallet.

Universal Fields

Main Fields | Expiration Fields | Additional Fields | Barcode Fields

To add a clickable link, use this exact format:Link text. Only https:// links are supported — other tags and link types are not allowed. On both Apple and Google Wallet the text becomes a tappable link in place.

Additional Field 1

Ticket Holder Label	Ticket Holder
Ticket Holder Value (Dynamic Field)	

Additional Field 2

Venue Address Label	Sky Stadium
* Venue Address Value (Static Field)	397 Moody Street Waltham, MA 02453

Additional Field 3

Doors Open Label (Static Field)	Doors Open
Doors Open Date/Time Value (Static Field)	- Date - Please select the date/time value or enter in the format {MM/DD/YYYY HH:MM AM/PM} Select Timezone

Additional Field 4

Event Start Label	Event Start Time
Event Start Date/Time Value	02/20/2025 5:00 PM The date/time will be set as per the value set under Front fields for Event Start Time.

Additional Field 5

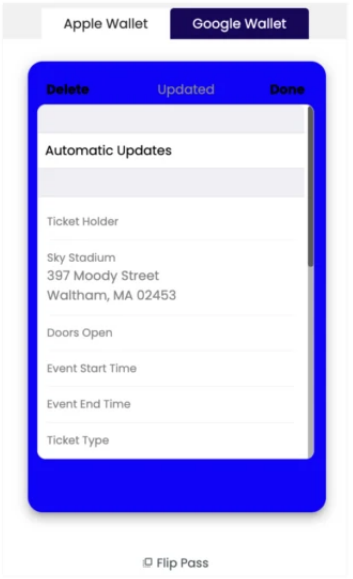
Event End Label	Event End Time
Event End Date/Time Value (Static Field)	- Date - Please select the date/time value or enter in the format {MM/DD/YYYY HH:MM AM/PM} Select Timezone

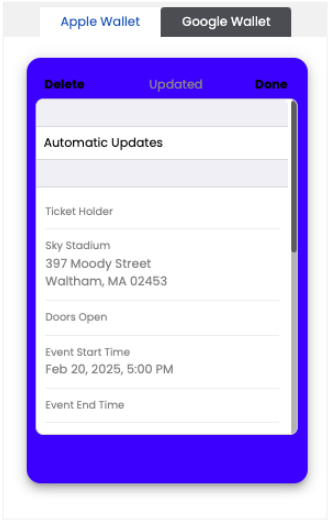
Additional Field 6

Ticket type Label	Ticket Type
Ticket type Value (Dynamic Field)	

Additional Field 7

Ticket Number Label	Ticket Number
Ticket Number Value (Dynamic Field)	





Additional Field 8

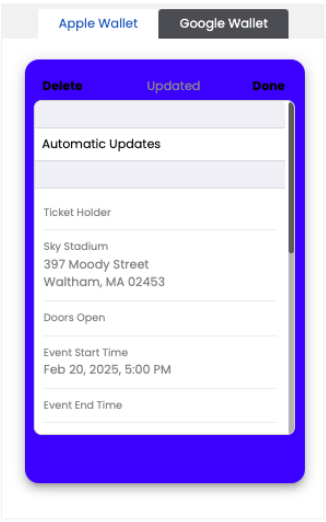
Confirmation Code Label (Static Field)	Confirmation Code
Reservation Confirmation Code Value (Dynamic Field)	

Additional Field 9

Face Value Label (Static Field)	Face Value
Face Value (Dynamic Field)	
Currency Code (Static Field)	AFN (Afghan Afghani)

Additional Field 10

Terms Label (Static Field)	Terms & Conditions
Terms Value (Static Field)	



Additional Field 11

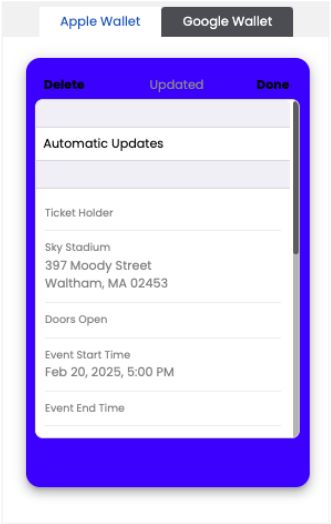
Message1 Label (Static Field)	
Message1 Value (Static Field)	

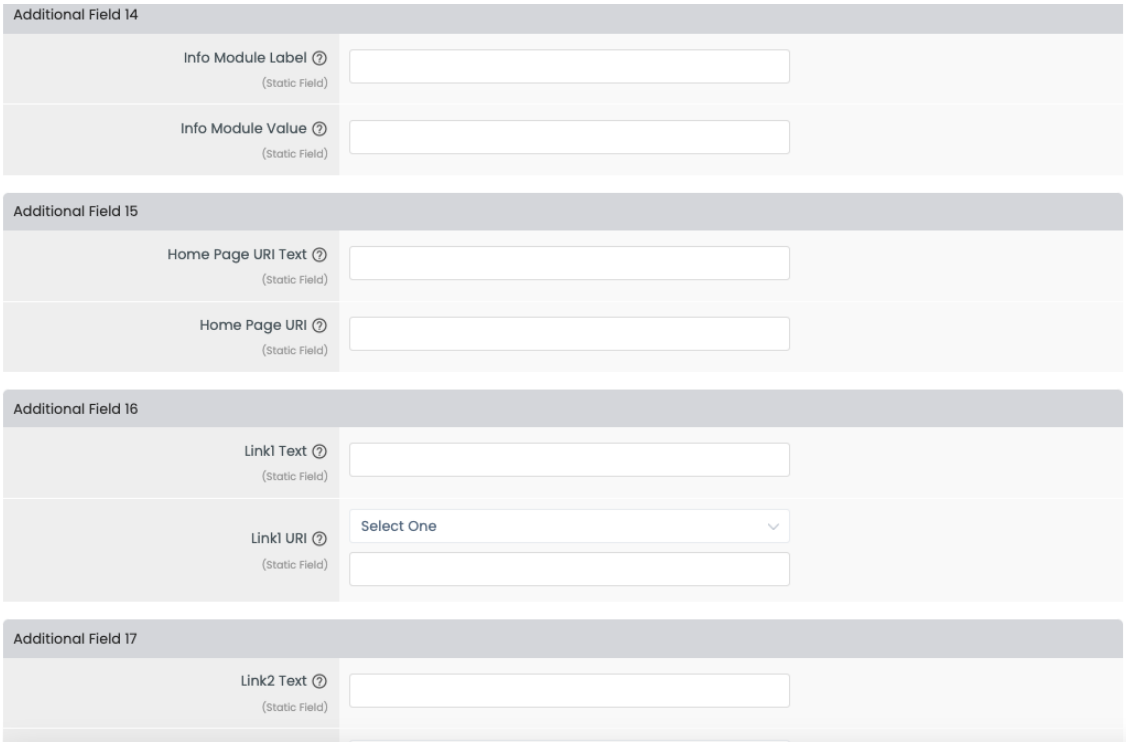
Additional Field 12

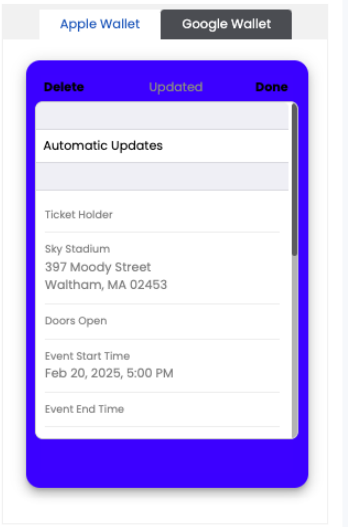
Message2 Label (Static Field)	
Message2 Value (Static Field)	

Additional Field 13

Text Module Label (Static Field)	
Text Module Value (Static Field)	







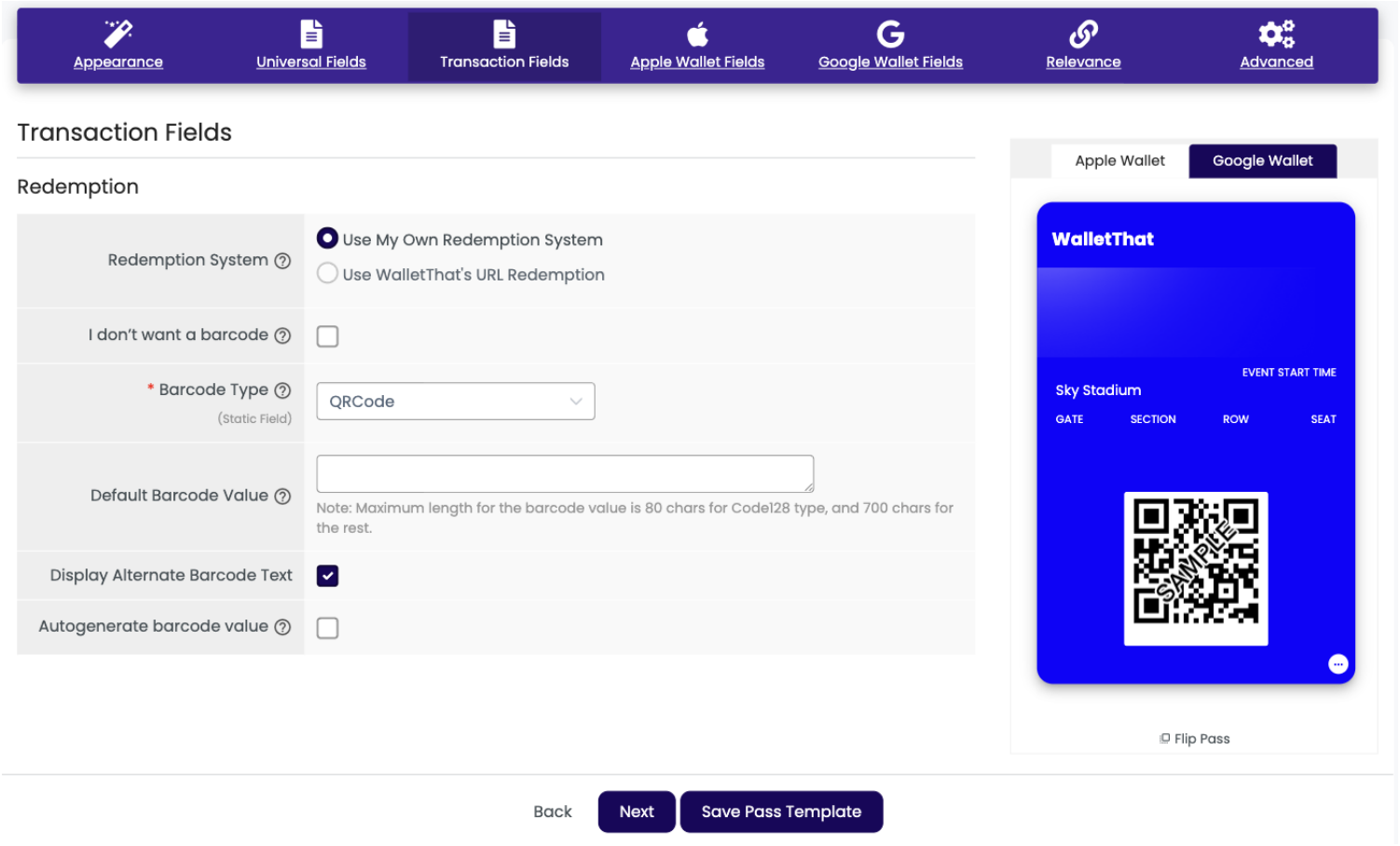
Field	Description
Pass Expiration	Check the box if the Pass should have an expiration date. Choose a date and time for the Pass to expire.
Field 1: Ticket Holder	Add the name of the ticket holder for the event ticket.
Field 2: Venue Address	Add the address of the venue for the event ticket. This field is required to generate the event ticket and allows line breaks. Google Wallet Passes will show a link next to this field that will open google maps when clicked.
Field 3: Doors/Gates Open Date & Time	Choose between doors open or gates open for the label and set the time when the doors/gates open for the event.
Field 4: Event Start Date/Time	The event start date & time set in the mains field section will appear here as a fixed label and value.
Field 5: Event End Date/Time	Set the end date & time for the event.

Field	Description
Field 6: Ticket Type	Choose the ticket type, such as ‘Adult’, ‘Child’, or ‘Senior’.
Field 7: Ticket Number	Enter the ticket number.
Field 8: Confirmation Code	The confirmation code of the event reservation. This may also take the form of an “order number”, “confirmation number”, “reservation number”, etc.
Field 9: Face Value	The face value of the ticket, matching what would be printed on a physical version of the ticket.
Field 10: Terms	The fine print, terms, or conditions of the ticket. This field allows 1,000 characters and line breaks.
Field 11 & 12: Message 1 & Message 2	These are optional fields to add messages on the back of the Pass for Apple Wallet or below the Pass for Google Wallet. These fields allow line breaks. Supports Link text anchor links (https only) as well.
Field 13: Text Module	The recommended maximum length for the label is 35 characters to ensure the full string is displayed on smaller screens. The value of the Text Module is defined as an uninterrupted string. The recommended maximum length is 500 characters to ensure the full string is displayed on smaller screens. This field also allows line breaks.
Field 14: Info Module	The recommended maximum length for the label is 30 characters to ensure the full string is displayed on smaller screens. The recommended maximum length for the value is 30 characters to ensure the full string is displayed on smaller screens.
Field 15: Home Page URI	Add a link to the venue or event organizer’s website.
Field 16 & 17: Link 1 & 2	Add any link including a link to a telephone number, URL, email address, or specific location. Google Wallet uses special icons to distinguish different types of URI’s for the fields that use links. To use an icon, select from the drop-down menu and enter the correct data.

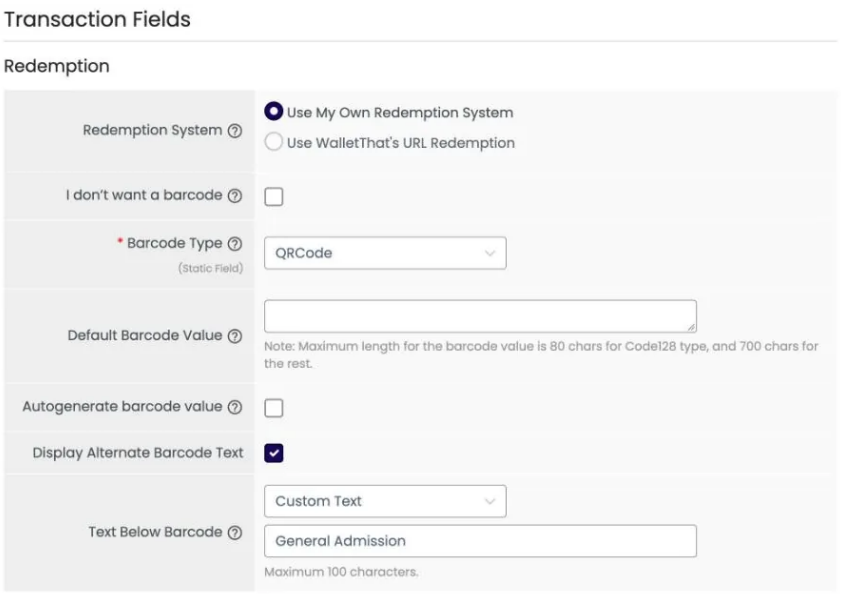
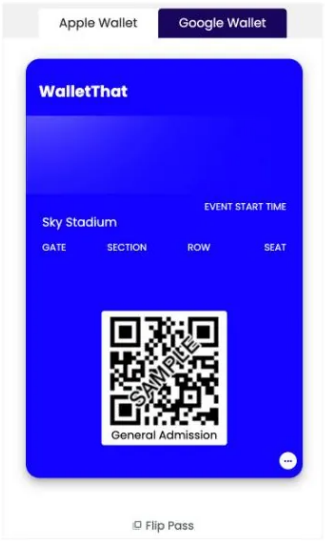
Transaction Fields

The barcode settings for Event Tickets are on their own **Transaction Fields** tab in the Pass Template Builder. They were previously shown under **Universal Fields**; the fields themselves have not changed. This keeps the tab structure consistent across all Pass types.

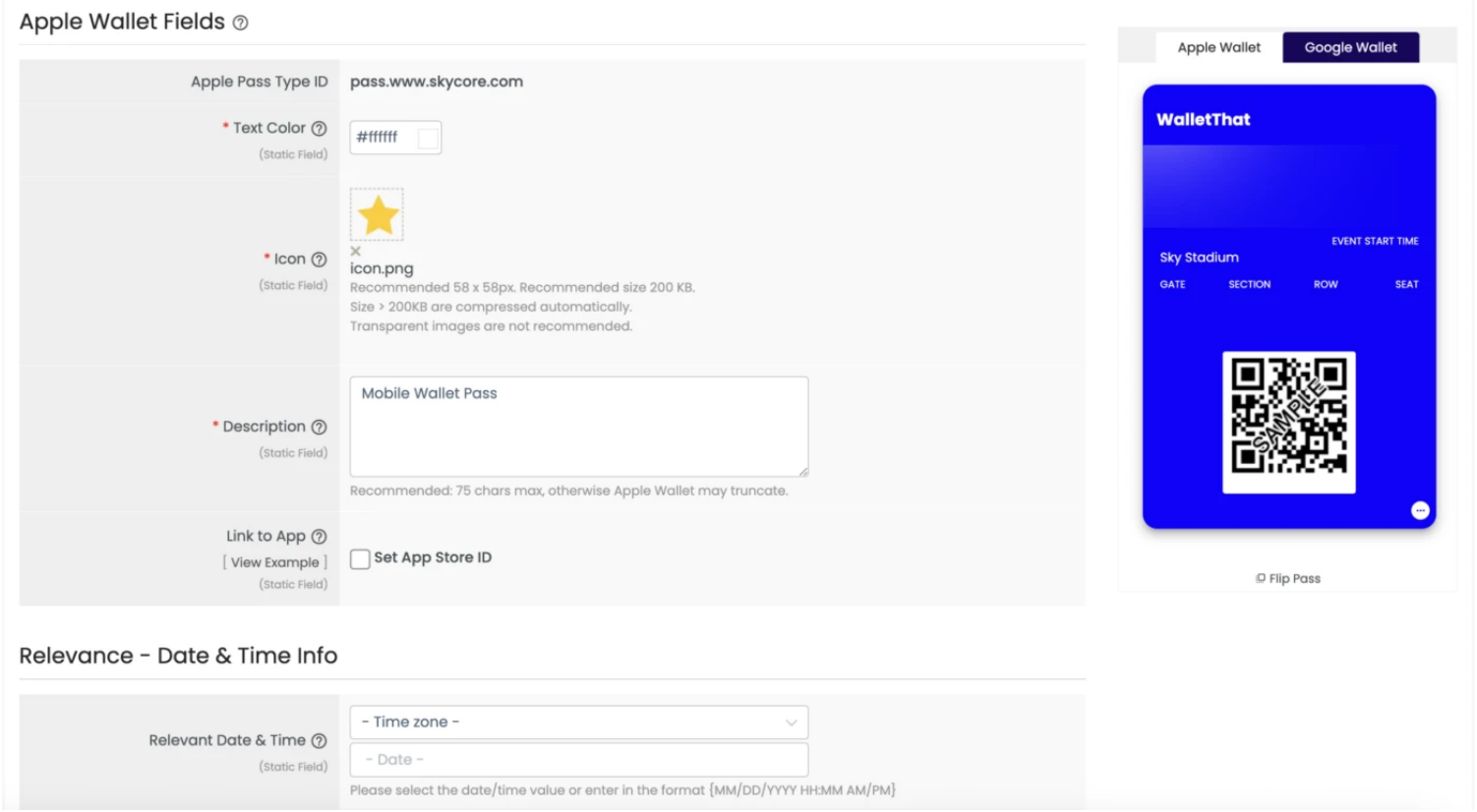
The **Redemption System** option also appears on this tab, but only *Use My Own Redemption System* can be selected for Event Tickets. *Use WalletThat's URL Redemption* is shown greyed out, and hovering over it displays the message "This option is currently only available for coupons and loyalty cards."

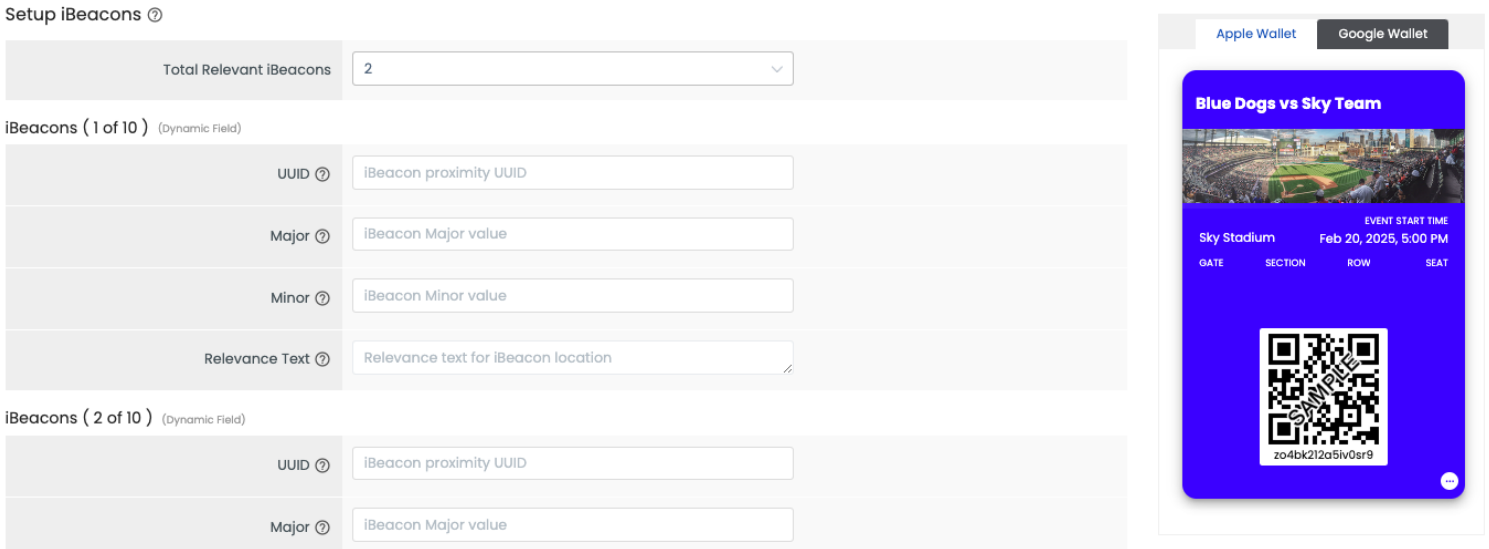


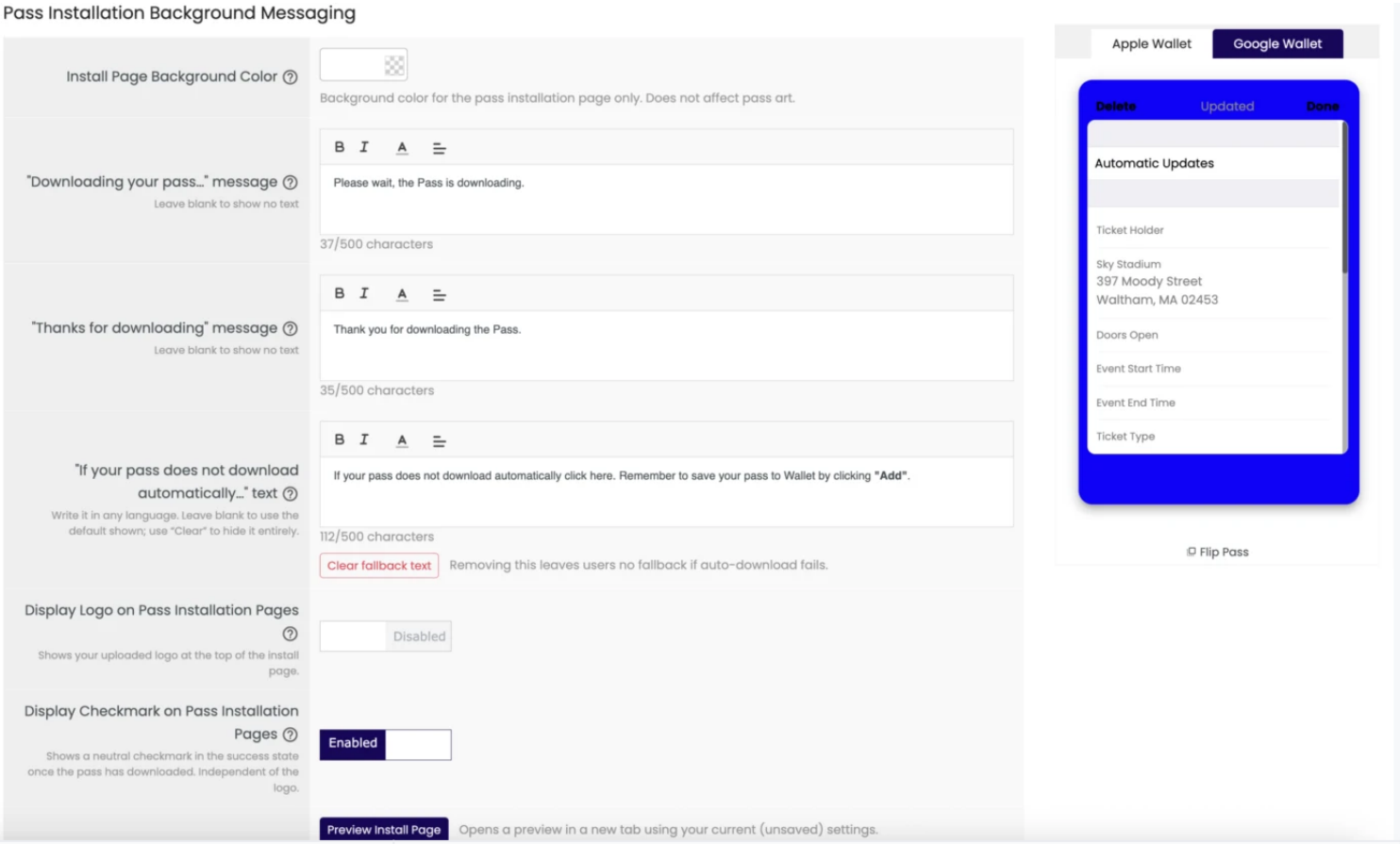
Field	Description
I don't want a barcode	Choose this option to remove the barcode from the Pass Template. If this is selected, no barcode will appear on any Passes issued using this Template.
Barcode Type	Select the type of barcode you want to use on the Pass. Supported types include: QR Code, Code 128, Aztec, and PDF 417. You may also choose "No Barcode".

Field	Description
Default Barcode Value	Select the default barcode value that will appear if no value is passed in the API or if you have not selected ‘autogenerate barcode’
Display Alternate Barcode Text	Check this box to show text below the barcode on the Pass. Uncheck it to hide that text. This setting is enabled by default, so Pass Templates created before this option was added are unaffected.
Text Below Barcode	Choose what appears below the barcode. **Same as Barcode Value** (the default) shows the barcode value. **Custom Text** opens a field where you can enter your own default text, up to 100 characters (50 for Code 128 barcodes), for example "General Admission". If the custom text is left blank, the barcode value is shown instead. Each Pass can override the default with its own text through the API (`barcode-text`), Pass Issuance Links, Pass Issuance Forms or a CSV import. A Pass takes the template's default text when it is first installed; changing the default later does not change Passes that are already installed.  
Autogenerate Barcode Value	Check this box if you want to generate a random barcode value for your Passes.
Autogenerate Value	Select the data type and data length (10-100 characters) of barcode you would like to autogenerate:Numeric OnlyAlphabet OnlyAlphanumeric
Preview Barcode	Enter text to see how the barcode will be displayed on the actual pass.

Apple Wallet Fields



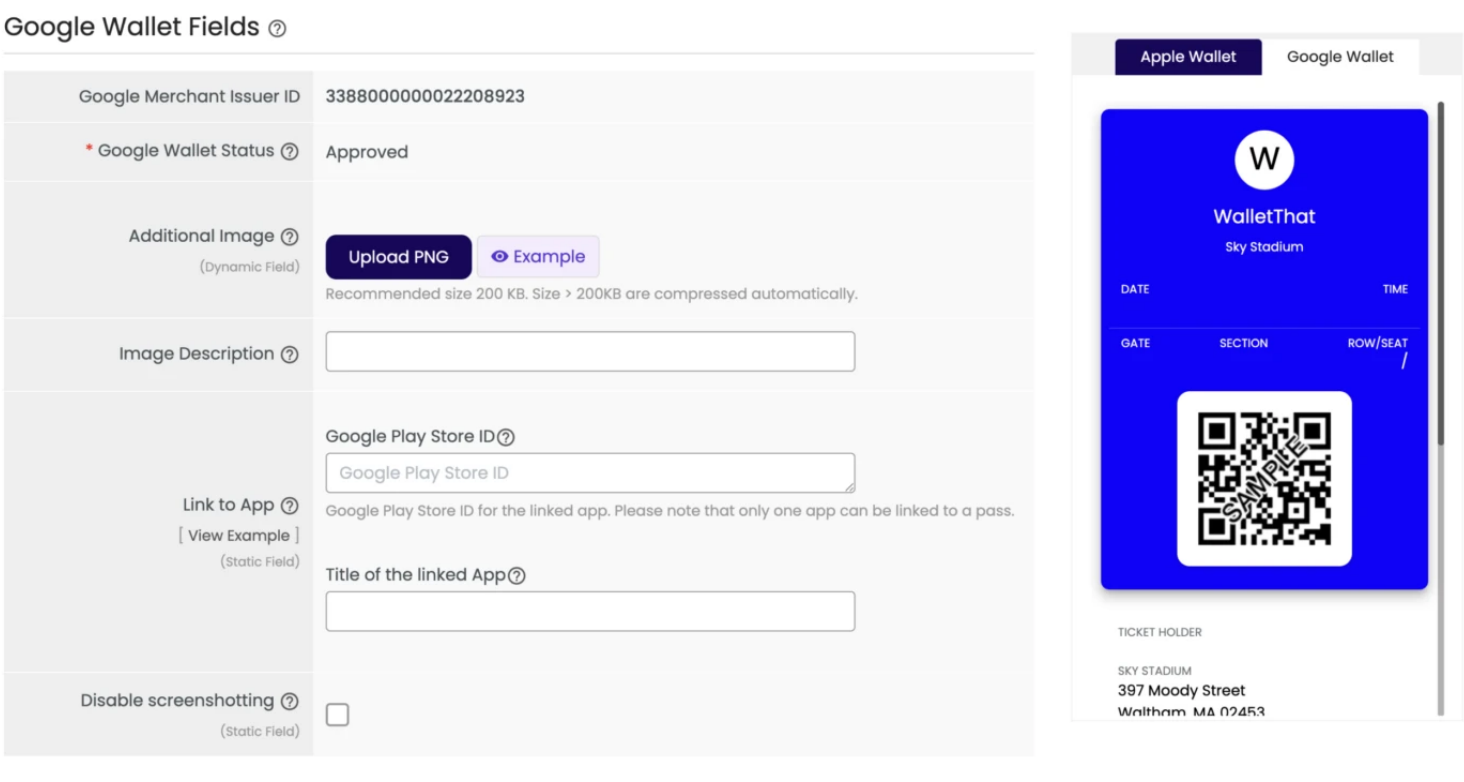




Field	Description
Apple Pass Type Id	The Apple Pass Type ID assigned to this Pass Template. If you have multiple Pass Type IDs, you can select which one to associate with this template from the dropdown menu.
Text Color	Add any color to the text fields on Apple Passes only.
Icon	Add an icon that will appear on your customer’s lock screen for Pass updates and notifications.
Description	Add a description for blind and low vision users on Apple Passes.
Link to App	Link an app to the Pass. The app will only appear on the back of Apple Wallet Passes
Relevant Date & Time	Set a time to display a notification on the users lock screen or home screen prior to an event.

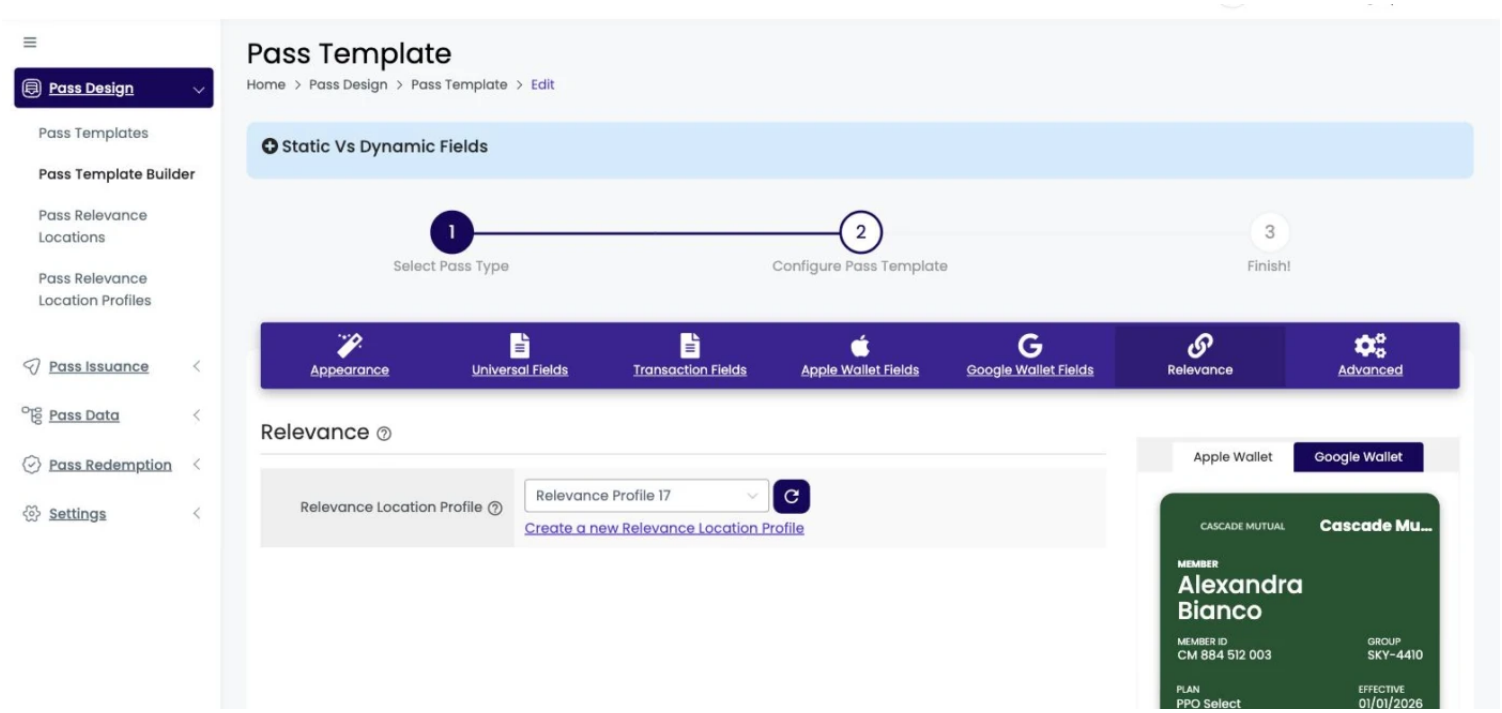
Field	Description
iBeacons – UUID, Major, and Minor Values, and Relevant Text	Add up to 10 iBeacons for each Pass. Defining the UUID, Major, and Minor values are necessary for the iBeacon to work. Add relevant text that will appear on the customer’s screen when the iBeacon is detected in a range.
Install Page Background Color	Set the background color for the pass installation pages.
"Downloading your pass..." message	Custom rich-text shown as the "downloading your pass" message on the pass installation page.
"Thanks for downloading" message	Custom rich-text shown as the "thanks for downloading your pass" message on the pass installation page.
"If your pass does not download automatically..." text	Custom rich-text to display to the end user if their Pass fails to download. Write it in any language. Leave blank to use the default shown; use “Clear” to hide it entirely.
Display Logo on Pass Installation Pages	Choose whether or not you want to display the logo uploaded in the above field on the installation pages.
Display Checkmark on Pass Installation Pages	Choose whether or not you want to display a generic checkmark on the installation pages.
Preview Install Page	Click "Preview Install Page" to test your installation pages.

Google Wallet Fields



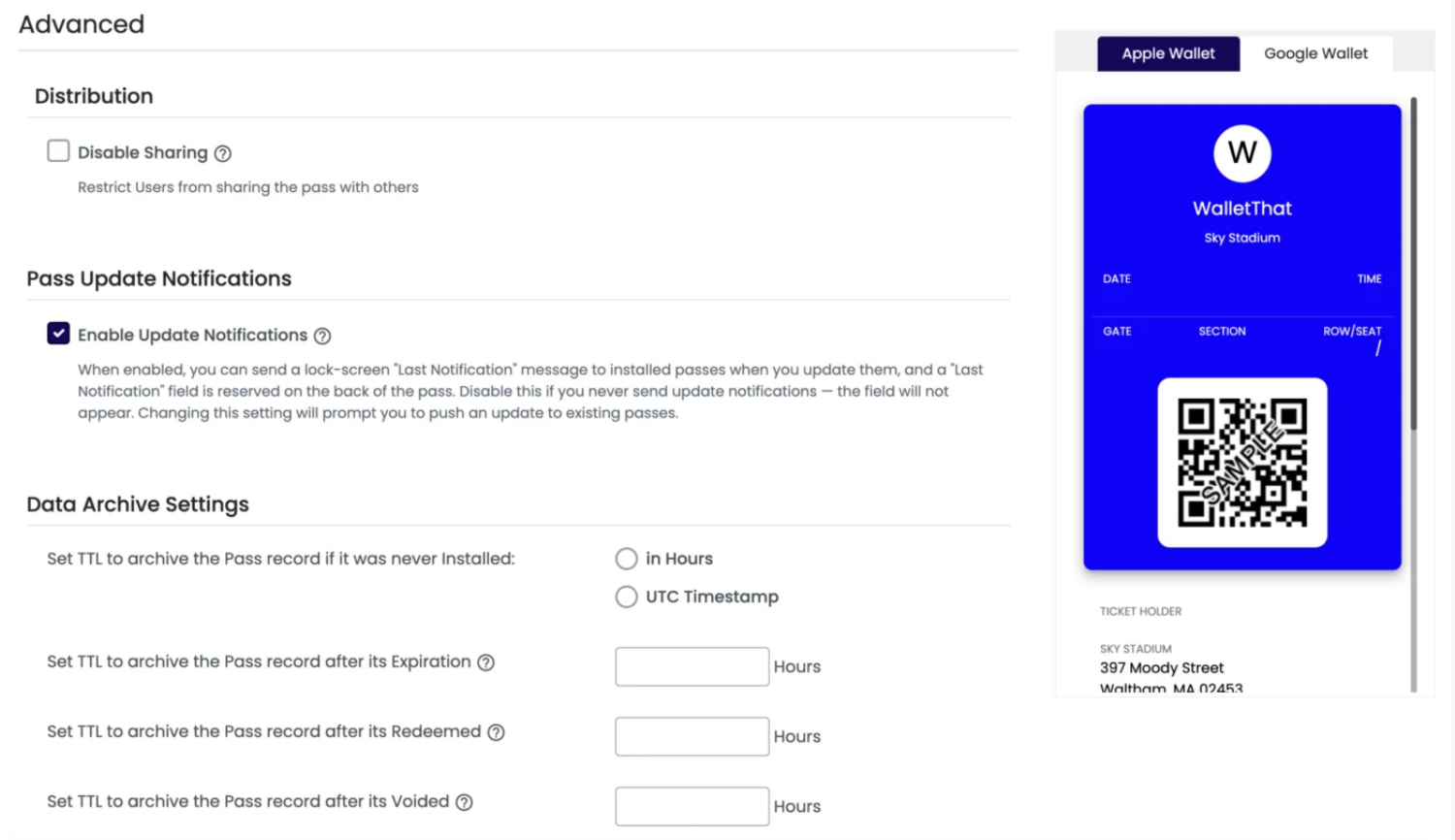
Field	Description
Google Issuer ID	The Google Issuer ID assigned to this Pass Template. If you have multiple Issuer IDs, you can select which one to associate with this template from the dropdown menu.
Additional Image	If you choose to upload an additional image for Google Wallet Passes, the image will appear below the Pass. The image will not appear anywhere on Apple Wallet Passes.
Additional Image Description	Add a description for the additional image. The description will not appear on the Pass.
Link to App	Enter the Google Play Store ID to link an app to the Google Wallet Pass.
Disable Screenshotting	Enable or disable screenshotting on Google Wallet Passes by checking this button.

Relevance



Field	Description
Relevance Location Profile	Select a saved Pass Relevance Location Profile from the drop-down to link it to this Pass Template. When a customer's device is near any location in the profile, a message appears on their lock screen for Apple Wallet Passes; Google Wallet Passes show a predefined message. Select **No relevant locations** to save the template without a profile. If a profile you just created is not listed, click the refresh button next to the drop-down. Relevant locations that were previously added to a template one at a time have been moved into a Relevance Location Profile automatically. Learn more in Pass Relevance Location Profiles.
Create a new Relevance Location Profile	Click this link to open the Create Pass Relevance Location Profile page and build a new profile.
Closest 10 locations	A profile can hold up to 100 locations, but Apple Wallet and Google Wallet only support 10 relevant locations per Pass. When a customer installs a Pass, WalletThat detects their approximate location from their browser's IP address and saves the 10 locations in the linked profile that are closest to them to that Pass. This happens automatically, so there is nothing to configure.

Advanced



Field	Description
Disable Sharing	Selecting this option will disable your customers from sharing the Pass on Apple Wallet or share the Pass install link on both Apple Wallet and Google Wallet to another device. For Google Wallet, this sharing setting becomes permanent once Passes have been issued using this template.
Enable Update Notifications	When enabled, you can send a lock-screen "Last Notification" message to installed passes when you update them, and a "Last Notification" field is reserved on the back of the pass. Disable this if you never send update notifications — the field will not appear. Changing this setting will prompt you to push an update to existing passes.
Data Archive Settings	These settings allow you to set a TTL (time to live) for each Pass. TTL settings can be set per Pass Template so that the value set for the TTL will get updated for each Pass depending on the events that occur.

Prefer to automate this? You can also create and update event ticket Pass Templates with the CreatePassTemplate and UpdatePassTemplate calls in the Event Ticket API.