

Event Planning

e-Permit and e-Ticketing Registration Process



Introduction

Dubai hosts many successful events every year, growing its reputation as a world class entertainment, business and sport events destination.

The success and growth of Dubai's events industry would not be possible without the support of the organisations and individuals who work tirelessly behind the scenes to conceptualise, plan, and produce such an outstanding calendar of events.

Events and festivals not only form a crucial part of Dubai's current community and culture, they also play a vital role in determining our future. Alongside family and business tourism, events are one of three key pillars in Dubai's Tourism Vision for 2020, an initiative developed by the Department of Tourism and Commerce Marketing under guidance from His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, which aims to attract 20 million annual visitors to the emirate by 2020.

As we progress towards 2020, we want to ensure that our events community continues to thrive and grow.

This booklet has been designed to help event organisers and venues through the simple steps of the event registration, e-Permit and e-Ticketing process.

As we continue to work together towards our ambitious goal of growing tourism in the city, this guide covers everything you need to know about the application itself, the process for approvals, what documents are required to help secure the necessary permits for your event, and how the service can assist the industry's further growth.

It also includes useful links to the Department of Tourism and Commerce Marketing (Dubai Tourism) website for more detailed information, as well as key points to consider ahead of starting your application – for both the e-Permit and e-Ticketing process. Further information on the e-Permit and e-Ticketing process can be found on our website.

FAQ link: <https://epermits.dtcn.gov.ae/ePermit/pdfs/FAQDocumentEN.pdf>

Let's set up your event!

How to Get Started

There are 3 simple steps required, as an event organiser, to complete your registration to start selling tickets or receiving delegate registrations:

1

Registration on e-Permit and e-Ticketing portals

- A. One-off company registration on e-Permit¹ portal
 - To obtain login credentials in order to be able to apply for the event permit
 - Account activation: 2 working days
- B. One-off company registration on e-Form² for e-Ticketing
 - To obtain login credentials in order to be able to apply for tickets/registration badges/barcodes (if applicable to your event)
 - Account activation: 2 working days

2

Application for event permit and ticketing

- A. Event permit application via e-Permit portal
 - To apply for your event permit
 - Approval: 3 working days excluding submission date
- B. Event ticketing application via e-Form
 - To apply for your event tickets/registration badges/barcodes, (if applicable to your event)
 - Process time: 3 working days

3

Start promoting your event

To register and list your event on Dubai Calendar, the official calendar of events in Dubai

Further information on each step available on the next page.

¹ e-Permit is an online portal that allows event organisers to apply for and submit the documents required for an event permit across different Dubai government departments.

² e-Form is an online portal that allows event organisers to apply for and submit the documents required for events ticketing.

1. Registration on e-Permit and e-Ticketing portals

ONE-OFF COMPANY REGISTRATION ON e-Permit PORTAL

- Before applying for your event permit, you must first register as an event organiser on the e-Permit portal³ with your valid trade license, complete the application and pay the fee via this link: <https://e-permits.dtcn.gov.ae>

A Department of Economic Development (DED) company trade license should clearly state one of the following activities for the e-Permit registration:

- Entertainment events: Parties and Entertainment Services
- Business events: Conference and Exhibition Organisation
- Sport events: Rallies and Sport Tournaments Organising Services, Sports Exhibitions Organising or Sports Services

A free zone company license should clearly state 'Event Management' activity in order to register on the e-Permit portal

If you do not have the relevant activities which fall under the specific event type listed on your trade license, we recommend you apply for the additions before registration on the e-Permit portal.

- An email will be sent to notify you that the registration record has been submitted successfully and will take 2 working days for the account to be activated
- Upon approval, an e-mail will be sent to the registered email address with the username and an automatically generated password
- The annual registration fee⁴ is to be paid in order to start using the e-Permit portal. The fee can be paid either online; at the DTCM office in cash/cheque or via a direct deposit into DTCM's bank account. DTCM bank account details can be found on page 5
- Before applying for your event barcodes, you must first register as an event organiser on e-Form and complete application via this link: <https://eform.etixdubai.ae>
- The below information and documents are required to complete the registration:
 - Valid company email address
 - Company trade license
 - Emirates ID copy of company owner
 - Company NOC, stamped and signed by an authorised personnel
- An email will be sent to the registered email address in order to validate your account
- Account activations take a maximum of 2 working days to verify the documents and activate the account
- A notification email will be sent to the registered email address accordingly

2. Application for Event Permit and Ticketing

EVENT PERMIT APPLICATION VIA e-Permit PORTAL

Applying for entertainment, business and sports events

For event organisers with Department of Economic Development (DED) trade license, to conduct an event in a free zone, a NOC letter will be required from the relevant free zone authority.

For event organisers with free zone license or international event organisers located outside of Dubai, to conduct an event outside of the free zone and within the Emirate of Dubai, the venue or appointed ticket seller or another event organiser (with a valid DED Trade License and the relevant event activity listed) is able to apply for the permit on your behalf.

Applying for charity events

Only charity associations/foundations licensed by Islamic Affairs & Charitable Activities Department (IACAD) can apply for charity events.

³ Note: the company name, company address and company profile should be entered in Arabic language and entered as per the trade license.

⁴ Note: the e-Permit portal registration fee is non-refundable and must be paid annually in advance.

2. Application for Event Permit and Ticketing

EVENT PERMIT APPLICATION STEPS

<https://epermits.dtcn.gov.ae/ePermit/>

1. Login with your username and password and click on Login
2. Click on Add New Event
3. Fill in required fields⁵
4. Select type of event and activities that are related to the main event type
5. Select location and date
6. Enter contact information of the event organiser and performers/speakers (if applicable)
7. Upload the required documents
8. Pay the fees
9. Submit the application

- Note: The company trade license needs to be valid during both the period of application and the event date. If the license is due to expire before the event, an e-mail is to be sent to the e-Permit department to advise that a new license will be applied for ahead of the event date itself
- The payment of the e-Permit fee must be made at the time of the submission to start the approval process. Fees can be either paid online; at the DTCM office in cash/cheque or a direct deposit into DTCM's bank account

DTCM bank account

Account Title: Government of Dubai – Department of Tourism and Commerce Marketing – Revenue Account
Bank: Dubai Islamic Bank – AL SHOLA BRANCH, DEIRA, DUBAI, UAE
Account Number: 001520005097601
SWIFT Code: DUIBAEAD
IBAN Number: AE43 0240 0015 2000 5097 601

- The application approval will take up to 3 working days from the date of payment⁶
- Rejection of an application is very rare. In most instances, DTCM will request amendments to the application in order to process the permit⁷

⁵ Entering the event profile and event performers/speakers' full names in Arabic is required.

⁶ Application submission will not be possible less than 6 working days prior to the event start date.

⁷ The usage of 'Dubai' or 'Festival' or 'Expo' in your event title is restrictive.

EVENT TICKETING APPLICATION VIA e-Form PORTAL

If applicable to your event, this can be applied for in parallel to the e-Permit approval process

- Events that need to apply for e-Ticketing can do so via the following steps:
 1. Login to the e-Form via the same link: <https://eform.etixdubai.com>
 2. Complete the Ticket Fee Form⁸
 - Paid ticketed event: 10% of total expected ticket/registration income is required payable by Manager's Cheque to DTCM (if applicable)⁹
 - Free ticketed event: AED 1 per ticket is required payable by Manager's Cheque to DTCM (if applicable)
 3. Complete the Ticket Printing Fee Form (if you require hard tickets printed by DTCM)
 4. Complete and submit your New Event Notifications (NEN)¹⁰ on e-Form
- All tickets and delegate badges must have barcodes which will be issued within 3 working days excluding the submission date once all forms have been submitted and the e-Permit application has been approved

3. Start Promoting Your Event

Once all registrations are complete for the event, login to www.dubaicalendar.com to register as an event organiser and upload information and imagery of the event in order for Dubai Calendar to promote the event through its digital and social channels.

⁸ Ticket Fee Form and Ticket Printing Fee Form

(only if Pre-Printed tickets are requested) must be submitted in person at DTCM's cashier.

⁹ If selling tickets through API seller category A, the Manager's Cheque is not required to be submitted prior the event. Ticket seller will pay the 10% of total ticket/registration income to DTCM directly.

¹⁰ NEN is used for notifying DTCM about the upcoming event.

Permit Requirement by Event Type

ENTERTAINMENT EVENTS¹¹

Permit required:

- Paid ticketed/invitation/registration event
- Free ticketed/registration event
- Non-ticketed/non-registration public event

Permit not required:

- Private event¹². The venue is required to notify DTCM via the e-Permit portal

SPORT EVENTS

Permit required:

- Paid ticketed/invitation/registration event
- Free ticketed/registration event
- Non-ticketed/non-registration public event

BUSINESS EVENTS

Permit required:

- Events that are external and open to the general public e.g. exhibition, trade show, conference, congress, seminar, symposium etc.

Permit not required:

- Events of private or internal nature e.g. individual private events, internal corporate events for staff members or a closed group of internal stakeholders/attendees. The venue is required to notify DTCM via the e-Permit portal

CHARITY EVENTS

Permit required:

- Paid ticketed/invitation/registration event
- Free ticketed/registration event

¹¹ For theatre ticketed performances, a copy of the script is to be submitted in the permit application.

¹² List of private events can be found in the FAQ section.

Document Requirement by Event Type

ENTERTAINMENT EVENTS

- NOC letter from the venue with event details and maximum capacity
- Event owner's passport copy
- Passport and photo copies of each performer (if the performer is not yet registered on the system)¹³
- Ticket information [categories, price types and seating map] for ticketed /registration event

SPORT EVENTS

- NOC letter from the venue
- Event owner's passport copy
- Event brief and sponsorship package (if applicable)
- Ticket information [categories, price types and seating map] for ticketed /registration event

BUSINESS EVENTS

- NOC letter from the venue with event details and maximum capacity
- Event owner's passport copy
- Passport number and date of birth for each speaker, photocopy of Emirates ID if a UAE resident
- If the event is an exhibition for several companies, a list of all companies taking part is required
- Registration information [categories, price types and seating map] for ticketed/ registration event
- If the event is organized by or for an association, a letter from the association confirming this
- If the event includes professional development, a letter or programme confirming which component of the event provides professional development

CHARITY EVENTS

- NOC letter from the venue
- Event owner passport copy, Emirates ID, and company trade license
- Copy of a form of advertising material (if required)
- Photo list of items being auctioned (if applicable)
- Passport and photo copies of each speaker/ lecturer (if new)
- Ticket information [categories, price types and seating map] for ticketed/ registration event

WHAT ARE THE TICKET FEES?

Paid ticketed/invitation/registration event: Ticket fee: 10% of total expected ticket/registration income

- Free ticketed/registration event: Ticket fee: AED 1 per ticket
- Non-ticketed/non-registration public event: Ticket fee not applicable
- Non-ticketed/registration private event: Ticket fee not applicable
- Associations/professional development events: Ticket fee not applicable

¹³ The permit application can be processed with a minimum of 1 performer passport and photo if all performer documents are not available at the time of application.

Entertainment Event Scenarios

- Paid ticketed/invitation/registration event
- Free ticketed/registration event
- Non-ticketed/non-registration public event
- Private event

Scenario – The event organiser holds a free zone trade license and would like to organise a theatre show at a theatre in the Emirate of Dubai. The show is ticketed.

- Event permit may be applied for by either the venue where the event is taking place, a ticket seller or a DED registered event organiser appointed by the free zone event organiser
- The permit holder is to submit a Manager's Cheque equivalent to 10% of the total expected ticket/registration income (if applicable)
- For theatre shows, the script is to be submitted during the event permit application

Scenario – The event organiser is registered in free zone A and would like to host a music concert in free zone B. The event requires online registration.

- Venue NOC is required
- Event organiser will apply for event permit and appoint a ticket seller
- Ticket fee of AED 1 per ticket will be applicable

Scenario – The event organiser has a registered DED trade license and would like to host a free event in one of Dubai’s parks.

- NOC required from Dubai Municipality
- Event organiser will apply for the event permit
- No ticket fee applicable

Scenario – A private birthday party is held at a hotel in Dubai with an international artist performance. The event is by invitation only.

- No event permission is required
- The venue is required to notify DTCM via the e-Permit portal



Sport Event Scenarios

- Paid ticketed/invitation/registration event
- Free ticketed/registration event
- Non-ticketed/non-registration public event

Scenario – The event organiser has a registered DED trade license and would like to host an event in the Emirate of Dubai. The event is ticketed.

- NOC from the venue is required and is to be submitted through the e-Permit portal
- A Manager's Cheque equivalent to the 10% of total expected ticket/registration income is required to be submitted in person at DTCM's offices (if applicable)
- Dubai Sports Council will receive the application and advise on next steps whether there is a need to apply for an NOC from the relevant sports federation or not
- If the event receives approval from Dubai Sports Council in the system then that would be classified as the Sports Council NOC

Scenario – The event organiser has a registered DED trade license and would like to host an event in the Emirate of Dubai. The event is free but requires online registration.

- NOC from the venue is required and is to be submitted through the e-Permit portal
- A Manager's Cheque equivalent to AED 1 per ticket of total expected tickets issued is required to be submitted in person at DTCM's offices (if applicable)
- Dubai Sports Council will receive the application and advise on next steps whether there is a need to apply for an NOC from the relevant sports federation or not
- If the event receives approval from Dubai Sports Council in the system then that would be classified as the Sports Council NOC



Scenario – The event organiser has a registered DED trade license and would like to host a ticketed fun run event in the Emirate of Dubai followed by DJ performance at the venue.

- The event organiser applies for an event permit with both types entertainment and sports through the e-Permit portal
- The event organiser submits the entertainment passport copies
- NOC from the venue is required and to be submitted through the e-Permit portal
- Dubai Sports Council will receive the application and advise on next steps whether there is a need to apply for an NOC from the relevant sports federation or not
- Dubai Sports Council issues the event permit through the e-Permit portal. The event receives approval from Dubai Sports Council in the system which would be classified as the Dubai Sports Council NOC
- No ticket fee is charged for participation events. Ticket fees apply only on the entertainment part if this is ticketed separately

Scenario – The event organiser has a registered DED trade license and would like to host a multiple corporate sport competition at a sports facility in the Emirate of Dubai

- The event organiser applies for an event permit through the e-Permit portal and submits the entertainment passport and photo copies
- NOC from the venue is required and is to be submitted through the e-Permit portal
- Dubai Sports Council will receive the application and advise on next steps
- If the event receives approval from Dubai Sports Council in the system then that would be classified as the Sports Council NOC

Business Event Scenarios

- Events that are open to the general public
- Events of private or internal nature

Scenario - Exhibition or trade show with or without simultaneous conference not organized by an association or with a professional development component.

- The event organiser or venue applies for an event permit through the e-Permit portal
- A passport copy of event organiser's representative in charge of the respective event are submitted through the e-Permit portal
- Conference speaker passport number and date of birth or Emirates ID if UAE resident are submitted through the e-Permit portal
- A Manager's Cheque equivalent to the 10% of total expected registration income is required to be submitted

Scenario - Conference, congress, meeting, forum or summit organised by an association, federation or society AND meeting or seminar that offer professional development.

- The event organiser or venue applies for an event permit through the e-Permit portal
- A passport copy of event organiser's representative in charge of the respective event is submitted through the e-Permit portal
- Conference speaker passport number and date of birth or Emirates ID if UAE resident are submitted through the e-Permit portal
- No ticket fee is charged

Scenario - Conference or meeting organised by a corporate company for its own staff member.

- The event does not require a permit and no registration fee shall be paid to DTCM
- Venue will require a copy of the organiser's Emirates ID
- The venue is required to notify DTCM via the e-Permit portal

Scenario - Dinner or award show with or without entertainment organised by a corporate company for its own staff members.

- The event does not require a permit and no registration fee shall be paid to DTCM
- Venue will require a copy of the organiser's Emirates ID
- The venue is required to notify DTCM the via e-Permit portal



Charity Event Scenarios

- Paid ticketed/invitation/registration event
- Free ticketed/registration event
- Non-ticketed/Non-registration public event

Scenario – A charity event is organised by an event organiser e.g. an auction is held to raise money for charity

- The licenced charity association/foundation to apply for the event permit through the e-Permit portal
- Permit holder is required to submit a Manager's Cheque equivalent to the 10% ticket fee of total expected ticket/registration income (if applicable)
- Islamic Affair and Charitable Activities Department will issue the event permit through the system

Scenario – An event is organised with a charity element e.g. a fundraising event is held as part of a music event

- The event organiser to apply for the event permit through the e-Permit portal stating the charity element and proposed licenced charity partner
- Permit holder is required to submit a Manager's Cheque equivalent to the 10% ticket fee of total expected ticket/registration income (if applicable)
- Islamic Affair and Charitable Activities Department will issue the event permit through the system



Frequently Asked Questions

What are the dtcm e-permit and e-ticketing portals?

The e-Permit and e-Ticketing portals were introduced by DTCM to centralise all procedures in relation to the application processing and licensing of event permits as well as ticketed events in Dubai.

When should I apply for my event permit?

The earliest you can apply for an event permit is one year prior to the event. We advise that you apply for your event permit a minimum of four weeks prior to tickets going on sale for the event or two weeks before for ticketed/invitation/registration the non-ticketed event.

Can I change the details of my permit after being issued?

Yes. However, if changing the main venue, it requires the event organiser to apply for a new event permit.

Who approves the permit?

Permits are approved by different authorities based on the nature of the event: Department of Tourism and Commerce Marketing, Department of Economic Development, Dubai Police, Dubai Sports Council, Islamic Affairs and Charitable Activities Department, Dubai Multi Commodities Centre, TECOM, Trakhees, Dubai International Financial Centre, and other relevant authorities.

What are the private events that require the venue to notify DTCM?

- **Party** for wedding/engagement, wedding anniversary, new born, graduation (personal), family, birthday party, corporate and corporate client
- **Gathering** for religious, community and talent competition
- **Celebration** for National Day
- **Business events** such as internal staff events, corporate meetings, conferences, graduation, incentive, symposium, training and workshops etc.
- **Networking**

What is the ticket fee?

As per the law, the event ticket fee is collected by DTCM. The ticket fee varies based on the nature of event. The revenue generated from this fee is reinvested by DTCM in the industry by supporting events with growing international visitors' potential.

What is the barcode?

Each ticket/registration record has a unique barcode issued from DTCM e-Ticketing platform, based on which the ticket fees will be calculated.

For a full list of all frequently asked questions please refer to the online guide

<https://epermits.dtcmm.gov.ae/ePermit/pdfs/FAQDocumentEN.pdf>

Appendix

TABLE OF FEES

DESCRIPTION	FEE
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ADMINISTRATION FEE APPLIED FOR ALL EVENTS

Registration on e-Permit portal	AED 300 (annually)
Urgent event application fee	AED 500
Knowledge dirham ¹⁴	AED 10
Innovation dirham	AED 10

EVENT PERMIT AND TICKETING FEE PER THE TYPE OF EVENT

Entertainment Events

	TICKETED / REGISTRATION EVENTS	NON-TICKETED / NON-REGISTRATION EVENTS
e-Permit fee	AED 200	AED 200
Event permit fee	All venues: AED 800 /day	Hotels: AED 800 Other venues: AED 500
Performer fee	Not applicable	Hotels: AED 750 each performer Other venues: AED 350 each performer
Ticketing fee	Paid ticketed/registration event: 10% of total ticket/registration income Free ticketed/registration event: AED 1 per ticket/registration	Not applicable
DTCM Management fee	AED 500	
Optional Amendment to application fee: AED 800 ¹⁵		

Sport and Charity Events

	TICKETED / REGISTRATION EVENTS	NON-TICKETED / NON-REGISTRATION EVENTS
e-Permit fee	AED 200	AED 200
Ticketing fee	Paid ticketed/registration event: 10% of total ticket/registration income Free ticketed/registration event: AED 1 per ticket/registration	Not applicable

Business Events

	TICKETED / REGISTRATION EVENTS	NON-TICKETED / NON-REGISTRATION EVENTS
e-Permit fee	AED 200	AED 200
DED Management Fee	AED 50	AED 50
Event permit fee per the type of business event	Exhibition / product launch	AED 1000
	Conference / forum / seminar / summit	AED 1000
	Exhibition / product launch Plus Conference / forum / seminar/summit	AED 1500
Ticketing fee	Paid ticketed/registration event: 10% of total ticket/registration income Free ticketed/registration event: AED 1 per ticket/registration	Not applicable

¹⁴ Knowledge Dirham and Innovation Dirham are charged for every transaction with all government departments, entities and public authorities by Department of Finance.

¹⁵ If adding new performer, a DTCM management fee of AED 500 will be charged.



For further information or inquires about e-permit and e-ticketing:

Website: <http://www.visitdubai.com/en/event-planning/leisure-events/permits-licences-tickets>

DTCM Call Centre: +971 600 55 5559

E-Permit Email: epermit@dubaitourism.ae

E-Ticketing Email: etix@dubaitourism.ae