



FOR IMMEDIATE RELEASE

Media Contact:
Erika Berglund
203-461-4375

erika@thegrovepartners.com

NATB Evolves into the National Association of Ticketing Professionals, Championing Consumer Choice, Accessibility, and Transparency

Amidst federal scrutiny of ticketing monopolies, the industry's leading independent trade group aligns identity with its mission to protect consumer choice and professional standards

Falls Church, Virginia, May 12, 2026 — Today, the National Association of Ticket Brokers (NATB) proudly announces its new name, the National Association of Ticketing Professionals (NATP). This strategic brand refinement aligns the association's identity with its mission to protect consumer rights and professional standards during a period of unprecedented federal scrutiny of ticketing monopolies.

For decades, independent professionals have provided the competition necessary to keep the ticketing market functional. Now, as the live event industry faces an antitrust tipping point, the NATP is doubling down on its role as a pro-competition watchdog. While primary market monopolies face increasing criticism for lack of transparency, the NATP's members provide a vital alternative, ensuring tickets remain accessible through a fair and open secondary market.

"The industry has reached a breaking point, and the fan is the one paying the price," said Gary Adler, Executive Director of NATP. "Under our new name, we are making our mission clear: we are the consumer's last line of defense against ticketing monopolies. Our job is to ensure the market remains open, accessible, and ethical so fans can attend the live experiences that turn into lifetime memories."

The NATP remains the primary advocate for a thriving ticketing ecosystem, committed to the following core pillars:

- **Transferability:** A ticket is personal property. NATP fights for the fan's right to use, sell, or give away their tickets without interference from venues or primary platforms.
- **Transparency:** The association advocates for "all-in" pricing and the disclosure of "holdbacks"—the practice where venues or promoters hide over 50% of available tickets from the initial on-sale to artificially inflate demand.
- **Accessibility:** By maintaining a robust competitive market, NATP members ensure that fans always have a choice beyond a single, dominant provider.

“The shift to NATP reflects the evolution of our industry,” said Jimmy Siegendorf, President & CEO at Premium Seats USA. “This is no longer about flipping tickets. It is about delivering a full-service, personalized experience for the fan. Our members deliver a high-touch service while standing for fairness and transparency. That’s what makes us true professionals.”

Under its new name, the NATP will continue to enforce rigorous, industry-leading ethical standards, ensuring that fans purchasing from an NATP member are buying from a trusted, verified source. For more information on the National Association of Ticketing Professionals, their ethical standards, and the fight for consumer ticketing rights, visit natp.org.

###

About NATP

Founded in 1994, the National Association of Ticketing Professionals (NATP), formerly known as the National Association of Ticket Brokers (NATB), is a non-profit trade association dedicated to protecting the rights of fans and promoting a fair, vibrant secondary ticket market. Our membership is comprised of professional ticket sellers committed to the highest standards of integrity and consumer protection. We believe that a competitive resale marketplace is essential for anyone attending concerts, sports, and live theater. To ensure peace of mind, every purchase from an NATP member is backed by our industry-leading 200% NATP Fan Guarantee.

NATP members operate under a strict Code of Ethics and a Bill of Rights for ticket buyers, designed to foster a reliable and transparent industry. By establishing an accountability platform for reporting unethical conduct and educating the public on safe buying practices, the NATP ensures that when you work with our members, you are working with honest ticketing professionals who deliver on their promises.