

# How to add a new storefront in PA Exchange

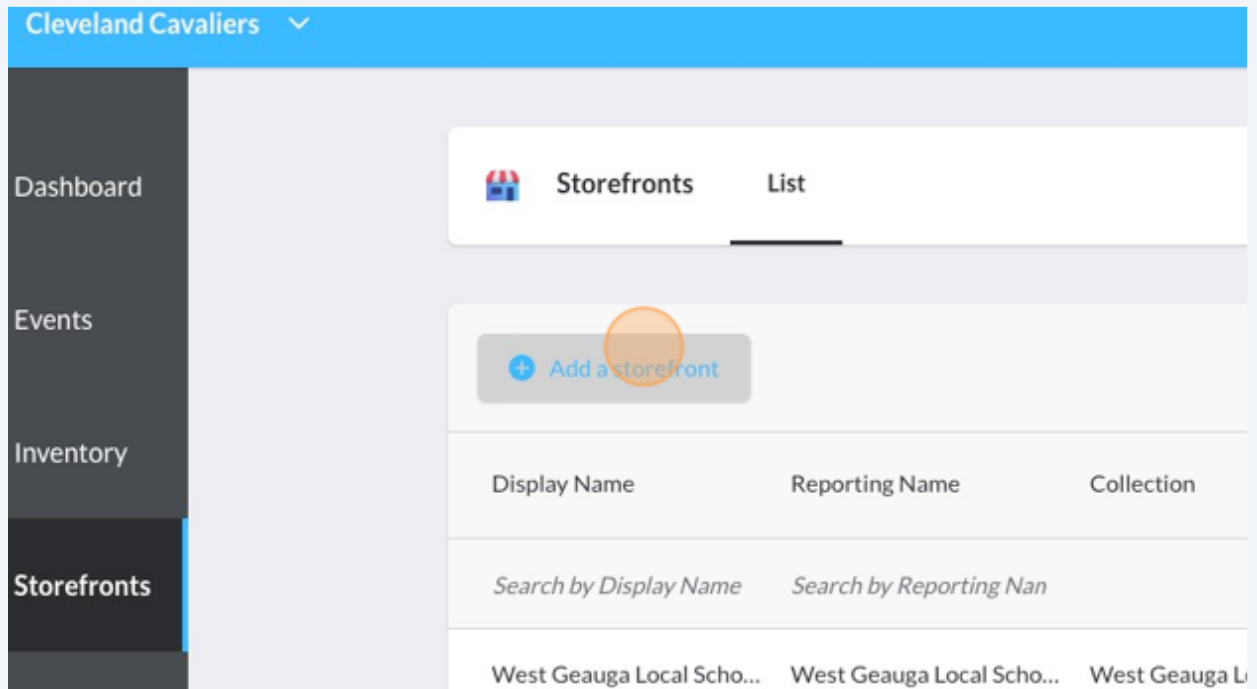
1 Navigate to [pa.exchange/admin/3838ea2a-255d-11ec-9a7b-ebcba...](https://pa.exchange/admin/3838ea2a-255d-11ec-9a7b-ebcba...)

2 Click "Storefronts"

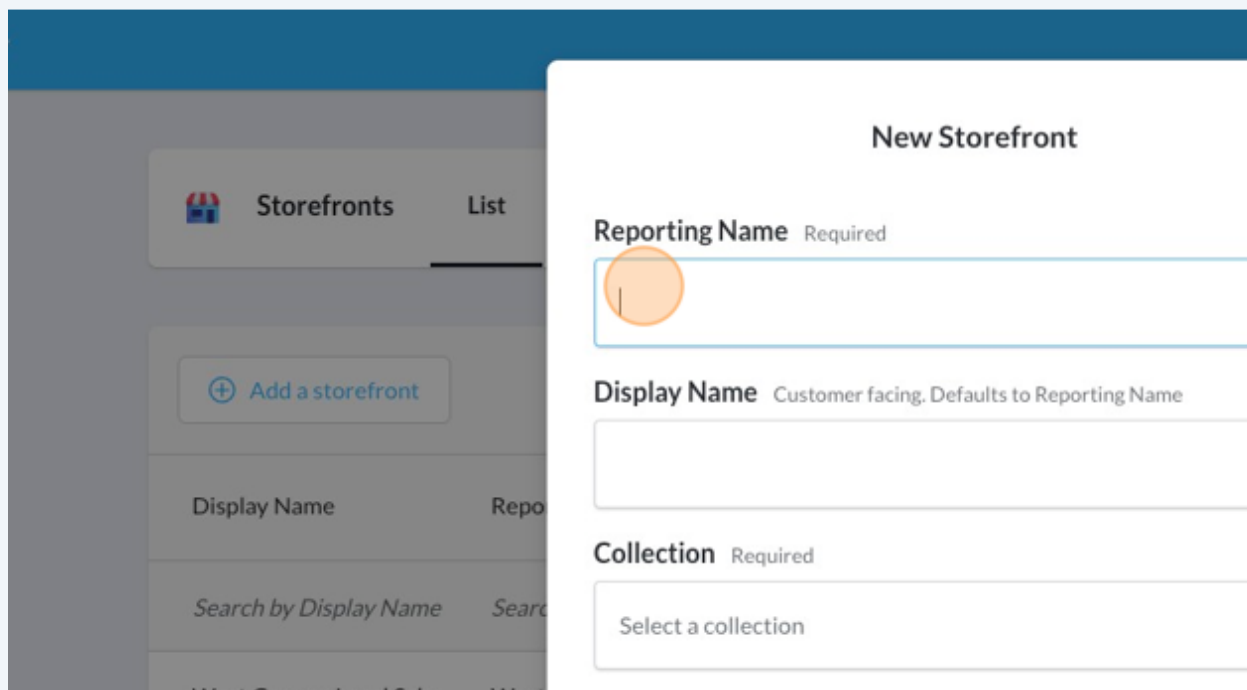
The screenshot shows the admin interface for PA Exchange. On the left, a dark sidebar contains navigation icons for Events, Inventory, Storefronts (highlighted), Promotions, and Affiliates. The main content area features a light gray header with a '+ Add new collection' button. Below this is a table with two columns: 'Name' and 'Note'. A search bar labeled 'Search by Name' is positioned above the table rows. The table contains several entries, including 'Demo 2', '[1 game, upper bowl only]' with a warning icon, and 'Genoa Christian Academy'. A partially visible entry 'Algon Sales Program' is at the bottom.

| Name                        | Note |
|-----------------------------|------|
| <i>Search by Name</i>       |      |
| Demo 2                      | -    |
| [1 game, upper bowl only] ⚠ | -    |
| Genoa Christian Academy     | -    |
| Algon Sales Program         | -    |

3 Click "Add a storefront"



4 Click the "Reporting Name" field and fill this in. This is internal only.



5 Fill in the "Display Name" - This is customer facing!

6 Click "Collection" to select the ticket collection you'd like to associate to the storefront.

The screenshot shows a configuration form for a storefront. On the left, a sidebar contains a table with columns for 'Display Name' and 'Reporting Name'. The table lists several items, including 'West Geauga Local Scho...', 'Senior Night Class of 2023', '2022-23 Jr Cavs- Ohio B...', and 'Mental Health Awarenes...'. A blue button labeled '+ Add a storefront' is at the top of the sidebar. The main form area on the right has a 'Display Name' field with the value 'Sarah Test' and a 'Collection' field with the placeholder text 'Select a collection'. The 'Collection' field is highlighted with an orange circle. Below the form are two buttons: a blue 'SAVE' button and a light blue 'CANCEL' button.

| Display Name                  | Reporting Name            |
|-------------------------------|---------------------------|
| <i>Search by Display Name</i> | <i>Search</i>             |
| West Geauga Local Scho...     | West                      |
| Senior Night Class of 2023    | Senio                     |
| 2022-23 Jr Cavs- Ohio B...    | Ohio                      |
| Mental Health Awarenes...     | Mental health/Awarenes... |

Display Name Customer facing. Defaults to Reporting Name

Sarah Test

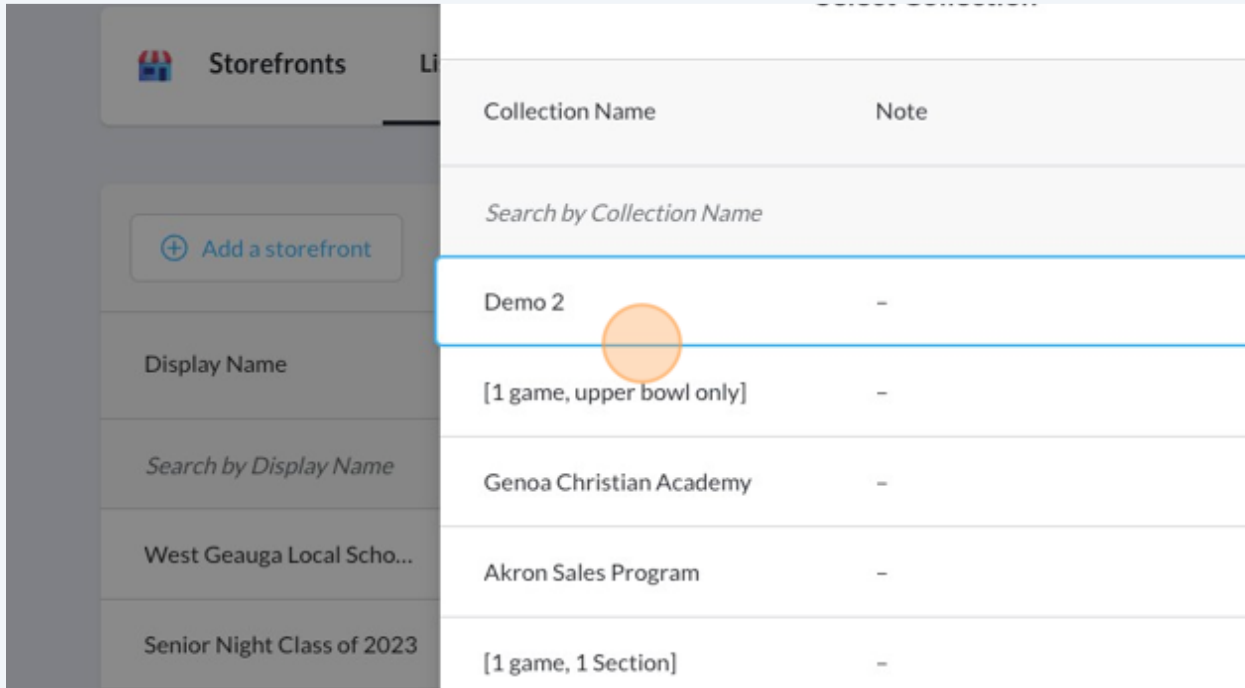
Collection Required

Select a collection

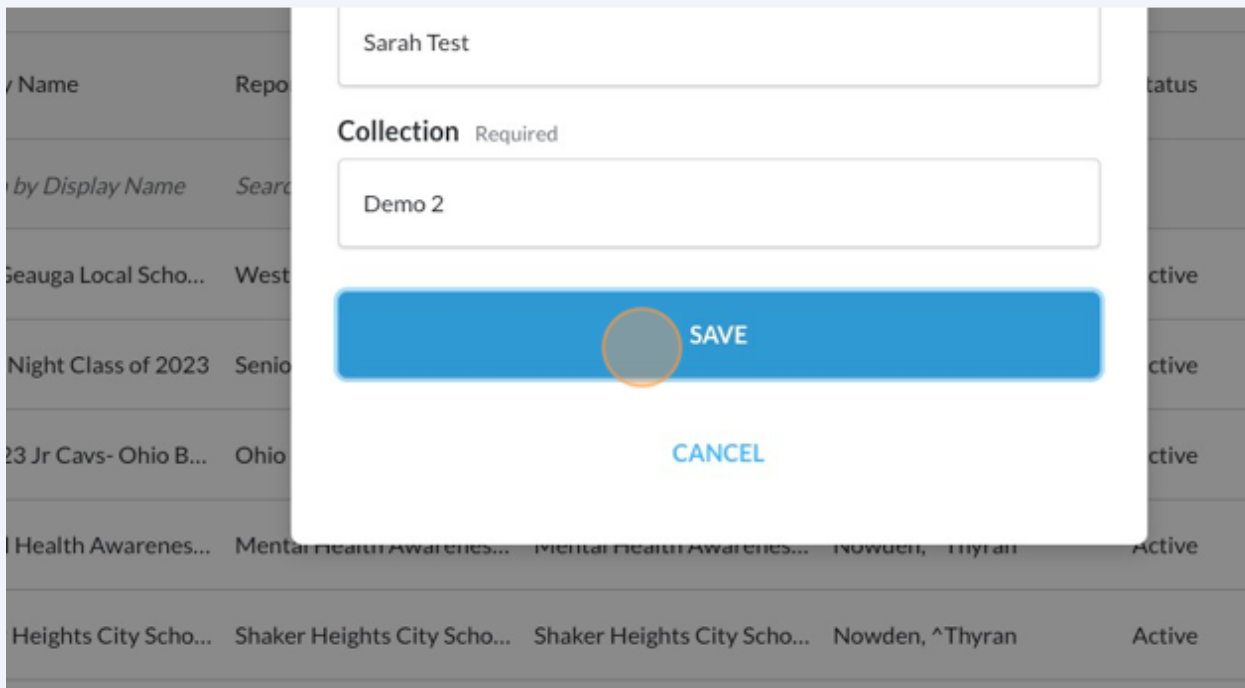
SAVE

CANCEL

7 Select the collection

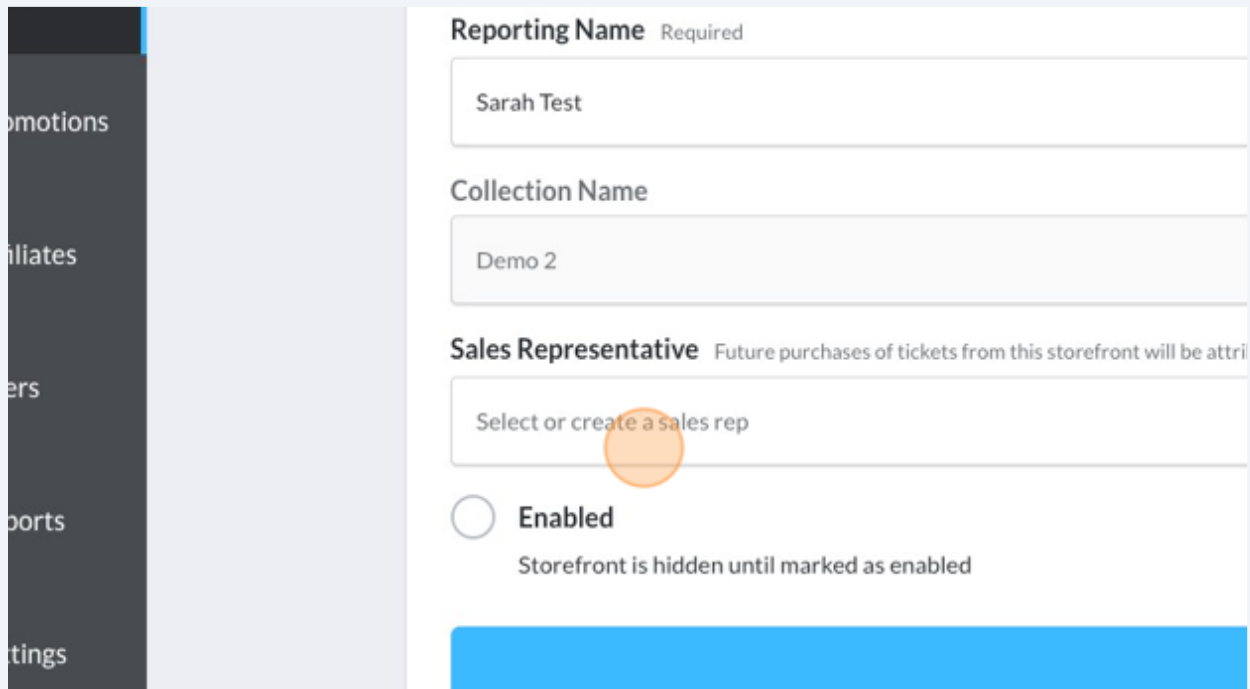


8 Click "SAVE"



9

Click "Select or create a sales rep" to tie a sales rep to the storefront - this is optional



Promotions

Affiliates

Users

Reports

Settings

**Reporting Name** Required

Sarah Test

**Collection Name**

Demo 2

**Sales Representative** Future purchases of tickets from this storefront will be attributed to this sales rep.

Select or create a sales rep

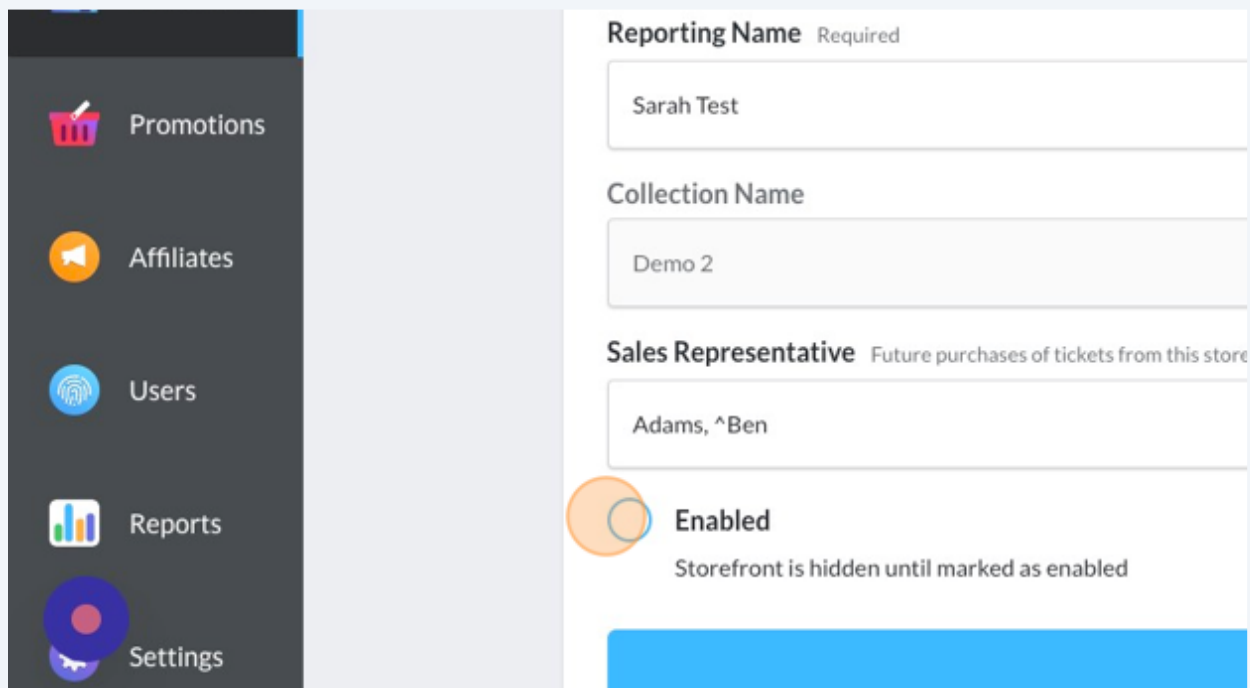
**Enabled**

Storefront is hidden until marked as enabled

Submit button

10

Click enable



Promotions

Affiliates

Users

Reports

Settings

**Reporting Name** Required

Sarah Test

**Collection Name**

Demo 2

**Sales Representative** Future purchases of tickets from this storefront will be attributed to this sales rep.

Adams, ^Ben

**Enabled**

Storefront is hidden until marked as enabled

Submit button

11 Click "SAVE"

**Sales Representative** Future purchases of tickets from this storefront will be attributed to this sales rep

Adams, ^Ben

**Enabled**  
Storefront is hidden until marked as enabled

Enabling this Storefront will make all associated inventory available for purchase


**SAVE**

**Delete Storefront**  
Deleting will put up an out of inventory message and prevent additional sales. Existing orders will not be affected.

12 Next, head to the "Branding" tab

and Cavaliers ▾

board

 Sarah Test

Details **Branding** Access Insights

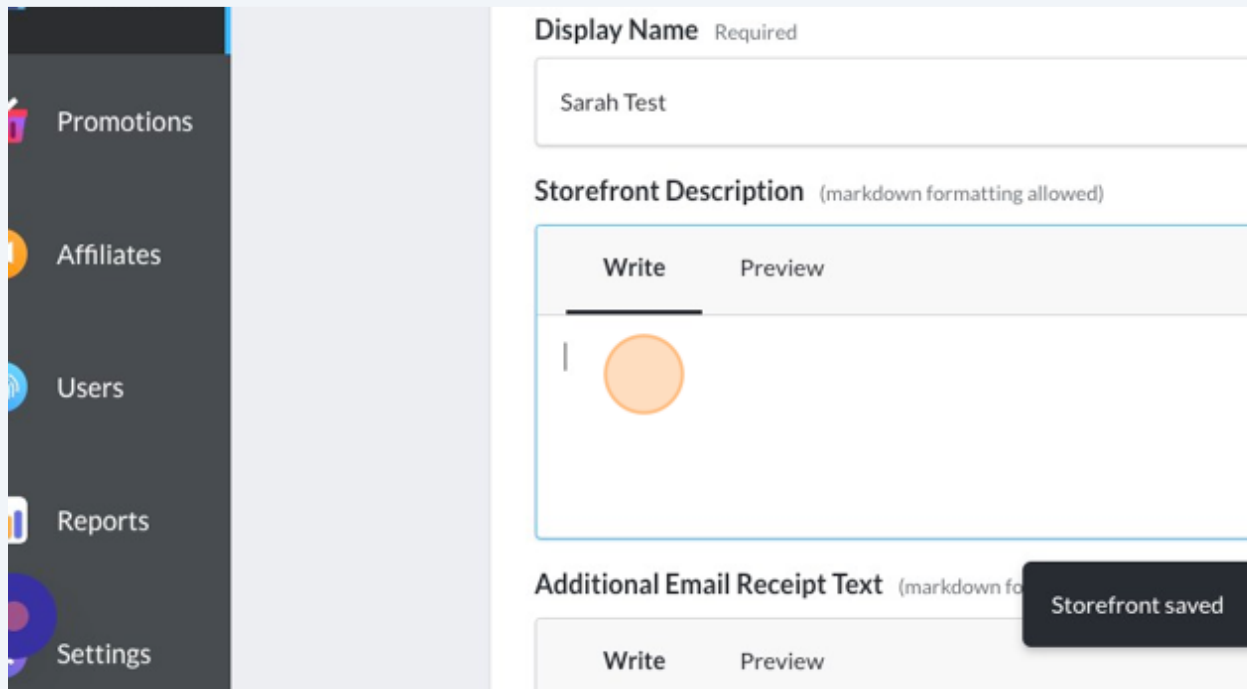
dry

[Visit storefront](#) [Conditions](#) [Promote storefront](#)

ronts

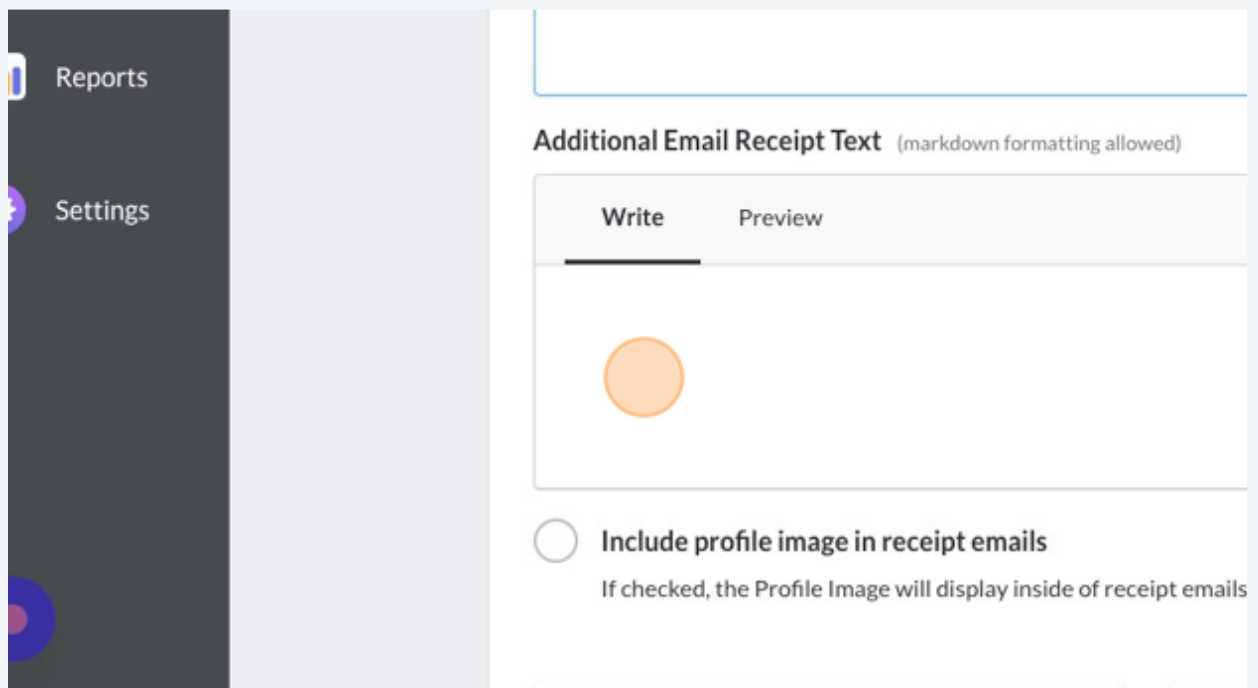
**Reporting Name** Required

13 Click the "Storefront Description" field to add a customer facing description



The screenshot shows a settings interface with a dark sidebar on the left containing menu items: Promotions, Affiliates, Users, Reports, and Settings. The main content area is titled 'Storefront Description' and includes a 'Display Name' field with the text 'Sarah Test'. Below it is the 'Storefront Description' field, which is currently in 'Write' mode and contains a single orange circle. A 'Preview' mode is also available. At the bottom, there is an 'Additional Email Receipt Text' field, also in 'Write' mode, and a dark 'Storefront saved' notification box.

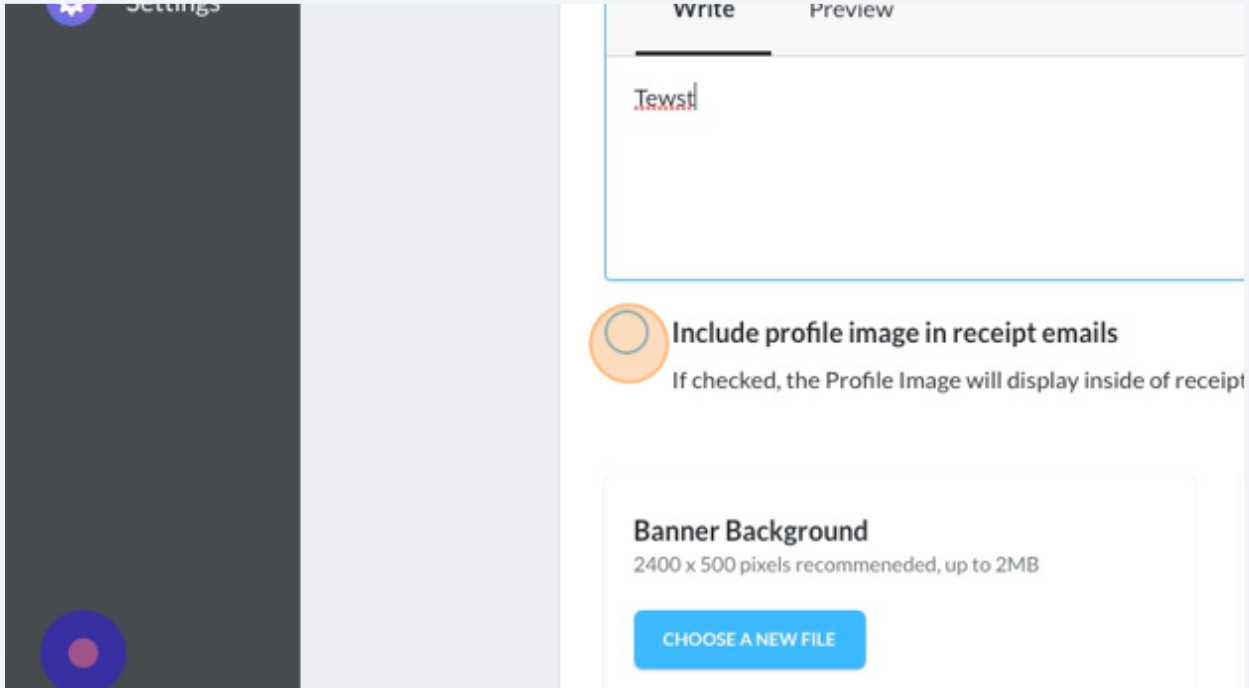
14 Click the "Additional Email Receipt Text" field to add custom text to the confirmation emails, only for this storefront. This is optional.



The screenshot shows the same settings interface, but the 'Additional Email Receipt Text' field is now the focus. It is in 'Write' mode and contains an orange circle. Below this field is a checkbox labeled 'Include profile image in receipt emails' with the subtext 'If checked, the Profile Image will display inside of receipt emails'. The sidebar on the left shows 'Reports' and 'Settings'.

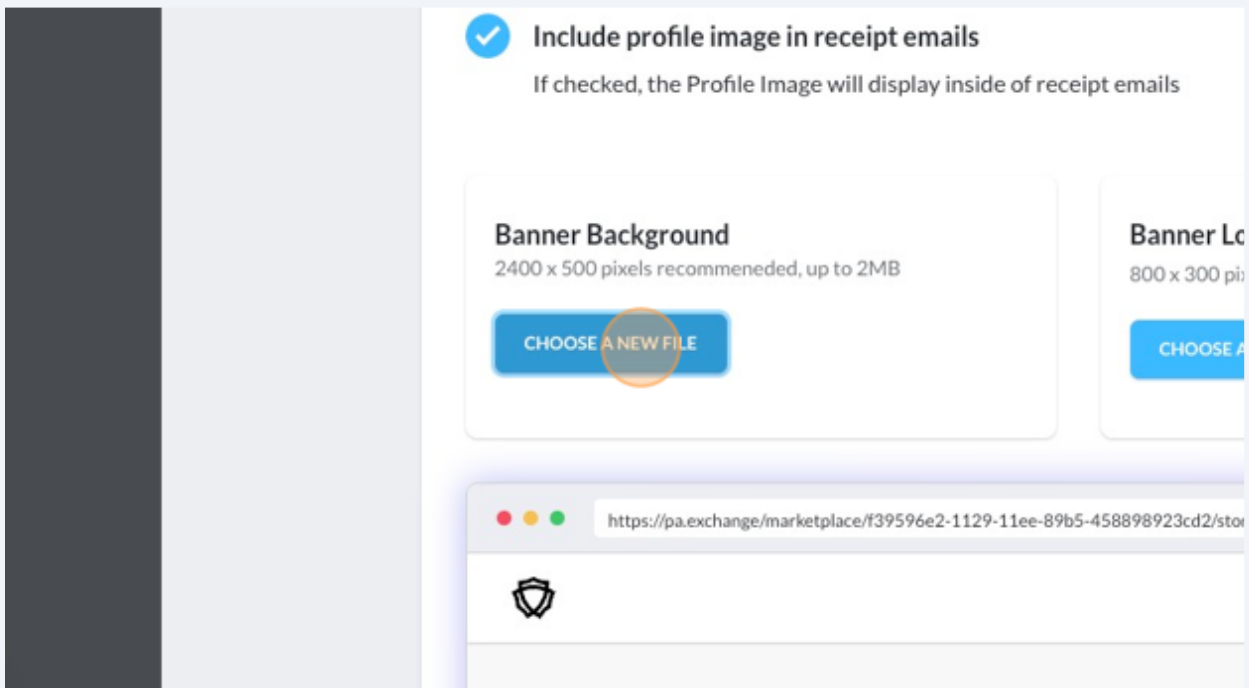
15

Click Include Profile Image in Receipt Emails if you want to show the profile image in the purchase confirmation emails. (this is a great way to include the group logo)



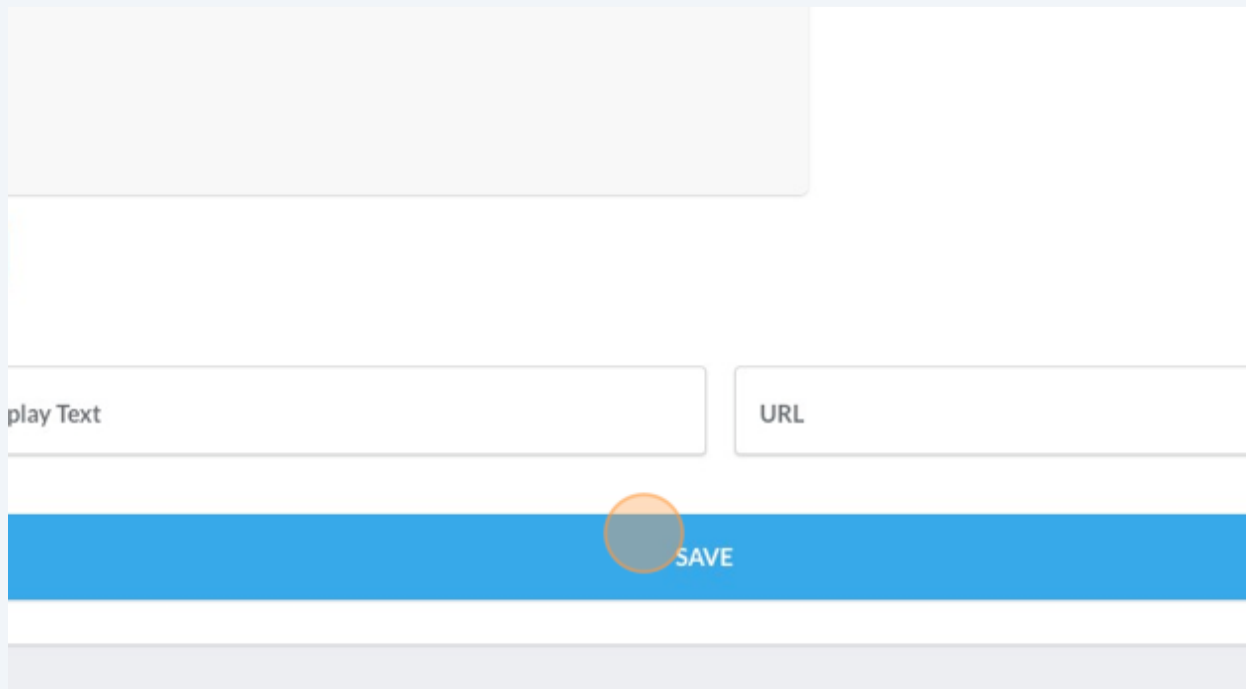
16

Click "CHOOSE A NEW FILE" on the Banner Background, Banner Logo, and Profile Image to upload your images. You can easily preview the images below!



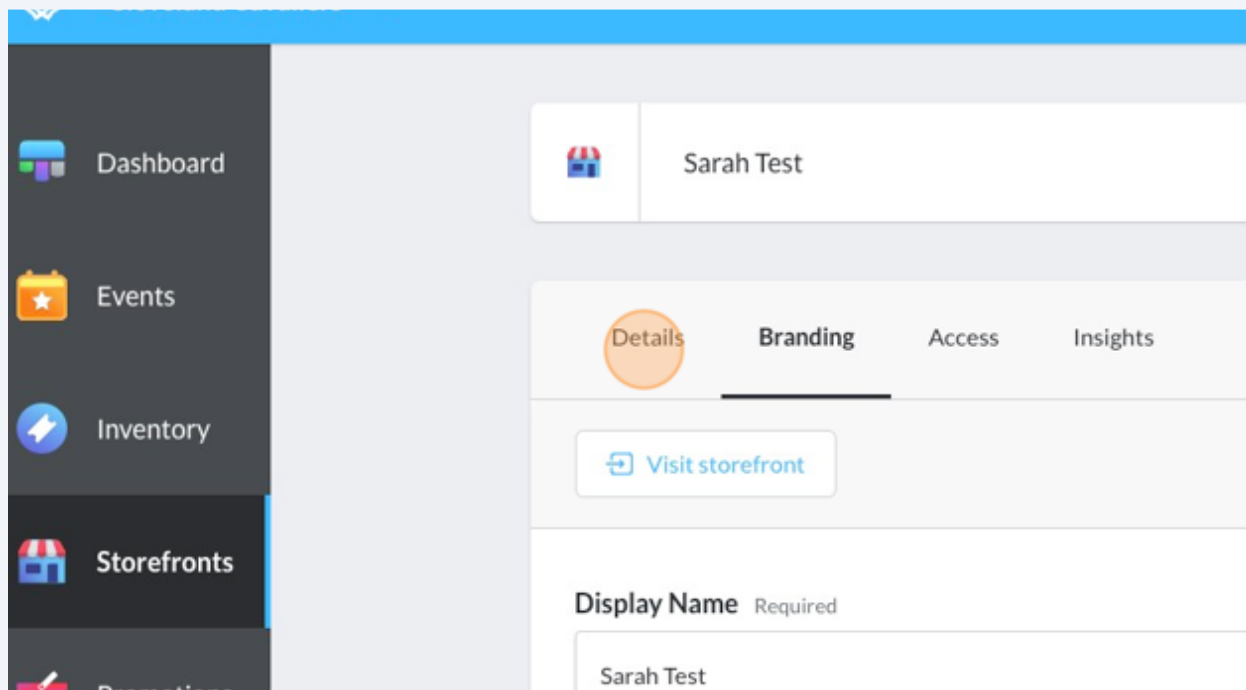


17 Click "SAVE" at the bottom to save your branding updates!



A screenshot of a branding update form. At the top, there is a grey rectangular area. Below it are two input fields: "play Text" and "URL". At the bottom of the form, a blue bar contains a "SAVE" button, which is highlighted with a grey circle.

18 To head to your storefront, Click "Details" then "Visit Storefront"



A screenshot of a storefront management interface. On the left is a dark sidebar with menu items: "Dashboard", "Events", "Inventory", "Storefronts", and "Promotions". The main content area shows a storefront named "Sarah Test" with a storefront icon. Below this is a tabbed interface with tabs for "Details", "Branding", "Access", and "Insights". The "Details" tab is selected and highlighted with a grey circle. Under the "Details" tab, there is a "Visit storefront" button with a storefront icon, also highlighted with a grey circle. Below the button is a "Display Name" field with the text "Sarah Test" and a "Required" label.

19

The screenshot shows a web application interface for managing storefronts. On the left is a dark sidebar with menu items: 'Dashboard', 'Events', 'Inventory', 'Storefronts', and 'Promotions'. The 'Storefronts' item is highlighted with a blue vertical bar. The main content area has a header with a storefront icon and the name 'Sarah Test'. Below the header are four tabs: 'Details', 'Branding', 'Access', and 'Insights'. The 'Details' tab is active and underlined. Underneath the tabs are three buttons: 'Visit storefront' (with a storefront icon), 'Conditions' (with a plus icon), and 'Promote storefront' (with a plus icon). Below the buttons are two form fields: 'Reporting Name' (with a 'Required' label) containing the text 'Sarah Test', and 'Collection Name' which is currently empty.