ToolGPA

NOVEMBER 2026

Event Smart

The Insider's Guide

Event registration sites with no per-ticket fees



Every plan, grade, refund rule and rival among event ticketing platforms, read from Event Smart's own pages.

Made by Event Smart · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Event Smart's own pages, its app-store listings and our grades. Every fact in it is on Event Smart's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 36 of the 79 other event ticketing platforms we grade

Event Smart builds an event website for registration and ticket sales, billed as a monthly subscription instead of a cut of each ticket. A free Basic plan exists, with paid Personal and Business plans adding custom forms, ticket delivery with QR codes and check-in. Card payments are an extra monthly upgrade on every plan.

> "
>
> **You build the event page and forms yourself.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Event Smart**, taken from its own pages and our grades.

1 **Best for registration sites with a flat monthly fee**

Event Smart charges a flat monthly fee, with no per-ticket cut, from a free Basic plan up to $100 a month.

2 **Paid plans start at $50 a month**

As its pricing page puts it: $50 per month.

3 There is a free plan

Basic plan: unlimited events and multiple ticket types with no commission, but ads show on the event site and email is capped at 25 per hour.

4 It runs on Web

Web.

5 No commission or ticket fees

The vendor charges only for subscriptions and upgrades, not per ticket; the payment gateway still charges its own transaction fees.

6 Multiple ticket types

Sell several ticket or registration types, with taxes, surcharges and required tickets on the Personal plan and above.

7 Custom registration forms

Ask custom questions and mark them required, and send custom registration emails (Personal plan and above).

8 A 2.2 GPA, above 36 of 79

That is against the other event ticketing platforms we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

The plain part of Event Smart you could make: forms and qR codes. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Event Smart at a glance

PRICING
Free plan, from $50 per month

FREE PLAN
Yes

FREE TRIAL
14-day free trial of the Business plan, no card required

RUNS ON
Web

MADE BY
Event Smart

CATEGORY
Event Ticketing

OUR GRADE
2.2 GPA, fair

The report card

Best for registration sites with a flat monthly fee

Event Smart charges a flat monthly fee, with no per-ticket cut, from a free Basic plan up to $100 a month. Card payments are a $15 upgrade, QR scanning needs Business, and the free plan puts ads on your event page.

TOOLGPA REPORT CARD — **Event Smart** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Personal is $50 a month, the category middle, but phone scanning needs Business at $100, and card payments add $15 on each plan.
Free plan and trial	C	Basic is free with unlimited events, but it shows ads and caps email at 25 an hour. A 14-day Business trial needs no card.

SUBJECT	GRADE	COMMENT
Features	C	Ticket types, forms, promo codes and waitlists exist, but card payments and QR delivery are paid add-ons, so the basic job has gaps.
Ease of use	C	No store rating on record. You build the event page and forms yourself.
Platforms and integrations	B	Web, with Stripe, PayPal, Square, Authorize.net and Google Analytics. Phone scanning is a browser job, with no app listed.
Grade point average		Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Event Smart is for

- ✓ Fits if you run classes or workshops and want a flat fee, not a cut per ticket
- ✓ Works for nonprofits that can use the 15% to 20% discount

Who it is not for

- ✗ Pricey if you need QR scanning, which is on Business at $100 a month
- ✗ Watch out: card payments are a separate $15 a month, and QR ticket delivery is $20 on lower plans
- ✗ Tight if you stay on Basic, with ads on your page and 25 emails an hour
- ✗ Watch out: the FAQ quotes $10 for the payment upgrade where the plans say $15

Good to know

Good for

- ✓ Organizers who want a flat monthly fee, not per-ticket cuts
- ✓ Classes, workshops and small conferences
- ✓ Nonprofits using the stated percentage discount

Worth knowing

- ⓘ Taking card payments is a separate upgrade at $15 a month on each plan (the FAQ cites $10 for an online payment upgrade).
- ⓘ Basic shows ads on the event website and caps email at 25 per hour.
- ⓘ On Basic and Personal, QR code ticket delivery is a paid add-on of $20 a month.
- ⓘ Gateway fees from Stripe, PayPal or similar still apply.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$50

A month to start. There is a free plan too

Event Smart has a free plan. Paid plans start at $50 per month.

BASIC

$0

Unlimited events, offline invoice payment, attendee list download, 25 emails per hour and ads on the event site.

PERSONAL

$50

per month

No ads, multi-date events, custom registration emails, laptop check-in, 200 emails per hour.

BUSINESS

$100

per month

Adds QR code tickets and phone scanning, promo codes, waitlists, custom CSS, analytics and 500 emails per hour.

The free plan

Basic plan: unlimited events and multiple ticket types with no commission, but ads show on the event site and email is capped at 25 per hour.

Trying it first

14-day free trial of the Business plan, no card required

Read from eventsmart.com on Nov 13, 2026.

Ways to pay less

NONPROFIT

15% to 20% off for nonprofits

Nonprofit, NGO and charity organizations get 15% off the Personal plan and 20% off the Business plan.

Stated on eventsmart.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Event registration sites with no per-ticket fees. Here is what it does, as its own site describes it, and what it covers: forms, qR codes, ticketing.

> **Ticket types, forms, promo codes and waitlists exist, but card payments and QR delivery are paid add-ons, so the basic job has gaps.**
>
> From our grade for features

No commission or ticket fees

The vendor charges only for subscriptions and upgrades, not per ticket; the payment gateway still charges its own transaction fees.

Multiple ticket types

Sell several ticket or registration types, with taxes, surcharges and required tickets on the Personal plan and above.

Custom registration forms

Ask custom questions and mark them required, and send custom registration emails (Personal plan and above).

QR code tickets and scanning

Email tickets with QR codes or barcodes and scan them with a phone or tablet at the door (Business plan).

Waitlists and promo codes

The Business plan adds a waitlist for sold-out events, discount codes and an event shopping cart.

Event calendar and embeds

Show events on a calendar and embed event listings on another site through an iframe.

Where it runs

Web

What it works with

Stripe · PayPal · Square · Authorize.net · Google Analytics

Event Smart is made by Event Smart.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

36/79

Other event ticketing platforms it is graded above

Event Smart's GPA of 2.2 is higher than 36 of the 79 other event ticketing platforms we grade, and level with 2.

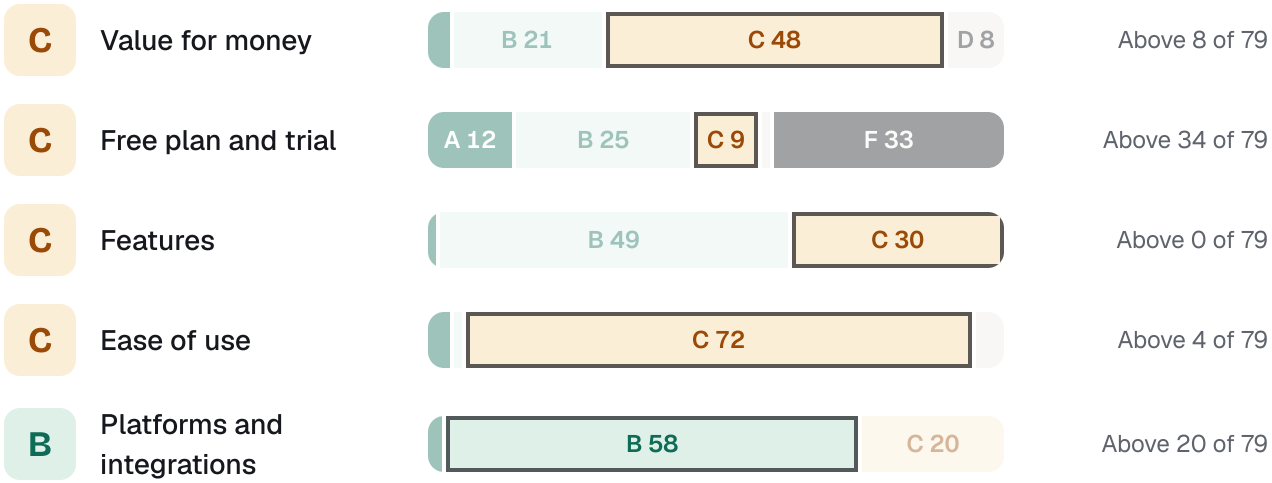
It stands best on platforms and integrations (B, above 20 of 79) and worst on features (C, above 0).

Its paid plans start at $50 a month, against a middle price of $50 for the category: 11 of the 22 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 12 tools score higher and cost less.

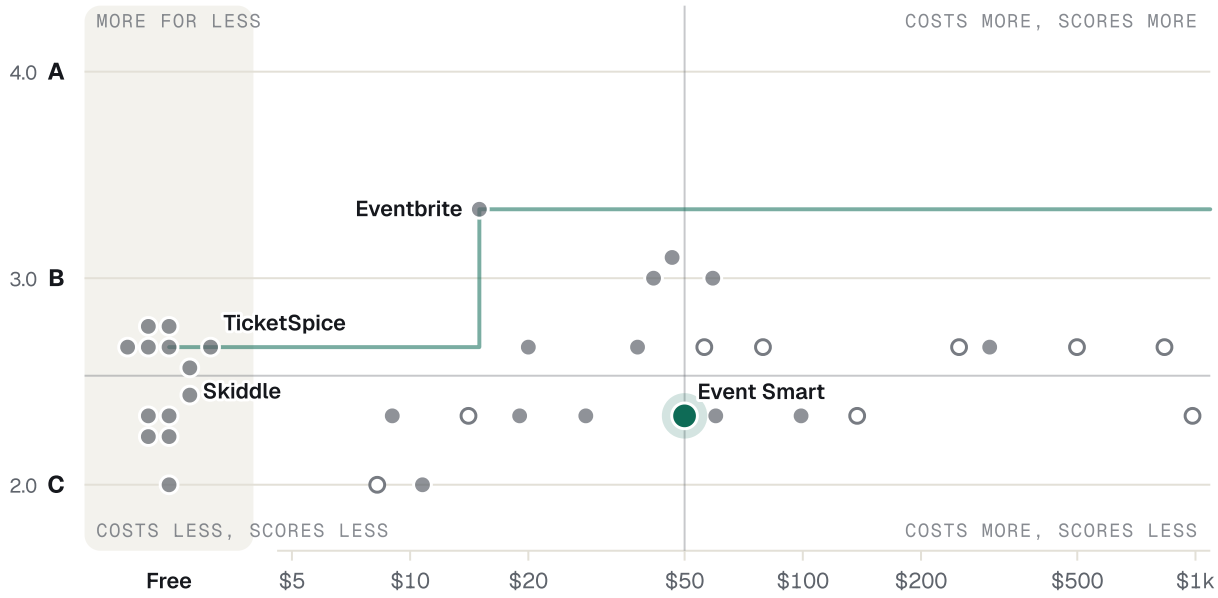
Each grade against the category

Every bar is all 80 event ticketing platforms we grade, cut by the letter each got. Event Smart's own letter is outlined.



Price against what you get

Each dot is one of 36 event ticketing platforms. Further left costs less; higher up scores better on features, ease of use and platforms. Event Smart is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Event Smart you could make: forms and qR codes. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

It costs $600 a year.

What you could make

- Forms and qR codes: an app builder makes these well.

What you could not

- Selling tickets and checking them at the door.

- It plugs into other products, Stripe, PayPal and Square among them.

What this rests on. Event Smart's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Event Espresso, Eventzilla, Ticket Tailor, Eventbrite and TicketSpice

The 5 tools Event Smart is most often weighed against, with where each one differs from it.

2.4 GPA

Event Espresso

Free plan · from $129/yr

WordPress plugin for event calendars, registration and tickets.

- Event Smart also covers forms and qR codes.
- Event Espresso also covers calendar.

Event Smart and Event Espresso compared in full

2.6 GPA

Eventzilla

Free plan

Registration and ticketing for conferences, training and fundraisers.

- Event Smart also covers forms and qR codes.
- Eventzilla also covers reports and email campaigns.

Event Smart and Eventzilla compared in full



3.0
GPA

Ticket Tailor

Free

Event ticketing for a flat fee per ticket, with prepaid credits.

- Only Ticket Tailor lists iOS and Android apps.
- Event Smart also covers forms and qR codes.
- Ticket Tailor also covers reports and email campaigns.

Event Smart and Ticket Tailor compared in full



3.0
GPA

Eventbrite

Free plan · from $15/mo

Ticketing and event marketplace, with fees usually paid by buyers.

- Only Eventbrite lists iOS and Android apps.
- Event Smart also covers forms and qR codes.
- Eventbrite also covers reports and email campaigns.

Event Smart and Eventbrite compared in full



2.6
GPA

TicketSpice

Free

Ticketing for events and attractions at a flat 99¢ per ticket.

- Only TicketSpice lists iOS and Android apps.
- Event Smart also covers forms and qR codes.
- TicketSpice also covers reports, email campaigns and sMS marketing.

Event Smart and TicketSpice compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Event Smart free?

Event Smart has a free plan. Basic plan: unlimited events and multiple ticket types with no commission, but ads show on the event site and email is capped at 25 per hour.

How much does Event Smart cost?

Event Smart lists 3 plans. Basic: $0.

What platforms does Event Smart work on?

Event Smart is available on Web.

Does Event Smart offer any discounts?

Event Smart publicly lists the following: 15% to 20% off for nonprofits.

Does Event Smart have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Event Smart is listed for Web.

Does Event Smart have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Event Smart is listed for Web.

Is Event Smart open source?

Event Smart is not described as open source on its own site, as read on Nov 13, 2026.

What does Event Smart integrate with?

Event Smart's listing names Stripe, PayPal, Square, Authorize.net and Google Analytics.

Does Event Smart have a free trial?

Yes. 14-day free trial of the Business plan, no card required.

Who makes Event Smart?

Event Smart is made by a company of the same name.

What are the alternatives to Event Smart?

The closest alternatives to Event Smart in our directory are Event Espresso, Eventzilla, Ticket Tailor, Eventbrite and TicketSpice.

How does Event Smart compare with other event ticketing platforms?

Event Smart's GPA of 2.2 is higher than 36 of the 79 other event ticketing platforms we grade, and level with 2.

Is Event Smart good value for money?

ToolGPA grades Event Smart C for value for money. Its paid plans start at $50 a month, against a middle price of $50 for the category: 11 of the 22 others that charge start lower.

Could I make my own version of Event Smart?

The plain part of Event Smart you could make: forms and qR codes. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Event Smart's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Event Smart's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Event Smart. Prices change, so check eventsmart.com before you buy.

eventsmart.com/pricing/

eventsmart.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Event Smart, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/eventsmart

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Event Smart: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/eventsmart
```

Know someone choosing between event ticketing platforms?

Send them this guide:
toolgpa.com/tools/eventsmart/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded event ticketing platforms after Event Smart, each with an Insider's Guide of its own.

Event Ticketing Insider's Guide

Every one of the 81 event ticketing platforms we grade, compared

Luma Insider's Guide

Event pages and calendars for community events, free or paid

3.2 GPA

Zeffy Insider's Guide

Free event ticketing and fundraising for nonprofits

3.2 GPA

Billetto Insider's Guide

European ticketing marketplace with ads you pay for per sale

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Event Smart's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Event Smart is a trademark of its owner, and this guide is not made, paid for or approved by Event Smart. Prices and plans change: check eventsmart.com before you buy.