



Queue-Fair Virtual Waiting Room

G-Cloud 15 Pricing

Lot 2 – Cloud Software

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1. Introduction

Thank you for expressing interest in Queue-Fair. Since 2004, Queue-Fair provides a virtual waiting room service for high-demand websites and mobile device apps.

All pricing in this document is current as of 21/01/2026 or the start date of the G-Cloud 15 framework agreement, whichever is the latter. In accordance with CCS guidelines, prices may increase during the contract period.

Each Customer normally has one Account. An Account may have multiple user logins, and may have one or more Virtual Waiting Rooms, which we call Queues, which may operate concurrently.

The price structures herein are normally a good fit for our Customers' needs, but if you need a custom structure, we are happy to consider your requirements.

We also do have special offers from time to time so feel free to contact us directly if you would like further details of those.

All prices are in GBP (£) and are exclusive of VAT. VAT will be charged at the prevailing rate.

Customers may purchase this service directly via the Crown Commercial Service G-Cloud 15 framework.

1.1 Competitive Pricing Commitment

Queue-Fair operates a pricing commitment under which we will offer a price that is at least **25% lower** than any directly comparable surge protection or virtual waiting room service, where evidence of the price of the comparable service is provided.

1.2 Pricing Models

We offer two standard pricing models **Usage pricing** and **Flat Rate pricing**, which are detailed in full in the following sections.

We also offer a **free service** – please search GCloud for Queue-Fair Free Online Queue if you don't want to pay anything at all.

1.3 What's Included

Other providers often charge extra depending on the specific features you wish to use. That is not our model. Every service feature is included, including:

- ✓ Unlimited Virtual Waiting Room Capacity
- ✓ Unlimited languages and branding
- ✓ Unlimited Inflow - as fast as they arrive
- ✓ Unlimited Queue Size - as many as arrive
- ✓ Advanced Security Controls to counter Bots and Abuse
- ✓ Custom page wording, progress bar and font
- ✓ Custom logo, background and favicon
- ✓ Full HTML Control – show anything you like
- ✓ Full Portal Reporting
- ✓ Unlimited Portal logins for each Account
- ✓ File Manager for extra page assets
- ✓ One Queue Position Per Visitor
- ✓ One Order Per Visitor
- ✓ IP security and filters
- ✓ CAPTCHA protect
- ✓ Join Tokens for Invite Only queues
- ✓ API Control
- ✓ Dynamic Queue Page
- ✓ Front of Queue Email Notifications
- ✓ 24 x 7 Support Helpline

2. Usage Pricing

This is our most popular price plan. It is particularly suitable when you know in advance which days you will be busy, and don't require us to count or queue people on the days you don't expect to be busy.

Almost all our ticketing and registration customers prefer Usage Pricing for this reason.

2.1 Usage Pricing Table

Item	Description	Price
Account Set-Up	Includes the branding up of your queue pages and any support you may need in the run up to your first event, including a Google Meet with one of our senior engineers to check your settings and integration before your event goes live.	£150 One-Off
Support	Question answering, help with integration.	Free
Professional Services	War-Room attendance, feature development if required. Minimum unit one hour.	£150 per hour
Custom Domain	Only required if you want your domain instead of queue-fair.net to appear in the URL visitors see while they wait.	£20 per month
Counting Usage	Unique monthly visitors counted by queues within the account.	£6 per 1000
Queuing Usage	Unique monthly visitors shown a Queue Page by queues within the account.	£12 per 1000
Minimum Usage Charge	Only chargeable if the Counting Usage plus Queuing Usage for the account is less than the Minimum Usage Charge, in which case you pay the Minimum Usage Charge instead.	£150 per month

2.2 How Usage Pricing Works

You can have as many queues as you want on the account, protect as many domains as you want, and have those queues process visitors as fast as you want. Usage pricing is based on numbers of visitors counted and queued instead of these banding factors.

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It's two charges, counting and queuing, because we do two things for our Customers. We count people, and if there's too many people, we show a queue page. We get charged by our hosting provider to do both those things, so that's why it's the basis of our Pay-as-you-Go Usage price plan.

It's unique visitors, so if we detect that the same visitor comes to your site twice in a calendar month, or is processed by two different queues on the same account in the same visit or the same month, you're only charged once for that person. The idea here is that you should have as many queues as you need to protect your site or app in the best possible way, without worrying about paying extra.

Example: Let's say on your busy day 10,000 people arrive at the pages on your site you wish to protect. All of them will be counted. Let's say your site is very busy, so we end up showing a queue page to 8,000 of those 10,000 people.

That works out at $10 * £6 + 8 * £12 = £156$ in Usage, so you can see it's not expensive. That's more than the monthly Minimum Usage Charge, so you wouldn't pay the Minimum Usage Charge that month.

Visitors that only visit pages on your site that you **don't** wish to protect are neither counted nor queued, so you're not charged at all for them.

2.3 When to choose Usage Pricing

Usage Pricing works best when, on the days you are **not** expecting to be busy, you disable the Queue-Fair Adapter (the integration piece that sends people from your site or app to the queue when things are busy), so no-one is counted or queued, and you do not rack up counting or queuing charges on the days you are not busy.

That's what almost all our customers on Usage pricing do.

3. Flat Rate Pricing

If, instead, your site needs 24x7 protection, and you need us to count visitors for you all the time, turning on the queue automatically as soon as the SafeGuard Rate threshold is reached, then Flat Rate pricing may be a better choice, as the counting charge on Usage pricing can become expensive in these circumstances.

On Flat Rate pricing, there are **no per-visitor charges**. Instead, it is banded by:

- The number of **domains** that you protect with Queue-Fair (note: subdomains all count as one domain), and
- The number of **queues** that you have defined at any one time in the Portal (note: queues are recyclable/reusable for event after event), and
- The maximum value of the Queue Rate (**speed** of the queue) or SafeGuard Rate (threshold at which the queue turns on and starts showing Queue Pages to new visitors) that you set in the Portal on any of your queues.

The entry-level Flat Rate band is the Up-to-150 band. This allows you to deploy Queue-Fair on one domain (and its subdomains), with up to three queues defined in the Portal at any one time, and set the Queue Rate and/or SafeGuard Rate any value you like up to and including 150 visitors per minute on any (or all) of your queues.

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3.1 Flat Rate Pricing Tables

The standard Flat Rate bands are as follows:

Band Name	Max Queue Rate	Max SafeGuard Rate	Max Domains	Max Queues	Monthly Price
Up-to-150	150 visitors / minute	150 visitors / minute	1	3	£500
Up-to-300	300 visitors / minute	300 visitors / minute	2	5	£1,000
Up-to-500	500 visitors / minute	500 visitors / minute	3	10	£2,000
Up-to-1000	1000 visitors / minute	1000 visitors / minute	5	20	£4,000
Up-to-2000	2000 visitors / minute	2000 visitors / minute	10	40	£8,000
Up-to-3000	3000 visitors / minute	3000 visitors / minute	20	60	£12,000

Note: We can offer **more than 3000 visitors per minute** as the SafeGuard Rate threshold or the speed of the queue. Higher Flat Rate tiers are available upon request.

The following standard pricing items also apply (they are the same as in the Usage table above):

Item	Description	Price
Account Set-Up	Includes the branding up of your queue pages and any support you may need in the run up to your first event, including a Google Meet with one of our senior engineers to check your settings and integration before your event goes live	£150 One-Off
Support	Question answering, help with integration	Free
Professional Services	War-Room attendance, feature development if required. Minimum unit one hour.	£150 per hour
Custom Domain	Only required if you want your domain instead of queue-fair.net to appear in the URL visitors see while they wait	£20 per month

4. Contract Term & Cancellation

For GCloud Customers, there is **no minimum contract term**. Customers may cancel the service at any time. There are no cancellation fees or exit charges.

So, if your peak is **seasonal**, or you have a **One-Off Event**, you **don't have to stay subscribed all year round**.

Unless you tell us to delete it, then when your subscription ends, we mothball your account as a courtesy, so that way when you come back to us you find all is just as you left it, and you don't pay the one-off account set-up fee a second time.

Most customers prefer quarterly billing. Monthly billing is also available.

And finally, if you want to try Queue-Fair without paying for it at all, please search GCloud for Queue-Fair Free Online Queue.