



CASE STUDY

How Captello's Event Management Platform Streamlined Registration & Check-In for an Event Experience at ConExpo.

GAME CHANGING FLEXIBILITY

The client was a major exhibitor with floor space totaling approximately 5,000 square feet at **ConExpo**, a construction industry event with over 130,000 attendees.

GOALS

- 1: Exceed last year's numbers and build excitement from the first impression to final thank you.
- 2: Avoid the 'Check-In Madness' and free team members up to focus on other objectives.
- 3: Create a fun, festive environment that celebrates relationships with their Very Important Customers (VIC's).

STRATEGY

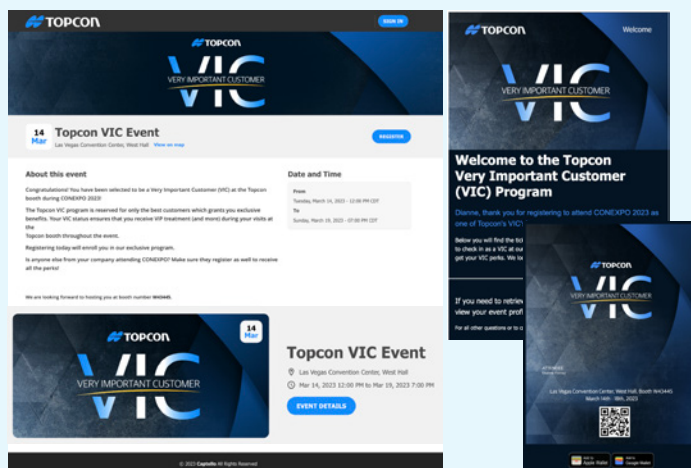
Modernize: Use technology to promote and increase pre-event program registration. Carry through to onsite registration.

Mobilize: Accelerate at-show registration with tablet-equipped mobile registration and mobile registration concierges to drastically reduce the need for lines and creates space for a truly customer-centric experience

1: PRE-SHOW REGISTRATION

Prior to the event, the exhibitor used Captello's event management platform, **EventGen**, as a solution for managing event promotions, ticketing, and registration.

EventGen enabled the exhibitor to set up an event website and ticketing for their VIC event, as well as establish and launch email marketing campaigns to their VIC's.



14,812 PRE-EVENT EMAIL RECIPIENTS **↑ 84%**

8,013 PREVIOUS RESULT

5,941 PRE-EVENT VIC REGISTRATIONS **↑ 127%**

2,615 PREVIOUS RESULT

By using Captello to execute a strong pre-event registration campaign, the exhibitor was able to reduce the relative number of on-site check-ins, and length of time to process on-site registrations versus a previous event where registrants dealt with long lines.

3.75 Seconds

CHECK-IN TIME PER INDIVIDUAL

2: ON-SITE CHECK-IN



Using Captello's **EventGen** solution, representatives were able to rapidly scan registrants, checking people into the experience at an average rate of **16 people per minute, or 1 every 3.75 seconds.**

Total people that visited the VIC Lounge: 2,925

Registrants received:

- Access to the VIC Lounge in their booth
- Priority access to product specialists
- Exclusive access to complimentary refreshments
- Entry into the VIC prize give away

THE VIC LOUNGE

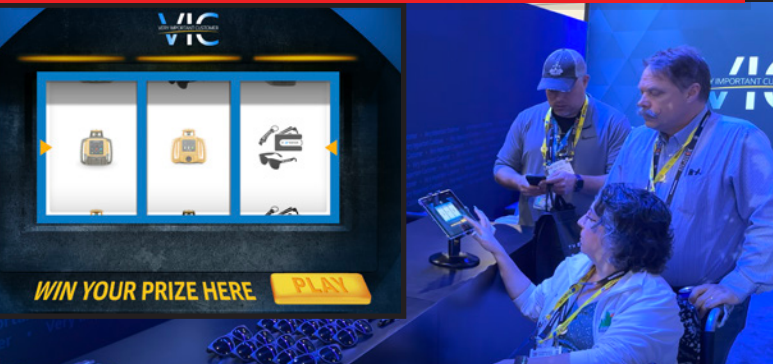


The VIC Lounge, a spacious and relaxing environment inside the exhibitor's booth space, provided free appetizers and drinks in addition to valuable networking opportunities for Very Important Customers.

THE PLAY TO WIN EXPERIENCE

Customizable event activations powered by Captello's event engagement platform added layers of fun and excitement for VIC's, who could step up to the Slot Machine experience on a tablet device to win custom prizes from the exhibitor's product line.

1,228 ON-SITE DIGITAL
SLOT MACHINE PLAYERS



THE OMNIA NIGHT CLUB VIP EXPERIENCE CEASARS PALACE, LAS VEGAS



FULL CAPACITY ATTENDANCE

The exhibitor hosted a VIP experience at the Omnia and used **EventGen** to check guests into the event.



Concierge Staff
quickly scanned

1,911

VIC's into their offsite
night club experience.

EventGen provided real time data on the number of guests that appeared at the night club.

Post show, Captello provided detailed reports including data and statistics that included check-ins, game plays, and prize winners.

The exhibitor was able to exceed all their goals, make the VIC experience more engaging, eliminate long lines at registration and check-in, and free staff members up for meetings and conversations with their VICs.

PRIZES AWARDED



1

RL-HV2S
OF WINNERS

RL-5HB
OF WINNERS

10



TP-L6
OF WINNERS

1

5

AT-B
OF WINNERS



PICK A PRIZE
OF WINNERS

1,211

Captello is proud to help companies of all sizes to exhibit with excellence through the use of our unique platform.

For information on how to get started with Captello:

captello.com