



CASE STUDY



ABOUT EXPERIENT

Experient, a Maritz Global Events Company, leads the Meetings & Events Industry as one of the best-known and most-respected brands in the world. This reputation is earned with each meeting, convention, tradeshow, conference, sporting event and exhibition produced for clients. Professionals are dedicated to Perfecting the Event Experience[®] through experience design, attendance building, risk management and security, revenue generation and cost savings and event intelligence. Across the globe, association, tradeshow, sports and government clients turn to Experient for the best in event planning and management, site sourcing and contract negotiation, unified registration and housing, mobile event platform, lead retrieval, data management and marketing.

One hour versus five minutes – Experient and NAMM cut wait times and enhance guest experience

Background

The National Association of Music Merchants (NAMM) is the not-for-profit association with a mission to strengthen the \$16.9 billion music products industry. NAMM is comprised of approximately 9,200 member companies located in 102 countries. NAMM events and members fund The NAMM Foundation's efforts to promote the pleasures and benefits of music, and advance lifelong interest in making music. In 2013, for the first time, NAMM partnered with Experient for registration and lead retrieval services.

Challenge

2014 brought challenges with long lines and 45 minute to one hour wait times for attendees to pick-up their badges. Experient and NAMM teams worked together towards solutions for 2015 with a goal of cutting wait times to under 20 minutes.

Solution

Experient proposed several ideas to reduce wait times and create efficiencies. One successful idea involved badge printing with SATO printers – cutting print time from 45 seconds per badge to 4 seconds per badge. In addition, a large badge will-call tent was set-up outside in the courtyard between the two convention hotels with signs encouraging guests to check-in and pick-up their badges before entering the convention hall. Even better, the use of scan-and-go terminals allowed guests to either scan a QR code or enter their name and print their own badges.

Results

The 2015 NAMM Show grew to be the largest and most inclusive event in its 114-year history. A record 1,621 exhibiting companies brought their entrepreneurial spirit to Anaheim. That represented a 6% increase making for the largest exhibitor line up ever. In addition, attendance was up 4% over the previous year. This increase didn't result in longer wait times as one might expect. Instead, wait times were reduced to under five minutes. In addition, nearly 50% of those attending opted to use the badge will-call tent, enabling them to receive badges before entering the convention hall.