

# Case Study

## On-site Registration Wait Time Reduced 75%. Is it Possible? Absolutely, with Experient.

### About Experient

*Experient is the source for integrated meeting and event solutions including full-service, customized registration, housing, event management and lead retrieval services. With a vision to perfect the event experience and a mission to help bring people together to drive business, this year Experient will create memorable event experiences at more than 3,300 events attended by more than 2.8 million people who will occupy more than 5.5 million room nights.*

### Challenge

A professional association with more than 79,000 members worldwide asked Experient to help them with registration at a 2008 technology tradeshow and conference. Because of the size of the tradeshow and conference – a 4-day event with 2,500 exhibiting companies and event space the size of 13 football fields – the client needed a technology provider who could help them handle space management, processing and credentialing of thousands of attendees.

### Solution

The Experient team implemented a registration solution capable of handling 10,000 attendees in a couple of hours. Multiple registration kiosks, a bar code scanning system and optimized spacing layouts designed to facilitate large crowds allowed for the attendees to be processed efficiently. About 120 self-registration/"Scan N Go" stations were utilized at 7 different check-in areas with 12 Experient staff members on-site to coordinate the process.

### Result

Experient smoothly processed more than 22,000 people onsite utilizing the registration kiosks and bar scan technology. In past years it took almost an hour for attendees to register, but it took no more than 15 minutes at the 2008 event.



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