

CASE STUDY

Complete Support for Hassle-Free Registration

SB Expos & Events ensures smooth registration and direct integration with Cadmium event technology



KEY CHALLENGE

Associations with multiple events must present the same registration experience — or risk confusing attendees.

Each year, the **National Hydropower Association (NHA)** presents two major events: Waterpower Week, an advocacy-focused event in Washington, D.C. and Clean Currents, a trade show attended by the waterpower industry’s most important players.



SB Expos & Events is proud to support both events for NHA, a not-for-profit association dedicated exclusively to promoting the growth of clean, renewable hydropower and marine energy.

In previous years, NHA event attendees and exhibitors had to establish and manage logins for multiple technology components of the event: registration, building a schedule, using the event app, etc. This wastes time and causes frustration for attendees and exhibitors and for NHA staff supporting the events.

SB Expos & Events had a better approach, powered by Cadmium event technology.

HOW WE HELPED

Streamlined credentialing system

SB Expos & Events helps its clients achieve a unified event technology experience beginning with the registration process with Cadmium event technology. Unlike other providers, this platform allows registrants to set up just one login per event, instead of managing separate logins for registration, building a schedule, or signing into the official event app. Now NHA attendees have just one login per event and can access all associated activities via one user profile.



As an expert Cadmium partner, **SB Expos & Events** managed the technical back-end work for NHA that supported a simplified registration process for NHA’s attendees, exhibitors and speakers. That’s the benefit of working with SB Expos & Events, a Cadmium Managed Service Provider that supports the entire technology suite.

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Building the perfect registration form

A seamless technology experience starts with the registration form. This process includes significant back-end logistics, but **SB Expos & Events** has a team of experienced registration managers who understand the complicated nuances of building an easy registration form online. They worked closely with NHA to build registration forms that reflected the unique aspects of Clean Currents and Waterpower Week.



Onsite experience is completely seamless

During events, staff members of associations like NHA don't have a single moment to deal with problems at the registration desk. **SB Expos & Events** manages the entire onsite registration process, including temporary staff, check-in and badging, printer hardware, and last-minute onsite registration. Our team ensures minimal time spent in registration lines for attendees, speakers and exhibitors



THE RESULT

Easier registration with less hassle

Through its partnership with **SB Expos & Events**, NHA now offers its event attendees, including exhibitors and speakers, a unified event registration ecosystem powered by Cadmium technology. With thousands of visitors to multiple annual events, NHA trusts the **SB Expos & Events** team to manage pre-event registration setup, ongoing customer service, and the onsite registration experience.



LET'S CONNECT

Learn how **SB Expos & Events** can transform your association event's registration experience, from event technology strategy to registration form design to onsite management. Visit discoversb.com or reach out to us at sales@discoversb.com.