

Refining the Registration Experience

THE NATIONAL HOME INFUSION ASSOCIATION



(NHIA) hosts the premier annual event for home and alternate site infusion professionals. Clinical pharmacists, infusion nurses, registered dietitians, reimbursement specialists, technicians, consultants, business owners, health care executives, and industry sales and marketing managers all come together for four days of learning, networking, and a lively expo. The conference offers over 40 continuing education credits for pharmacists, technicians, nurses, and dietitians. NHIA has partnered with SB since 2019, initially for sponsorship and expo sales support. Over the years, this relationship evolved into a comprehensive service model that includes registration management, lead retrieval, and operational support, helping NHIA deliver a world-class experience to its members.

THE CHALLENGE

NHIA's members are busy healthcare professionals with limited time and high expectations. With attendance growing each year, NHIA identified the need to streamline the registration process, making it faster, easier, and more intuitive.

Their goals:

- Eliminate the need for attendees to re-enter contact information
- Avoid password resets and login issues
- Reduce friction at every step of the registration journey

They wanted registration to be seamless, not a chore.

THE STRATEGY

SB leveraged its expertise as a managed services provider for Cadmium to optimize the registration process for NHIA's members. Specifically, we deployed EdgeReg, Cadmium's registration solution, and integrated it with NHIA's association management system.

"SB's approach transformed the registration experience for our members. Registration is now one of the smoothest parts of attending our conference."

– Erica Platner, Director of Events
NHIA

Here's how it worked:

- **Personalized Experience:** SB imported an updated membership file into EdgeReg each week, eliminating duplicate entries and reducing the need for manual input.
- **Easy Access:** Attendees didn't need to search for credentials or navigate complicated login steps.
- **Expert Support:** SB's team, experienced in every Cadmium module, handled the technical setup and provided ongoing management throughout the registration period.
- **Streamlined Conference Check-In:** Participants were able to pick up their badges in less than a minute (including mapping their beacon to

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their badge), reducing wait times and improving attendee satisfaction.

THE RESULTS

The result was a member-friendly system designed with convenience in mind, including:

- **Faster Registrations:**
Members completed registration in minutes—with no need for manual data entry.
- **Easy Tracking for Ticketed Events:**
To prevent lost tickets and simplify event entry, SB replaced paper tickets with color-coded icons printed directly on attendee badges. This allowed door monitors to easily identify registered participants at a glance, ensuring no one was turned away for missing a ticket.
- **Improved Member Satisfaction:**
The registration process received positive feedback, reflecting the system's ease and convenience.

NHIA successfully elevated the professional experience at its flagship event.

"We ensure our clients get the most out of the robust Cadmium platform. Your attendees will appreciate the ease of event registration and smooth navigation across the conference website and app."

—Jennifer Kerhin, CEO, SB Expos & Events



Photo courtesy of NHIA

THE CONCLUSION

Through smart technology integration and expert event tech management, SB helped NHIA achieve its goal of a hassle-free, efficient registration process. This case demonstrates how thoughtful user experience design, paired with the right tools, can elevate even the most routine part of an event into a positive touchpoint.

SB delivers events that create non-dues revenue for our clients. We take care of everything—tradeshow sales, convention management, registration, lead retrieval, and tech support—so you can focus on your mission.

We ♥ Associations.