

# CASE STUDY



## Onsite Registration Expertise for SMFM

### THE SOCIETY FOR MATERNAL-FETAL

**MEDICINE** (SMFM) members include maternal-fetal medicine subspecialist physicians, as well as physicians in related disciplines, scientists, nurses, genetic counselors, ultrasound technicians, and other clinicians. SMFM's Annual Meeting is its premier event, drawing thousands of attendees from around the world. This gathering provides education, networking, and engagement opportunities while advancing the latest research in maternal-fetal medicine. For such a high-profile event, smooth operations are critical—especially at registration, the first point of contact for attendees.



### THE CHALLENGE

During the annual meeting, SMFM staff are pulled in many directions: managing sessions, supporting speakers, liaising with partners, and assisting members throughout the event. With so many responsibilities, staffing the registration desk proved challenging.

Registration at association conferences can be busy, requiring fast, knowledgeable responses to questions about fees, cancellations, substitutions, and badge printing. SMFM needed an onsite professional who was not only fluent in Cadmium's EdgeReg software but also experienced in handling registration and onsite badging for large-scale conferences.

The goal was clear: ensure attendees had seamless registration support while freeing SMFM staff to focus on higher-level responsibilities across the meeting.

### THE STRATEGY

SMFM partnered with SB Expos & Events to provide an onsite EdgeReg expert for the duration of their annual meeting. Because SB staff are Cadmium-

"Having SB's EdgeReg expert onsite was worth every penny. Not only did we realize cost savings by avoiding the need for temporary staff or extra registration help, but our team could truly focus on their core responsibilities. It reduced stress and made for a smoother, more efficient onsite experience for everyone."

— **Nneka St. Gerard, CMP**  
Chief Program Officer, Meetings,  
Membership, and Marketing,  
Society for Maternal-Fetal Medicine

certified and highly experienced in event registration, there was no need to spend hours training someone. This was a major time saver for SMFM.

Preparation began before the event:

- **Pre-Event Planning:** SB's expert met with SMFM staff via Zoom to review event details, including registration fees, cancellation and substitution policies, and badge printing processes.
- **Back-End Access:** To be fully prepared onsite, SB reviewed SMFM's unique

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EdgeReg setup, ensuring familiarity with workflows, exceptions, and attendee types.

- **Hands-On Knowledge:**

With both technical expertise and event experience, SB's professional was ready to handle attendee needs efficiently and confidently.

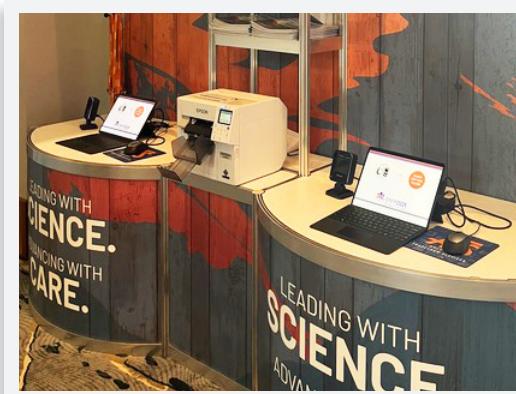
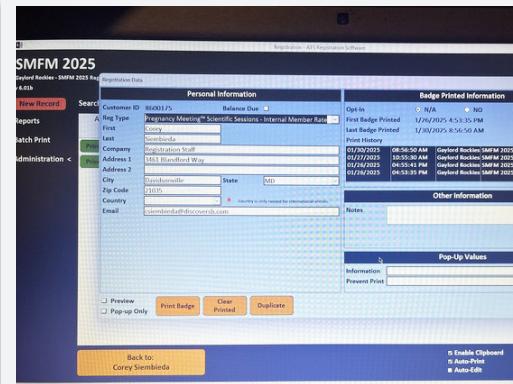
Onsite, SB's expert became the go-to resource at the registration desk, managing questions, troubleshooting issues, and ensuring attendees received quick, accurate assistance.

## THE RESULTS

- **Attendees fully supported** with quick and accurate registration services.
- **Staff capacity optimized**, with SMFM team members able to focus on programming, member engagement, and speaker support instead of registration tasks.
- **Cadmium technology utilized fully**, with an EdgeReg expert who understands its capabilities.
- **A seamless registration experience** that set the tone for a successful annual meeting.

## THE CONCLUSION

By bringing in a dedicated, Cadmium-certified EdgeReg expert with registration



experience, not just a tech consultant, SMFM was able to deliver a smooth registration experience while maximizing staff efficiency. Outsourcing a specialized, onsite function can make a significant difference in overall event success, and reduce staff stress.

At SB Expos & Events, we help associations like SMFM focus on what matters most—their members—while we take care of the operational details.

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.