CASE STUDY

# Self-Check-In and Badging Flow Fast at Clean Currents

NATIONAL HYDROPOWER ASSOCIATION

presents two major events each year: Waterpower Week, an advocacy-focused event in Washington, D.C. and Clean Currents, a tradeshow 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.

THE CHALLENGE

While providing full-service registration for NHA, SB identified an opportunity to improve the member experience while reducing staffing costs associated with check-in at Clean Currents.
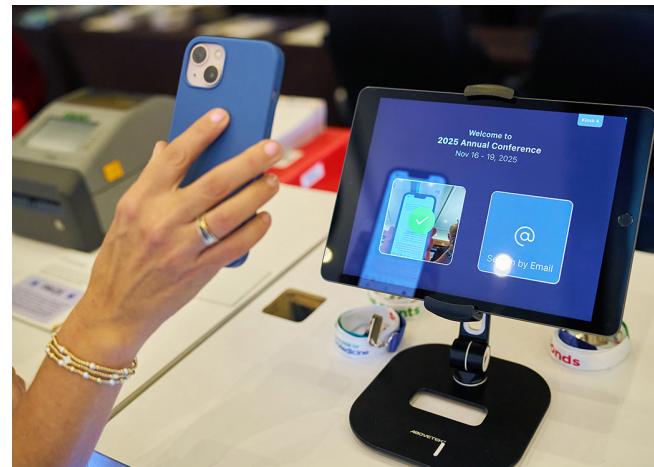
THE STRATEGY

SB implemented Cadmium's new **self-check-in and badging system** to provide NHA with a fast and cost-effective registration experience. Our work included:

Setup

SB's experts met with NHA in advance to determine the optimal hardware setup. We ordered and managed all equipment—from shipping and receiving to onsite installation—removing the logistical burden from NHA.

Onsite, SB configured a dedicated network linking printers, iPads, and the router to NHA's EdgeReg platform and provided ongoing technical support.

Registration Flow

SB ensured registration desk efficiency. Working with NHA, we determined the best counter layout, staffing, and traffic flow based on:

"We are so appreciative of SB for always thinking about how to improve our attendee experience. Their expertise with Cadmium made check-in fast, intuitive, and stress-free for both our team and our participants."

– Francesca Blanco Hadjimichael, CMP
Director, Meetings and Events
National Hydropower Association

- Number of attendees.
- Arrival times, session times, and exhibit hall hours.
- What items needed to be handed out.
- Lessons learned with flow history from previous meetings.

Self-Check-In and Badging Flow Fast at Clean Currents

SB is certified in Cadmium Check-in and Badging. Our staff are trained on Cadmium's Eventscribe to manage attendee registration, badge printing, and onsite check-in, demonstrating mastery of the software.

Onsite Support

We shared this expertise at Clean Currents throughout the self-check-in and badging implementation. SB trained and managed all registration staff and managed the overall onsite registration area operations.

THE RESULTS

Clean Currents attendees enjoyed a seamless, professional check-in experience, while NHA was able to reduce overall costs. Cadmium's self-check-in and badging system delivered a process that was:

- Touchless
- Fast
- Self-service; and
- Cost-effective, reducing the need for temporary or additional staff at registration.

SB ensured that the first moments of Clean Currents matched the quality and innovation attendees expect from NHA's flagship event.

Lead Retrieval
CADMIUM CERTIFIED

Check-in & Badging
CADMIUM CERTIFIED

SELF-CHECK-IN SIMPLIFIED

PRE-EVENT

Attendees receive a custom QR code by email with onsite registration location details.

ONSITE SCAN & PRINT

Attendees scan the emailed QR code from their phone to an iPad, or type their email into the iPad. Their badge prints instantly.

FLEXIBLE CHECK-IN

Registration setup can be a complete, staffed registration counter or a kiosk model, with staff available nearby to assist attendees as needed.

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 associations can focus on their missions.

We 💚 Associations.