

# CASE STUDY

## Confident Launch: SIR's Expo Platform

### THE SOCIETY OF INTERVENTIONAL RADIOLOGY (SIR)

is a nonprofit professional medical society representing over 8,000 practicing interventional radiology physicians, trainees, medical students, scientists and clinical associates. SIR's mission is to improve lives through image-guided therapy. Their hybrid annual scientific meeting is the gathering place for thousands of IR professionals. The program spotlights cutting-edge science, practical education, and hands-on learning, with opportunities to connect with peers and thought leaders from around the world.



### THE CHALLENGE

SIR's Expo Harvester setup wasn't broken—but it wasn't ready to launch, either.

The foundational configuration was in place. However, several issues were creating risk:

- Task due dates had already passed (meaning exhibitors couldn't complete required steps)
- Sponsorship pages were visible without any sponsorships available to purchase
- Instructions for future payments were missing entirely

On top of that, the team had questions about the onsite sales process, a Personify integration that wasn't syncing cleanly, and how to add a late fee without breaking the payment flow.

**They needed answers, not just a list of things to explore.**

That's where SB Expos & Events came in.

"The SB Expos & Events team went above and beyond to assist our team with maximizing Cadmium. Their thorough audit and recommendations provided us with the tools we needed to streamline workflows while enhancing the exhibitor experience. I highly recommend them!"

— Stacy McManus, Director,  
Corporate Relations, Society of  
Interventional Radiology

### THE STRATEGY

SB Expos & Events conducted a comprehensive audit of SIR's Expo Harvester, reviewing mission setup, branding alignment, booth configuration, floorplan integration, task list functionality, and payment workflows from end-to-end. SB documented every issue with a clear category (critical vs. optional) and a specific, actionable fix.

SB recommended specific actions SIR should take before launch to fix expired task due dates, skippable booth selection options, sponsorships that were visible but empty of content, missing payment instructions, and more.

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## QUESTIONS ANSWERED, NOT JUST LOGGED

SIR came into this engagement with specific concerns. SB addressed each one directly:

- **Onsite Sales Process:** Rather than manually entering booth sales on the backend, SB recommended that SIR walk exhibitors through the rental process themselves — so exhibitors sign Terms & Conditions in real time and the data is clean from the start.
- **Personify Integration:** SB flagged documented sync errors and recommended engaging Cadmium's integration team directly, with error documentation in hand to speed resolution.
- **Adding a 10% Late Fee:** SB recommended adding it as an admin fee via payment settings and communicating it clearly in exhibitor instructions. Clean, simple, no workarounds needed.

SB also identified less urgent—but still worthwhile—improvements SIR could make over time to improve Cadmium Expo Harvester's performance as an efficient

revenue engine. SB offered tips to optimize branding, the floorplan, exhibitor tools, pricing, and the task page.

## THE RESULTS

SIR launched with a ready expo platform, set up to meet their specific needs.

Critical issues that could have become real problems post-launch—missed payments, broken emails, a checkout flow with no guardrails—were resolved before exhibitors ever saw the interface. The optional improvements provided SIR with a roadmap for making the platform work better for them over time.

That's what a good audit should do: not just find problems, but give you a plan you can act on.

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If your expo platform is configured but you're not 100% sure it's ready—or if you're seeing issues and not sure where they're coming from—a fresh set of eyes can make a real difference. SB Expos & Events has built and audited Cadmium Expo Harvester setups for associations across dozens of events. We know what to look for, and we know what it takes to get from setup to show-floor-ready.

SB delivers events that create non-dues revenue for our clients. You stay focused on your mission. We'll handle the rest.

We  Associations.