New Thinking About Registration Lines

Technology is Easing the Burden for Shows

Show managers have a love/hate relationship with registration lines. Seeing attendees lined up is usually a good sign for show traffic. But, the thought of guests feeling impatient and frustrated causes many event producers to lose sleep.

Thankfully, technology is easing the pain of registration lines and giving registration managers new ways to handle an influx of attendees. Here are some things Trade Show Temps is seeing at our clients' shows:

MOBILE REGISTRATION: Seen on the front lines of some of our larger shows are mobile registration attendants. That's right! Armed with tablets and smart devices, these registration staffers venture out into the lines to assist guests. They input or verify registration information and then send the guests to the badge printing desk to pick up credentials. Not only does this thin the line of folks waiting to get to the registration counter, it also helps flag any issues like guests waiting in the wrong line.

BADGE PRINTING KIOSKS: More and more shows are adopting a badge-on-demand system where attendees scan a registration confirmation barcode and receive their badge from a special kiosk. This cuts down on lines tremendously, puts more control in the hands of guests, and mirrors the technology used at concerts, airports, etc.

BADGES BE GONE: Yes, the printed badge is going by the wayside and being replaced with scannable barcodes that attendees show- usually on their smart phones- in order to gain access to the exhibit hall, seminars, etc. Of course, this is always vulnerable to things like limited WiFi, battery outages, and more. However, the convenience and savings on things like badge stock, lanyards, and badge holders really cannot be beat.

While adapting new technology into a show may feel intimidating, it can definitely be well worth the investment. When you partner with a company like Trade Show Temps, you ensure that you'll have skilled temp staff able to use whatever software and devices you're incorporating into the show.

[Contact Trade Show Temps](#) today for a custom staffing plan and some helpful tips on how to best manage your registration lines!