

# SPARGO, Inc.: Transforms Event Registration for the International Myeloma Society by Eliminating Traditional Onsite Registration Options and Adding Unmanned Kiosks

## Background

The International Myeloma Society (IMS) hosts a leading global conference for researchers, clinicians, and industry experts to discuss advancements in multiple myeloma treatment and research. However, the traditional onsite registration process presented challenges:

- Long lines at registration desks created delays and congestion.
- Staffing requirements for registration check-in increased operational costs.
- Attendees often had to navigate to a central registration area, which was not always convenient.

To modernize the registration experience and improve efficiency, IMS partnered with SPARGO, Inc. to eliminate onsite registration lines by implementing a **fully digital, self-service registration system**.

## The SPARGO Solution: Implementation of a Seamless Digital Registration System

### QR Code-Based Mobile Registration

To eliminate the need for manual registration desks, SPARGO introduced a **QR code-based registration system**.

- ✓ **Strategically placed signage** throughout the venue displayed QR codes that non-registered attendees could scan using their mobile devices.
- ✓ Scanning the QR code directed users to a **mobile-friendly registration portal**, where they could complete their registration in minutes.
- ✓ Once registered, attendees received a confirmation email with a digital badge and instructions for badge pickup.

## Unmanned Print-Your-Own Badge Kiosks

SPARGO also deployed **self-service badge printing kiosks** to replace staffed registration counters.

- ✓ Attendees could scan their **registration QR code** at a kiosk to instantly print their badge.
- ✓ **No staff assistance** was required, reducing labor costs and eliminating bottlenecks.
- ✓ Registration was **open 24/7** for optimal attendee convenience.



- ✓ Kiosks were installed not only in the main registration area but also in **remote locations**, such as nearby hotels and satellite venues, providing **maximum convenience** for attendees.

## Key Insights and Outcomes

The new system **revolutionized the registration experience**, leading to **increased efficiency, reduced costs, and improved attendee satisfaction**.

### 1. Eliminated Registration Lines

- Attendees no longer had to wait in long lines, as registration could be completed anywhere via mobile devices.
- Badge printing was **instantaneous**, ensuring a seamless check-in experience.

### 2. Significant Cost Savings

- The **unmanned kiosks** eliminated the need for extensive onsite registration staffing, reducing labor costs.
- The **digital-first approach** decreased the use of paper and printed materials.

### 3. Increased Accessibility and Convenience

- With **kiosks installed at remote locations**, attendees had **multiple options** for picking up their badges.
- Many attendees registered **on the go**, eliminating the need to visit a central registration desk.

#### 4. Enhanced Attendee Experience

- Attendees appreciated the ability to register and print badges **quickly and independently**.
- The streamlined process allowed attendees to **focus on the conference experience** rather than dealing with administrative hurdles.

### Conclusion: New Standard Set for Seamless Event Registration

By implementing **QR code-based mobile registration and unmanned badge kiosks**, SPARGO, Inc. helped the International Myeloma Society eliminate onsite registration, reduce costs, and significantly enhance the attendee experience. This innovative, **self-service approach** demonstrated the power of technology in modern event management, setting a new standard for efficiency and convenience at IMS conferences.

Moving forward, SPARGO continues to work with IMS and other leading organizations to **redefine event registration, leveraging digital solutions to improve accessibility, efficiency, and attendee satisfaction.**