Registration Tech:
Pushing the Envelope

Presented by Raju Patel | CEO of eShow

eSHOW®

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ATTENDEE ACQUISITION ROUNDTABLE

ABOUT THE SPEAKER

Raju Patel

- **Founder and CEO of eShow**, established in 1996 to solve key challenges in the event management industry through technology.
- **Visionary leader** focused on optimizing clients' tech stacks to streamline event promotion, management, and execution.
- **Over 26 years of success** driving innovation with a fully integrated and adaptive suite of event management solutions.

Registration Trends:

What Today's Attendee Behavior Means
for Tomorrow's Landscape

60% of attendees register in the final 2 weeks

- **29%** register 8 - 14 days out
- **22%** register 1 - 7 days out
- **9%** register **on-site**

Adapted from: Maritz, "Registration Insights Report 2024"

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Evolving Expectations

As last-minute registrations rise, so do expectations for fast, seamless, and personalized event experiences.

Future-Ready Registration

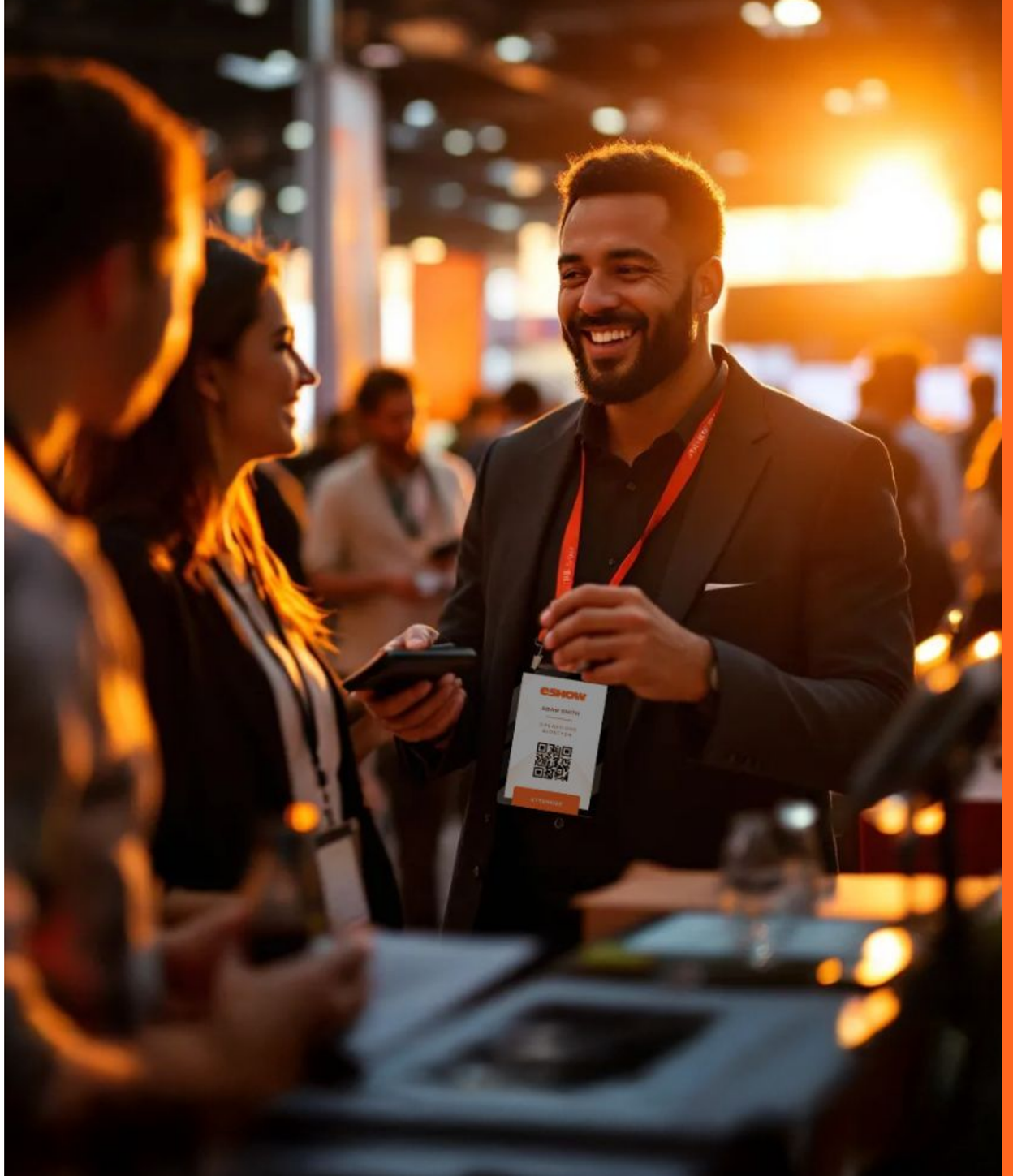
Smarter Systems, Seamless Journeys

- Pre-filled forms, past preferences, and profile-based suggestions
- Connect registration to housing, agendas, and AI-curated recommendations
- Real-Time Capacity; instantly adjust session availability and room assignments
- Ask AI: “What event should I attend for X?” and get matched

RFID / NFC & Onsite Experience

More Than Just a Badge

- Enables personalized touch points throughout the attendee journey
- Real-time session tracking, dwell time, and booth visits
- Use heatmaps to guide traffic, layout, and signage



Micro-Behavioral Trends Captured with RFID / NFC

Insights Into What Attendees Actually Value

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Session Engagement

Who stayed in which session and for how long?

Exhibitor Interest

What types of exhibitors attracted high dwell time?

Content Planning

Use in-event data to refine next year's content and floor plan.

Post-Event Value

Demonstrate booth ROI to exhibitors with RFID / NFC enabled insights for renewals and future growth.

Smarter Attendee Acquisition

Turning Behavior Into Growth

Audience Targeting

Identify gaps and strengths in past attendee segments.

Personalized Outreach

Tailor future invites based on previous engagement.

Marketing Attribution

Understand which channels drive high-quality registrations.

Questions & Answers

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Have a question?

Let us know what’s on your mind.

Let’s Stay Connected

Leverage expert guidance and support to unlock your event's full potential and drive maximum ROI.

Linkedin.com/company/goeshow

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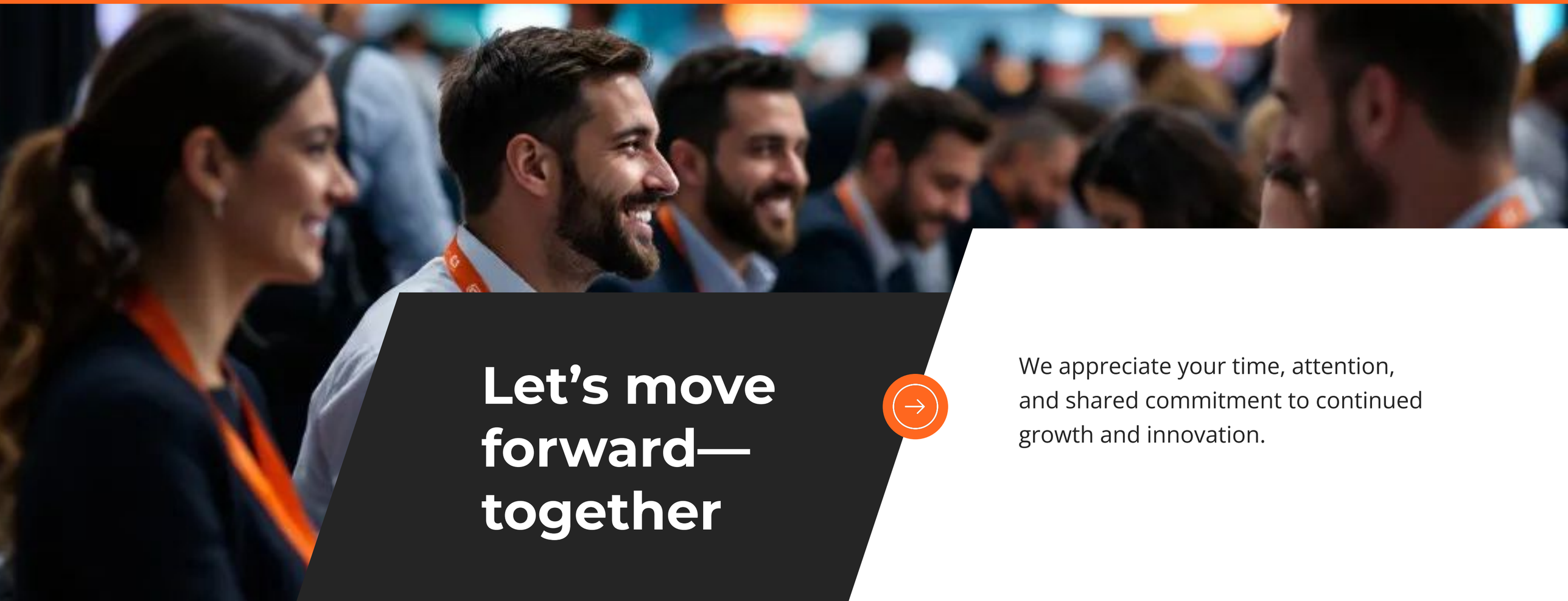
Thank You



Let’s move forward—together

We appreciate your time, attention, and shared commitment to continued growth and innovation.