



CASE STUDY

# Outgrowing Your Existing Registration and Housing Systems?

After merging five smaller meetings into one centralized mega-event, a major hotel company was overwhelmed and seeking guidance. A long list of growing business requirements made it clear that their previous SaaS platform was no longer up to the task. The customer recognized the roadblocks ahead and turned to Maritz for a solution.



## The Situation

As the new citywide event took shape, the number of registration paths, hierarchical views and reporting needs was growing by the day. The expanded audience, including owners and executive-level stakeholders, wanted a more secure, vetted technology platform. Integrations were top of mind due to data security sensitivity.

**The path was clear. They needed a savvy team of registration and housing specialists, along with a robust technology solution.**



## Solution

The Maritz team took a deep dive into the customer's requirements, architected a solution and launched a unified registration and housing site in just 10 weeks. A dedicated team of registration and housing specialists, as well as data security experts, were quickly onboarded.

To build client confidence and understanding of our proposed solution, we offered in-progress system demos and screen visuals of different registration paths at frequent intervals. **The customer recognized the value of our system's depth, robust features, increased security and seamless integrations.**

## Event Profile

Leading hotelier's bi-annual event to connect owners, executive leadership and exhibitors in Las Vegas, Nevada.

**9,401**  
total registrations

**4,336**  
leads collected

**8**  
hotels

**7,439**  
customer transactions

**29,898**  
room nights booked

## Results

**Less than three months to qualify, build, test and launch** a highly customized registration and housing site

**Smooth first-year transition** and high client satisfaction with evolved registration and housing solution

**Key statistics documented and shared to inform future planning:** booking trends, customer service needs, web build timeline and on-site registration

**Improved guest experience** with added customer service support for phone/email inquiries

**Reduced burden** on client internal planning team



**“We want to express our heartfelt gratitude to your entire team for the outstanding partnership on housing management and attendee registration for [this key conference]. Your contributions have been invaluable to the success of our event. We look forward to the possibility of future collaborations, knowing that we have such a reliable and capable partner in Maritz.”**