

Event Functionality in Ad Orbit

James Zilenziger/COO

Rodman Media

ORBITAL24
Fall Forum

RODMAN | MEDIA

Event Issues Faced Prior to 2021...


- Utilized Cvent as our event management platform
 - Expensive
- Data kept in Cvent (attendee tickets and registrants) did not make it into Ad Orbit
- Goal: We wanted to create a solution in which our registrant data also lived in Ad Orbit
- Ad Orbit's event platform in 2021 needed buildout



Collaboration with Ad Orbit

- Began discussions with Ad Orbit around utilizing the eCommerce tool to sell our tickets and Tabletops
- Key Features:
 - Ability to sell tabletops and sponsorships that include free attendee tickets
 - Registration flexibility that allowed registrants to adjust their registrants after purchase
 - Tokenized links so registrants can easily make adjustments without needing to login to a portal
 - Build out of customizable required fields like Job Title

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23rd Annual
CONTRACT PHARMA
Sep. 26-27, 2024 • Hyatt Regency, New Brunswick, NJ
2024 CONTRACTING AND OUTSOURCING CONFERENCE AND TABLETOP EXHIBITION

Attendee Registration for the 23rd Annual Contracting & Outsou
\$395.00

Ticket *
— Please Select —

Quantity *
1

Add to Cart

Description Event Information

The 23rd Annual Contracting & Outsourcing Conference & Tabletop Exhibition will be held September 26-27th, 2024 at the Hyatt Regency New Brunswick, NJ, located in the heart of New Jersey's pharmaceutical industry. The two-day conference and one-day exhibition on September 26th provides the perfect venue for easy, informal discussions for manufacturing, packaging, lab services and more! The tabletop exhibition will be held one day only on Thursday, September 26th with an additional half day of sessions held on Friday, September 27th.

Cancellation Policy: CP's Contracting & Outsourcing Conference (the event) is a professional trade event. Your badge is non-transferable. Persons under 18 years of age may not register or enter the show. The event reserves the right to use photographs of you at the show for promotional purposes. The event reserves the right to review and approve all registrations. The deadline to cancel to receive a refund for the Conference Program registration fee is August 26, 2024

Step 2: Attendee Information

All required fields must be filled out if you choose to add attendee information. Required fields will be indicated with an asterisk (*).

Attendee 1

First Name *

Last Name *

Email *

Phone Number
(xxx) xxx-xxxx

Job Title *

Badge Name (optional) ?

Badge Company (optional) ?

Continue

Step 3: Payment

Reporting Capabilities

- Ability to manage approval queues for registrants
- Edit Attendee Badges (names, job title, associated company) as needed on our end
- Mass email Attendees with missing information via tokenized link
- Filter by ticket types and sponsorship purchases

The screenshot displays the 'Event Attendee Report' interface. At the top right, there is an 'Edit Display Fields' link. Below this is a search and filter section with fields for Buyer Name, Attendee Name, Event (set to '23rd Annual Contracting & Outsourcing'), Ticket Type, Signed up (with a date range), Company, Badge Name, and Badge Company. Search and Reset buttons are present.

Below the search section are action buttons: Save this Report, Export Results, Generate PDF, and Create Contact List. A pagination control shows '25 per page' and page numbers 1, 2, 3, 4, and 23.

The main table lists attendees with columns: Buyer Name, Attendee Name, Company, Badge Name, Badge Company, Attendee Job Title, Event, Ticket Type, Checked in, and Signed Up. The table contains four rows of attendee data.

An email confirmation window is open, showing an email from Rodman Media to urana@pharm-int.com. The subject is 'Confirm Exhibitor Personnel Information for 23rd Annual Contracting & Outsourcing Conference'. The body of the email includes a thank you message and a link to confirm the event attendee information.

<input type="checkbox"/>	Buyer Name	Attendee Name	Company	Badge Name	Badge Company	Attendee Job Title	Event	Ticket Type	Checked in	Signed Up
<input type="checkbox"/>	Katy McGirr	Lisa Walsh	Solvias AG	Lisa Walsh, MSc.	Solvias USA	Site Head	23rd Annual Contracting & Outsourcing Conference	Exhibitor Badge Registration for 23rd Annual Contract & Outsourcing Conference	No	2023-11-20
<input type="checkbox"/>	Katy McGirr	Christopher Latendresse	Solvias AG	Christopher Latendresse, PhD	Solvias USA	Dir., Analytical Services	23rd Annual Contracting & Outsourcing Conference	Exhibitor Badge Registration for 23rd Annual Contract & Outsourcing Conference	No	2023-11-20
<input type="checkbox"/>	Stacy McDonald-Mickey	Stacy McDonald-Mickey	Adare Pharma Solutions	Stacy McDonald-Mickey	Adare Pharma Solutions	Head of Global Marketing	23rd Annual Contracting & Outsourcing Conference	Exhibitor Badge Registration for 23rd Annual Contract & Outsourcing Conference	No	2023-12-18
<input type="checkbox"/>	Stacy McDonald-		Adare Pharma		Adare Pharma		23rd Annual Contracting & Outsourcing Conference	Exhibitor Badge Registration for 23rd Annual Contract & Outsourcing Conference	No	2023-12-18

Email
From Name: Rodman Media Created: 2024-05-22 14:25:35
From: cpmanagement@contractpharma.com Sent: 2024-05-22 14:25:35
To: urana@pharm-int.com
Subject: Confirm Exhibitor Personnel Information for 23rd Annual Contracting & Outsourcing Conference
Body:
Hi Umber,
Thank you for reserving your expo space at 23rd Annual Contracting & Outsourcing Conference. As notified when you reserved, we are handling EXHIBITOR PERSONNEL REGISTRATION differently this year. You may register your personnel utilizing the UNIQUE URL/ATTENDEE CONFIRMATION LINK BELOW.
Please follow the enclosed link to update the attendee information for the 23rd Annual Contracting & Outsourcing Conference.
Event Details
Event: 23rd Annual Contracting & Outsourcing Conference
Date(s): 2024-09-26 09:00 - 2024-09-27 23:00
Please click [here](https://rodmanmedia.apps.adorbit.com/clients/events/attendee_info/81/P9edebedc6a76ffe5be4cedc1d52c176dec3d445295f64f69) to confirm the event attendee information, or go to the following url:
https://rodmanmedia.apps.adorbit.com/clients/events/attendee_info/81/P9edebedc6a76ffe5be4cedc1d52c176dec3d445295f64f69
Each exhibitor is entitled to purchase two additional staff badges, [you may do so here!](#)

Event Management Today in Ad Orbit

- We sell all of our Tabletops, Sponsorships and Tickets for our Annual Contracting and Outsourcing Conference through Ad Orbit
- All revenue, attendee information and sales is updated in real-time
- Data is kept centralized for selling and marketing purposes later on
- Less manual time spent keeping registration info up to date

Name	Venue	City	State/Province/Region	Country	Show Code	Start Date	End Date	
MPO Medtech Forum 2025	Costa Rica Convention Center	San José	SJ	CR		2025-04-24	2025-04-25	...
MPO Summit 2024	GAYLORD ROCKIES RESORT & CONVENTION CENTER	Aurora	CO	US		2024-10-31	2024-11-01	...
23rd Annual Contracting & Outsourcing Conference	Hyatt Regency New Brunswick	New Brunswick	NJ	US		2024-09-26	2024-09-27	...
Health and Longevity Conference 2024	ETC Venues	New York	NY	US		2024-09-12	2024-09-12	...
ODT Forum 2024	Fed Ex Institute of Technology	Memphis	TN	US		2024-04-24	2024-05-06	...
Wellness Conference & Tabletop Exhibition: Beauty and Beyond 2023	Convvene	New York	NY	US		2023-11-03	2023-11-03	...
MPO Summit 2023	Mariott Marquis San Diego Marina	San Diego	CA	US		2023-10-18	2023-10-23	...
22nd Annual Contracting & Outsourcing Conference	Hyatt Regency New Brunswick	New Brunswick	NJ	US		2023-09-21	2023-09-22	...
MedDevice Forum 2023	Marriott Costa Rica Hacienda Belen	Heredia	H	CR		2023-05-24	2023-05-31	...
MPO Summit 2022	Austin Marriott Downtown	Austin	TX	US		2022-10-18	2022-10-20	...
21st Annual Contracting & Outsourcing Conference	Hyatt Regency New Brunswick	New Brunswick	NJ	US		2022-09-22	2022-09-23	...
ODT Forum 2022	Fed Ex Institute of Technology	Memphis	TN	US		2022-04-27	2022-04-27	...

Questions?