



The Event Tech Buyer's Guide

How to evaluate event technology, ask the right questions, and choose a partner that fits the way your team actually runs events.

Reigniting Audience Engagement Through Events

Events play a critical role in how organizations engage attendees, earn revenue, and hit their goals. Audiences have become more protective of their time, so every conference, summit, and member event is under pressure to deliver more value than the last.

Some organizers are compressing four-day conferences into three. Others are stretching engagement across the year with on-demand sessions, CE credits, and community programming. Either way, event technology is doing more of the heavy lifting than ever before.

The 4 most time-consuming steps of buying event technology:



Understanding the full product landscape



Comparing pricing models and what's actually included



Navigating annual due diligence



Learning a new platform from scratch

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Event technology is no longer one product. It's a stack.

Modern event programs rely on a connected set of tools that span the full attendee lifecycle.

PRE-EVENT	ONSITE	ACROSS THE LIFECYCLE
Registration Forms, ticketing, payments, RSVPs, attendee data Event Website Branded multi-page sites, embeddable widgets Email Communications Segmented campaigns by registration status AI Registration Assistant Answers visitor questions 24/7 and drives conversions	Event & Session Check-In QR badge scanning, attendance tracking, CE credit capture Badge Printing On-demand, on-site printing on any badge material Live Display Dynamic on-screen content for venues and signage Lead Capture Sponsor and exhibitor lead scanning and qualification	Mobile Event App Agenda, networking, maps, and gamification, available web or native Networking & Engagement Polls, Q&A, surveys, in-app messaging Integrations Connect your CRM, AMS, and other tools without custom development work Analytics & Reporting Attendance, engagement, ROI proof for sponsors

9 questions every event tech buyer should ask.

Compiled from 20 qualitative interviews with event professionals across associations, healthcare, education, corporate, and non-profit sectors.

Each question is paired with the evaluation criteria that separate a good answer from a great one.

Is registration built into the platform, or bolted on?

Registration is the foundation of an event program. Every downstream tool depends on this data being accurate, current, and accessible.

What to look for

**Native form builder:**

Custom fields, conditional logic, and section grouping in a single form.

**Branded event website:**

Drag-and-drop builder for single or multi-page sites.

**Embeddable widget:**

Drop the form on any existing site to capture from high-traffic pages.

**Connected email tool:**

Campaigns segmented by registration status, with no list exports required.

**Broad payment options:**

Multiple gateway support so finance teams use the provider they trust.

**RSVP and gating:**

Private invitations and access control for closed or curated events.

"Our previous platform was meant to speak with our registration, but it just wasn't user-friendly. The registration thing was a big deal."

Event Coordinator, Dental Care Association

Can the platform answer attendee questions 24/7, without flooding your inbox?

Every unanswered question on a registration site is a chance to abandon. AI-powered assistants address this without scripted flows.

What to look for

**Embedded on the registration site:**

Answers visitors at the exact moment of decision.

**Learns from your content:**

Reads your website, ticket data, and uploaded documents with no scripted flows.

**Format-agnostic ingestion:**

PDFs, Word docs, and Excel exports all work without cleanup.

**Customizable tone and urgency:**

Match brand voice; add nudges like ticket scarcity or early-bird deadlines.

**Multi-language support:**

Detects visitor language and responds in kind, with no translation work.

**Fallback routing:**

Knows when to hand off to a human contact instead of guessing.

"Hundreds of similar questions arrive via email for every large conference. An AI assistant on the site, one that needs no scripting, is the difference between hours of inbox triage and time spent on the event itself."

Industry Observation, EventMobi Buyer Research 2026

Does registration data flow into badges, the app, and check-in without manual work?

When registration lives in one tool and everything else lives in another, every change becomes a CSV export, a column re-map, and a manual import.

What to look for

**Single source of truth:**

Registration data updates attendee profiles, badges, and app content in real time.

**No manual sync or imports:**

Changes made in registration appear instantly downstream.

**Live walk-in handling:**

Last-minute registrations flow straight to the check-in app and badge printer.

**Custom field flow-through:**

Fields collected at registration are usable for badge personalization and segmentation.

**Unified attendee record:**

One profile per attendee across every product, not a separate identity in each tool.

**Same login, same backend:**

The team configures registration and the event app from a single platform.

"Being able to adjust the schedule on the fly, and communicate without running into the hall to shout updates, making it less stressful for the whole team."

Daniel Favand, Community Engagement, Venture Out

Does the badge solution handle walk-ins, last-minute changes, and any material?

Pre-printed badges lock the design weeks before the event. The modern alternative is portable, on-demand printing that any staff member can run.

What to look for

**On-demand, on-site printing:**

Print only what's needed, when it's needed. Walk-ins handled instantly.

**Portable, wireless stations:**

Set up check-in anywhere: lobby, gala, or lawn, with no wall outlet required.

**Any badge material:**

Laminated, metal, PVC, cardboard, or RFID with no vendor lock-in on substrate.

**No specialist required:**

Plug-and-play hardware that event staff can run without IT involvement.

**Sponsor placement built in:**

Check-in stations as a revenue opportunity, not just a bottleneck.

**Flexible cost model:**

Rental for single events, purchase for high-frequency programs.

"Onsite badge printing saves time, energy, and your sanity. It opens up new sponsorship opportunities: badges, lanyards, the kiosks themselves."

Hannah Gomes, Community and Events Manager, INFRA

How will you track event and session attendance, accurately and at scale?

For events offering CE credits, certifications, or sponsor reporting, accurate attendance tracking is non-negotiable.

What to look for



QR badge scanning:

Fast, modern check-in with no manual list cross-referencing.



Session-level tracking:

Capture who attended which session, when they arrived, and how long they stayed.



CE credit and certification:

Attendance data structured for compliance and credentialing requirements.



Live attendance dashboards:

Real-time visibility into session popularity and room capacity.



Post-event analytics:

Detailed reporting to prove ROI and inform next year's programming.



Sponsor-ready exports:

Clean attendance reports for sponsors who paid for visibility on specific tracks.

"The automated check-in with QR codes on the badges worked. It was a huge step up for us, but I love the way that it worked."

Event Coordinator, Dental Care Association

Will your attendees actually adopt the mobile event app?

Even the most feature-rich event app fails if attendees don't use it. Judge it by how it feels on day one, not after a 30-minute tutorial.

What to look for



Web and native access:

No-download web option for resistant attendees; native app for power users.



Modern UI:

A current look and feel that reflects well on the event brand.



Low-friction onboarding:

Attendees in their session within seconds, not 10 minutes of setup.



Branded options:

Single-event or multi-event branded app for programs that need it.



Accessibility built in:

Screen reader support, contrast standards, and language options out of the box.



Demo with real attendees:

Ask to demo with a non-tech colleague before signing, not just your champion.

*"It's easy for the attendees to find, right there in your hand or on your screen.
You're not flipping through what page was assigned."*

Elizabeth Slogar, Operations and Finance Manager, The Menopause Society

How will you keep attendees in the right place at the right time?

A printed program freezes the schedule the moment it goes to press. The platform should let you push changes without wasting a single printed page.

What to look for



Personalized agenda:

Attendees flag the sessions they care about; the platform reminds them when to go.



Interactive venue maps:

Pinpoint locations for sessions, sponsors, registration, and food.



Push notifications:

Send last-minute updates to attendees even when the app is closed.



Targeted announcements:

Send messages to specific attendee groups: speakers, sponsors, or VIPs.



Schedule sync to calendars:

Personal agendas push to Google Calendar, Outlook, and Apple Calendar.



Live agenda updates:

Speaker swaps and room changes reflect instantly across all surfaces.

"Having the personalized agenda pre-populated with data from registration, and polling and surveys all in one tool, was the most important part. That's why we chose EventMobi."

Laine Vella, Event Manager, Pri-Med Canada

How much value can the platform deliver to your sponsors?

Sponsor revenue increasingly depends on demonstrable value. The platform should make it easy to build tiered packages and prove exposure with real data.

What to look for

**Sponsor logos in marketing:**

On registration page, in invite emails, on the app homepage.

**Dedicated sponsor profiles:**

Logo, documents, links, and video in a real micro-site inside the app.

**Branded push notifications:**

Sponsor-branded messages sent to attendees at relevant moments.

**Sponsored gamification:**

Drive booth traffic with challenges that reward attendees for engagement.

**Lead capture for sponsors:**

Badge-scanning app for sponsors to collect qualified leads on the floor.

**Sponsor placement on signage:**

Check-in stations and live displays as additional sponsor inventory.

"Anything we can do to help sponsors see the value in engaging with the conference helps us provide more scholarships and reach more healthcare providers."

Content and Innovation Manager, Health Care Association

Does the platform integrate with the systems you already use?

Event technology never exists in isolation. Custom integration builds are expensive and slow. Ask every vendor how their platform connects to the systems you already run.

What to look for



Native integration library:

Look for pre-built connectors to your CRM, AMS, and common tools so you don't need to pay for custom integrations for every connection.



CRM and AMS compatibility:

Confirm the platform syncs with the systems your team already runs: Salesforce, HubSpot, WildApricot, iMIS, or similar.



No expensive custom builds:

Ask how the platform handles new integrations. Custom engineering for every connection adds cost and delay.



Self-serve setup and monitoring:

Teams should be able to configure, schedule, and troubleshoot syncs without filing a support ticket for every change.



Open API access:

Custom integrations should be possible without depending entirely on the vendor roadmap or professional services.



iPaaS and automation support:

Look for support for tools like Zapier so you can connect workflows your team already uses.

"Being able to upload lists and the schedule directly from Excel was very seamless. The user experience for creating the app was great across the board."

Communications Specialist, Leadership Development Association

Firsthand buying tips & mistakes to avoid

Hard-won advice from event professionals who have been through the buying process, sometimes more than once.

DO

Prioritize support that matches your style

Ask how support is delivered, what the response time SLAs are, and what training is included.

"The biggest benefit of using EventMobi is the support. She was knowledgeable and quick."

Rachel Lyon, CSAE

AVOID

Overlook training and self-serve resources

Built-in support is essential, but so is the ability to find your own answers. Ask for the resource library before you sign.

"The biggest benefit of using EventMobi is the support. She was knowledgeable and quick."

Rachel Lyon, CSAE

AVOID

Wait until the last minute to choose

Tight timelines limit your evaluation and your negotiating power. Make sure the platform supports rapid setup if your timeline is short.

"For our first experience, we chose EventMobi a month before the event. Tight turnaround was the hardest part, but uploading lists was seamless."

Communications Specialist

DO

Get reference customers in your industry

Ask the vendor for three customers in your industry running similar-sized events. Then call two of them. Patterns emerge fast.

"The board was nervous, but the decision ended up being a good thing, it got everyone onto the app."

Conference Organizer, Academic Association

Planning your transition to an event app

Most teams are switching from paper guides or a platform that did not work. Here is what real teams did to make the change stick.

1

Phase out the printed program gradually

Run one event with both options, then drop print. Attendees who hold out usually adopt once the printed fallback disappears.

"At earlier events, attendees could pick up a printed program. By the last event, if they wanted the information, they had to use the app."

Conference Organizer, Academic Association

2

Don't underestimate your attendees

Most attendees adapt faster than the planning team expects. The nervousness is usually disproportionate to the actual learning curve.

"The decision was driven by finance, but it ended up being a good thing. It got everyone onto the app."

Conference Organizer, Academic Association

3

Use a hard-copy guide for direction, not detail

If you keep a printed guide, use it only for high-level info. Minor schedule changes will never require a reprint.

"We used to print a 35-page booklet for a 3-day event. It doesn't serve the same purpose as an app, and reprints are painful."

Programs Assistant, Academic Association

How to talk about pricing with your vendor

Some platforms look affordable until the add-ons land. Two checklists to use in every pricing conversation.

STEP 1: Define your requirements

- ✓ How many events per year: one or many?
- ✓ How many total attendees (including exhibitors and speakers)?
- ✓ Which product features are critical vs. nice-to-have?
- ✓ Which add-ons might you need? Branded App, AI assistant, badge printing, or integrations?
- ✓ How long do you need post-event access to the platform?
- ✓ Will multiple teams need backend access to build their own events?

STEP 2: Uncover hidden costs

- ? What is and isn't included in the base package?
- ? Is the Branded App included, or a separate add-on?
- ? Is the AI registration assistant included or per-event?
- ? Are integrations included, or a paid add-on?
- ? Are there limits on push notifications or polls?
- ? Are there per-user fees for attendees, speakers, or exhibitors?
- ? What does support cost, and is training included?

Per-event or per-year: which model fits your program?

Most platforms price one of two ways. The right model depends on how many events you run, who needs access, and how stable your budget is year to year.

PER-EVENT

Pay for what you run, one event at a time

BEST FOR

Teams running one or two events per year, or piloting a new platform.

WATCH OUTS

- Repeated negotiation overhead each year
- Onboarding and learning curve at every renewal
- No incentive to expand to smaller internal events
- Integrations are a paid add-on, so costs can add up if you run AMS or CRM syncs across multiple events

PER-YEAR

One subscription, unlimited events within your user parameters

BEST FOR

Teams running multiple events: conferences, summits, internal kick-offs, member webinars.

WATCH OUTS

- Make sure the user definition (attendees) matches your reality
- Confirm what's included vs. add-on (Branded App, AI assistant, badge printing)
- Integrations included: CRM, AMS, and automation connectors across all events
- Open backend access for multiple internal teams is a key value driver

The EventMobi product suite

Everything in one platform, configured from a single Experience Manager. All products share the same attendee data with no manual sync and no parallel records.

Core Registration

Forms, multi-page websites, payments, RSVPs

MobiAI Reg Concierge

AI-powered visitor assistant on your event site

Communications Hub

Email campaigns segmented by registration data

Event App

Agenda, networking, polls, maps, gamification

Integrations Hub

Pre-built connectors to CRMs, AMS, and 1,000+ apps

Event & Session Check-In

QR scanning, CE credit tracking, live dashboards

BadgeON™ Check-in & Badge Printing

Portable, on-demand check-in and badge printing

Live Display

Dynamic on-screen content for venues

Lead Capture

Sponsor and exhibitor lead scanning app

Support that doesn't end at signature

Event teams shouldn't be on their own after onboarding. Four layers of support built into every EventMobi engagement.



Resource Center

Self-serve library of training videos, articles, and best-practice guides, searchable anytime.



Weekly Live Training

Hands-on sessions with an EventMobi product expert, every week at no extra cost.



Setup Consultation

An Event Success Manager maps your event goals to the right product configuration.



Post-Event Debrief

Review analytics with your ESM, prove ROI to leadership, and plan for next year.

Take the next step.

Three ways to keep evaluating with EventMobi.

1

Watch the Product Tour

A 12-minute walkthrough of the full EventMobi platform: registration, AI, app, and onsite.

[Product Tour](#)

2

Book a Live Demo

See your event use cases in the platform with an EventMobi Solutions Engineer.

[Book a Demo](#)

3

Talk to a Customer

After your personalized demo, we can connect you with an EventMobi customer for 1:1 feedback.

