



The ultimate guide to name badge printing for events

 Entegy® | Suite



When it comes to on-site registration and badge printing for events there are plenty of options to choose from.

Entegy provides a number of options to suit your event type, budget and scale.

Printing name badges and managing last-minute registrations can be tireless work for event professionals. Do you spend hours printing and sorting attendee badges or get stuck on the day with a long line to update incorrect details and manage on-site registrations?

Thanks to technology and digital transformation within the industry, there are plenty of options to save yourself from burning the midnight oil and smoothly manage updates and on-site registrations on demand.

In this guide, we look at various options and how to implement a badge printing solution that suits your event requirements.



Clear label printed using
Entegy on-site printing plus
Dymo Labelwriter 450 placed
on 450gsm pre-printed blank.

Photo: BUMA Conference, Amsterdam

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01

Printing Options

Pre-print

Pre-printing your event name badges requires gathering attendee registrations pre-event, sending badges to a commercial printer and having them available at the registration desk in alphabetical order ready to go for attendee arrival.

One of the reasons for pre-printing is to choose a specialty card stock or die-cut for your badge design. It's possible to use a combination of pre-printing badges and on-demand printing for the profile details on a badge. More on this in the 'On-demand' section.

How to pre-print attendee name badges:

- Design your badge in the Entegy CMS.
- Ensure all attendee data is in the CMS and is reviewed before printing.
- Generate print-ready pdf and send to a commercial printer (sort by company and/or profile type and include crop marks and bleed if the design goes to the edge of your badge).
- **Tip:** Print 'blank' badges for each profile type and take a **Dymo Laberwriter 450** printer to print transparent labels using Entegy On-site Printing.

FAQs

1. What type of card stock should I print my badges on?

Usually, 150gsm would be sufficient for a name badge that is inserted into lanyard PVC pocket. If not using a PVC pocket talk to your printer about heavier stock (400gsm or heavier), recyclable or plastic options.

2. How many badges can I generate?

There is no limit.

3. What happens if I need to change attendee details or register attendees on the day?

If pre-printing your attendee name badges, it's a good idea to have a second option for last-minute changes. Print some blank badges and use the on-site printing feature to print attendee name labels on the day.

4. What kind of lanyards should I use?

You can use any type of lanyard and clip however you will need to ensure that your printer creates the correct holes for the clip being used. (See [Badge examples & tips pg.17](#))

On-demand

Speed up the registration process with pre-printed badges and ease the headache of last-minute registrations with on-site printing software. Look tech-savvy by printing badges at the registration desk.

The benefits of on-demand badge printing:

- Print attendee badges on demand as they arrive.
- Convenient for last-minute registrations and changes.
- Thermal label printers provide super fast, efficient label printing options *or* print on transparent labels and stick them onto pre-printed 'blanks' for a more premium yet cost-effective option.
- Use a USB scanner to scan attendee tickets to speed up the process.
- Find attendee profiles fast using name search functionality.
- Quick set-up and easy to use.
- Sustainable – no printing for no-shows.

How to print badges on-demand at your registration desk:

- Design your badge in the Entegy CMS.
- Hire or buy badge printing kits - consisting of Windows-based laptop or tablet, printer or label machine and USB scanner.
- Install Entegy Onsite Printing software and you're ready to go.

FAQs

1. What size and types of badges can I print?

This depends on your printer and available stock. Common types include A6, business card, butterfly or label.

2. How many printers will I need?

This depends on attendee numbers and time available for registration. Entegy have a number of hardware partners that can assist with your requirements and provide you with a quote.

Self-serve

Make a great first impression with professional and self-serve badge printing kiosks. Attendees print their own badge as they arrive on-site by scanning a ticket or entering their details on the touchscreen.

Secure and flexible, event staff can update attendee profile data on the go. Entegy kiosk partners also offer data and registration management, communications and on-site support.

The benefits of self-serve kiosk badge printing:

- Attendees print their name badge in seconds.
- Use kiosk touch screens to enter unique access details to print badge or scan QR code.
- Integrates with Entegy Registration to collect details on-site.
- Match to event theme with colours, graphics and branding.
- Sponsorship opportunities on kiosk interface and plinth.
- The Kiosk Companion web app enables registration staff to search, preview and edit attendee profiles live and reprint badges over Wifi.
- Easily manage queues or bottle necks by directing prints to open kiosks using the Kiosk Companion app.
- Easily manage new registrations.
- Watch as attendee arrival numbers grow in real time.

How to print badges from self-serve kiosks

- Design your badge in the Entegy CMS.
- Create, configure and activate kiosks at any time from the Entegy CMS.
- Choose your check-in options: scan tickets and/or enter details.
- On-site staff can manage updates and queues with Kiosk companion app.

FAQs

1. What size and types of badges can I print?

Print to any compatible stock size, full colour and double-sided badges. (See Badge examples & tips pg.16)

2. How many kiosks will I need?

This depends on attendee numbers and time available for registration. Entegy have a number of hardware partners that can assist with your requirements and provide you with a quote.



Choosing the right solution for your event

| | Pre-print (Badge Creator) | On-demand (On-site Printing) | Self-Serve (Kiosk Manager) |
|---|------------------------------|---------------------------------|-------------------------------|
| Last-minute changes | | ✓ | ✓ |
| On-site registrations | | ✓ | ✓ |
| Sponsorship branding on interface and kiosks | | | ✓ |
| Sponsorship branding on the badge | ✓ | ✓ | ✓ |
| Attendees can print their own badge | | | ✓ |
| Monitor live stats of arrivals and badges printed | | | ✓ |
| Record of total badges printed | | ✓ | ✓ |
| Print to compatible stock sizes | ✓ | ✓ | ✓ |



02

Logistics



Registration

Registration forms can be created with a number of fields which sync data to your profile database and other products.

Things to consider

- Confirm information you wish to collect from attendees. For example, name, company, role, dietary requirements etc.
- How will attendees access the form - will the url to access the registration form be sent to attendees by email, linked to your event website, and/ or available via the Event App?
- If you are sharing attendee data with exhibitors and sponsors this is a good time to add an acceptance terms and conditions opt-in.

Integrations

The Entegy Suite can integrate with registration platforms through advanced APIs to sync attendee data between systems. This means closing the loop on data from registration to on-site.

Entegy integrates with a number of registration platforms, [contact us for more information.](#)



How to avoid queues

No one wants to wait when they arrive at an event, this is your attendee's first impression, so make it count. Here are some tips to streamline check-in.

1. Try to get as many attendees as possible pre-registered.
2. Have separate lines for non-registered, VIPs or different ticket types.
3. Get event staff to direct people. If using kiosks you can use the kiosk companion web app to print badges automatically when you greet an attendee.
4. Ensure you have communicated in advance to attendees what they will need to check-in, either a printed ticket, or QR code can speed things up rather than looking up their name.
5. Plan your registration times, allow guests to check-in the night before or even at the hotel they're staying. You could put a self-serve kiosk in the hotel foyer if doing block bookings.

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Design guide

Badge Design

Step 1

Confirm badge requirements

Size

Common badge sizes are A6 (105 x 148.5mm) or Entegy Kiosk Stock (100 x 152mm).

Content

Usually, event badges will include some or all of the following elements/information:

- Event branding.
- Sponsor logo.
- First and last name.
- Position and organisation.
- QR code (min 30mm high).
- **IMPORTANT:** QR codes must be set on a high contrasting background which is lighter than the code. **Reversed QR codes will not scan.**
- Attendee type (often attendee type is shown both in text and a prominent colour bar for fast visual identification by event staff).
- Attendance of optional events/activities such as Gala Dinner, Networking Functions or Workshops using badge icons.

Tip

If printing badges on-site via kiosks, ensure that the file sizes of elements and images are as low as possible to avoid performance issues due to network bandwidth limitations.

If pre-printing, check with your commercial printer for exact bleed and safe margin specifications.



Example of a badge

Step 2 Design

In your design software, create a general layout for the badge before adding to the Entegy CMS.

Specifications

- **Safe margin:** keep important text and graphics at least 4mm from edge.
- **Bleed:** ensure colours and graphics which are printed to the edge of the badge extend a minimum of 5mm past the edge of the artboard.
- **Colour:** to ensure colour prints as expected it is not recommended to use PNG. PDF or JPG in CMYK is a better option
- When using the colour picker in the Entegy CMS use the CMYK values - as RGB may produce unexpected results when printing.

Prepare

- Separate the background of the badge from the variable data for easy exporting and updating.
- Export two pdf versions of your badge:

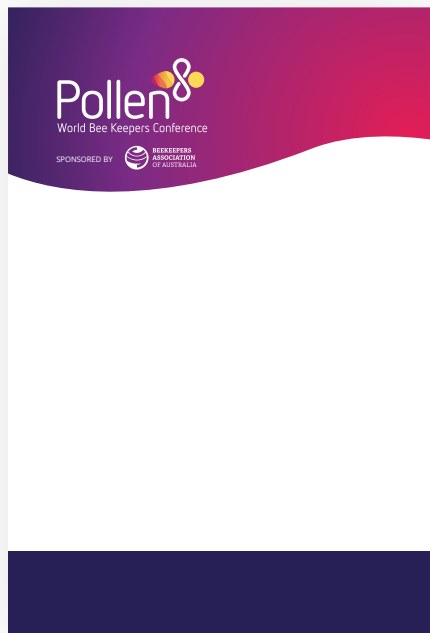
1. **A guide version** (with all placeholders for the variable data included).
This will be used as a guide when positioning elements in the Entegy CMS.
2. **A blank version** (with only the background elements).
This will replace the guide version once setup is completed.

A note on data

Ensure correct profile data is being captured to use display rules. Check profiles for duplicate or erroneous data before printing.



Example of full badge



Example of background exported



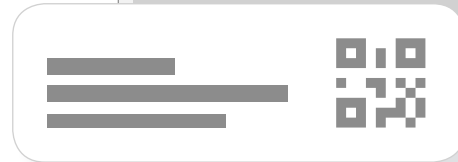
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Tips and Sponsorship

Badge examples & tips

450gsm pre-printed blank.

Clear label printed using Entegy on-site printing & Dymo Labelwriter 450.



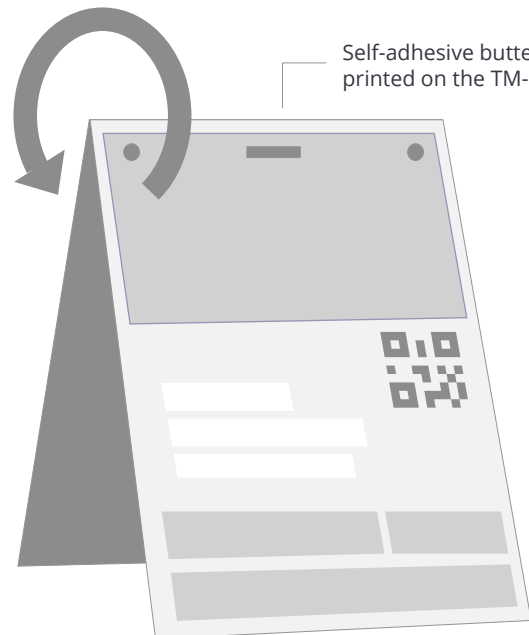
Labels can be quickly printed on-site and stuck to pre-printed badges

Full-colour A6 badge printed on an Epson TM-C3500.



Dynamic layers can display based on attendee type, tickets and more

Self-adhesive butterfly A6 printed on the TM-C3500.

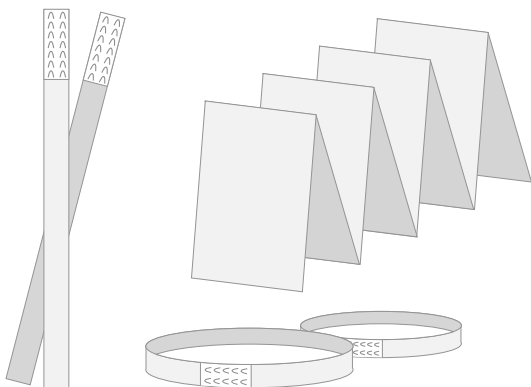


Print double sided badges on butterfly stock without the need for a pocket



Clear label printed using Entegy on-site printing plus Dymo Labelwriter 450 placed on 450gsm pre-printed blank.

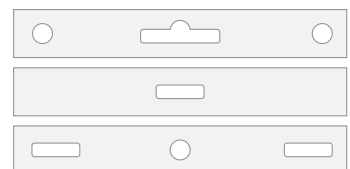
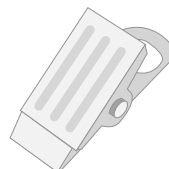
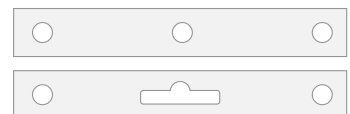
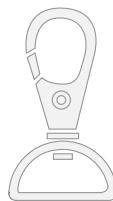
Badge examples & tips (cont.)



More unique stock options are available such as multi-badges or wristbands.



Be sure to match your lanyard clip to the correct badge or pocket hole type.



Sponsorship

Event sponsorship is often recognised as one of the most sophisticated, credible marketing strategies which places a brand directly in front of their target audience.

Event name badges, lanyards and kiosks are great opportunities for sponsor brand exposure and could be added to your sponsorship packages or sold as a la carte items.



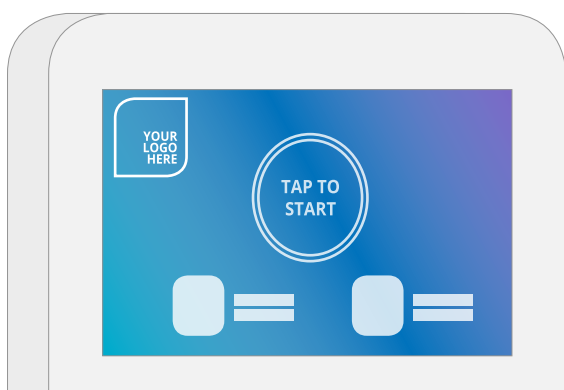
Name badges

Badges are a highly sought after sponsorship placement. Add logos and colours, even match to your lanyards.



Lanyards

Custom lanyards can feature sponsor logos and taglines and will have high visibility throughout the event.



Kiosk welcome screen

The first opportunity to highlight a sponsor on your attendees arrival is with kiosks. Brand the touch screen interface with sponsor logos and colours.



Kiosk custom decals

Create a full branded wrap of individual graphics with sponsor branding.

Enhance the self-serve kiosk speed and experience

There are four check-in options available for kiosks. Your event may use all options or a combination. Here is an overview of the options and tips to ensure the best result.



Scanning is the fastest way to print a badge and there are 2 options:

Option 1

Attendee scans QR Code from their ticket or confirmation email. This option is great if attendees will have a ticket or their confirmation email from pre-registration.

Option 2

Attendee scans the QR code on the kiosk screen using the QR Scanner from the event app. This option is fast and efficient and provides a unique experience by connecting them to the app before the event.

Enter details or register are usually a secondary option to a scanning method above. If you have attendees registering on the day you can designate one kiosk to capture these and leave the others as express queues.

Option 3

Enter unique access details. Each attendee is designated unique access details which can be used to print their badge.

Option 4

Complete a registration form and print badge.

Tips

- Communicate to attendees before the event how they will check-in when they arrive to speed up the process.
- Create self-serve/express lanes for people already logged into the app and filter people who need help to staff assisted kiosks.
- Event staff can assist using the kiosk companion app to manage queues or welcome attendees and direct them to an available kiosk.
- The number of kiosks and staff available to assist will depend on the demographic, amount of attendees and time frame for check-in. Entegy's kiosk hardware providers can provide a quote for this.



Entegy combines industry-leading and globally-respected event focused software with a progressive, global partner program.

We're Brisbane-based with an active partner presence in 6 continents.

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