

From disconnected event tools to **one unified platform**

DX3 is Canada's premium retail, marketing, and technology conference that has delivered 200+ events across four continents over the past 20 years.

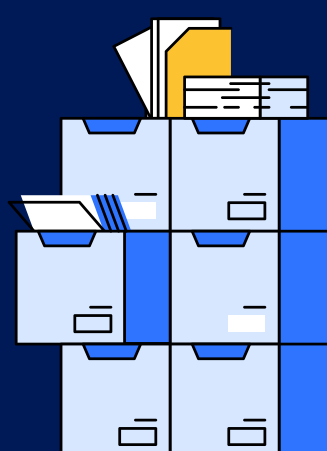
CHALLENGES

DISCONNECTED EVENT OPERATIONS



FRAGMENTATION

Multiple vendors managed registrations, payments, and badging.



SILOS

Marketing and event data remained in disconnected silos.



COORDINATION

Manual processes slowed planning and on-site execution.



RELIABILITY

New tools required extensive pre-event testing.

SOLUTION

ZOHO BACKSTAGE



PLATFORM

Unified registrations, payments, and badging in a single end-to-end system.



FLEXIBLE SETUP

Options to build a site on Backstage or use an existing one to manage registrations.



ATTENDEE APP

Enabled attendees to browse agendas, create schedules, and book meetings pre-event.



ON-SITE SUPPORT

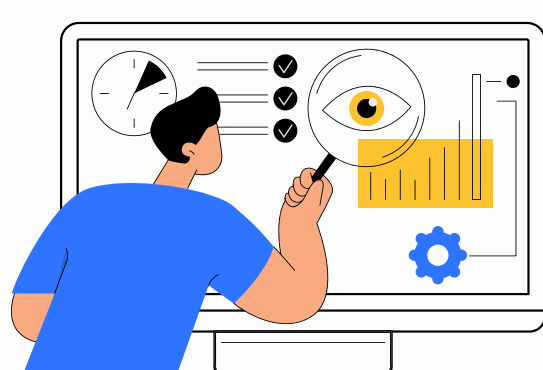
Live badge printing backed by dedicated on-site Zoho Backstage support.

THE IMPACT



EFFICIENCY

Replaced multiple vendors with one connected event platform.



VISIBILITY

Tracked attendee journeys from registration and session check-ins to lead sharing.



EXPERIENCE

Eliminated the need for printed passes or email searches with QR-based instant check-ins.



SUPPORT

Access to 24/7 assistance and dedicated on-site support throughout the event.