

UNBROKEN COLD CHAIN

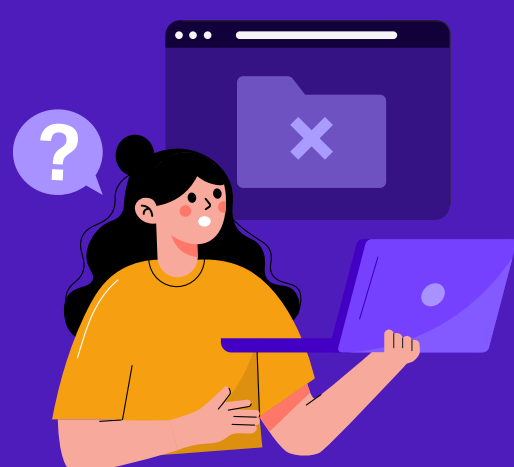
ENABLING CRITICAL LOGISTICS CONVERSATIONS

WHAT?

A 2-day flagship exhibition on pharmaceutical cold storage logistics, running successfully for **7+ years**.

CHALLENGES:

SCALING UP



OPERATIONS

Spreadsheets became inefficient as complexity increased.



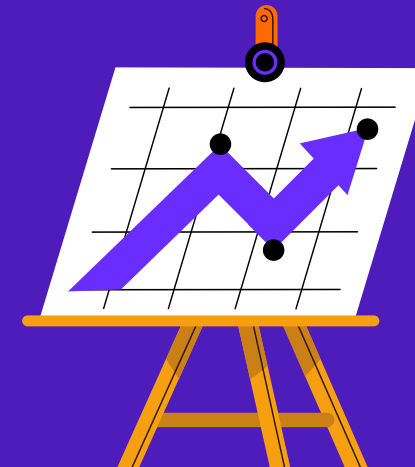
REGISTRATIONS

Long queues and delays at registration impacted attendee experience.



PLANNING

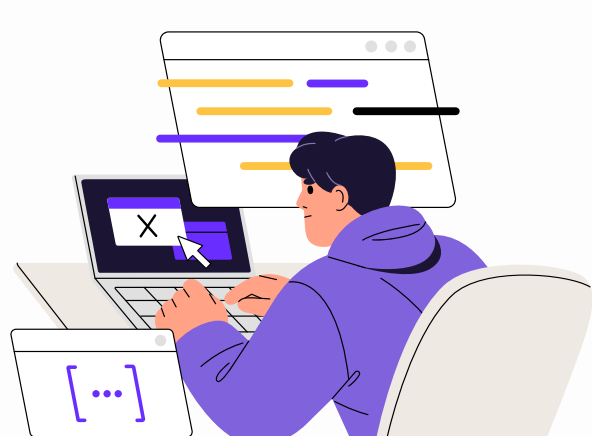
Limited visibility into participation and session turnout meant less insights.



SCALE: Managing a rapidly growing event with exhibitors, sponsors, speakers, and delegates was challenging.

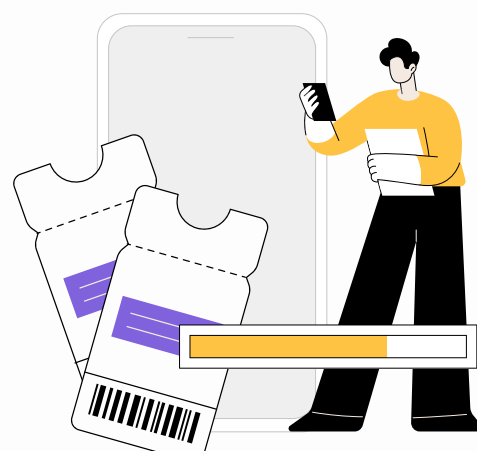
SOLUTION:

ZOHO BACKSTAGE



PLATFORM

Built an event website with agendas, speaker info, and more.



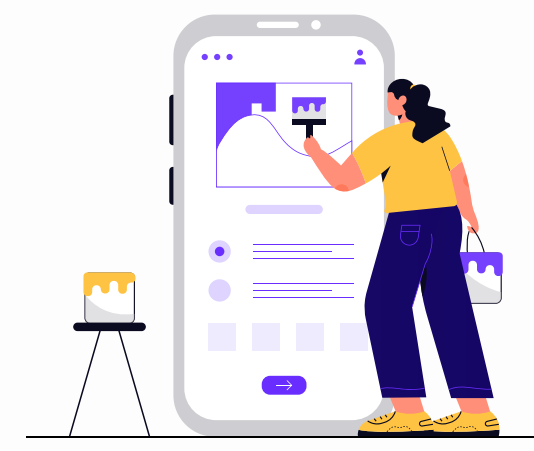
REGISTRATIONS

Paid ticketing with integrated payment gateways.



CHECK-IN

Instant badge printing and QR-based entry.



PREMIUM EXPERIENCE

White-labeled mobile app for a seamless, branded journey.

THE IMPACT



PLANNING

Accurate attendance insights for logistics and operations.



NETWORKING

Attendees from 20+ countries discovered participants and scheduled meetings easily.



OPERATIONAL CONFIDENCE

Reduced manual effort with a tech-enabled event system.