

REGISTRATION



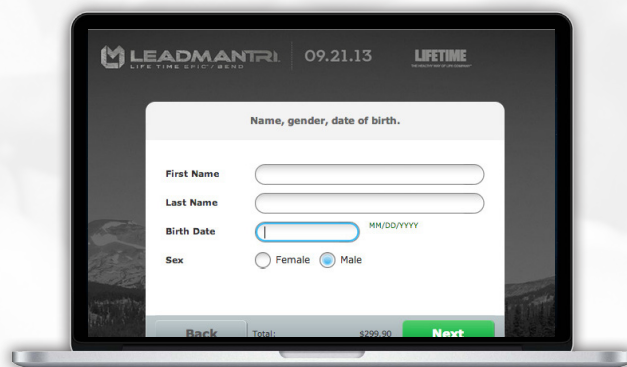
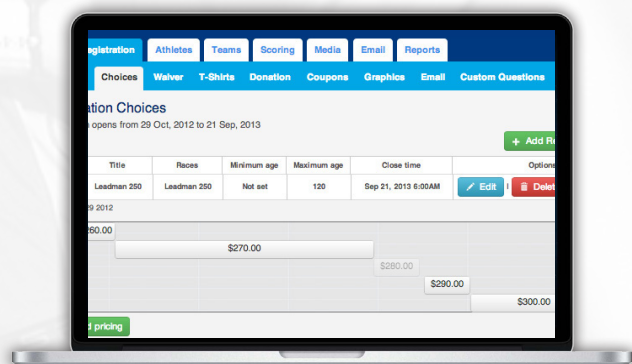
With our system, you can manage your own registration, drive athletes to your event, and simplify data management for your team with industry trusted race registration and management solutions.

MANAGE YOUR EVENT REGISTRATION

Robust tools that are easy to use

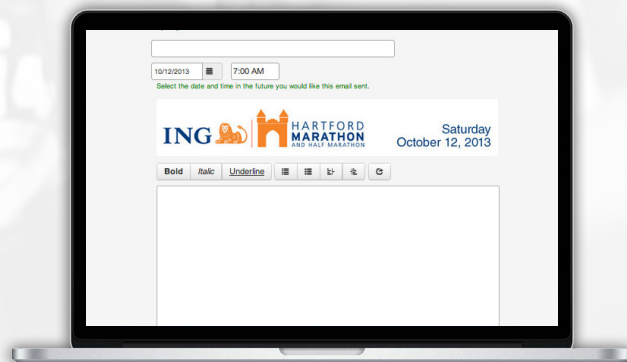
CUSTOMIZABLE

Control branding across registration forms, on-site forms, confirmation emails, emails, Facebook and Twitter postings, social promotions and more.



TOOLS TO MANAGE

Manage races, price phases, race limits, coupons, custom questions and ability to filter those questions by your audience.



FULL FEATURES

Form versions, team registration, race switches, email communication, product questions, bib assignment, donations and fundraising solutions.



“ ChronoTrack Live has allowed us to consolidate registration, on-site registration and race check-in on one system. We used to have data entry people all day and all night before our marathon. ”

BETH SHULGER | RACE DIRECTOR, ING HARTFORD MARATHON

DRIVE ATHLETES TO YOUR EVENT

Maximize registration with marketing solutions, social promotion tools and referral programs



ENDURANCE MARKETING SOLUTIONS

Direct marketing to the fastest growing endurance sports database with unparalleled targeting by athlete history, performance, geography and more.

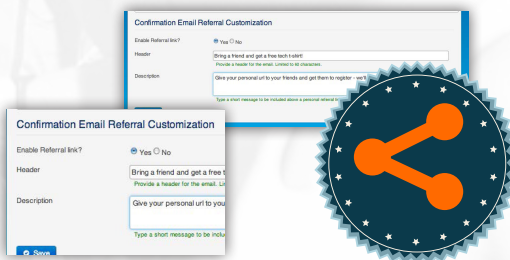
SOCIAL PROMOTION TOOLS

Create and track incentives for athletes to drive registration from their Facebook or Twitter networks.



Refer a friend to run the
FULL 26.2 and you'll each receive a
25th Anniversary Commemorative Glass.

[f CLICK HERE TO SHARE ON FACEBOOK AND TWITTER](#)



REFERRAL PROGRAMS

Built in tools to give athletes individual referral tools allowing you to track and reward athletes for bringing you registrations.

KEEP REGISTRATION OPEN TO EVENT START

Capture last minute registrations the week of your event. Our dynamic bib assignment and race check in solutions eliminate the need to close online registration early to prepare packets.



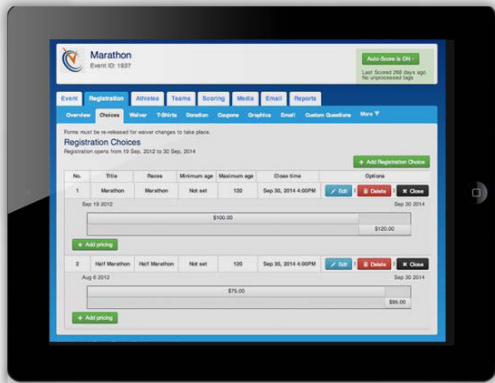
“We have found the endurance email marketing is delivering a strong ROI in each of our markets to date. I would recommend it to any company looking to expand their outreach and hit targeted demographics in specific markets or on a national level.”

DREW WOODLEY | MARKETING MAJOR, ELECTRIC RUN



SIMPLIFY DATA MANAGEMENT

Simplify data management by consolidating staff and activities on one platform.

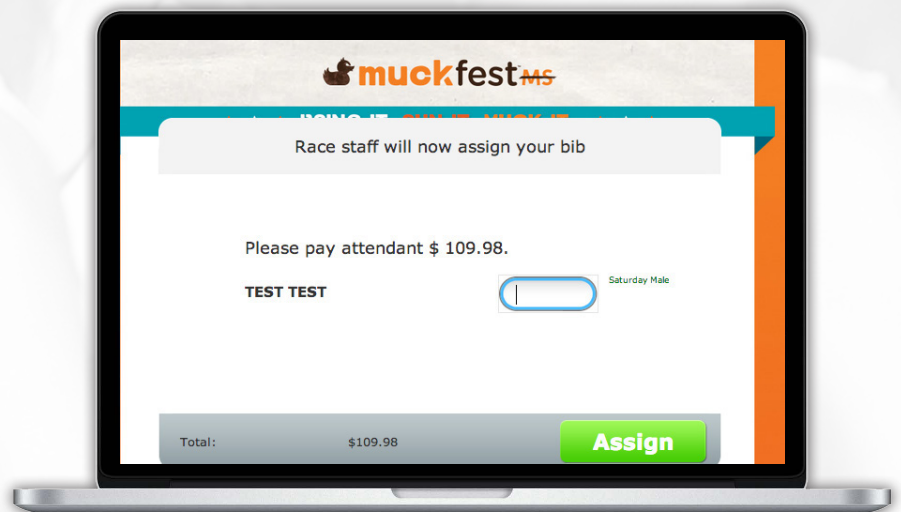


ONSITE REGISTRATION

Paperless, on-site registration solutions eliminate paper entries and manual data entry errors.

CONSOLIDATED PLATFORM

Registration, on-site registration and race check in all managed on the same system.

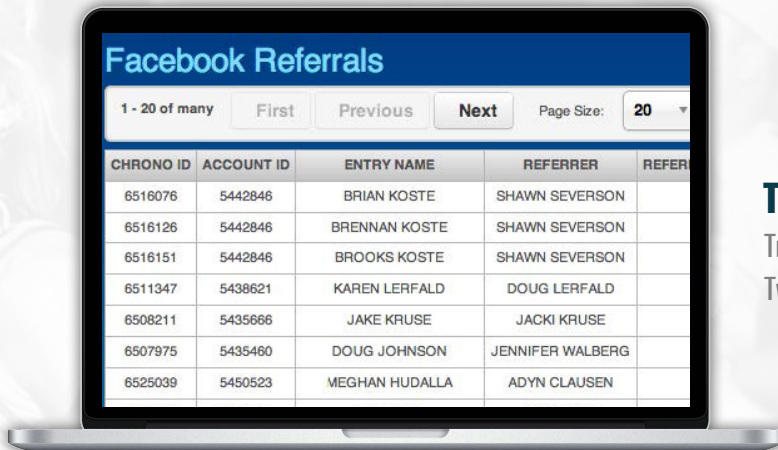


EASY MIGRATION TO SCORING

Registration and Live Scoring are part of the same platform which eliminates data transfers. We also have connections to popular scoring software.

TRACK YOUR SUCCESS

Real time visibility into your event, your promotions and manage and control athlete data.



A laptop screen showing a web application titled "Facebook Referrals". The interface includes a header with navigation buttons: "1 - 20 of many", "First", "Previous", "Next", and a "Page Size: 20" dropdown. Below the header is a table with the following data:

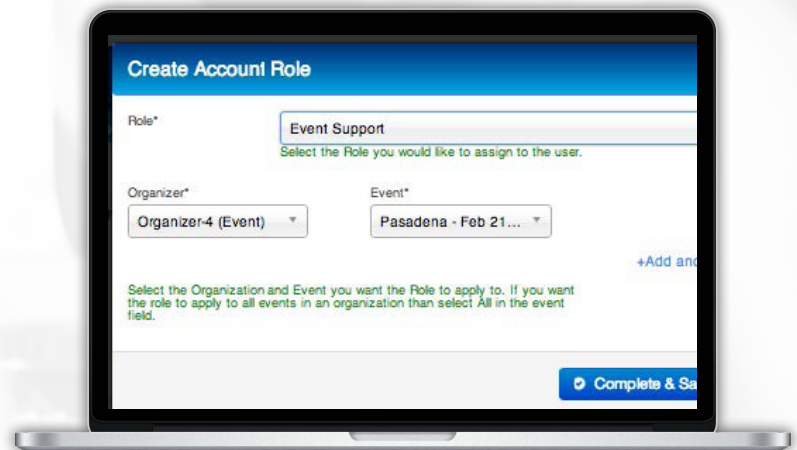
CHRONO ID	ACCOUNT ID	ENTRY NAME	REFERRER	REFER
6516076	5442846	BRIAN KOSTE	SHAWN SEVERSON	
6516126	5442846	BRENNAN KOSTE	SHAWN SEVERSON	
6516151	5442846	BROOKS KOSTE	SHAWN SEVERSON	
6511347	5438621	KAREN LERFALD	DOUG LERFALD	
6508211	5435666	JAKE KRUSE	JACKI KRUSE	
6507975	5435460	DOUG JOHNSON	JENNIFER WALBERG	
6525039	5450523	MEGHAN HUDALLA	ADYN CLAUSEN	

TRACK PROMOTIONS

Track referrals from your custom social programs on Facebook or Twitter as well as referral programs you can offer to your registrants.

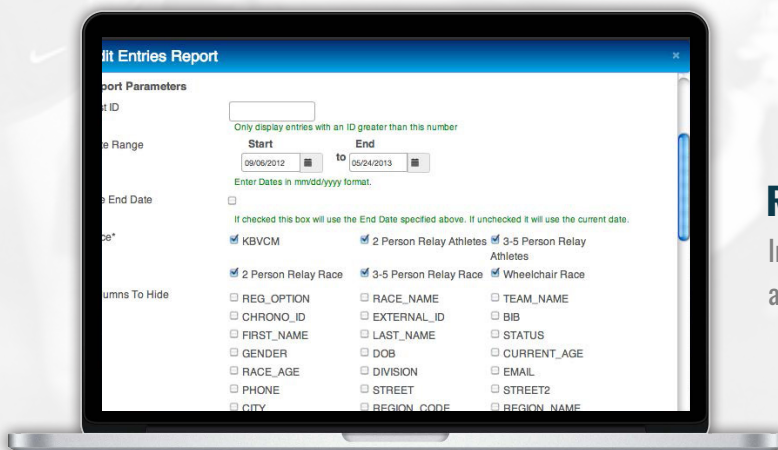
ROLE BASED ACCESS

Manage data integrity by providing your event team controlled access to your forms and event data.



A laptop screen showing a web application titled "Create Account Role". The form includes the following fields and options:

- Role***: A dropdown menu with "Event Support" selected. Below it, a green note says "Select the Role you would like to assign to the user."
- Organizer***: A dropdown menu with "Organizer-4 (Event)" selected.
- Event***: A dropdown menu with "Pasadena - Feb 21..." selected.
- A green note below the dropdowns says: "Select the Organization and Event you want the Role to apply to. If you want the role to apply to all events in an organization than select All in the event field."
- A blue button at the bottom right says "Complete & Save".



A laptop screen showing a web application titled "Edit Entries Report". The form includes the following fields and options:

- Report Parameters**: A section with a "Start" date of "09/06/2012" and an "End" date of "06/24/2013". A green note says "Only display entries with an ID greater than this number." and "Enter Dates in mm/dd/yyyy format."
- Columns To Hide**: A list of checkboxes for various data fields, including "KBVCM", "2 Person Relay Race", "3-5 Person Relay Race", "Wheelchair Race", "REG_OPTION", "CHRONO_ID", "FIRST_NAME", "GENDER", "RACE_AGE", "PHONE", "CITY", "RACE_NAME", "EXTERNAL_ID", "LAST_NAME", "DOB", "DIVISION", "REGION_CODE", "TEAM_NAME", "BIB", "STATUS", "CURRENT_AGE", "EMAIL", "STREET", and "REGION_NAME".

REPORTING

Includes standard reports with ability to filter and view data you need as well as adding custom reports.



REGISTRATION FEATURE HIGHLIGHTS

ATHLETE FACING:

- Custom graphics/branded forms
- Social sign-on for athletes
- No advertising on forms
- Registration confirmation look-up
- Athlete unique referral code/urls
- Easy social share options
- Product store

DATA MANAGEMENT & REPORTING:

- Bib assignment
- Import data wizard
- Add athlete function
- Resend confirmation email tool
- Standard reporting
- Report filtering/customization
- Custom reports
- Referral reporting
- Social registration reports

ON SITE:

- On-site registration
- Dynamic bib assignment
- Custom questions
- Configure confirmation data

EVENT SET UP:

- Clone event creation capabilities
- Set price phases
- Scheduled close dates
- Set entry limits
- On-site form customization
- Waiver customization
- Form version testing & control

ADDITIONAL TOOLS:

- Team registration
- Corporate payment options
- Athlete race transfer/refund tools
- Email delivery tools confirmation email

CUSTOM MANAGEMENT:

- Customize confirmation email
- Donation questions
- Custom questions
- Product questions
- Question filtering by attributes

FINANCIAL / SECURITY

- Weekly payments
- Secure Socket Layer encryption
- 24x7 secure transactions
- Strict data privacy
- PCI Compliant