

## Feature Study

# C2E2 Uses Showclix's Applications to Save Time with Management of Press Passes

## Results

**730**  
Average  
number of press  
submissions per  
year

**< 1**  
Minute to  
review each  
submission

**20+**  
Hours saved  
per year

## Background

The Chicago Comic & Entertainment Expo (C2E2), a ReedPOP event, is the only comic, cosplay, and pop culture convention that's centered in the heart of downtown Chicago. Dedicated to comics, video games, television, and more, C2E2 offers something for everyone through their autograph sessions, panels, screening rooms, and massive Artist Alley. C2E2 is also home to the C2E2 Crown Championships of Cosplay - the most prestigious cosplay award show in the world.

## Challenge

C2E2 consistently makes headlines in major newspapers and magazines across Chicago and beyond, so their team wanted to ensure they were admitting the right members of the press to their event. They needed an easy way to prescreen reporters, speed up the submission process, and organize the vast amounts of data they would collect, but their old press process was unequipped to provide such solutions.

## Solution

C2E2 implemented ShowClix's application forms to limit access to press passes and easily manage the registration process. Using this feature, C2E2 is now able to collect important information from each applicant and then quickly view, approve, or deny each press submission. Applications also automatically sends responses to applicants based on status, providing them with important event details, giving them special access to exclusive press event listings, or denying their request and inviting them to try again next year.



**"We receive hundreds of press submissions every year. With applications, a lot of the press registration process is now automated, so we can focus our energies elsewhere. It's made a difference in our overall productivity. Plus, our press applicants appreciate the smooth and easy registration process, so it's a win-win."**

**Mike Negin**, Event Manager, C2E2