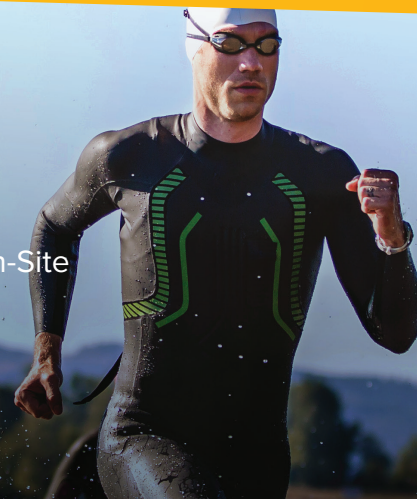


# CHECK-IN SO EASY CHILDREN CAN DO IT

IRONMAN®-qualifying triathlon eliminates check-in wait with ACTIVE On-Site

“On-Site completely eliminated the wait for check-in. It took less time and required fewer volunteers.”

**Marti Greer**, Race Director



Mike and Marti Greer started the nonprofit Buffalo Springs Lake Triathlon in 1990 in a picturesque area outside of Lubbock, Texas. In 1994, the event became an IRONMAN® qualifier.

## A Unique Triathlon

IRONMAN® 70.3 Buffalo Springs Lake is known as one of the toughest triathlons in the U.S. due to the hills, wind, and West Texas summer heat. The running portion encircles the beautiful Buffalo Springs Lake, providing an ‘old-school’ alternative to repetitive laps. Because the lake is spring-fed and cold year-round, the swim portion is wetsuit legal.

It is the only U.S. race with 30 age group qualifying spots for the IRONMAN® 70.3 World Championship, two Handcycle-qualifying spots for IRONMAN® 70.3 World Championship and two Handcycle-qualifying spots for the IRONMAN® World Championship.

## Integrated Check-in Data

ACTIVE Network customers since 2000, the Greers used ACTIVE’s On-Site app to solve check-in and

packet pick-up bottlenecks at the 2017 expo. Though at first apprehensive that all the details required at check-in wouldn’t be transferred to an iPad, Marti took the advice of her ACTIVE account manager, Trey Hernandez.

**“I couldn’t see how it could be faster, smoother or safer, but I trusted Trey,”**

Marti says. **“And it lived up to its reputation.”**

“On-Site was much more efficient than our previous process and took care of every box that had to be checked. Even on-the-spot registrations were more efficient than we’d ever experienced. It was just very smooth and the athletes loved it.”

## Child’s Play

On-Site completely eliminated the wait for check-in. It took less time and required fewer volunteers, many of whom were children and teens aged 9-15, who handled the app with no issues at all.

“Because of ACTIVE’s registration, all the registration information was already integrated into the network. And then a 9-year old with an iPad just tap-tap-taps—and they’re off!” Marti says. “It automates everything.”

## Special Offer Emails Boosts Ad Reach

In 2014, the Greers noticed a slight downtrend in participation levels at their 70.3. They took advantage of the ACTIVE Exchange program, which offers upfront dollars for advertising. The emails were effective in boosting the event’s reach. Marti says, “It enabled us to advertise much more than we could normally afford. It was fabulous.”

**17**

years with ACTIVE

## An Active Partnership

The Greers depend on ACTIVE Works® Endurance event management software and the On-Site app to help them manage their event well. But their loyalty lies in nearly two decades of finding the personal touch they need through ACTIVE’s marketing, support and account management teams.

Experience the wonder of streamlined check-in.

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