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SignMeUp Offers RaceJoy as Mobile Technology Solution for Events

Innovative Registration and Mobile Approach for Road Race Events

December 3, 2013 — Austin, TX — SignMeUp now offers its road race event clients an innovative mobile technology option: RaceJoy. SignMeUp, the first registration platform to integrate with RaceJoy, is a leading provider of web-based software and services for event registration, membership management, subscriptions, ticket sales, donations, fundraising campaigns and retail merchant processing. RaceJoy, created by TriPerta, enables race events to deliver advanced mobile experiences ranging from complete event information, sponsor advertisement and social media promotion to instant results and live tracking. The two companies have joined efforts to offer an integrated solution for a more comprehensive approach to registration and the overall event experience.

SignMeUp is offering RaceJoy as an added service for its customers that are seeking to provide the advantages of mobile technologies. RaceJoy provides flexible options for race events of all sizes to deliver a mobile version of their race. Each event has its own race within the RaceJoy mobile app that includes key event information such as schedules, course maps and local places of interest, and offers mobile features such as instant results, progress updates and live GPS tracking. Events have the ability to customize and brand their event in RaceJoy and can opt for a package of in-App sponsor advertising. SignMeUp customers will have the added advantage of automatic registration data flows avoiding the requirement to manually push data streams. This is especially key for those events with a high volume of race day registrations.

By combining the two technologies, race events are able to take advantage of social media promotion that begins immediately upon the participant's registration to help build awareness and drive event participation. Automatic prompts appear in RaceJoy for the participant to invite others and share in their race experience through Facebook, Twitter and email. RaceJoy's features, such as Send-a-Cheer, create a social platform that encourages a natural sharing between participants and their friends and family, which further drives awareness and participation. The event is also able to prompt for next year's registration, increasing early registrations.

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“SignMeUp is dedicated to continually evolving and growing its products and services to help our clients with their business goals. By integrating with RaceJoy, we are able to offer a robust and innovative solution that provides benefits on multiple fronts. Events are able to distinguish their event and offer the advancements of mobile while driving awareness and participation. Sponsors receive added exposure with a highly engaged audience. And participants receive the conveniences and experiences that mobile technology brings. We are very pleased to offer RaceJoy as a mobile technology option for our customers,” said Todd Bellino, Co-Founder of SignMeUp.

“SignMeUp is a highly respected and progressive provider in the industry and we are very excited to be working with them. Our companies were created with a similar vision — to overcome challenges we ourselves experienced around the race event. The integration of RaceJoy with their advanced registration system is very much in-line with our founding visions where our solutions are able to converge to create a seamless and more effective approach for participants. We are looking forward to the evolution of this integration and all the advancements to come where we can continue to change and improve the race experience,” said James Harris, Co-Founder of TriPerta (creators of RaceJoy).

About SignMeUp

Founded in 1998, SignMeUp is the leading provider of web-based software and services for event registration, membership management, subscriptions, ticket sales, donations, fundraising campaigns and retail merchant processing. SignMeUp works with more than 1,500 events, retailers, clubs and groups, schools, corporations, non-profits and associations around North America. For more information, visit www.signmeup.com.

About RaceJoy

TriPerta, located in greater Orlando, Florida, is the creator of RaceJoy, and is changing the race experience through advanced mobile technologies. RaceJoy is designed to help road race events differentiate their race experience, drive participation, increase sponsor exposure and communicate real-time with participants and spectators. RaceJoy includes innovative features such as instant results, live GPS tracking, progress alerts and more. With an emphasis on quality, RaceJoy was built upon native mobile technology for an authentic, interactive mobile experience. For more information about TriPerta visit www.triperta.com or RaceJoy at www.racejoy.com.

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