



BRUSHFIRE
EVENT
APP

Moment

Experience

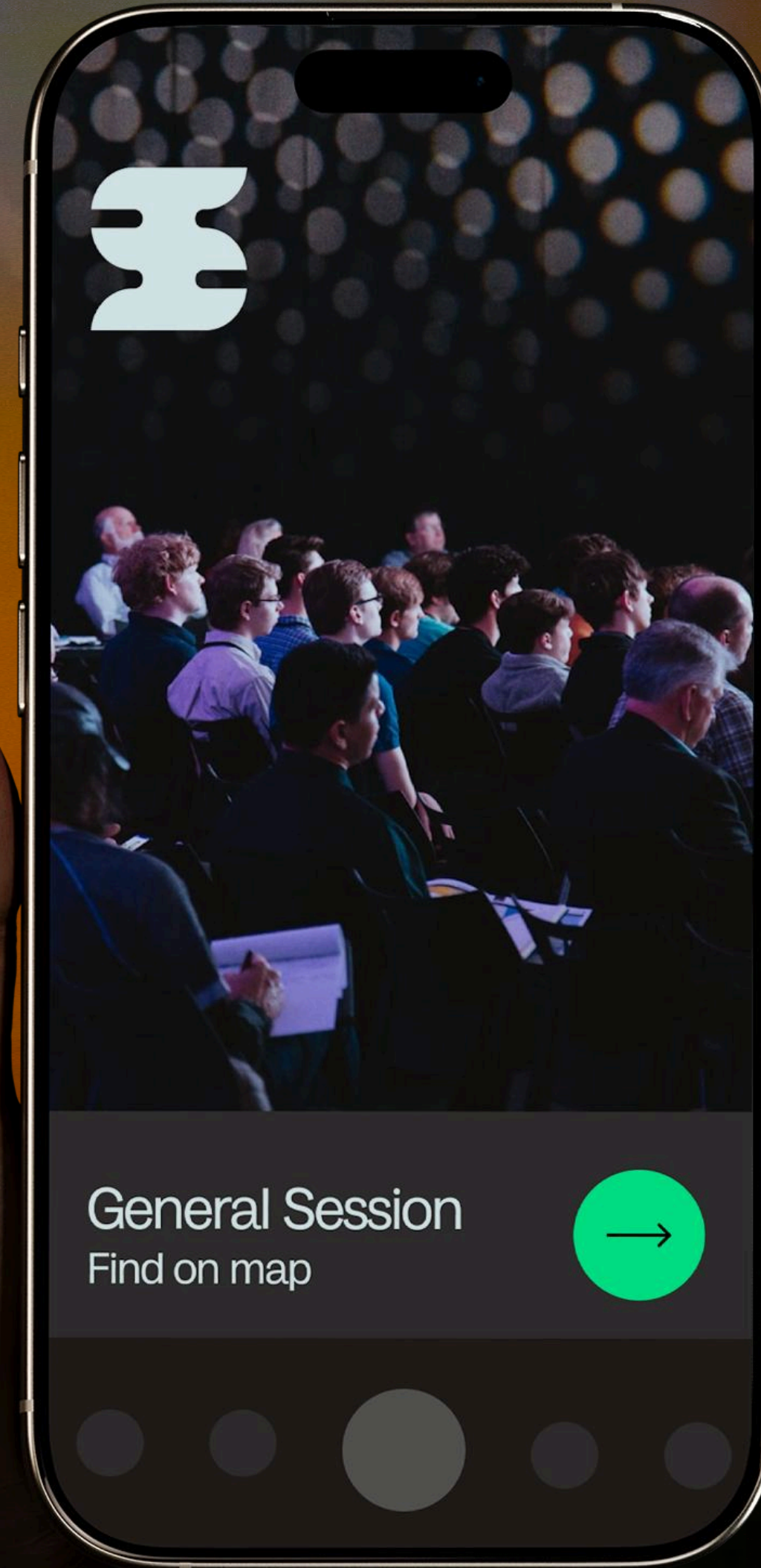
People

Proof

Process

YOUR EVENTS

For organizations who build
the moments everyone
remembers.



IN THEIR HAND

INDEX



Replace paper programs and disconnected tools with one branded experience — connected directly to your Brushfire registration data.

The Moment	Every organizer knows it
One App. Every Attendee	The answer
Inside the Experience	Top ten features
The People	Five organizers, one thing in common
Inside the Experience	Top ten features
Proof	Three events that switched
Process	Four steps & what it's worth

THE MOMENT

There's a moment every event organizer knows.

SOMETHING ISN'T WHERE IT'S SUPPOSED TO BE.

A speaker changed rooms. A schedule has shifted. Four hundred people are about to walk through the door, and half of them have no idea.

You didn't get into this to manage chaos. You got into this to create something people would talk about for years. The logistics were supposed to be invisible. That's the whole point.

Attendees show up asking where to go. A speaker cancels, and you're scrambling to reach 500 people before it starts. Your team spent weeks building a paper program that's already out of date. Registration and your event app live in two separate worlds — and someone has to connect them manually.

EVERYONE PAYS THE PRICE.

1

Attendees show up asking where to go and what time their session starts.

2

A speaker cancels, and you're scrambling to reach 500 people before it starts.

3

Your team spent weeks on a paper program that's already out of date.

4

Registration and your event app live in two separate worlds — someone connects them by hand.

5

Sponsors paid for visibility, but their ads are buried in a booklet no one's reading.

Costum Branded
Built custom to your needs — your name, your colors, your event.

Connected
Wired directly to your Brushfire registration data. No double entry.

Human Built
By people who've seen the chaos — and decided to fix it.

ONE APP

For every attendee. For every moment.
Events are energy.
Brushfire ignites them.

INSIDE THE EXPERIENCE

Scheduling

Sponsors

Tickets

Chat

Alerts

Polls

Profile

Hybrid

Map

Reports

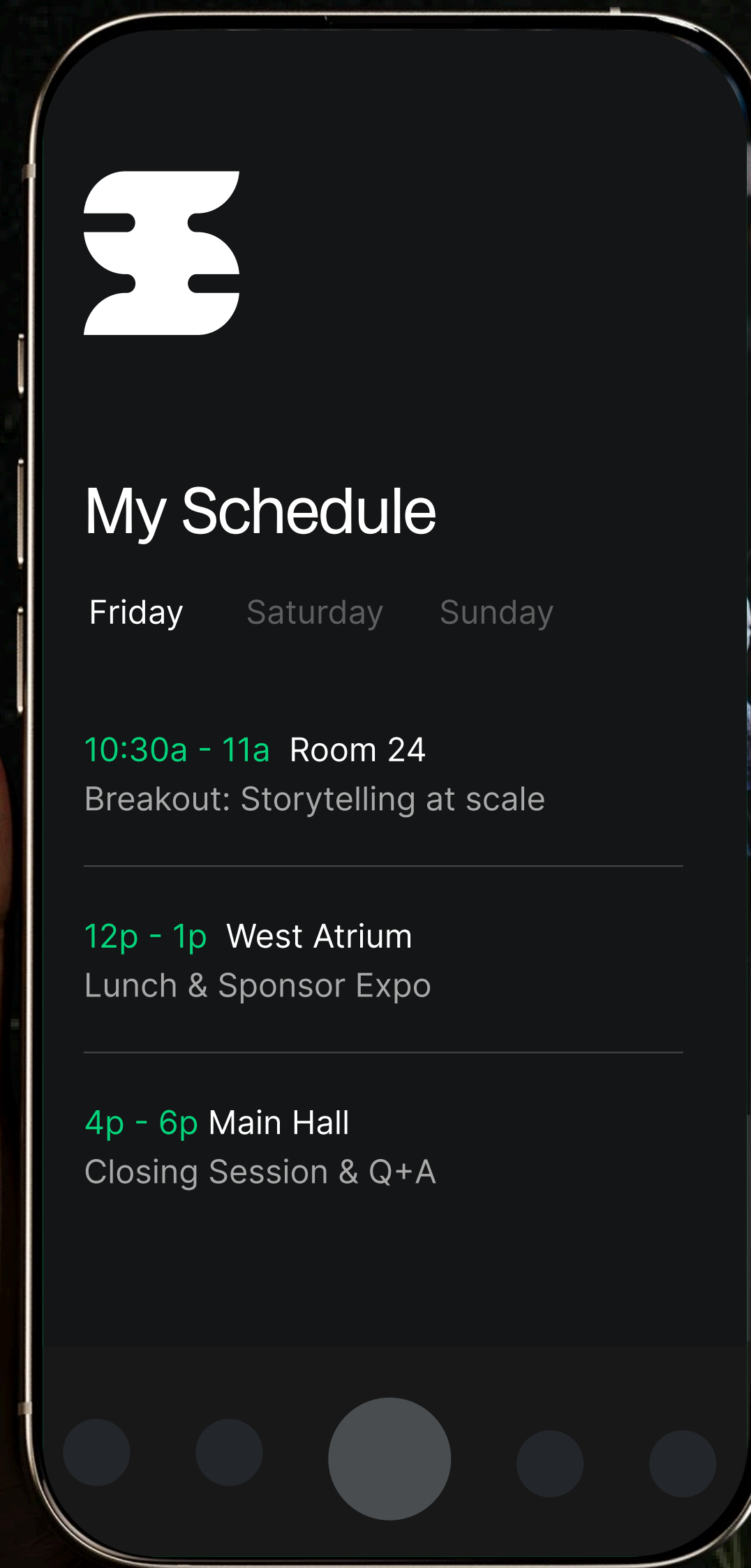
SCHEDULING

No more “where do I go next?”

The schedule they'll actually use

Built from their registration, personalized to their choices. Breakouts, workshops, sessions — all in one view, filterable, and able to adjust on the fly.

Update it at 11pm the night before. Everyone sees it by 11:01.



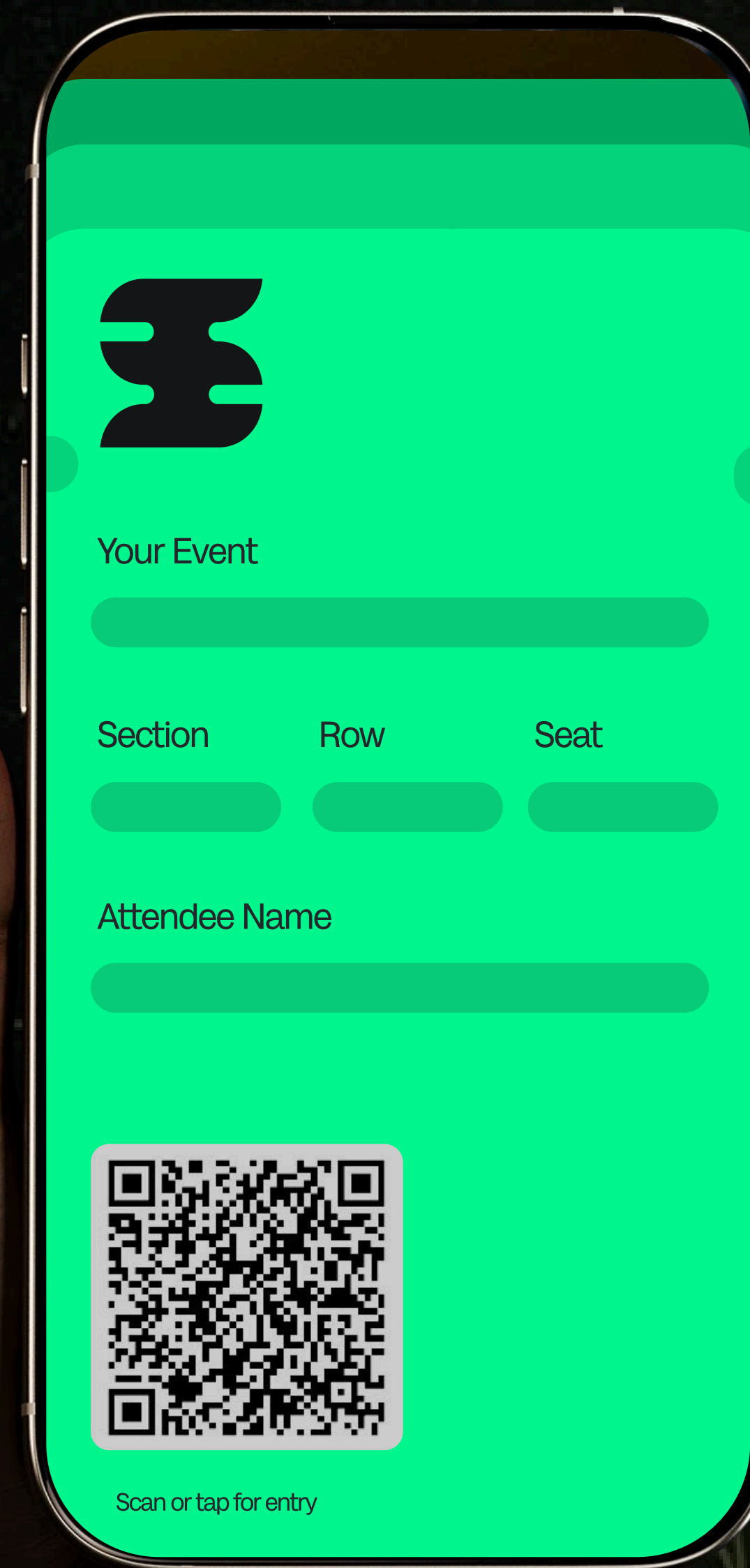
QR CHECK-IN

Walk up. Scan. Done.

The ticket that lives in their phone

No confirmation email digging. No printed pass to lose. Their QR code is right there, ready to scan the moment they walk up.

Attendees sign in with Apple, Google, or email — their Brushfire registration connects automatically. Ticket, QR code, and event details in one place.



REAL-TIME ALERTS

Reach thousands at the
same time

News from the floor

Push a notification in seconds. Room change,
schedule shift, last-minute announcement.
Every attendee knows before they take
another step.

No email required. No one left guessing.



AND EVERY MOMENT IN BETWEEN

Personal Profiles

The profile that connects everything.

Sign in with Apple, Google, or email.
No hunting through confirmation emails at the door.

Venue Maps

The map that goes where they go.

Parking, entrances, breakout rooms, booth layouts. The full venue in their pocket.

Sponsors

A stage for your sponsors.

Logos, bios, links, social handles.
Real estate that actually gets seen — and measured.

Chat

The conversation happening right now

Event chat channels inside the experience — not scattered across texts and social media.

Polls & Surveys

Raise your hand

Live polls, real-time votes, instant surveys. Export the data when it's over.

Hybrid

For the ones joining remotely

In-person and virtual audiences, one connected experience. Nobody left out.

WHO IT'S FOR

They all have one thing in common

Churches

The Church Events Director

Seasonal

The Attraction Director

Christmas for 3,000 across four venues, a volunteer army, texts from leadership before the first candle is lit. She needs one tool that works.

20,000 guests over six weekends of Christmas lights — timed entry, sponsor activations, and magic that has to feel effortless.

Conferneces

The Conference Producer

Education

The School Events Coordinator

Three days, 40 breakouts, 12 sponsors, six countries watching. The program printed two weeks ago. Three things have already changed.

Homecoming, the alumni reception, and an academic conference in one month. It has to scale to 5,000 and still feel personal.

Attractions

The Haunt Operator

The most anticipated night of the year, run 30 times in October. Timed entry, VIP access, real-time crowd management. Every guest remembers.

"We always update it, and it's our saving grace for the week. We don't have to print all these schedules out when people just want it on their phones anyway."

150	Sessions
18	Industry Tracks
1	Week
0	Printed Programs

"Before Brushfire, everything was really disconnected, and added a lot more work for our team. Event App was very customizable and easy to use."

150 Sessions
18 Industry Tracks
1 Week
0 Printed Programs

THE PROCESS

Most clients don't think about the cost of the Event App.
They think about the cost of not having it.

HOW WE WORK

The programs that went to print before the schedule changed. The hours rebuilding data. The sponsors who didn't renew. Pricing is built around your event — its size, sessions, and goals. Let's talk about what's right for yours.

1

You tell us about your event.

The size. The sessions. What success looks like on the last day. No commitment, just a conversation.

2

We build it with you.

A dedicated Brushfire team member handles the heavy lifting. Be as involved as you want — or hand it off.

3

You launch. We stay.

Go live, then update anything anytime — before, during, or after the event. Our team is there when you need us.

4

You walk away with the data.

Custom reports. Engagement numbers. Sponsor metrics. Everything to make the next one even better.

YOU BUILT THIS FOR YOUR PEOPLE

The late nights, the logistics, the hundred decisions nobody sees. All of it exists so someone walks through that door and feels something. The Brushfire Event App is how you make sure they do.

No pressure. Just bring your event.
Schedule a demo.

brushfire.com