EVENT MANAGEMENT

TEAM

PLAN

EVENT BADGES

STRATEGY

IDENTIFY

How to Choose an
Oversized ID Card Printer

Idesco Corp.

March 2019

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Introduction

From hosting a conference to inviting your clients to a golf outing, companies use events to get their brand front and foremost. Corporate events are a great tool to build unique relationships with your customers while making a lasting impression on them.

In addition, have you discovered the benefits of tradeshows? Not only can you test new products at trade shows, but you get access to a large population of your ideal customers which results in a lower cost per sale.

What is the common denominator between all these different types of events? Your attendees, staff and sponsors will all need badges. And as the event planner, you will need an easy way to print these badges on demand.

This white paper helps you determine the types of badges you need and the best way to produce them. We will look at customization, efficiency, and convenience when considering an oversized ID card printer for your next event.

Reasons for having an event

The reasons for having an event are as numerous as your options for reaching out to customers, prospects, and others who might be interested in your products or services. Companies who host and sponsor events look more profitable, and people tend to trust event sponsors and hosts because they perceive them as more successful and popular. Here are a few reasons to host an event:

- **Brand visibility**. If you want to get your brand name out there, a conference, trade show, or other event is a great way to get in front of your ideal customers. The bigger the event, the more press and social media coverage you will get. It is also a great tool to reinforce your brand among your clients.

- **Lead generation.** One of the most efficient lead generation practices is hosting an event or exhibiting at a show. Consider how much time you spend chasing 10 qualified leads. Now consider having hundreds of qualified leads in a single location. The cost savings can be immense.

- **Community goodwill.** You can generate an amazing amount of goodwill by sponsoring events or partnering with like-minded organizations to put on events. Your customers love brands who give back to communities, so make the most of your marketing budget and work with a local shelter or other organization that helps the community.

- **Customer research.** At an event, you have access to hundreds of potential customers. Take advantage of this to perform market research to see what your prospects like and don't like. You can gather industry intelligence and audience insight into your products and services.

- **Return on investment.** How much is a qualified lead worth to your company? How important are business relationships? Trade shows and events are one of the best way to create a positive return on investment for your marketing budget. It is not necessarily about sales the day of the event; it is about creating relationships and generating qualified leads for the future.

Remember the old days of "Hello, my name is..." name badges when you attended an event? In today's age of technology-savvy consumers, those old paper stick-ons do not cut it anymore. Plus, proper badges help facilitate introductions between attendees, event hosts, sponsors, and participating companies.

A name badge tells you instantly who you are talking to and where they work. Name badges also help you overcome the dreaded, "Oh no, I've forgotten his name already" syndrome. Printed name badges are easy to read, and it is great branding when printed with your company's logo.

Questions to answer

Before you can decide on what printer to purchase for your event, answer the following questions to help you determine the right event badges for you.

What is the nature of your event?

Is your event one you want your attendees to remember afterwards? Perhaps you are sponsoring a concert, seminar, or trade show and would like attendees to have a memento of their time. Or perhaps you are hosting a corporate event like a business conference or a shareholders' meeting.

Plastic or PVC cards are more durable, meaning your attendees can keep them afterwards as a remembrance. They also project a more professional image. If you are putting on a notable or corporate event, consider PVC event badges.

Another element to consider is the duration of your event. Will it last for several days or just a few hours? Events that last for days require a more substantial ID badge, something that won't tear or disintegrate if it gets wet. PVC cards are durable enough that your event staff won't need to reprint damaged ID cards unless someone loses theirs. These plastic cards also eliminate the need to purchase plastic holders to protect your paper name badges.

What level of security do you need?

Security is on everyone's mind today as events become targets for nefarious individuals. How can you make security a cornerstone of your event without disturbing your attendees? One way is through credentialling people at your event. For example, will your attendees need access to different areas or sessions during your event? You need to consider how easy it will be for security and others to recognize someone who is in the wrong place.

You will certainly need credentials that can identify the cardholder on the spot. But you might also need additional security features that eliminate the possibility of forging or counterfeiting your event badges.

Since it is important not to jeopardize security at your event, choose your cards, plastic IDs, or wristbands carefully. Consider how you can use additional security measures like photographs, holographic images, a QR code, or a smart chip to check whether the cardholder is in your authorized database.

What kind of name badges do you need?

You can choose from paper badges, labels, or plastic badges. So how do you know which one is right for your event?

First and foremost, how long is your event? If it is scheduled for several days, You will need a name badge more substantial than a paper one. If your attendees need to get access to secure areas, you will certainly need a badge that is durable enough to do so.

If your event lasts several days or longer than a week, choosing plastic ID cards can save your event staff a lot of time. They will less likely be required to reprint creased or damaged name tags. And if you are considering laminated paper name badges, over time these can become folded, creased, and unrecognizable. For events that last the long haul, choose PVC or plastic cards for your attendees and event staff.

What information needs to be visible?

Another consideration is the size of the badge. Start by making a list of all the information that you need on your cards. This could include first and last name, title, company name, a photo, QR code, even the event sessions the cardholder registered to attend. The more you need printed on your ID badges, the larger card you should choose.

Most event badges today are bigger than the standard credit card sized ID. Oversized event badges also help reduce the clutter on your cards and make them more readable and recognizable.

A final consideration is how readable you need your badges by security personnel. A reasonable card means one your security staff can easily read as an attendee walks through a checkpoint at a leisurely pace. If you want to avoid congestion at checkpoints, make your ID cards as secure as you can without security requiring attendees to stop to inspect their badges.

Next let's look at some oversized ID card printers on the market.

Oversized ID Card Printers

Once you've answered the questions from the previous section, it's time to evaluate ID card printers. For an oversized event badge, the following printers are the best on the market. Each can help you print high quality name badges that present your company and your attendees in the best possible way.

2XL+ ID Card Printer

If you need a printer that travels well between your office and event location, one that prints durable name badges on demand, consider the 2XL+ ID Card Printer. This printer is robust and easy to use and works with both Windows and Mac. You can personalize your badges and print them out on site. In fact, you can print up to 180 full color cards per hour, or up to 1,400 cards per hour in monochrome.

The 2XL+ card printer prints on two sizes of cards: 4.88" x 3.46" (XL size) and 5.51" x 3.46" (XXL size). You also have the option to include encoding modules to help you create more secure badges on site.

XCR100 2.0 ID Card Printer

If you want a name badge that's not too large, but still 42% larger than the standard credit card, choose the XCR100 2.0 ID Card Printer. This printer lets you print durable, customized ID cards on the spot. You can easily include a photograph and other identifying information on CR100 cards sized 3.88" x 2.63".

You can also get an optional flipper for turning your name badges over and printing on the back. This gives you dual-sided badges in one pass that lets you take advantage of the real estate on the back of the cards.

Zebra ZC10L ID Card Printer

If quality and speed are both important, the Zebra ZC10L ID Card Printer produces high-quality, full edge-to-edge, color name badges in a single print. The ZC10L printer features a 400 card capacity feeder and a 100 card capacity output hopper.

The cards are 24mil thick and are sized 3.5" x 5.5". With Zebra's ZC10L printer, you no longer need preprinted cards and eliminate having unusable leftover stock after each event.

SwiftColor SCC–4000D ID Card Printer

The SwiftColor SCC-4000D ID Card Printer is a versatile inkjet printer than can produce anything from 3.5" x 5.5" and CR100 cards to 3.5" x 4" and 4" x 6" badges. You can print full color on the entire surface of your cards in a single pass in just 2 seconds.

This card printer prints on both plastic and paper, and you can choose from glossy and matte finishes for a customized look. The SwiftColor SCC-4000D ID Card Printer offers additional security features like a UV hot stamp, UHF, and holograms you can add to your oversized event badges.

Matica XL8300 ID Card Printer

The Matica XL8300 card printer is an exceptional retransfer printer that issues 128 full color, high-quality oversized cards per hour. What sets this printer apart from other is the exceptional print quality that you can only get with retransfer printers.

If security is an issue, you can encode contactless cards. Plus, you will love the lifetime warranty on this printer's printhead.

2XL+

Portable, direct-to-card printer
- 300 dpi, color & monochrome
- 2 card sizes: 3.46" x 4.88" & 3.46" x 5.51"
- Windows & Mac compatible

XCR100

CR100 direct-to-card printer
- 300 dpi, color & monochrome
- Card size: 2.63" x 3.88"
- Optional dual-sided module

ZEBRA ZC10L

NOW WITH 24MIL CARDS

High-volume oversized printer
- 300 dpi, color & monochrome
- 24mil cards - card size: 3.46" x 5.5"
- YMCO and K ribbons

SWIFTCOLOR SCC-4000D

Inkjet oversized printer
- 1200 dpi resolution
- Inkjet printing
- Up to 3,000 cards per hour in color
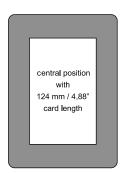
MATICA XL8300

Retransfer oversized printer
- 300 dpi, color & monochrome
- 2 card sizes: 3.37" x 4.882" & 3.37" x 5.512"
- Print area: 3.346" x 4.173 "

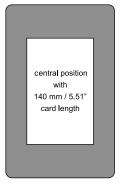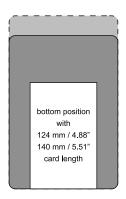### FREE SAMPLE KITS

Not sure what printer will work best for your event? Call us at 800-336-1383 or email sales@idesco.com to request free sample cards. We can also customize your sample cards with your own artwork.
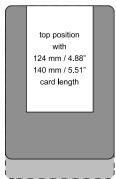
Print areas

2XL+

central position
with
124 mm / 4.88"
card length

central position
with
140 mm / 5.51"
card length

bottom position
with
124 mm / 4.88"
140 mm / 5.51"
card length

top position
with
124 mm / 4.88"
140 mm / 5.51"
card length

2017 SECURITY EXPO

Jenna Michaels
Idesco Corp.

#24586

09/03/2016

EXHIBITOR

Central position

ZEBRA ZC10L

3.46" x 5.5"

John Smith
Idesco Corp.

IDESCO CORP.
SECURITY SYSTEMS INTEGRATION

MATICA XL8300

3.37"

0.31"

2.20"

4.88"

0.2"

2.16"

Card transport

05/17/2017

SKI EVENT
Susan
Kamerlist

MATICA

SWIFTCOLOR SCC-4000D

3.5" x 5.5"

About 1/8" white border

VIP
PASS

Mr. Lee
Jones

05/01/2017

ALL ACCESS

Printers' specifications:

	2XL+™	Zebra ZC10L	Matica® XL8300™	SwiftColor® SCC-4000D™
Print Technology	Direct-to-Card	Direct-to-Card	Retransfer	Inkjet
Resolution	300 dpi	300 dpi	300 dpi	1200 dpi
Card Sizes	3.46" x 4.88" 3.46" x 5.51"	3.46" x 5.5"	3.37" x 4.882" 3.37" x 5.512"	From 2.2" x 3.6" to 11" x 4.24"
Print area	CR80 size: 2.125" x 3.375" (54 x 86 mm)	3.46" x 5.5"	3.346" x 4.173 " (85 x 111 mm)	4.24" x 11" (107 mm x 279 mm) (1.5 mm border around the card)
Card Thickness	20 - 40 mil	24 mil	30 mil	8 - 30 mil
Cards Per Hour-Color	180	200	50	In copy mode: 2,700-3,000 cards / hour
Cards Per Hour - Monochrome	1,400	350-425	130	In copy mode: 2,700-3,000 cards / hour
Feeder Capacity	100 Cards	400 cards	100 Cards	100 Cards
Output hopper	50 Cards	100 Cards	100 Cards	100 Cards
Connectivity	Standard: USB Optional: Ethernet	Standard: USB Optional: Ethernet	Standard: USB & Ethernet	Standard: USB & Ethernet
Encoding Options	Contactless (RFID, Mifare, NFC, UHF)	-	Contactless (Mifare, DESFire, HID iCLASS)	-
Cards Per Ribbon/Ink Cartridge	YMCKO - 200 prints (K) - 2,000 prints White, blue, red, green, silver, and gold ribbons.	YMCO - 400 prints (K) - 2,000 prints	Transfer film: 1,000 prints YMCK: 1,000 prints YMCKUV: 750 prints YMCKPO: 750 prints YMCKK: 750 prints	Ink Cartridges Black / C / M / Y 100 ml per cartridge. Up to 5,000 cards per cartridge, depending on usage.
Weight	11.4 lbs. (5.2 kg) (options not included)	41.9 lbs. (19 kg) (without media or accessories)	34.4 lbs. (15.6 kg) (excluding optional built-in items)	55.1 lbs. (25 kg) (without ink tanks and printhead)
Dimensions Width x Depth x Height	7.79" x 13.94" x 8.03" (198 x 354 x 204 mm) (without feeder and hopper)	10.94" x 19.09" x 11.42" (278 x 485 x 290 mm) (without feeder and hopper)"	21.61" x 12.68" x 16.18" (549 x 322 x 411 mm) (incl. oversized feeder and hopper)	23.43" x 16.14" x 18.27" (595 × 410 × 464 mm)
Shipping requirements	None	None	None	Must ship on a pallet.
Operating systems	Windows 10, 8, 7, Vista, 2000 Mac OS 10.5-10.8	Windows 10, 8, 7, Windows Server 2012, Windows Server 2008	Windows 10, 8, 7, Vista, 2000	Windows 10, 8, 7, Vista, 2000

Rentals

Not ready to buy printers? It might be easier to rent printers for your events. Renting oversized printers allows you to get the hardware that you need for the duration of your event - you do not have to worry about storing printers at your office or servicing the printers.

Plus, rental printers typically ship in custom-designed rental boxes that include all accessories. They are durable, protect the printers and help your team set up efficiently since everything is organized and packed neatly.

2XL+ Shipping box:

ZC10L Shipping box:

SwiftColor case:

Rental program

Idesco has developed an extensive rental program for all oversized printers. This program includes rentals for the 2XL+, ZC10L and SwiftColor printers. All rental printers ship in custom-built boxes or cases. The printers are assigned on a first-come-first-serve basis so reserve your rentals in advance. For more information, call Idesco at 800-336-1383 or email sales@idesco.com.

Oversized Cards

Choosing the right cards for your printer - and your event - is critical. Each printer uses a specific type of cards. For example, you can only use PVC cards with the XXL, ZC10L and XL8300 printers. However, the SwiftColor requires a special card stock with inkjet receptive material. SwiftColor cards cannot be used with any other oversized printer, and vice versa.

You can order blank cards or preprinted cards. Make sure to check the print area that your printer offers before making a decision.

Ordering preprinted cards is a great way to speed up the printing process at your event. It allows you to print the variable data in monochrome, which only takes a couple of seconds. Plus, preprinted cards offer a superior quality that is truly unmatched. In fact, just about anything you can imagine you need on an oversized event name badge, you can get preprinted.

Another option to consider is getting cards with embedded technology. You can opt for technology cards such as RFID, MIFARE, UHF, or NFC cards. Make sure to send all your specs and requirements before proceeding. All cards are not created equal so do not hesitate to ask for samples.

Here is a recap of what you should determine before ordering your cards:

Color:
☐ 4/0 - Full color 1 side / No print on back
☐ 4/1 - Full color 1 side / Black on back
☐ 4/4 - Full color both sides

Hole punched:
☐ Yes
☐ No

If yes, please choose one of the following options:
☐ 1 hole   ☐ 2 holes   ☐ 1 slot   ☐ 2 slots

Technology:
☐ No technology   ☐ RFID   ☐ UHF
                         Specify chip: _____   Specify chip: _____

☐ Other: _____

Quantity: _____

Conclusion

With so many printer and event badge options on the market, choosing the right oversized ID card printer for your event can be a time-consuming process. Hopefully this guide helps you narrow your choices down.

Since each event is different, you may need a highly personalized solution. A reputable ID card expert like Idesco offers a wide array of technology options at the best price.

For more information, call us at **800-336-1383** or email us at **sales@idesco.com**.

About Idesco

For over three-quarters of a century, Idesco has provided customized ID card solutions to organizations just like yours. When you partner with Idesco, you know you're getting the world's top manufacturers like HID Fargo, Magicard, Zebra, Datacard, Evolis, IDP, Nisca, Matica, and ScreenCheck. Beyond having the ID card printers you need, Idesco also has a full inventory of cards, software, and supplies.

Your ID card solution is our number one priority. That's why Idesco offers an expert team of technicians who are highly trained and experienced with each manufacturer. Our service technicians can be on your site within 48 hours anywhere in New York.

Idesco leads the nation in providing solutions for ID cards, event badges, or any ID project, even the most complex. In addition, you get the best price on everything you need for your event— guaranteed.

Call us today at 800-336-1383 to find the right ID card solution for you.