



Cardinal Hub is the conference center platform that does not stop at the booking. It replaces PDF intake forms, the Excel revenue tracker, the room-only scheduler, and the printed run sheet with one system: booking pipeline, dual internal and external pricing, catering and setup details, approvals, payments, reporting, and a day of operations layer that pushes every department exactly the slice of the event it is accountable for.

For university conference centers, college event and scheduling offices, and independent venues running 100 or more events a year with an internal and external client mix. Designed with a university conference center in the DMV on real spaces, real menus, and real cost center billing.

Book

Pipeline, approvals, conflict aware calendar, dual pricing, catering and setup capture.

Bill

Stripe card and ACH, checks, purchase orders, and cost center journal export for internal departments.

Run

Department scoped morning digests and a live run of show board on any phone, no app install.

What it does

Booking pipeline

Nine states from draft to completed. Coordinators book on behalf of clients. Dates, spaces, catering, setup, vendors, documents, and change history in one record.

Internal and external pricing

An internal and an external price on every space and menu item. The right rate applies from the client organization type.

Payments and invoicing

Stripe card, Stripe ACH, check, purchase order with net 30, and cost center journal. Invoice PDFs. Monthly CSV export for Banner or Workday.

Day of operations

Departments see only their slice. Morning and week ahead digests by email, one tap to a live run of show board with checklists, turnover countdowns, and a Blocked button.

Space and menu catalog

Admin editable buildings, spaces, menu items, dietary tags. Every price versioned with an effective date; bookings store the price at the time of booking.

Approvals and policy

Coordinator approval by default; rush escalation inside the lead time; coordinator, director, then risk for alcohol, amplified sound, 200 or more attendees, or external hosts.

Reporting and AI query

Metric, dimension, date range, export to XLSX or PDF. Or ask in plain English; Cardinal Hub restates its interpretation before it runs.

Pricing (per conference center instance, annual)

Core

\$3,000 / yr

Up to 20 spaces, 5 staff. Pipeline, approvals, calendar, catalog with dual pricing, manual reports, managed hosting.

Professional

\$6,000 / yr

Unlimited spaces and staff. Day of operations layer, Stripe and PO workflow, journal export, AI reports, multi stage approvals, priority support.

Campus

from \$10,000 / yr

Multiple venues or buildings, SSO and calendar as scoped work, custom reports, named implementation lead, optional customer hosting.

Implementation \$1,750 one time for Core and Professional (waived on a 2 year Professional commitment); Campus implementation quoted, typically \$3,750 to \$7,500. Not per user: staff seats are unlimited on Professional and Campus. Stripe bills processing fees directly. Export everything as a ZIP of JSON and XLSX at any time.

Single tenant, by design

One isolated database and application instance per customer, hosted by RJ Autonomous or in your own cloud account. Append only audit log, soft delete on every record, daily backups with point in time recovery, FERPA aware attendee handling, no PCI scope, SOC 2 path post launch. Implementation runs six to eight weeks: discovery and data load, configuration, staff training, pilot event, go live.