

A photograph of two female runners participating in a race on a paved path in a park. The runner on the left is wearing a light blue tank top and patterned shorts, with a race bib number 216. She is waving with both hands. The runner on the right is wearing a black tank top and orange shorts, with a race bib number 156. She is giving a thumbs up. Both runners are smiling and appear to be enjoying the race. The background is a lush green park with many trees and a statue on a pedestal in the distance. A purple gradient overlay covers the left side of the image.

API, OpenAPI, MCP

How RunSignup is enabling AI for Events



Agenda

- RunSignup API History
- 2025 AI Enablement - Vibe Coding and Chatbot
- AI - Interactive & Dynamic New User Interface
- AI Infrastructure Work - OpenAPI, MCP, OAuth 2
- In Development Demo
- Our Plan for 2026 and Beyond





API History

- API Access since 2010
- Our Own Race Day Tools
 - RaceDay Scoring, CheckIn, Mobile Timing App
- Third Party Tools
 - RunScore, Agee Timing
- Customer Development
 - Big River, Negative Split, Run Clubs
- Integrations
 - Zapier, Salesforce, DonorPerfect, Blackbaud Raiser's Edge NXT, MailChimp, Google Sheets, Boomerang, eTapestry

Scalable, Secure, Fast, Expansive

API Login
Basic Club Information
Basic Info
Basic Race Information
Charity Group
CheckIn
Club Memberships
Corporate Teams
Coupons
Custom Results Page
Donation Websites
Donations
External Integrations
Internal Integrations

Mobile App Results
Race Corral
Race Divisions
Race Fundraisers
Race Groups/Teams
Race Participants
Race Photos
Race Registration Setup
Race Scoring Statistics
Race Series Scoring
Race Store
RaceDay Suite Backups
RaceJoy
Result Settings

Results
Results - Activities
Results - Custom Fields
Results - Division Placement
Results - Notifications
Results - Splits
Results Announcer
Super Partners
Team Results
Ticket Events
User Information
User Registrations
Volunteers

Race Participants

METHOD	DESCRIPTION	ACCESS
Get Race Participant Counts	Get race participant counts.	Partners, Race Directors, Timers
Get Bulk Race Modified Participant Counts	Get modified participant counts for multiple races.	Super Partner
Get Race Participants	Get participants for a race.	Partners, Race Directors, Timers
Get Removed Race Participants	Get removed race participants.	Partners, Race Directors, Timers
Get Current Active Registration ID for Event Transfers	Get current active registration ID for event transfers.	Partners, Race Directors, Timers
Add or Edit Race Participants	Add or edit race participants.	Partners, Race Directors, Timers
Switch Participant Events	Switch participant events.	Partners, Race Directors, Timers
Delete Participants	Delete participants from an event.	Partners, Race Directors, Timers
Get Bib and Chip Numbers	Get bib and chip numbers for all event participants.	Partners, Race Directors, Timers
Get Bib Validation Settings	Get bib validation settings.	Partners, Race Directors, Timers
Assign Bib and Chip Numbers	Assign bib and chip numbers to participants.	Partners, Race Directors, Timers
Sign Waivers	Mark waivers as signed for a race.	Partners, Race Directors, Timers

Pull Data

Push Data



Security

Public API

Get Races: Allows a site like Running in the USA to pull all races on RunSignup to list on their calendar.

- API makes sure they don't get draft, private races
- Only able to access publicly available data in Public APIs (i.e. Race Dates, Race Description, Race Location)

Private API

Get Race Participants: Only accessible by Race Directors, Timers, and Partners with access to a specific race.

- You give Timer Access to your Timer so that they can pull participant data to time and score your race.

```
{
  "event": {
    "event_id": 11111,
    "participants": []
  },
  "participants": [
    {
      "user": {
        "user_id": 123123123,
        "first_name": "Margie",
        "middle_name": null,
        "last_name": "Stephens",
        "email": "margie.stephens@example.com",
        "address": {
          "street": "960 Avondale Ave",
          "city": "Moorestown",
          "state": "NJ",
          "zipcode": "08057",
          "country_code": "US"
        },
        "dob": "1986-01-06",
        "gender": "F",
        "phone": "856-850-1510",
        "profile_image_url": null
      },
      "registration_id": 2645624,
      "event_id": 12890,
      "rsu_transaction_id": 263659,
      "transaction_id": "ay_852631042119552C_0",
    }
  ]
}
```



2025 AI Releases





RunSignup AI for Vibe Coding

- New Generation of AI Development
 - Prompt Development
 - V0.dev
- RunSignup adds OpenAPI and OAuth2
- RunSignup Platform for Vibe Coding
- Participant & Attendee Applications and Agents
 - Find a Race
 - Results Kiosk & Results Printing
 - Top Fundraiser Leaderboard
- RunSignup & TicketSignup Dashboard Extension
 - TicketSignup Timed Entry Dashboard
 - Custom Reports and Dashboards
- Timer Utilities





RunSignup AI Chatbot

Over 400 Event Websites Enabled!

The screenshot shows the Swiss Mountain Club website. The header includes a 'Join' button and a navigation menu with 'Info', 'Join Now', 'Contact Us', 'My Membership', 'Membership Lookup', and 'More'. The main banner features a kayaker on a river with the text 'Swiss Mountain Club' and 'Breckenridge, CO 80424 US'. Below the banner, there are three membership level cards: 'Basic Membership' (from \$127.96), 'Hiking Club' (from \$212.60), and 'Photography Club' (from \$64.48). Each card has a 'Join Now!' button. The RunSignup AI Chatbot is overlaid on the right side of the page, displaying a conversation with the club.

Swiss Mountain Club Chat
Available

Hi! How can I help you today?

You can find the photos from the race here: [Swiss Mountain Club Photos](#)

Please provide your full name (first and last), and I will look up your race results for you.

+ Send Us An Email + Results + Photos + Parking + C...

Ask anything...

This screenshot shows the same website as the previous one, but with an additional 'Event Countdown' and 'Location' section at the bottom. The chatbot overlay is the same as in the previous image.

Event Countdown
Get ready for the event!

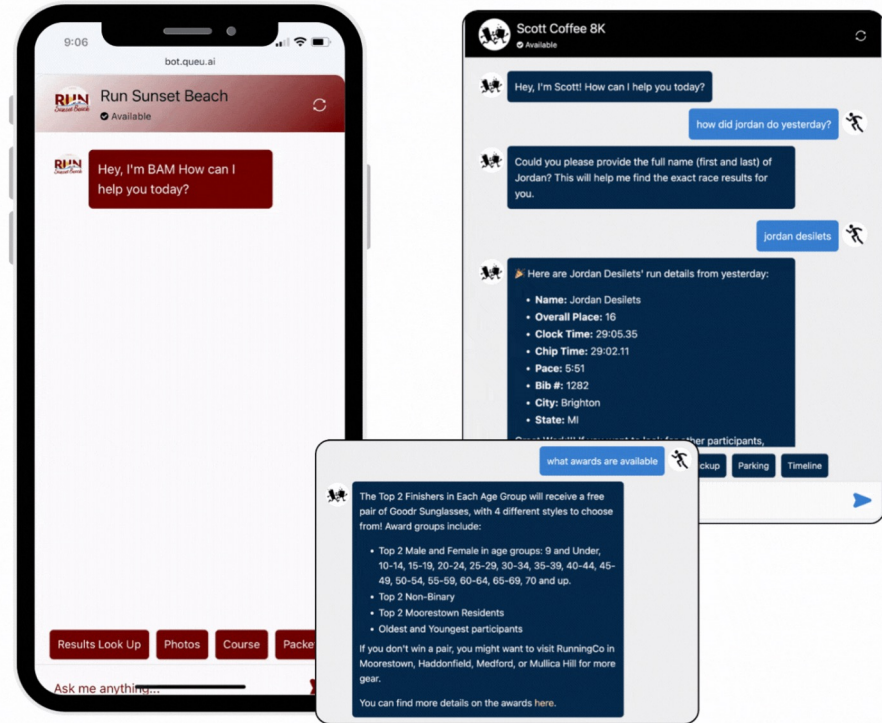
01 21 16 56 56
MONTHS DAYS HOURS MINUTES SECONDS

Location
3457 Oak Ridge Court
Breckenridge, CO 80424 US

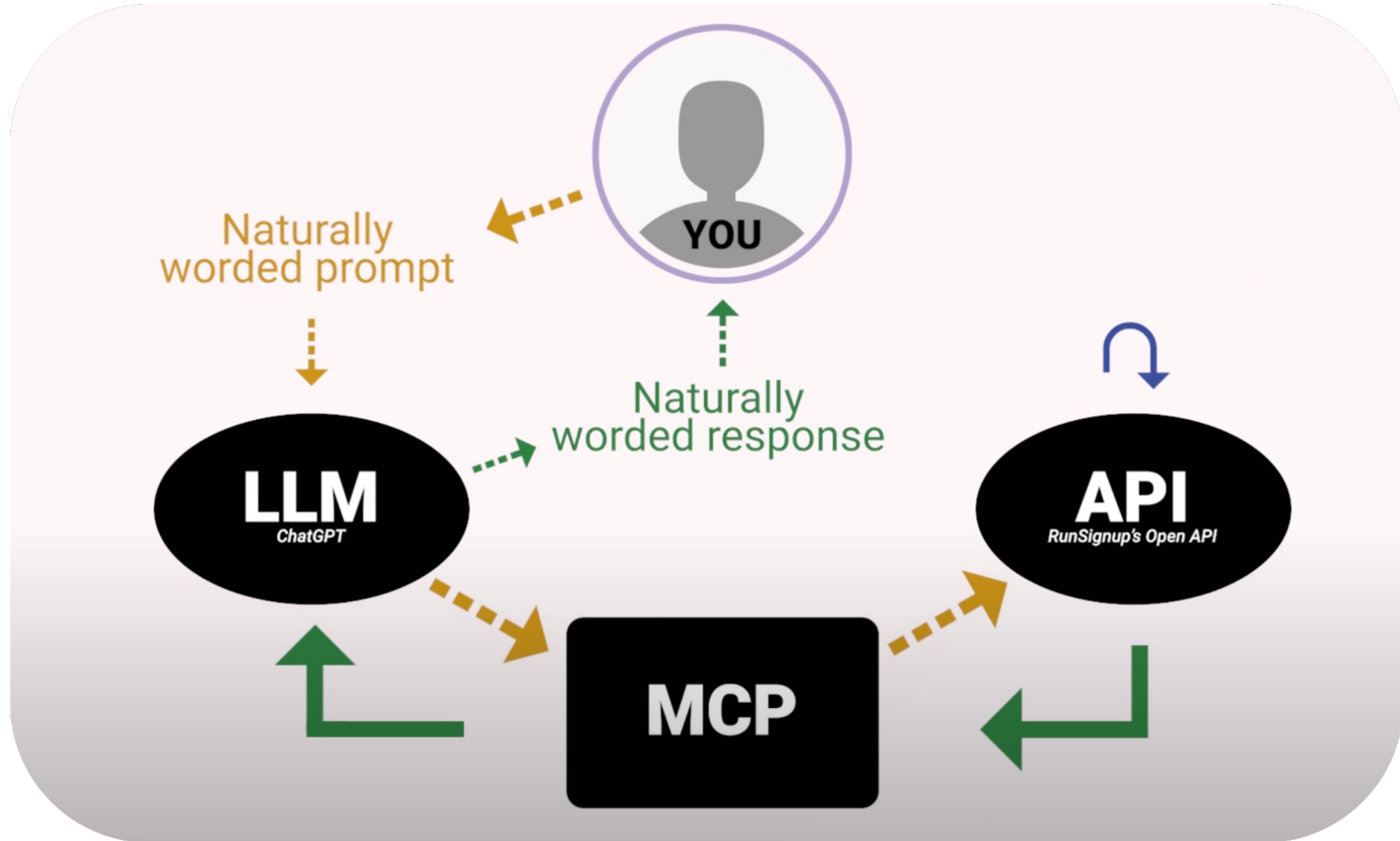


RunSignup | TicketSignup AI Chatbot

- Chatbot handles repetitive questions
 - Where is packet pickup?
 - Where do I park?
 - What time does the 10k start?
 - Are dogs allowed on the course?
 - What are awards?
 - Are there refunds?
 - Where's my confirmation email?
- Beginning to Interact with the API
 - Results now available
 - Future
 - Signup
 - Participant Management



What is MCP?



AI Chatbot

Race Assistant
Available

What was Stephen Sigwart time this year

:ada: Here are the race details for Stephen Sigwart this year:

- **Name:** Stephen Sigwart
- **Event:** In Person 8K
- **Date:** June 3, 2023
- **Place:** 10
- **Chip Time:** 28:44.94
- **Pace:** 5:47 per mile
- **Bib #:** 1051
- **City:** Berlin
- **State:** NJ

Great Work!!!

Is there anything else I can help with?

Results in Chatbot

AI Chatbot

Race Assistant
Available

how about all the bickel family

Could you please provide the **first name** or **full name** of the Bickel family member(s) you'd like me to search for? If you're looking for all members of the Bickel family, I can search by last name "Bickel" and provide results for everyone with that name. Let me know how you'd like to proceed!

anyone with a last name of bickel

Here are the race results for participants with the last name "Bickel":

1. **Name:** Allison Bickel
 - **Event:** In Person 8K
 - **Date:** June 3, 2023
 - **Place:** 191
 - **Chip Time:** 43:16.94

Ask me anything...

AI Chatbot

Race Assistant
Available

Can you provide a summary chart of his past performances

Here's a summary chart of Stephen Sigwart's past performances:

Event	Date	Place	Chip/Clock Time	Pace (per mile)	Bib #
Virtual 8K	May 30, 2021	1	29:48 (Clock Time)	6:00	-
Virtual 8K	June 6, 2020	3	29:19 (Clock Time)	5:54	1233
8K	June 1, 2019	6	28:24.58 (Chip Time)	5:43	1244
8K	June 2, 2018	8	28:45.23 (Chip Time)	5:47	1386
8K	June 3, 2017	10	27:55.84 (Chip Time)	5:37	1248
8K	June 4, 2016	9	28:10.6 (Chip Time)	5:40	378
8K	June 6, 2015	9	28:20.79 (Clock Time)	5:42	457

Ask me anything...

AI Chatbot

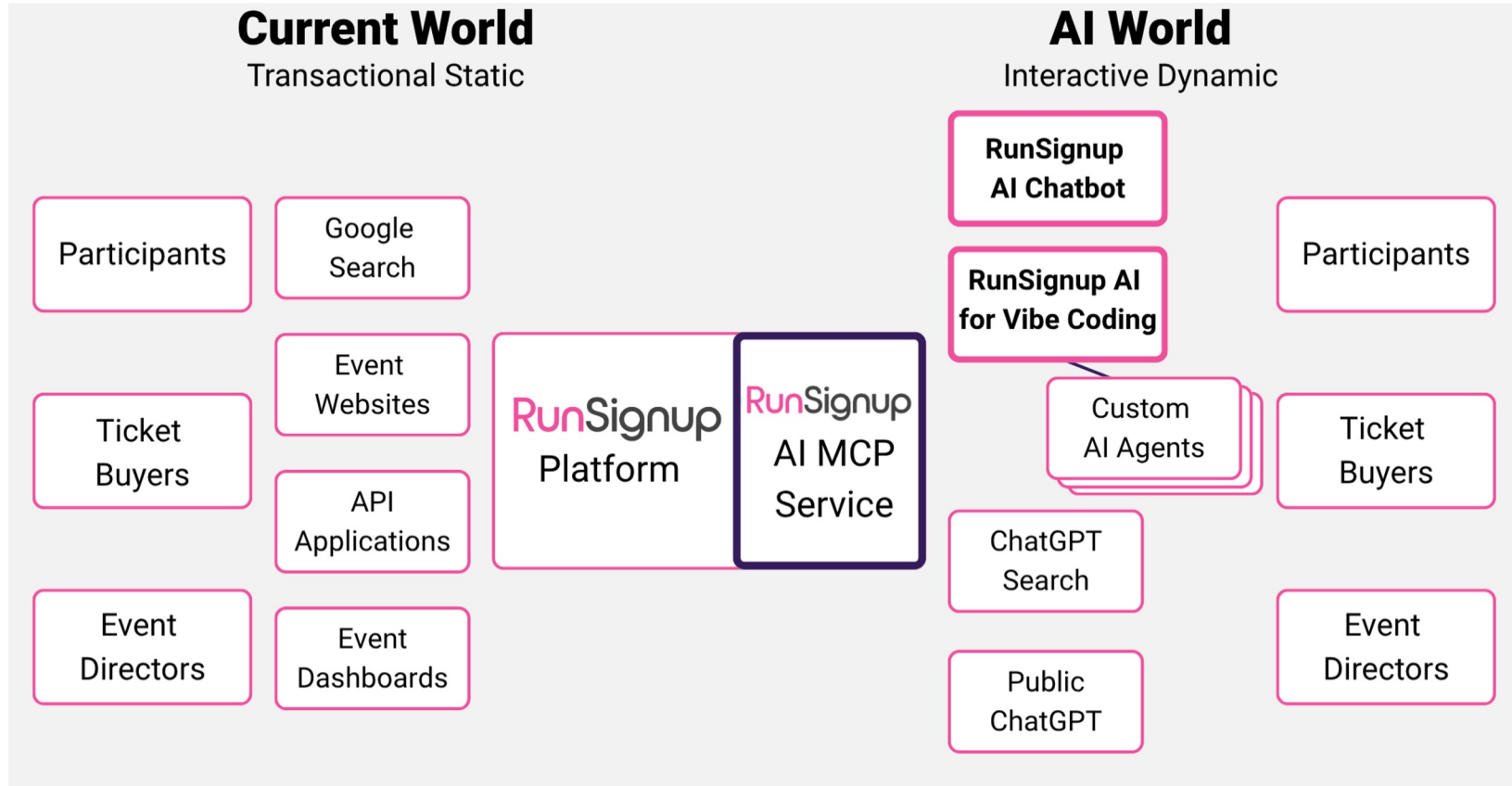
Race Assistant
Available

6. **Name:** Bob Bickel
 - **Event:** 8K
 - **Date:** June 6, 2015
 - **Place:** 283
 - **Clock Time:** 41:44.67
 - **Pace:** 8:23 per mile
 - **Bib #:** 29
 - **City:** Moorestown
 - **State:** NJ
7. **Name:** Kip Bickel
 - **Event:** 8K
 - **Date:** June 2, 2012
 - **Place:** 302
 - **Chip Time:** 41:33
 - **Pace:** 8:23 per mile
 - **Bib #:** 39

Ask me anything...

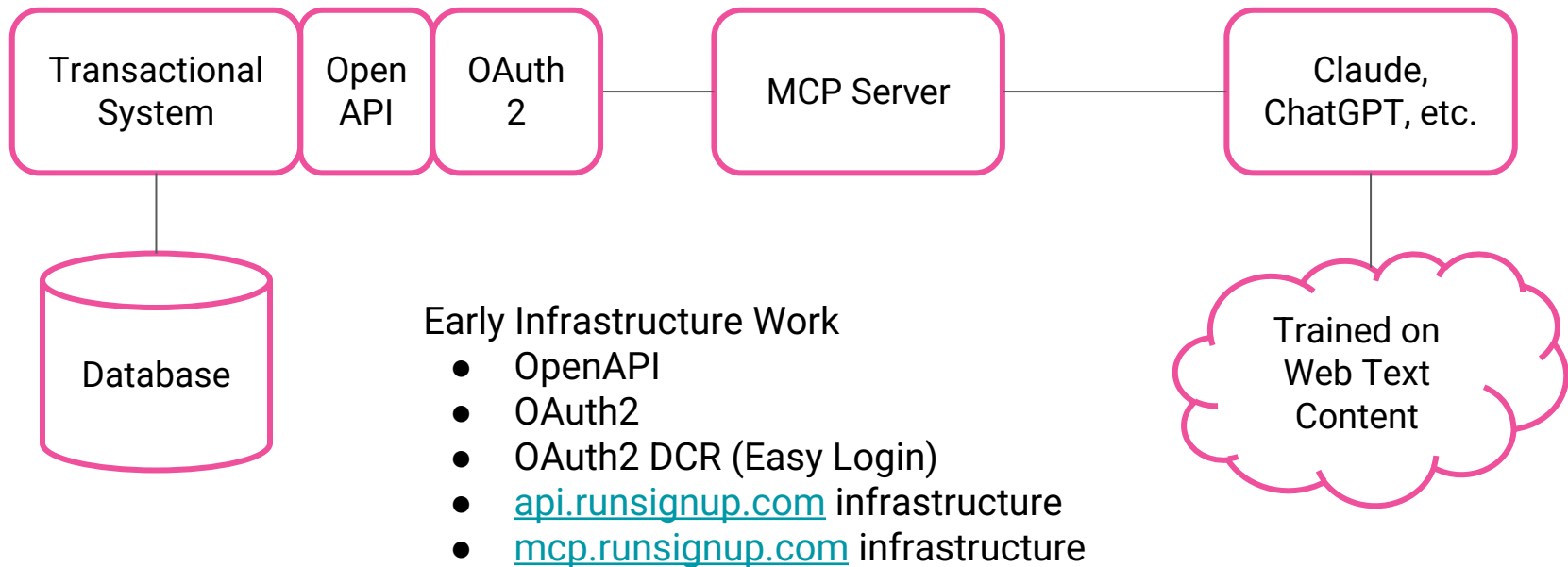


AI is the New User Interface





MCP - How LLM's Talk to Transactional and Database Systems like RunSignup





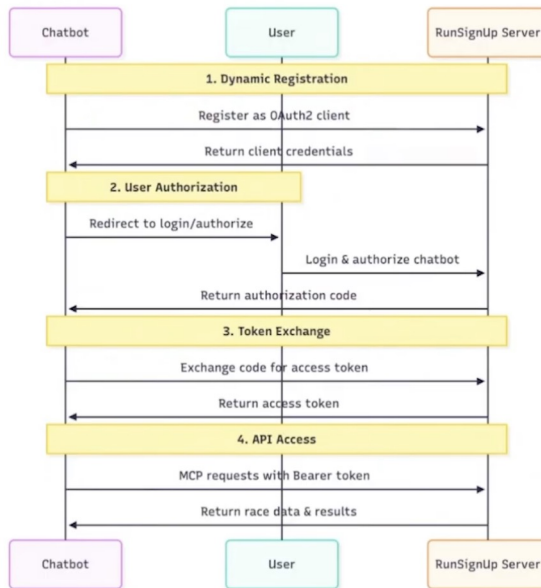
OAuth 2 Dynamic Client Registration - Security and Ease of Implementation

- Will allow for Chat sessions to have logins.
- The normal RunSignup login process is presented to the user, and then it gives access to the data and functionality they are allowed to access.

Technical Details

- No pre-configured client_id/client_secret
- Dynamic registration happens automatically when needed
- Client credentials are stored locally after DCR
- Authorization flow uses DCR credentials instead of static ones

The image shows a screenshot of the RunSignup login interface. At the top, the RunSignup logo is displayed. Below it, a message states 'Your login works for our entire platform:' followed by links for RunSignup, GiveSignup, and TicketSignup. The form includes fields for 'Email *' and 'Password *', with a 'Show Password' toggle for the password field. There are checkboxes for 'Keep me signed in.' and a link for 'Forgot Password?'. A prominent pink 'Sign In' button is at the bottom.





What's Next: 1-6 months

- More Infrastructure
 - Our Own Scalable, Secure Chatbot
 - Needs to be within our PCI and Security Context (Private API access, not Public Results type access)
 - Simple to start, but then our own Retrieval Augmented Generation (RAG) as well as Vector Databases
 - Goal - All Developers will use this common, secure infrastructure to develop apps that will spread across all front end (signup, participant management self serve) and Dashboards (demographics, and action based)
- Leverage MCP with our own Chat
 - Prepares us for when ChatGPT and Gemini will host the chats

Demonstration

Duy Nguyen - Early Prototypes



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RunSignup AI Future Development





RunSignup AI Future Development

- RunSignup Chat Interface
 - Event Website Signup and Participant Management
 - Dashboard Data Analysis and Guidance (“5 year trend of under 30 year old participation”, etc.)
 - Dashboard Actions (“create coupon”, etc.)
- MCP Exposure to ChatGPT, Gemini, etc.
 - Move the functionality of our own chat interface to these chat interfaces
 - Dependent on more open MCP registries and more maturation
- Work with Adyen on Transaction processing
 - Eg. ChatGPT is talking with RunSignup MCP to get ticket / registration info, then working with Adyen MCP to do the transaction
 - We expect a more “ApplePay” type of experience over time, as well as some users storing information in the LLM like name, birthdate, etc.
- We will also track new UX advances we expect - more visual, other devices, etc.



Query RunSignup via MCP: retrieve the results for 'The Great Donut Race' for participant Joe Runner

Connected to app ^

RunSignup Beta (test8)

Allow race search for 'The Great Donut Race'?

Allow searching for race ID and name for 'The Great Donut Race' using the race name filter. No personal participant data is shared in this request. Details

Using tools comes with risks. [Learn more](#)

Connected to app

Here's what I found for "The Great Donut Race" for participant Joe Runner:

Race: The Great Donut Race

Event: 5k Run (Event ID: 10018)

Race ID: 4657

Participant: Joe Runner

- Gender: M
- City/State: Philadelphia, PA, US
- Bib: 1895

Results:

- **Clock Time:** 30:29.85
- **Chip Time:** 30:25.95
- **Pace:** 8:57 per mile
- **Overall Place:** 26
- **Age Grade:** 46.3%
- **Distance Recorded:** 3.4 Miles
- **Start Timestamp:** 2023-10-24T04:00:00+00:00

If you'd like, I can next:

- Filter for a specific year or event (if there are multiple),
- Pull nearby participants (e.g., who finished just ahead/behind Joe).
- Or format this as a report/email blurb.

📄 👍 💬 🔄 ...

+ Ask anything

ChatGPT can make mistakes. OpenAI doesn't use RunSignup workspace data to train its models.





RACE DASHBOARD

Menu Search

What's New

Dashboard

Race

RaceDay Tools

Participants

Reports

Email Marketing

Promotion

QR Codes & Links

Widgets

Swag Rewards

Social Media

Referral Tracking

Conversion Codes

Sitewide Codes

Facebook Pixel & Conversion API

Facebook Custom Audiences

MailChimp

Google Analytics 4

Source Tracking

SHOW MORE

Scott Coffee Moorestown Rotary 8K Race

July 17, 2024Moorestown, NJ 08057

Race StatusRace StatusSignups: 271

Referral Tracking

8K: Referral Refunds

Refunds Apply to Registrations Before

11/05/2025 1:00 AM America/New_York Time

After 5 registrations using a referral code, refund \$ 20.00

Advanced Options

Ensure Registration Balance *

\$ 0.00

Refund won't go below this amount.

Do NOT include

RunSignup Bot

Available

How can I help you with Referral Rewards?

How does it work?Help me set it upSetup a \$20 reward for every 5 referrals

\$20 reward for every 5 referrals

Great! I set that up for you. You can see the settings behind this chat.

Here are some common things people do next:

Email Reminders for ReferralsDo you want additional levels?

Ask anything...

741 x 553

The page is in the background in updated with the new configuration



Questions?

Thank You!