



# NEW

**PRODUCTS & SERVICES**

October 2002

## **CompuSystems Announces New Products & Services!**

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**E-marketing Services**

**Express Badge Pick-Up**

**True 24/7 Internet Registration**

**State-of-the-art Entrance Tracking**

**Hand-held Lead Retrieval**

**Browser-based Onsite and Self-Registration**

**C**ompuSystems (CSI) continually develops new products and services to help create a more enjoyable and productive trade show experience for Show Organizers, Exhibitors and Attendees. Following is a list of products and services that were either developed or enhanced this year.

### **HTML EMAIL MARKETING**

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Reach your prospects quickly and effectively with our full-service HTML email marketing program. Simply provide us with your prospect database and ad copy and we will set up, deliver and administer a HTML email broadcast. Your HTML email can include:

- ▶ Personalization
- ▶ "Forward-To-A-Friend" service
- ▶ Links to registration site
- ▶ Effectiveness tracking
- ▶ Full color graphics

### **INTERNET LIST MARKETING SYSTEM**

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Take advantage of our Internet List Marketing system, CompuLIST, to simplify the task of managing your registrant lists and sending bulk marketing messages and correspondence to your prospects and customers.

CompuLIST allows you to "mine" your registration data - from multiple databases - and generate targeted groups of prospects by industry segment, demographic profile and geographic area. After selecting a list, you can:

- ▶ Receive the file via email within seconds
- ▶ Send a broadcast email or fax message in the same Internet session
- ▶ Print mailing labels in the same Internet session

A special version of CompuLIST is also available for exhibitor use.

### **EXPRESS BADGE PICKUP SERVICE**

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This service provides attendees that register after the badge mailing cut-off date an automated method to pick up their badge when they arrive at the show. They simply bring their barcoded confirmation letter to our "self-serve" Express Badge Pickup area where they can print and collect their badge.

Do your registrants carry barcoded membership cards? Our Express Badge Pickup service can be configured to support barcoded membership cards.

### **HAND-HELD ENTRANCE TRACKING**

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CSI utilizes state-of-the-art, hand-held PDA scanning devices for Session and Show Floor Entrance Tracking. The units provide quick, reliable and accurate badge scanning.

**Continued...**

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Services**

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Pick-Up**

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Registration**

**State-of-the-art  
Entrance Tracking**

**Hand-held Lead  
Retrieval**

**Browser-based  
Onsite and Self-  
Registration**

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**BROWSER-BASED  
ONSITE REGISTRATION**

CSI offers a GUI (graphical user interface) Onsite Registration System. The browser-based application is easier for the onsite temporary staff personnel to learn and navigate. This, in turn, speeds up the onsite registration process.

**BROWSER BASED  
SELF-REGISTRATION**

CSI offers a customized GUI (graphical user interface) Self-Registration System that allows your registrants to make single or group registrations. This browser-based system is simple to use and is equipped with secure payment processing.

**TRUE 24/7 INTERNET  
REGISTRATION**

CSI offers true 24/7 Internet registration for your registrants. Our websites remain live - and connected to the show database - from the onset of advance registration all the way through to the close of your show. A local registrant can register via

the Internet in the morning and arrive at the show to pick up their badge in the afternoon.

**VERISIGN® CREDIT  
CARD PROCESSING FOR  
ALL REGISTRATIONS**

All credit card processing for advance, onsite, and Internet registrations is done via the Internet using VeriSign. VeriSign is a highly efficient, completely secure, and cost-effective credit card processing service. Your VeriSign account can be used from show to show, eliminating the need for multiple accounts.

**ONLINE INFORMATION  
SERVICES**

CSI has a suite of online information services that gives you complete control over your registration database throughout the course of your show. You can access the online system any time and run up-to-the-minute statistical, financial and demographic reports; and view and/or modify all your registration data.

**HAND-HELD LEAD  
RETRIEVAL**

There is a new addition to the family of CompuLEAD lead retrieval products, CompuLEAD Mobile. Your exhibitors can take advantage of this state-of-the-art, hand-held lead retrieval device. It is lightweight and fits in the palm of your hand. With CompuLEAD Mobile, your exhibitors can scan attendee badges with the click of a button and qualify leads extensively virtually anywhere.

**QUESTIONS OR  
COMMENTS?**

If you have any questions or comments about our products or services, please feel free to contact an Account Executive at 708-344-9070.