

Maximize traffic to your show booth

TrafficMax ▶

- Complete Internet list marketing system helps you reach qualified buyers and build traffic to your booth.
- Select a targeted list of show registrants categorized by industry segment and demographic profile.
- Easy-to-use system that allows you to quickly send a professional-looking HTML e-mail promotion to the list you select.

Features

- Powerful audience segmentation
- Immediate file generation (receive via e-mail)
- HTML e-mail broadcasting with
 - *Online tracking reports*
 - *Built-in opt-out management*
- Mailing label printing
- "On-the-fly" list size modification
- Intuitive user interface
- Available pre-show and post-show

Benefits

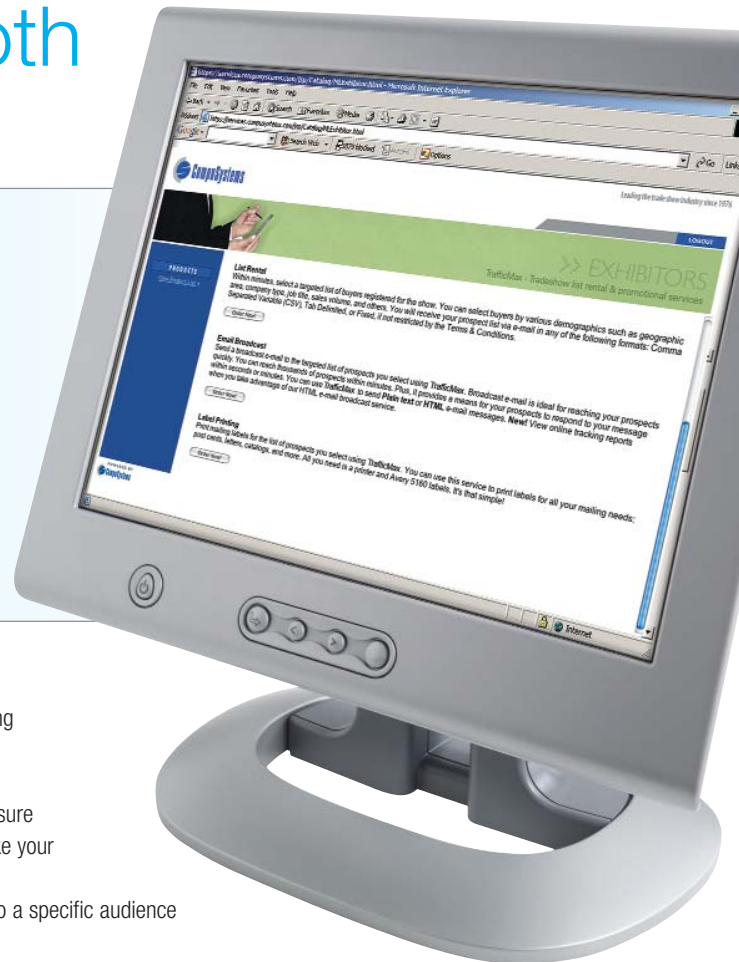
- Send professional looking marketing messages
- Increase booth traffic
- Increase company exposure
- Find more customers like your best customers
- Tailor your promotions to a specific audience
- Save time and money

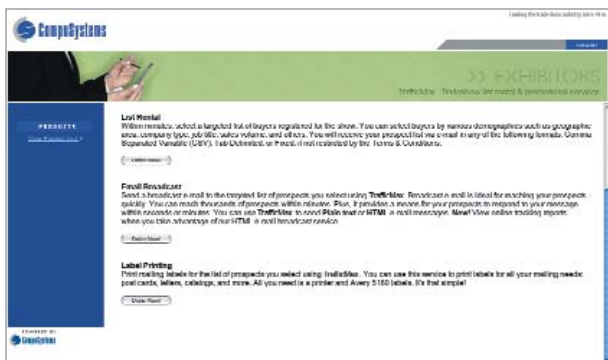
Browser Requirements

- Microsoft Internet Explorer 4.02 or greater
- Netscape 4.x or greater

See reverse side for more details

FREE TECHNICAL SUPPORT





Attendee List Rental

Target buyers by industry segment, demographic profile or geographic area. Buyers who don't match your target profile will be excluded from your list.

Select a list according to your budget requirements. List counts can be modified as often as you want – simply broaden or narrow your selection criteria. When you're done, your list will be e-mailed to you within seconds.

List Selection Options (Example)

- Company type
- Number of employees
- Job function

Contact Information

(if provided on the registration form)

- Contact name, Title, Company name, Address, City, State, ZIP, Country
- Phone, Fax, E-mail

File Output Options

(receive via e-mail)

- Comma Separated Variable (CSV)
- Tab Delimited
- Fixed Length Field

Integrated Broadcast E-Mail Service

Reach your buyers quickly and effectively!

This flexible system supports HTML and plain text e-mail messages. Simply create your promotional message, and define a few broadcast parameters. Then launch your broadcast.

Don't know HTML? Not a problem – our list marketing specialists are there to help.

Measure the effectiveness of your HTML broadcast e-mail with our real-time online tracking reports. Find out immediately how many e-mail messages were opened, and how many times the links in your message were clicked.

You can be confident that TrafficMax conforms to all federal laws regarding e-mail broadcasting. Opt-out links are added to your message automatically, and opt-out requests are managed for you.

Integrated Mailing Label Service

Simplify the process of printing mailing labels with TrafficMax, by creating a label template in the same session as you create your list. The system will automatically display your contacts in an Avery 5160 template.

Just load your printer with Avery 5160 labels – then print! It's that simple!

Customer Service

If you're not comfortable using the Internet, or don't have time, we can fulfill the TrafficMax services for you. Please contact a List Marketing Specialist for details.

"We used CompuSystems' e-mail service to invite guests to come by our booth. I targeted the buyers I wanted to reach from the list of registered attendees, uploaded my e-mail message, and launched the broadcast. The whole project took about 10 minutes...all the information I needed was provided right on their site. Plus the service was very fairly priced. I wish everything was this easy to do."

— Kristi Elisano

Business Development Manager, Sparks Exhibits and Environment



LEADING THE TRADE SHOW
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