

It's showtime.



experience

innovation

success

*Relax.*

We'll take it from here.



# CompuSystems (CSI) is a full service registration provider for the exposition industry.

- ▶▶ We offer a broad range of services for show organizers, exhibitors and attendees. Our mission is to help our customers achieve the best possible trade show experience by providing innovative technology and cutting-edge products and services, backed by the most experienced professionals in the industry.

## Registration Services



**The best relational database technology available ▶ Never a client requirement beyond the scope of our capabilities**

For over 25 years, some of the largest and most prestigious trade shows in the world have trusted CSI to manage their registration services. Our relationship with many of them has extended longer than a decade. The reason is simple – our people and our technology.

Our current registration system is the result of over 25 years of development around client and industry needs. Never is a client requirement beyond the scope of our capabilities. Our registration system is designed for large-scale registration operations and we process nearly 2 million registrations each year.

### 24/7 INTERNET REGISTRATION

CSI offers a convenient Internet registration service for exhibitors and attendees. Any time of the day or night, your customers can register for the event and make housing and travel arrangements. Our system is equipped with secure credit card processing and is user friendly. Your customers can:

- ▶ Register multiple people from the same company in one session
- ▶ Get immediate e-mail confirmations upon completing a registration
- ▶ Verify the status of their registrations and make updates if necessary

Our registration 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 drive to the show and pick up his or her badge in the afternoon.

### CREDENTIAL FULFILLMENT

CSI has earned a solid reputation for processing trade show forms, confirmations and badges accurately and on time. We have high volume production capabilities and can accommodate a wide variety of credential packaging requirements. CSI is a daily production facility. All trade show forms are processed on a daily basis. Once the badge mailing process begins for your show, badges are printed and mailed every day.

### PAYMENT PROCESSING

CSI understands the importance of quick, secure and accurate payment processing. Our registration systems utilize sophisticated quality control processes to ensure maximum financial security. All credit card processing for advance, onsite, and Internet registrations is done via the Internet using VeriSign®, a highly efficient, completely secure, and cost-effective

credit card processing service. VeriSign accounts can be used from show to show, eliminating the need for multiple accounts. We process nearly 30 million dollars in registration fees each year.

### 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 our browser-based system any time and run up-to-the-minute statistical, financial and demographic reports; and view and/or modify all of the registration data. This same browser-based system is also used for onsite registration. It is easy for the temporary staff personnel to learn and navigate, and therefore speeds up the onsite registration process.

### EXPERIENCED PROFESSIONALS

A successful registration process ultimately comes down to the people that manage the systems and interface with your customers, the show registrants. Each trade show we service is assigned a team of experienced professionals that are dedicated to providing superior customer service and contributing to the success of your show.

# experience innovation

## Lead Management Services

Attract qualified buyers to exhibit booths ▶ Develop qualified leads on the show floor ▶ Turn qualified leads into sales

CSI provides lead management services to nearly 35,000 exhibitors each year. We help exhibitors maximize their sales opportunities at a trade show. We offer a suite of services that helps exhibitors attract qualified buyers to their booth, develop qualified leads on the show floor, and turn qualified leads into sales. Our specialists work closely with your exhibitors offering valuable marketing tips and educating them about the benefits of using our lead management services effectively.

### PRE-SHOW PROMOTION

According to studies conducted by the Center For Exhibition Industry Research (CEIR), a well-planned pre-show promotion to show registrants can increase booth traffic by 50%. CSI has a pre-show promotion program that combines a powerful Internet list marketing tool with vital marketing information to help exhibitors execute a successful pre-show promotion. Our list marketing tool, *CompuLIST™*, allows exhibitors to select a highly targeted list of show registrants categorized by industry segments and demographic profile. After selecting a list, exhibitors can:

- ▶ Receive the file via e-mail within seconds
- ▶ Send a broadcast e-mail promotional message – plain text or HTML
- ▶ Print mailing labels

### ONSITE LEAD MANAGEMENT

Exhibitions are fast-paced marketing opportunities that require proper planning and the right tools to develop qualified leads. CSI offers a suite of *CompuLEAD®* lead retrieval products to help exhibitors quickly and effectively capture and qualify leads on the show floor, and distribute leads back to the office at the end of each day. Our products are simple to use and guide the user through the lead qualification process. Plus, exhibitors can qualify prospects as extensively as they want, in ways that are unique to their company. We offer products for all types of lead retrieval needs: a hand-held unit, a desktop unit with paper printout, and a computer-based system for the more advanced user.



### POST-SHOW FOLLOW UP

A staggering 80% of the leads taken at trade shows by exhibitors are never followed up on, according to studies conducted by CEIR. CSI offers post-show sales lead fulfillment services that give exhibitors a method to quickly and easily follow up on the leads they captured at the show. Exhibitors can take advantage of the following services:

- ▶ E-mail broadcasting – plain text or HTML
- ▶ Mailing label printing

### You belong with the most reliable company in the trade show industry.

Our products and services are designed to work as part of a registration service package, or independently. Call today to find out why so many Show Organizers rely on CSI to improve their trade show experience. **708.344.9070**



# success

## Attendance Promotion Services



**Internet list marketing systems ▶ E-marketing service ▶ Boost show attendance ▶ Increase revenue**

CSI offers a comprehensive suite of attendance promotion products and services to help you boost your show's attendance and increase the revenue you generate from your exhibitors and attendees.

### INTERNET LIST MARKETING SYSTEM

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, registration type, geographic area, and others. After generating a list, you can:

- ▶ Receive the file via e-mail within seconds
- ▶ Send a broadcast e-mail promotional message – plain text or HTML
- ▶ Print mailing labels

### INTERNET LIST MARKETING SYSTEM — FOR EXHIBITOR USE

We offer an equally robust version of CompuLIST for exhibitor use. This powerful system gives your exhibitors the tools to increase booth traffic and company exposure by easily sending bulk marketing messages to targeted groups of prospects by industry segment, demographic profile and geographic area.

When your exhibitors use CompuLIST, you benefit too. Each time an exhibitor sends a marketing message to your potential registrants enticing them to visit their booth, they are also promoting your show. Furthermore, CompuLIST provides a means to generate significant revenue from your exhibitors while offering an excellent marketing opportunity.

### E-MARKETING SERVICE

If you are more comfortable having CSI fulfill a broadcast e-mail campaign for you, we offer a full-service HTML e-mail marketing service. Simply provide us with your prospect database and promotional document and we will set up, deliver and administer a HTML e-mail broadcast. Your HTML e-mail can include:

- ▶ Personalization (i.e., Dear Mr. Smith)
- ▶ "Forward-To-A-Friend" feature
- ▶ Full color graphics, animation, sound, and more
- ▶ Results tracking reports – opens, forwards, and click-thrus

“ We received a phenomenal response from the attendee list we purchased using CompuLIST. We used the list for a pre-show broadcast e-mail campaign. Out of 3,600 attendees that received our promotional e-mail, 320 visited our website and viewed 4-5 pages each. This is close to a 9% response rate! And of course, lots of people visited our booth. I am very pleased with your service and will use it again when I have the chance. ”

—Harvey Friedman  
President, Epicure Digital Systems





## Housing and Travel Management Services

**The best housing and transportation rates ▶ Hassle-free reservations ▶ Top-flight customer service**

CSI partners with Travel Technology Group (TTG) providing a complete housing and travel management solution. First and foremost, our mission is to provide your customers with the best housing and transportation rates possible, combined with hassle-free reservations and great customer service.

Over the years TTG has built strong, long-standing relationships with their housing partners enabling them to negotiate the best housing rates for their customers. Their services include:

- ▶ Selecting the right sites
- ▶ Securing prime hotel room blocks
- ▶ Negotiating favorable room rates
- ▶ Controlling room inventory
- ▶ And more

Using the Web-based COMPASS RESERVATION SYSTEM™, your registrants can make reservations via the Internet, e-mail, toll-free number, fax or mail. COMPASS links seamlessly to the registration website and to your event website, providing your customers with immediate, user-friendly access to all event information 24 hours a day, 7 days a week. With COMPASS, your customers can:

- ▶ Register for the show and make housing and travel arrangements at the same time
- ▶ Research available hotels and gather information about host city attractions
- ▶ Make other travel arrangements, including airline, rail and car rental
- ▶ And more

When you partner with us you get powerful integrated reporting capabilities. You can run statistical reports that show how many attendees and exhibitors registered for the show and reserved housing. Choose CSI and TTG for your next event and benefit from a complete registration and housing solution.

## Attendee Services

**Have presence on the Web ▶ Make important event information easily accessible ▶ Improve overall value of your event**

CSI partners with Tradeshow Multimedia, Inc. (TMI) providing a suite of online and onsite information services for attendees. The TMI services are designed to give your event a professional presence on the Web and to make all important event information easily accessible to your prospects and customers.

### ONLINE SERVICES

Your exhibitors and attendees can do extensive pre-show planning directly from your show website with the ExpoPlanner™ services. They can quickly and easily search and locate important event information such as:

- ▶ Products
- ▶ Sessions
- ▶ Registered attendees
- ▶ Floor plans
- ▶ City attractions

After your attendees locate the products and sessions of interest, with the click of the mouse they can build a custom itinerary that includes detailed information about the exhibitors and sessions selected, and a show floor plan with their selected destinations highlighted to help them easily get to where they need to go.

The ExpoPlanner services connect to your show database in real-time and can be seamlessly integrated into your show website, matching the look and feel.

### ONSITE SERVICES

Take advantage of a variety of onsite services that make it easier for your registrants to locate event information, send and receive show messages, and communicate with the home office. The services are simple to use, and provide a multitude of sponsorship opportunities for your exhibitors.

- ▶ Message Centers
- ▶ Information Locator Stations
- ▶ PDA Download Stations – ExpoToGo™
- ▶ Cyber Café
- ▶ And more

Choose CSI and TMI for your next event. We provide the equipment, software and technical expertise to manage your online and onsite show presence with success.

# products & services

## REGISTRATION SERVICES

- ▶ Advance
  - True 24/7 Internet Registration
  - Mail/Fax/Telephone Registration
  - Daily form and badge processing – fastest in the Industry
  - Browser-based online information services – view and modify all registration data, run financial, statistical and demographic reports (also available onsite and post-show)
- ▶ Onsite
  - Browser-based onsite registration system
  - Browser-based self registration system with online credit card processing
  - Secure online credit card processing
  - Express badge pick-up service
  - Exhibit hall entrance tracking – wireless or RFID
  - Session admittance and tracking – wireless
  - CEU tracking/certificate processing
  - Attendance verification
  - Allotment systems – exhibitor and sessions
  - Electronic banquet seating systems
  - Daily financial, statistical and demographic reports
- ▶ All Internet products/services in real time
- ▶ All Internet systems secured by VeriSign
- ▶ Full service payment and refund processing

## LEAD MANAGEMENT SERVICES

- ▶ Pre-show Internet list marketing services
  - Attendee list rental with automatic electronic file creation
  - E-mail broadcasting – plain text or HTML
  - Mailing label printing
- ▶ Onsite lead retrieval services
  - Hand-held PDA device
  - Desktop device with paper printout
  - Computer-based system with lead management software
  - Over 4,000 lead retrieval devices in inventory
- ▶ Post-show sales lead fulfillment services
  - E-mail broadcasting – plain text or HTML
  - Mailing label printing

## ATTENDANCE PROMOTION SERVICES

- ▶ Internet registrant list selection and downloading – for Show Organizers and Exhibitors
  - List selection by registration classification and type, demographics, geographic area, and others
  - Automatic electronic file creation
  - E-mail broadcasting – plain text or HTML
  - Mailing label printing
- ▶ E-marketing services

## HOUSING AND TRAVEL MANAGEMENT SERVICES

- ▶ Housing, air and rail travel, and car rental
- ▶ Internet/e-mail/telephone/fax/mail reservations
- ▶ Integrated registration and housing statistical reporting
- ▶ Site selection
- ▶ Prime hotel room blocks
- ▶ Room inventory control
- ▶ Room rate negotiation
- ▶ Onsite housing coordination
- ▶ International attendance promotion services
- ▶ Web-based COMPASS RESERVATION SYSTEM™
  - Register for the show and make housing and travel arrangements at the same time
  - Research available hotels
  - Receive confirmation of reservations or cancellations via e-mail or fax
  - Gather information about host city attractions and view maps
  - Make secure online credit card transactions

## ATTENDEE SERVICES

### Online Services

- ▶ Pre-show planner – ExpoPlanner™
- ▶ Exhibitor directory
- ▶ Exhibitor “Virtual” booth
- ▶ Product and Session directories
- ▶ Floor plans
- ▶ City attractions
- ▶ Website design and hosting
- ▶ International Matchmaker Program
- ▶ Industry job locator

### Onsite Services

- ▶ Message centers
- ▶ Information locator stations
- ▶ PDA Download Stations – ExpoToGo™
- ▶ Cyber Café
- ▶ Survey and voting stations
- ▶ Wireless access – ExpoPort™
- ▶ Sponsorship revenue generating opportunities



*Leading The Industry Since 1976*

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