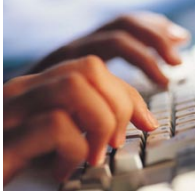


>> THE **FUTURE**
OF TRADE SHOW
DATA MANAGEMENT
SERVICES **TODAY**



>> COMPUSYSTEMS IS A LEADING REGISTRATION SERVICE PROVIDER FOR THE EXPOSITION INDUSTRY.

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

Top show producers and meeting planners rely on CompuSystems (CSI) to deliver the most reliable registration solutions on the market today. Our relationship with many of them has extended longer than a decade. The reason is simple – our people and our technology.

INFRASTRUCTURE

CSI's registration system is the result of over 28 years of development around client and industry needs. Our registration system utilizes robust relational database technology offering the best in reliability, scalability and performance. The enhancement and fine-tuning of our current registration system has been a continuous process and commitment for over 28 years and we have yet to encounter a client request that could not be implemented.

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 show 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 registration and make updates when 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 any time during the show and pick up his or her badge upon arrival.

CREDENTIAL FULFILLMENT

CSI has earned a solid reputation for processing trade show forms, confirmations and badges accurately and on time. We utilize leading edge equipment, powerful technology and time-tested procedures. This infrastructure allows us to service the largest trade shows in the world and accommodate virtually any processing requirement. Furthermore, our data entry operation utilizes electronic verification. This means hard copy registration forms are keyed twice by two different operators, thus ensuring maximum accuracy.

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 system utilizes 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.

CSI is SAS 70 certified. SAS (Statement on Auditing Standards) 70 is a standard developed by the American Institute of Certified Public Accountants. This examination, conducted by an independent auditor, confirms the proficiency of CSI's internal control objectives and operational procedures relative to our registration management services.

ONLINE INFORMATION SERVICES

CSI provides a suite of online information services that allows you to have complete access to your registration database throughout the course of your show. You can access our browser-based system any time and run real time statistical, financial, and demographic reports using our robust drilldown reporting tool.

- Compare registration data across multiple shows for market analysis
- Drill down on the data category of your choice
- Create professional looking reports in Excel, PDF, HTML or graphical
- Schedule automatic reports

>> OUR CAPABILITIES EXCEED CLIENT EXPECTATIONS AND INDUSTRY STANDARDS

>> WE OFFER THE BEST RELATIONAL DATABASE TECHNOLOGY AVAILABLE



LEAD MANAGEMENT SERVICES

CSI provides lead management services to over 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.

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, CompuLIST®, with vital marketing information to help exhibitors execute a successful pre-show promotion. CompuLIST allows exhibitors to select a highly targeted list of show registrants in real time categorized by industry segment 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

CompuLIST is browser-based, making it very easy to navigate. Most broadcasts can be set up and delivered in just minutes.

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 to 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 capture at the show. Exhibitors can take advantage of the following services:

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

NEW! Look for the next generation of CompuLEAD® products due out in 2005. These products will take advantage of the latest advancements in data collection and management technology.

SHOW MANAGER: "You have an excellent staff and it is a pleasure working with everyone on the show. The CompuSystems team's commitment to the show and customer service exceeds my expectations every time. They handle last minute requests and demands promptly and efficiently. Their knowledge and skills shine through every time. Our show was a huge success this year and they played a tremendous part in it. They helped make it a success."

– Joseph Scalzo, Registration Manager, Reed Exhibition Companies



ATTENDANCE PROMOTION SERVICES

CampaignAssistant is a turnkey attendance promotion service that will help you boost attendance, increase revenue generated from exhibitors and attendees, and streamline the process of sending bulk marketing messages and correspondence to prospects and customers.

CSI will work with you to develop a tailored attendance promotion campaign for your show which can run throughout the year. CSI will execute and manage the campaign and provide you with tracking reports to measure the effectiveness of your marketing effort.

PRE-SHOW

This is a critical phase of the campaign for boosting registration and conference sales. CSI will send a series of personalized e-marketing messages to past registrants and any other prospects you want to target. The e-mail messages will make it easy for prospects to register by including links to the registration website and an "auto fill" form that automatically populates contact information. CSI will also send e-marketing messages to registrants to promote any

conference or session opportunities. Most registrants work in fast-paced environments. For this reason, we will send periodic show reminders to keep your show dates and highlights fresh in the minds of your advance registrants.

ONSITE

To maximize attendance, CSI will send e-marketing messages to all non-verified registrants who live within driving distance to the show. This is an effective way to convert advance registrants to buyers on your show floor.

POST-SHOW

Immediately following the close of your show, CSI will send an e-marketing message to all attendees thanking them for their business. The e-mail will also serve as a vehicle to promote your next show and capture early registration inquiries; CSI will add these inquiries to a prospect database for future attendance promotion purposes.

E-MARKETING FOR EXHIBITORS

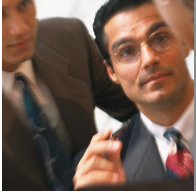
To enhance your attendance promotion campaign, we offer an Internet based list marketing system for exhibitor use. This one-of-a-kind system,

CompuLIST®, gives your exhibitors the tools to increase booth traffic and company exposure by sending bulk marketing messages to targeted groups of prospects.

Each time one of your exhibitors uses CompuLIST, your show benefits too. When exhibitors send a marketing message to your registrants enticing them to visit their booth, they're actually promoting attendance to your show. Furthermore, CompuLIST provides a means to generate significant revenue from your exhibitors while offering them the best pre-show marketing tool available.

SHOW EXHIBITOR: "I wish everything was this easy to do. We used CompuLIST to invite guests to our booth with an HTML e-mail broadcast. I started by targeting the buyers I wanted to reach from the list of registered attendees. Then I uploaded my e-mail message and launched the broadcast. The whole project took about 10 minutes and was very fairly priced. All the information I needed to do it myself was provided on the site."

– Kristi Elisano, Business Development Manager, Sparks Exhibits and Environment



SERVICE PLAN FOR SUCCESS

A successful registration process ultimately comes down to the people who manage the systems and how they interface with the client. For this purpose, CSI invests significant resources hiring, training and retaining qualified service representatives. We also ensure success by following a time-tested service plan that is closely monitored and measured throughout each phase of the registration process. These critical business practices result in what is perhaps the best client-retention record in the industry.

SERVICE TEAM

Each show we service is assigned a team of service specialists in each key area of the registration process. The team is led by an account manager and is assisted by a database programmer, website programmer, payment processor, production coordinator, onsite exhibitor service manager, and an onsite registration service manager. The team approach maximizes effectiveness by ensuring consistent communication between team members, and also between our account manager and the client. Our senior level management has

an average length of registration service experience of 15 years and is actively involved in the planning and delivery of our service.

SERVICE PLAN AND DELIVERY

Proper planning is essential to the success of the team. CSI has strict planning procedures that have been fine-tuned for over 28 years. The team creates a comprehensive service plan that contains all the detailed specifications, critical dates, and task schedules for your show. The service plan is a collaborative effort between team and client and is executed and managed using formal project management techniques to ensure deadlines are met and the results achieved. At any time, team members and CSI management can review the schedule to get a summary of completed and outstanding tasks. Furthermore, the team's performance is continually measured and progress reports are formally communicated to the client on a scheduled basis.

CSI's technology plays a vital role in the successful delivery of our service. We



use a relational database registration application that is so robust it can be used for every show we service. This means the team does not have to learn a new registration system each time we service a new show, resulting in a significant reduction in training and a smooth transition from your current registration service provider to ours.

CSI has a proven track record of providing the best technology and the highest level of service. We are a dedicated business partner and share in your commitment to create the best possible experience for you, and your attendees and exhibitors.

>> BENEFIT FROM WORKING WITH THE MOST RELIABLE DATA MANAGEMENT SERVICES COMPANY IN THE TRADE SHOW INDUSTRY. TODAY.

Our products and services are designed to work as either a complete 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](tel:708.344.9070)

PRODUCTS AND SERVICES

REGISTRATION SERVICES

>> Service Plan

- Show Team approach
- Senior-level management team with 15 years average registration experience
- Time-tested, proven procedures
- Performance measurement, tracking and reporting

>> Systems

- Powerful relational database software
- Continually evolving custom registration system
- Entirely Internet based and real time
- Leading edge hardware
- Internet registration
 - 24/7 Internet registration – website never closes
 - Real time record updating for registrants
- 24/7 real time access to your show database
 - View and modify all registration data any time
 - Drill down on the data category of your choice
 - Compare registration data across multiple shows
 - Run statistical, financial and demographic reports
 - Create Graphical, Excel, HTML and PDF reports
- Unlimited session and exhibitor allotment capability
 - Ability to update allotments via the Internet
- Full service payment processing
 - Completely secured by VeriSign®
 - Payment and refund processing
 - Daily reconciliation
- SAS 70 Certified for excellence in accounting and production procedures

>> Pre-Show

- Show Team time-tested service plan
- Mail/Fax/Telephone/Internet registration
- Attendance promotion services
 - CampaignAssistant
 - CompuLIST®, real time Internet list marketing system
- Real time confirmations
- Daily production
- Telephone customer service
- Ticket processing
- Membership verification
 - Real time integration with client membership software

>> Onsite

- Pre-show account manager leads show team
- Browser-based Onsite registration and Self-Registration applications
- Real time services
 - Online Credit Card Processing (OCCP)
 - Reporting
 - Wireless Access Control
 - CEU certificate processing
- Express Badge Pickup
- Remote registration areas
- New Product Showcase Manager system
- Attendance verification
- Session tracking
- Electronic Gala Seating software

>> Post-show

- CEU certificate processing
- Refund processing
- Data cleansing
- Fulfillment services
- Online survey services

>> Backup and Security

- Best data back-up procedures in the industry
- Replication of registration data in real time
- Offsite backup data storage
- Production facility runs indefinitely, even without electricity
- Redundant electric power supply – UPS and emergency power back-up generator
- Secure Socket Layer (SSL) encryption technology
- All Internet systems secured by VeriSign®

LEAD MANAGEMENT SERVICES

>> Pre-show online list marketing services

- Targeted attendee list rental with automatic electronic file creation
- HTML e-mail broadcasting
- Label printing

>> Onsite lead retrieval services

- Handheld PDA device for mobile lead collection
- Desktop device with paper printout
- Computer-based system with lead management software
- Over 4,000 lead retrieval devices in inventory
- Next generation CompuLEAD® products due out in 2005
 - Sleek design
 - Robust barcode technology
 - Handheld scanner for mobile lead collection and printing
 - Immediate access to electronic lead data
 - Much more...

>> Post-show sales lead fulfillment services

- HTML e-mail broadcasting
- Label printing