

CompuSystems to Debut BuyerConnect at EXHIBITOR2006

2/9/2006 - CompuSystems, Inc. (CSI) announces the introduction of BuyerConnect, a service that helps buyers keep track of the exhibits they visit during an exhibition, at two major shows this spring.

BuyerConnect will be making its nationwide debut at EXHIBITOR2006, from March 6-8, 2006, in Las Vegas and at the International Home & Housewares Show, from March 14-16, 2006, in Chicago.

“BuyerConnect is a reverse lead retrieval system designed to help buyers by enhancing the value of their trade show experience,” said Paul McCaffray, CSI executive VP & COO. “Anytime an attendee’s badge is scanned by an exhibitor on the exhibit hall floor using a CSI lead retrieval product, the exhibiting company’s information is automatically uploaded to a website for the buyer’s post-show usage. CSI will contact each attendee by e-mail within one or two days after the show giving them a password that will provide them with easy access to their exhibitor contact list on a secure Internet Web site.

“A study by the Center for Exhibition Industry Research (CEIR) found that 80 percent of the leads collected by exhibitors during a trade show are not followed up,” McCaffray continued. “BuyerConnect puts the follow up into the hands of the attendees, enabling them to easily recall which exhibitors they were interested in. There is no cost to the attendee – and no additional cost to exhibitors – for this service.”

Exhibitors who are participating in the program will have tent signs in their exhibit telling buyers that they are participating in the program. The BuyerConnect service is available from exhibitors using CSI’s CompuLEAD lead retrieval devices.

CompuSystems is a full-service registration and lead retrieval provider for the exposition industry. CSI offers a broad range of services for show organizers, exhibitors and attendees. The company’s mission is to help 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.

For more information about Buyer Connect, visit the company Web site at www.compusystems.com or contact Chris Williams, senior VP of sales at 708-344-9070, Ext. 202.

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