

# Setting INDUSTRY STANDARDS In the Tradeshow Industry Since 1976

**CompuSystems** pioneered many of the registration and lead retrieval technology advancements you see in the tradeshow industry today. Many of our innovations have become the industry standard. We are dedicated business partners committed to developing creative solutions to help our customers reduce costs, improve productivity and create the best possible tradeshow experience.

## 1980s

### Online Remote Registration

Remote onsite registration areas connected online to primary registration system; improves traffic flow and reduces long lines.

### Automated System Will Call

Computerized badge pick up service for attendees who register after the badge mailing cut-off date. Attendees visit a Will Call area onsite where an attendant locates their record in registration system and prints and delivers badge.

### Computerized Exhibitor Allotment Inventory Management

Computerized system for show organizers to manage exhibitor allotment inventory both pre-show and onsite.

### Real Time Wired Access Control

Real time access control and tracking using barcode reader wired to registration system.

## 1990s

### Online Credit Card Processing (OCCP) Onsite

Secure credit card processing integrated into registration application. Eliminates need for Verifone® credit card machine for processing registration fees onsite. Cuts down on electrical drops, counter space and temporary staff.

### Browser-based Onsite Self Registration

User-friendly browser-based navigation speeds registration process and improves overall experience.

### Web Registration with OCCP

Secure online credit card processing integrated into web registration system; accept all major credit cards.

### RFID Exhibit Hall Entrance Tracking and Attendance Verification

Radio Frequency Identification (RFID) entrance tracking to provide contactless method for tracking visitor entrance activity. Fast, secure and non-invasive to visitors.

## 2000s

### Self-serve Online Attendee List Rental

Online system for exhibitors to execute pre-show promotion to increase booth traffic. Targeted attendee lists generated in real time by industry segment, demographic profile and geographic area. Professional-looking HTML email broadcast created and sent with ease.

### Wireless Access Control

Real time wireless access control and tracking using handheld PDA device. PDA device communicates with registration system in real time; recognizes last minute session schedule changes by registrants eliminating need to issue new tickets or badges.

### Group Registrations Sent to Housing Company

Group registration export capability built into registration application allowing for a quick and seamless data transfer to housing partners.

### 24/7 Internet Registration

Registration websites remain live – and connected to the show database – from onset of advance registration through close of show.

### 24/7 Real Time Client Access to Show Database

24/7 client access to registration database throughout entire course of show. Real time statistical and financial reporting and data manipulation.

### Self-serve Express Badge Pick-Up

Automated badge pick up service for attendees who register after the badge mailing cut-off date. Attendees bring barcoded confirmation letter to self-serve Express Badge Pickup area onsite where they print and collect badge.

### Real Time Registration Credit Card Processing from Client Location

Real time registration processing with credit card payment from client's office.

### Real Time Membership Management Integration

Real time interchange of data between registration system and client's membership management system such as TIMSS and IMIS.

### Integrated Registration System for Five Co-located Events

Combined registration for five different events. Developed system to allow each association to process advance registrations according to their specific needs, while consolidating onsite registration area into single site to service all registrants.

### Integrated USB Memory Drive in Lead Retrieval Device

USB technology integrated into lead retrieval device. Exhibitor leads stored on portable USB memory drive providing immediate access to sales lead data any time during show.

### Interactive Attendee Web Registration

Interactive conference up-selling and attendee/exhibitor matchmaking integrated into attendee web registration. Features take advantage of sophisticated demographic profiling to link buyers with appropriate products and services.

### SAS 70 and SAS 70 Type II Certification

Awarded SAS (Statement on Auditing Standards) 70 certification for excellence in registration management accounting practices. Following year awarded SAS 70 Type II certification, the highest level of SAS 70 certification, confirming its internal controls and auditing practices have passed rigorous, third party testing and are operating effectively.