

COMMUNICATIONS CompuSystems, Inc.

Registration contractor CompuSystems, Inc., has introduced a new client services interface for access to real-time information and reports on events. "It's more user friendly and intuitive," says Alan Danenberg, director of marketing for CompuSystems. Features include chronological show lists, multiple authorizations, a categorized opening screen and a report scheduler with which report types can be saved and run routinely or singly.

The company's TrafficMax service, an Internet list marketing system, has also expanded with a new customized postcard service. Exhibitors can use the service to develop and deliver postcards to targeted groups from the show organizer's lists, without the show organizer having to actually share the list.

Exhibitors select the layout and colors, add logo and copy and proof the postcard. Printing, addressing and mailing are handled through the service.

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