

SEPTEMBER 2003

Exciting and Effective Solutions for Show Organizers!

We're SAS 70 Certified

Onsite E-mail Broadcast Service

New Product Showcase Manager

Wireless Session Access Control with CEU Certificate Processing

Ad Hoc Discount Rate Configuration

CompuSystems (CSI) is committed to providing creative and cost effective solutions to help you add value to your events. Following is a list of products and services that were either developed or enhanced this year.

We're SAS 70 Certified

We are excited to announce that after extensive examination conducted by an independent auditor, CSI has been awarded SAS 70 certification. The SAS (Statement on Auditing Standards) 70 certification is a standard developed by the American Institute of Certified Public Accountants. This examination confirms the proficiency of CSI's internal control objectives and operational procedures relative to our registration management services.

CSI's internal control objectives provide assurance that:

- ▶ Registration information and payments are processed accurately and promptly
- ▶ Assets are safeguarded against loss
- ▶ Databases are protected from disaster, fraud, and tampering
- ▶ Clients and staff can effectively monitor the registration process through accurate and timely information

Onsite E-mail Broadcast Service

Consider this: the opening day of your event is coming to a close and your projected attendance is down 25%. Don't worry. CSI can help you boost attendance - even this late in the event marketing process. We offer a service that you can deploy while onsite that allows you to send an HTML broadcast e-mail message to one of

your best types of prospects: advance registrants that are in proximity of the convention center. Simply provide us with your marketing message and we will set up, deliver and administer your broadcast. Most broadcasts can be set up and delivered within just a few hours. Your HTML e-mail can include:

- ▶ Personalization (i.e., Dear Mr. Smith)
- ▶ "Forward-To-A-Friend" feature
- ▶ Full color graphics, audio, video and other rich media

New Product Showcase Manager

A new product showcase is an excellent way to bring your buyers and sellers together. CSI has developed a data management system, New Product Showcase Manager, to track visitor activity of a new product showcase. In addition, this

More information on back...

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system includes a web-based tool for your exhibitors to follow up with the visitors that express interest in their product. After the show, your exhibitors can access a website from where they can view and download their leads, send individual or broadcast e-mail messages, and print mailing labels. An equally robust website is available to the visitors that participate in the new product showcase, giving them access to the contact information of the exhibitors whose products they were interested in.

Wireless Session Access Control with CEU Certificate Processing

CSI can now help you manage your sessions with greater efficiency and ease...and your attendees will enjoy the convenience. We provide access control using a handheld PDA device that interacts wirelessly and in real time with the registration system. If attendees make a last minute change to their session schedule our device will recognize the

update the moment it is made in the registration system. No badge re-printing is required thus saving time and eliminating hassle.

When attendees successfully complete a session their badges are scanned. This session information is also transmitted wirelessly to the registration system. They can then immediately walk over to our "self-serve" certificate-processing center and produce their own CEU certificate. Our session management services are easy to set up and administer, and provide maximum data security and reliability.

Ad Hoc Discount Rate Configuration

Our Internet registration application now supports ad hoc discount rate configuration. Say for example you want to try to boost registrations by offering a discount to a particular group of prospects? Simply provide us with your discount rate and we will assign a unique

promotion code. This code can be printed on a voucher or given out by your sales reps. When prospects log onto the registration website to take advantage of the offer they will be prompted to enter their promotion code, which will automatically give them the appropriate rate.

You can offer discounts rates via e-mail, too. We can create a special registration website url that you can include in your e-mail promotions. When prospects click on the url they will automatically receive the special rate. Discount rate configuration is easy to set up and you can offer as many different rates as you would like.

Questions or Comments?

If you have any questions about our new products or services, please contact Chris Williams at 708-344-9070.