



Your Event, Made Simple™

For Immediate RELEASE:

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SignUp4 Announces Release of “SmartForms™” in Latest Release of Product, v3.4

ATLANTA, GA., April 13, 2005. SignUp4, the industry leading event management software provider to the Fortune 2000, Association, and Web Conferencing Organizations, today announced the inclusion of SignUp4 “SmartForms™” into its industry leading product, “The Event Management System™”.

“SmartForms™” represent a revolutionary new way for meeting managers and organizers to build and manage web based registration forms. With this new capability, planners now have the ability to program online forms to present question(s) to attendees based on specific rules, which the planners set themselves. Hotel requirements, air travel requests, session selection, guest information, and payment selection options can all be automated with “SmartForms™”. When a registrant selects a particular session the form can remove as choices other sessions which may conflict with the one selected. Similarly, if the attendee does not require hotel and/or air accommodations, the form can hide/grey out the room and/or air portion(s) of the form based on his/her answer. “SmartForms™” can help to ensure only relevant information is collected from each attendee, improving data accuracy.

Current products on the market mandate that planners must maintain separate registration forms for different attendee types such as vendors, suppliers and employees. This usually requires data consolidation on the back end via reports, often a manual process. With “SmartForms™” planners can use one comprehensive form for all attendees, automatically turning on and off questions on the registration form based on rules they establish for each attendee type. Because there is only one form, there is no need for data consolidation across multiple registration forms / databases. This significantly reduces the web deployment cycle for events, saving the planner valuable time and automating the data consolidation process for multiple attendee types.

About SignUp4

Headquartered in Atlanta, GA, SignUp4 continues to be the leader in providing event management solutions since its inception in 1999. Applications are designed to streamline the event management and data collection process for event planners and corporate entities. For more information about SignUp4’s line of products or to schedule a demo, contact us at 404.237.8945 or via email at Sales@SignUp4.com. You can visit SignUp4’s website at www.SignUp4.com.