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For Immediate Release

Contact:

Michael Wright
Vice President of Sales
and Marketing
SignUp4
1-404-237-8945

mwright@SignUp4.com

<http://www.SignUp4.com>

SignUp4 and Air Fulfillment Services Offer Meeting Planners A One-Stop Shop

Atlanta, GA., February 17th 2003. SignUp4 has partnered with Des Moines based Air Fulfillment Services to provide meeting planners with a streamlined one-stop web registration process that manages both land and air requests simultaneously. Previously, meeting planners would have to coordinate the manual distribution of air registration forms to the designated air provider either by overnight mail or facsimile. Now, with this newly launched web registration system, the attendee can fill out their event registration form on-line and once complete, the air reservation request is automatically transmitted to air fulfillment services for processing, while the entire registration form is transmitted to the planner at the same time.

“A major advantage to our clients is in removing the manual aspect of the process, which often causes problems when registration forms are either lost or delayed. This is especially common at peak booking times when meeting planners are horrendously busy with other tasks. Often we experience the attendee calling in with questions without AFS having first received their original air request from the planning company,” said Yvonne Long, Vice President of Business Development for AFS. “In working with SignUp4 we have developed a streamlined system that allows the attendee to pre-populate the PNR (passenger name record), and once the request passes through a central database, it is automatically sent to our GDS queue to merge with the client and meeting profile for booking. Although AFS can view the entire registration profile for information purposes, the meeting planner

maintains control of the data. Another advantage is that once the air request is submitted, there is automatic data capture, so attendee information cannot simply be mislaid.”

One of the first corporations to recognize the benefits of the new partnership is The Lending Tree Inc, of Charlotte, NC, which is planning to utilize both SignUp4 and AFS for their 2003 programs. Events Manager Christine Young said, “The comprehensive services provided by AFS and SignUp4 will enable LendingTree to quickly and cost-effectively manage our corporate conferences and events. We are enthusiastically looking forward to implementing SignUp4’s web-based registration site, as it will provide our conference guests with an online ‘one-stop shop’ to learn more about our events, register, and confirm their travel arrangements. With the system’s customizable functionalities, LendingTree will also be able to access valuable information for analyzing and reporting on each event’s success.”

Nick Romano, SignUp4’s Vice President of Operations said, “ In working closely with AFS to provide enhanced air services for the group, meetings, and incentive market, we are able to offer our clients a creative solution and bring a value-added element to our web registration methodology. Romano added, “We are continuously seeking ways to modernize the planning experience, incorporating world-class best practices in the most cost effective way. Traditionally, the air-land integration process has been a major headache for meeting planners everywhere, and we hope our new partnership will eliminate many of those problems, particularly as resources are often stretched to the limit.”

Another advantage that AFS and SignUp4 now offer meeting planners is the ability to provide online, real-time Arrival and Departure lists 24/7. Through their web based reporting system, AFS has the capability of providing password protected reporting access to other designated service providers such as DMC’s and ground operators, so suppliers can manipulate arrival & departure information without having to hassle the meeting planner for the most recent updates. This is especially useful when working across different time zones. In addition, AFS incorporates a system that automatically alerts planners and ground operators to last minute cancellations or changes.

About SignUp4: With corporate offices in Atlanta, GA, SignUp4’s technology solutions streamline the event management and data collection process for event planners and corporations. Clients enjoy an enhanced event planning and management experience through flexible, quality systems.

About Air Fulfillment Services: Air Fulfillment Services is a privately owned company with headquarters in Des Moines, Iowa. Founded in 2001, AFS specializes in providing a comprehensive array of menu-based air services to the group, meetings, and incentive industry. The company works behind the scenes, so industry professionals can brand the service as their own. As specialists in group air planning, purchasing, reservations, and management, AFS does not compete with its partners by offering land planning, event management, corporate travel, or similar services.

Contact:

Yvonne Long

Vice President Business Development

Air Fulfillment Service

1-877-511-7778

sales@airfulfillment.com

www.airfulfillment.com