



**For Immediate RELEASE:**

**Contacts:**

**FOR SIGNUP4:**

**Michael Wright**  
Executive Vice President  
Sales and Marketing  
404.237.8945  
[mwright@signup4.com](mailto:mwright@signup4.com)  
[www.signup4.com](http://www.signup4.com)

**FOR CORENET GLOBAL**

**Kevin R Johnston, CMP**  
Director, Strategic Events  
404-589-3230  
[kjohnston@corenetglobal.org](mailto:kjohnston@corenetglobal.org)  
[www.corenetglobal.org](http://www.corenetglobal.org)

**CoreNet Global partners with SignUp4 to provide latest technology for managing global events.**

**Atlanta, GA, December, 22 2003.** CoreNet Global, the premier association for corporate real estate and related professionals announced the selection of SignUp4 as their preferred online event management and registration provider for all 2004 worldwide events.

CoreNet Global, a newly formed corporate real estate association through the merger of two related associations; NACORE and IDRC, was challenged with the registration and housing management for their global conferences. With attendance of more than three thousand participants per event, automation was a must. Inventory management was an additional concern as costs associated with hotel attrition had been skyrocketing over the past few years. A major criterion for deciding on an event technology was its ability to easily integrate with their existing hotel management application, Passkey™.

“Our needs were simple: Utilize interactive technology to register and house our attendees.” comments Kevin Johnston, CMP, CoreNet Director of Strategic Events. “We conducted a thorough evaluation of all the major systems in the marketplace and chose SignUp4. We found the SignUp4 option easy to use and very versatile. The time to implement was a major decision factor and we were up in days not weeks. Their system, in conjunction with Passkey, is just what the doctor ordered.”

“We are extremely pleased with CoreNet Global’s selection of SignUp4”, adds Mark Hubrich, Director of Marketing and Co-Founder at SignUp4. “Our technology is ideal for their annual conference needs. The combination of SignUp4’s event management capabilities with Passkey eliminates possible inventory attrition and streamlines their entire event process. Add our industry leading customer service, and you get a win/win situation for both organizations.”



#### **About SignUp4**

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for Corporate, Government and Association event planners and managers. Clients enjoy an enhanced event planning and management experience through flexible, quality solutions. You can visit SignUp4's website at [www.signup4.com](http://www.signup4.com) or call at 404.237.8945.

#### **About CoreNet Global**

CoreNet Global is the world's premier association for corporate real estate and related professionals. As a global learning organization, it is the industry thought and opinion leader. CoreNet Global is the only group that convenes the entire industry. Programs and services are designed to meet the business needs of members' companies and the career needs of individual members. You can visit CoreNet Global's website at [www.corenetglobal.org](http://www.corenetglobal.org) or call at 800.726.8111.