



Corporate Backgrounder

January 2010

Overview

SignUp4, LLC is a pioneer and leading provider of strategic meetings management software, technology and services for the enterprise meetings and travel planner marketplace. Founded in 1999, the company has built a strong team of experienced software technology and meetings management experts driven by a single objective – to design, develop and deliver cost-effective meetings management solutions for corporate meetings planners, travel planners and events management agencies.

The comprehensive array of innovative products, technologies and services provided by SignUp4 enables its customers to dramatically improve the entire meetings management process while maximizing the return on their meetings spend investment. Delivered via a cost-effective, easy-to-implement hosted services model backed by industry-leading customer service and support, SignUp4's solutions provide Fortune 100 companies and small businesses alike with the enterprise-wide visibility and hands-on management tools they need in today's cost-conscious business environment.

SignUp4 extends the power and capabilities of its easy-to-use software products and consulting services through strategic relationships with leading technology and services partners in the events management and travel industries. By focusing exclusively on serving the needs of its meetings and travel planner customers, SignUp4 avoids the often conflicting interests that some of its competitors face in serving as a destination bookings broker or travel industry market-maker. This dedicated focus on serving the specific needs of corporate meetings planners and events management agencies has resulted in SignUp4 consistently achieving customer retention rates of over 95 percent year after year.

SignUp4's approach to strategic meetings management provides the industry's most cost-effective and comprehensive solution to the challenges facing today's meetings planners and travel planning professionals. Through open and collaborative working relationships with its customers and industry leading partnerships that fuel continuous product innovations and services upgrades, SignUp4 enables customers to change the way they manage their evolving strategic meetings management needs.

History

SignUp4 was founded in 1999 by a team of meetings management and software development experts who recognized the growing potential of the emerging World Wide Web as a powerful enabling force in connecting and organizing business activities across the globe. Spurred by the team's expertise in leveraging large systems integration and hands-on experience in addressing the needs of corporate meetings planners and travel agencies during the 1996 Atlanta Olympic Games, SignUp4's founders set out to design and develop an innovative solution to meetings registration and information management.

The company's flagship product, the SignUp4 Event Management System, was rolled out in December 2000, and was immediately adopted by a number of Fortune 500 companies. The ease-of-use, enterprise-wide visibility and cost-savings provided by this initial product pioneered an entirely new class of business intelligence tools – strategic meetings management.

Today, SignUp4 provides a comprehensive array of innovative products, technologies and services that enable its customers to dramatically improve the entire meetings management process while maximizing the return on their meetings spend investment. Through open and collaborative working relationships with its customers and industry leading partnerships, SignUp4 continues to fuel ongoing new product innovations and customer-focused services.

SignUp4 Products

SignUp4 offers an innovative portfolio of products that meet the diverse needs of meetings and events planners, business travel managers and corporate-level procurement professionals at multiple layers of management. By focusing on the specific needs of the full range of customers in the strategic meetings management marketplace, SignUp4 products deliver measurable value to virtually anyone charged with cost-effectively managing the rising cost and complexity of corporate meetings management today.

SignUp4 Event Management System™

The heart of SignUp4's family of products is the SignUp4 Event Management System, an easy-to-use, intuitive online registration tool that enables meetings and event planners to create and manage event-specific websites for virtually any meeting or event. Leveraging extensive experience in the meetings management industry and utilizing a proprietary SmartForm™ technology, the SignUp4 Event Management System has been rated as the simplest, most comprehensive event website registration solution on the market today.

Registration Data Collection

The SignUp4 Event Management System provides virtually unlimited data collection capabilities, allowing customers to select from over a dozen separate website templates or build-your-own according to the specific event or meeting requirements. Simply point and click to select standard or customized data entry fields, arrange or group requested data by type or level of attendee, and insert follow-on requests for additional information depending on previously entered data or

choices. Utilize the simple yet powerful WYSIWYG editor to change color schemes, upload images or even Flash videos – all without the need for HTML coding experience.

Reporting

The easy-to-use online registration websites created by the SignUp4 Event Management System are only the beginning – the data collected by these websites become a powerful resource and meetings management tool. The company's on-demand custom reporting tool enables meeting and event planners to create an unlimited number of report types that keep all internal participants up to date on the progress and costs entailed. Real time updates accessible via selected live links over the Internet provide a level of visibility and accountability unavailable using standalone spreadsheets common in today's meetings planning industry.

Event Marketing and Communications

The SignUp4 Event Management System also provides powerful event marketing and communications features that enable meetings and events planners to keep all registered attendees up to date on the latest additions or changes to planned activities. Detailed invitations, response-driven confirmations and e-mail alerts keep attendees informed before, during and after the event or meeting itself. SignUp4's Invitation Center allows planners to upload previously created spreadsheets of detailed invitation data, enabling planners to create and execute customized e-mail marketing campaigns to drive attendance and track the effectiveness of promotional efforts.

Unlimited Use and Support

A defining feature of the SignUp4 Event Management System is the unlimited meetings and events registration and customer support offered by the company's user license fee pricing model. Unlike other event registration products, SignUp4 charges a flat per-user license fee that allows for an infinite number of meetings and events websites with no per-registrant charges, transaction fees or hidden usage fees. Each user receives unlimited instructor-led classes at SignUp4 University™, a unique service that leads new users through the features and benefits of the SignUp4 Event Management System. Ongoing customer support is provided for the length of the customer contract, delivered by our own in-house team of meetings planning experts.

SignUp4 Travel Management System™

The second product in the SignUp4 portfolio is the SignUp4 Travel Management System, a companion product to the SignUp4 Event Management System designed to accommodate corporate meetings and travel departments that use a Global Distributions System (GDS) to manage their travel. The SignUp4 Travel Management System enables meetings and events planners to combine event data with registrants' travel data – always a difficult, time-consuming task – providing an integrated approach to overall meetings and business travel management. The SignUp4 Travel Management System integrates these two aspects of meetings management into a single system, enabling both meetings and travel planners to better manage corporate policy compliance, logistics, communications and enterprise-wide reporting requirements.

Integrated Logistics

One of the most compelling features of the SignUp4 Travel Management System is the ability it provides meetings planners to automatically create and distribute arrival and departure manifests for attendees of a particular event. Drawing real-time data directly from unlimited Personal Name

Record (PNR) travel bookings, the SignUp4 Travel Management System matches this information with individual registration data drawn from the SignUp4 Event Management System, generating a wealth of valuable reports and tools that facilitate event operations both before the event and at the meeting itself. Ground transportation to and from multiple airports, late arrivals and hotel check-in confirmations and a host of other time-consuming and difficult to manage arrangements can be coordinated in real time in a single, remotely accessible dashboard.

Confirmation and Communications

Another valuable feature of the SignUp4 Travel Management System is the ability to create and distribute individualized, comprehensive confirmations containing all registration, travel and hotel accommodation information on a single document, e-mail or Internet-accessible file. When combined with data collected from the SignUp4 Event Management System, these consolidated registration/itinerary/reservation reports are a dramatic improvement over the current system of manually combining often dated information from multiple sources on an individual-by-individual basis. Attendees can even be updated via automated e-mail distributions on a regular basis or when details concerning flight cancellations, weather delays and other inevitable changes occur.

Reporting/Budgeting

On the cost control and budgeting side of the equation, the SignUp4 Travel Management System delivers a wealth of detailed reporting tools that not only compile all corporate travel costs into a single system, but also organizes this data into a portfolio of standard report templates designed with cost monitoring and fiscal control in mind. In addition, this powerful system also enables meetings and travel planners alike to build their own customizable reports that meet the specific financial reporting and ongoing budgeting needs of each business entity as well as the corporation itself.

Policy Compliance

Finally, the SignUp4 Travel Management System helps bring the entire meetings management process into focus, ensuring that attendees book their flights and hotel accommodations on time and within defined corporate travel and entertainment policy guidelines. Compliance with corporate travel booking requirements, preferred hotel arrangements and other policies for utilizing negotiated vendor pricing agreements give financial executives the tools they need to ensure the effectiveness of cost controls across the corporate enterprise.

SignUp4 Spend Management System™

The third product in the SignUp4 portfolio is the SignUp4 Spend Management System, a comprehensive business intelligence tool that takes the combined features and benefits of the SignUp4 Event Management System and the SignUp4 Travel Management System to a new level. Based on a customizable workflow designed according to the specific needs of each enterprise organization, the SignUp4 Spend Management System provides meetings and travel planners – as well as their executive-level finance managers – with an unprecedented level of visibility and accountability into total meetings spend.

Despite the tremendous progress made over the years in identifying and reining in overhead costs, streamlining operations and monitoring spending on a department-by-department basis, relatively little progress has been made on stemming the growth of often unidentifiable meetings-related

costs. At many Fortune 500 organizations, management has virtually no way to even identify how many meetings are being held in a given year, let alone what the cumulative costs are for conducting them. Without this visibility and control, there is little chance of instilling the kind of discipline or change required to manage this critical corporate spend. The SignUp4 Spend Management System provides a way to do just that.

Customized Workflow Rules

Most large business enterprises today have some system of business workflow rules regarding meetings and events approval cycles, although most of these apply primarily to a given function or department level financial sign-off process. The SignUp4 Spend Management System goes well beyond the piecemeal systems many corporations currently utilize, bringing in literally every aspect involved in the meetings planning processes – from initial budgeting, site selection and vendor authorization to attendee notifications, business unit allocations and step-by-step cost monitoring. Driven by a fully-customizable rules generator and comprehensive dashboard monitoring all meetings at every stage of the meeting request, approval and management process, the SignUp4 Spend Management System enables users to drill down into every detail of information needed to ensure compliance with policies, maximize cost-efficiencies and ensure effective meetings management.

Comprehensive Communications Management

Ensuring proper approvals and securing required sign-offs is a critical component of effective meetings management, and the SignUp4 Spend Management System incorporates these important steps in a comprehensive, yet easy-to-use system. A single dashboard provides enterprise-wide visibility into all meetings currently in the planning, budgeting, approval and post-event reporting stages, including the real-time status of virtually every cost and associated approval history. Automated e-mail notifications can be created according to the specific needs of each company's workflow, informing appropriate personnel of the need for approval, the status of sign-offs required and other important aspects reflecting the progress of meetings across the entire enterprise.

Business Intelligence Analytics

The SignUp4 Spend Management System generates a wealth of financial data and other information that proves to be invaluable in monitoring, analyzing, reporting and – ultimately – changing the way meetings are planned, managed and accessed across the business enterprise. Armed with the level of detailed spend analysis information the SignUp4 Spend Management System provides, today's cost-conscious organizations are well-equipped to streamline internal processes, negotiate vendor purchasing agreements and better manage the growing cost of corporate meetings and events.

Management Team

Nick Romano, Founder & President

As co-founder and President of SignUp4, Nick Romano has grown the company from a self-funded start-up into one of the most highly-respected technology companies in the strategic meetings management marketplace. In addition to extensive expertise in the architectural design, scalability and performance optimization of large enterprise systems and software applications, Romano brings hands-on experience in building user-friendly products and a customer-oriented business operations environment.

Prior to co-founding SignUp4 almost ten years ago, Romano was a Senior Consultant at the North Highland Company, an Atlanta-based consulting firm where he provided technology systems and software consulting services to large corporations and other enterprise organizations. It was while working at North Highland that Romano met and collaborated with Mark Hubrich and Doug Wetzel, the other two co-founders of SignUp4.

Prior to North Highland, Romano worked in the nuclear industry. A nuclear engineer by training, Romano was responsible for managing design teams charged with designing and building systems integral to the safe handling and disposal of nuclear waste material. Romano's duties included numerous appearances before the Nuclear Regulatory Commission, where he was called upon to present and defend his team's designs and solutions.

Nick Romano earned a BA in Nuclear Engineering from Georgia Institute of Technology and an MBA from Georgia State University. He is a member of NBTA.

Doug Wetzel, Founder & VP of New Product Engineering

Doug Wetzel is co-founder and Executive Vice President of SignUp4, where he is currently responsible for developing SignUp4's user-friendly customer interfaces. As the creative force behind the end-user experience of the SignUp4 suite of products and services, Wetzel helped cultivate a product development environment that delivers an intuitive user experience and a 91+ percent customer retention rate.

Prior to co-founding SignUp4, Doug was a Technology Specialist at Atlanta-based consulting firm the North Highland Company, where his responsibilities included consulting large corporations and other enterprises in effective website development, ensuring technology solution acceptance and best practices for effective user interface development.

Prior to North Highland, Wetzel held various positions at Xcellent and IXL in software development, where he gained expertise in educational software that contributed to the easy-to-use customer facing features of SignUp4's products. Wetzel's end-user software development experience has been essential in SignUp4's ability to deliver client-driven innovative software.

Doug Wetzel earned a BS in Computer Science from Cornell College, and is an active member of MPI, GMIC, SITE, NBTA and GaMPI.

Mark Hubrich, Founder & National Accounts Manager

Mark Hubrich is co-founder and National Accounts Manager of SignUp4, where he is responsible for managing client services that have resulted in an over 91 percent renewal rate for existing customer accounts. A technology entrepreneur with over 13 years of experience in developing software solutions for the meetings and events industry, Hubrich's career path to SignUp4 began with his role in developing a hotel block module application for the Atlanta Committee for the Olympic Games in 1996.

After completing his work for the 1996 Atlanta Olympics, Hubrich applied the knowledge of software development and web applications he gained to help create SignUp4, where he has been actively engaged in helping to develop and support the company's suite of software products and services. While at SignUp4, Hubrich has led the development of a suite of innovative meetings and event management solutions for Fortune 1000 companies, and the company now counts 22 of the Fortune 100 as current clients.

A recognized leader in the meeting planning professional industry, Hubrich has been a board director for the Georgia Chapter of Meeting Professionals International for the past five years as well as a regular presenter at MPI's PEC conference and Summer Education Alliance. In addition, Hubrich is a guest lecturer on meetings technology at the University of North Carolina at Charlotte and Kennesaw State University.

Mark Hubrich earned a BS in Physics and German from Vanderbilt University and is an active member of MPI, GMIC, SITE, and NBTA.

Danita Harn, Vice President of Operations

Danita Harn joined SignUp4 in March 2007 as Director of Client Services, bringing an extensive portfolio of hands-on experience and expertise in both ongoing operations management and rapid corporate growth. Due to improvements in operational efficiency, policies and procedures under Harn's leadership, she was promoted to Vice President of Operations in August 2007.

Prior to joining SignUp4, Harn served in Executive positions within a complex professional employer organization and a gaming casino. She was also the owner of 3 companies simultaneously. During Harn's career, she implemented a variety of processes, procedures and work flow maximization methodologies to improve profit margins and effectively grow the book of business, including assessing and improving the implementation of training, mitigating risk, service modeling, and performance management tools that monitor all aspects of customer service and support.

Harn also held executive positions in the fields of operations and human resources, including Paychex, Inc. and multiple Harley-Davidson dealerships. Historically, Harn has owned and managed businesses since her early 20's, and possesses over 15 years of hands-on experience in building the proven policies and procedures that are currently bringing significant added value to the diverse executive team at SignUp4.

Harn attended Kennedy-Western University where she studied Business Administration. Harn is a member of MPI and GaMPI.