



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.