



Features and Benefits of eventROI™

Why eventROI™?





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Section 1: Why eventROI™?

Self Service

eventROI™ offers you the best in do-it-yourself online event registration. We provide you everything necessary to BUILD a professional-looking event registration system. We also give you the keys to customize the product to your individual needs. This allows you to create a consistent look and feel that will help maintain your brand. With eventROI™, you can create online event registration that is so overwhelmingly successful that 'Electronic Return on Investment' (eROI) is guaranteed.

Client Services:

Of course, please remember that we are also a full service agency. Your eventROI™ Account Manager is available to help you with any and all aspects of your online event registration campaign including creative. Our responsive and knowledgeable Account Managers provide training, assistance and support.



Section 2: Features and Benefits of eventROI™

Security



For all of our eventROI™ subscribers, we offer industry-leading 128-bit SSL (Secure Socket Layer) Security. This feature encrypts all data to prevent it from being read by third parties. You choose a secure name and password to login to the eventROI™ system.

Full Customization

The eventROI™ platform can be fully customized to match the look and feel of your brand and provide consistency with your events. This complete custom branding opportunity is great for agencies and even production companies looking to put their brand-stamp on an event.

The screenshot shows a registration page for the 2006 InnoTech Oregon event. The page is highly branded with the InnoTech logo and event title. The registration form includes fields for First Name, Last Name, E-mail, Company/Organization, Work Phone, Fax Number, Address, City, State, and Zip/Postal Code. There are also checkboxes for 'How did you hear about the event?' with options for Direct Mail, e-Mail, Business Associate/Friend, and Radio. The page also lists various registration types and their costs, such as InnoTech Attendee (\$35.00 per person), Oregon CIO Summit & IT Executives of the Year Awards Attendee (\$59.00 per person), 2006 eMarketing Summit (\$109.00 per person), SAO EDGE Forum Luncheon Meeting (\$35.00 SAO Members/\$50.00 Non-Members), and April 20th Portland Business Journal Power Breakfast Attendee (\$30.00 per person).

It's all about consistency and continuously reinforcing the brand. By enabling such things as the use of one or multiple logos in your layouts, eventROI™ lets you maintain and accomplish just that.

So, now that eventROI™ has allowed you to stamp your account with your brand and to brand each event and/or account to uniquely match the event(s) you are helping to promote and manage, what's next? Well, how about the needs and lifestyles of your audience? eventROI™ gives you the ability to create customized layouts for each targeted audience. Customized branding can be set to mimic a user's full website, including graphics, JavaScript and style sheets. Standardized formatting will make sure all pages are set with a consistent layout.

Once you create a branded template for the platform, the template will be stored within the system for later use at any time. eventROI™ is truly an easily customizable product for creating seamless, on brand communications during all touch points of your communication with your audience.



Search with Ease

With multiple events and different groups of registrants for each group, it is important to be able to quickly locate events and people within the system. eventROI™ allows you to search events by type (live event, archive, etc.), customer or registrant name, date range and title. Within moments you can ascertain who is going to which event and when. Perhaps the most useful search feature is the ability to search for event registrants by email address. Email addresses are used as a way to “support” event registration and attendance.

Confirmation for: OADA [Print](#)

Pacific Event Products

Registrant name: Josh Ellison
Registration Date: 01/12/2006
Registration Number: 74146

Thank you for Registering with Pacific Event Products.

Ticket Information:

Date: January 30, 2007
Location: Maui, Hawaii
Phone: 503-221-6200
Email: info@eroidelivers.com
Website: <http://event.eroidelivers.com>

Get the Details

eventROI™ pages can be set to show you only the people, information or events you want to see. You can use a single page view that includes a single event date (schedule), event details, demographics & customized questions or, multiple events can be viewed on a single page.

The screenshot shows the 'Reports' section of the eventROI interface. It includes a 'Reports for Dates' form with a dropdown for 'Select an Event' (OADA) and radio buttons for 'Select the range' (Today, OR, 04/10/2005 to 04/10/2006). Below the form is a table of invoices:

Invoice #	Type	Customer Name	Event	
74146	Credit Card Sale	Josh Ellison	OADA	01/12
73821	Credit Card Sale	Josh Ellison	OADA	01/11
72889	Credit Card Sale	Erik Lindberg	OADA	01/05
Totals: 3				

Below the table are buttons for 'Registrants Report', 'Financial Report', 'Export Excel', and 'Quickbook Import File'. A footer note reads: © 2006 eROI, Inc. All rights reserved. [Privacy Policy](#)

An administrator has the ability to select demographics to display per schedule registration. This way, one can view only those registrants in a defined group to ascertain precise details for all registrants. eventROI™ gives you the ability to pinpoint your list of registrants by specifying which demographics (from a pre-defined set) will display and in which order.

Exemplary Tracking & Reporting

Customer contacts are provided with logins and passwords in order to access their reports. To take advantage of eventROI's™ incredible tracking and reporting abilities, reports must be downloadable as Excel documents saved as delimited text files. Sound confusing? Well, that's about as hard as it gets with this user-friendly system. Besides, your eventROI™ Account Manager is always ready to help.

File name:

Save as type:

When people register for events within the system, and automated email is sent to the administrator with a link to view/download reports. For more detail, eventROI™ supports page tracking (what pages were visited by the end-user – where they abandoned the registration process) with alphanumeric tracking codes that are appended to the ends of URLs to track the source used to drive registrants to the event registration page.



The result is accurate and detailed tracking and reporting that gives the user unparalleled access to information on the people attending their events. This translates into knowledge you can use to determine how best to reach your target audience in the future

End-User Experience

Of course your experience with eventROI™ is essential but possibly more so is the experience registrants have when signing up for your events. Here again, you are in full control.

Registration Information: (* indicates required information)	
Number of Participants:	Total Golf Registration Fee - \$200: <input type="text"/>
First Name: *	<input type="text"/>
Last Name: *	<input type="text"/>
Email: *	<input type="text"/>
OADA Member: *	Select One <input type="button" value="v"/>
IADA Member: *	Select One <input type="button" value="v"/>
Phone: *	<input type="text"/> ext. <input type="text"/>
Company Name: *	<input type="text"/>
Company Address: *	<input type="text"/>
City: *	<input type="text"/>
State/Province: *	-- <input type="button" value="v"/>
Postal Code: *	<input type="text"/>
I/we prefer to play on same team:	Yes <input type="button" value="v"/>
I/we prefer to play with:	<input type="text"/>
<i>Requests will be considered, but are not guaranteed</i>	
Discount Code:	<input type="text"/>

First of all, you have the ability to create customized event URLs to re-direct to your event website. Once there, these end-users need to be faced with consistent, branded pages that help to bolster your efforts. This is one of the places where eventROI™ shines.

Consistency is important from the start of the experience. After completing registration, registrants are automatically redirected back to the event site page. This keeps people in the system, perhaps to sign up for another event.

Registrants have the ability to register for one event per transaction if you choose to set the parameters that way. On the other hand, you can set up a shopping cart that allows end-users to register for multiple events in one transaction through the use of a shopping cart. The eventROI™ platform makes transactions seamless and fully supports e-commerce.

Giving the event registration page the right look and feel carries all the way through to the questions you ask and the way in which you ask them. eventROI™ lets you have ultimate control, determining all the details down to the specific order of answer options you choose to display.

Registrants can search through the system for the event(s) they are interested in attending without having to hunt through multiple pages of registration fields. The system provides a list view of only event titles/dates, with registration fields on separate pages.

Registrants will either be given



a long or short description of the event they are planning on attending, depending on which setting you choose. This can include a listed presenter's information including name, description and picture (this can be applied to an event or schedule).



One of the most important parts of the end-user experience is the flow and ease of the registration process. With the eventROI™ system, registrants have minimal click-throughs (four or fewer) to complete the registration and attendance process. Registrants can even print out their tickets or badges through the system. Now that's convenience. Happy customers are more likely to come back. eventROI™ truly is an indispensable product that is easy to use for you and your registrants. Once you

discover all the possibilities of its implementation, you'll wonder how you ever managed events without it.

SEO Friendly

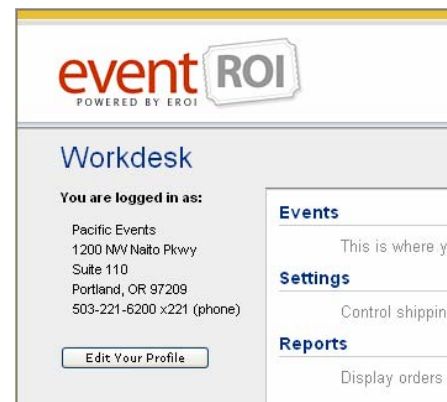
SEO-friendly event web pages make it easy for potential registrants to find the event site. Here at eROI, we are very adept at maximizing our clients' rankings on search engine results lists. We aren't going to tell you we can accomplish the impossible. If someone tells you they can quickly take you to the top of a search engine list, tread carefully. The last thing you want is an overly-aggressive tactic that could result in being completely blacklisted. In other words a search engine will refuse to return results for your site because they think you have engaged in unfair practices. What we can promise you are results.

Our SEO work is done on strictly the organic level. Our knowledge of keywords, title tags, meta tags, etc., allow us to fill your event registration pages with content that will attract hits from search engines without running the risk of being blacklisted. The point is to have a strong presence online. We make sure your event is easy to find.

Shared Access

With eventROI's™ Shared Access controls, you can create unlimited sub-accounts and set permission levels for each sub-account to give them access to account-wide or event specific functions.

Enable your team to quickly, easily, and





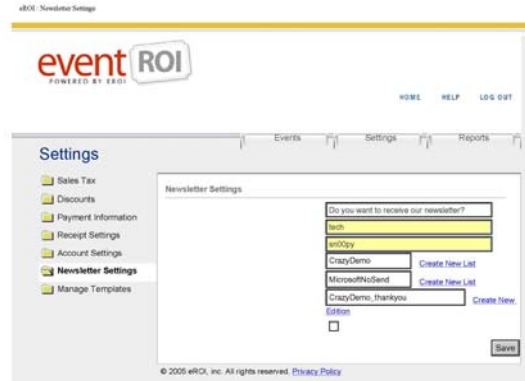
affordably centralize and share event and attendance information. You now have complete control of your brand and messaging as well as the ability to enable a distributed workforce to create, manage and/or edit events. Shared Access is also ideal for sales or customer support.



Section 3: Event Registration Promotional Tools

Email Marketing Integration

eventROI™ can be, and is in fact intended to be, used in conjunction with your email marketing efforts. Import your lists directly from the emailROI™ platform to create audiences for your eventROI™ campaigns. At the same time, you can easily export groups of registrants directly into emailROI™ to set up email lists and send “Thanks for registering” emails, for example. Of course, through the eventROI™ platform itself, you have the ability to send branded invitation, reminder and confirmation emails. Specify “from” or “reply-to” email addresses to put a name to the message you are sending and stay off spam lists. The bottom line is, eventROI™ lets you apply a completely different brand look and personalized touch to each email.



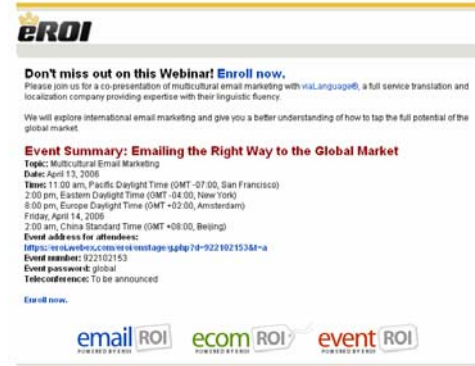
eventROI™ users have the ability to create customizable e-mails at the event and schedule levels. Branding and content consistency is important to your business and event. With eventROI™, email content can be updated with macro fields pulled from the registrants data, and/or can be created to match specifics of the event. Users can even dictate the format of the emails you send, whether text, HTML or multi-part MIME. Emails come out looking exactly the way you want, with relevance to everyone you are sending them to.

Triggers can be set to dictate the exact date for emails to be sent out so that you do not have to worry about remembering to email people on time.

Also, suspended emails can be re-instated without the need to create new communications. Store your email “templates” within the system for ease of re-use. Should the need arise, ad-hoc emails can be set up for any specific situation, such as event cancellation or rescheduling. Whatever the need, eventROI™ can help you customize and specify the emails for the right time, situation and audience. This incredible functionality ensures seamless notification for all of your events. Furthermore, to make extra certain things are running smoothly and emails are getting out to the right people, the email-integrated eventROI™ program gives users the ability to track bounced emails sent to registrants. Could this be any easier?

Send to Friends Web Forms

Let your event market itself. It is your job to plan a great event. A great event is one that people don’t just want to go to but one that they will be excited, interested and talking about. When a user comes to your event registration page, they have obviously found something they are interested in. So now, let them be advocates and brand ambassadors. eventROI’s™ send to friend web forms allow users to quickly and easily let their friends and co-workers of an event they are attending. It sure is nice to have someone else do your job for you.





Event Category/Calendar

Give your customers a very clear and easy way to search for the events they would like to attend. You eventROI™ site can be configured to house an even calendar. This way, you can show events by date, category, location and title. Watch as your loyal customer base bookmarks your events calendar. This is a great way to create the feeling of exclusivity among your customers. Those with the calendar can feel like members of your brand community.

Granted, your motive might be to make a profit but a calendar gives you the look of a trusted friend. Suddenly, you are no longer selling events but

OR BIKE

HOME :: EVENTS :: LIST YOUR EVENT :: BIKE BLOG :: TESTIMONIALS :: CONTACT

Port of Hood River Crits **Register Now!**

Event Details:

Event Description:
Contact: Paul Blackburn

Event Date: 04/13/06

Location: Hood River

Phone: 541-387-4011

Email: paul@speedfish.com

Website: <http://www.obra.org>

06 11:59 PM PDT

Event • Bike Blog • Testimonials • Contact • Sitemap

Obike -- Site Design by eROI

NEW OR PLAY RUN

OR BIKE

HOME :: EVENTS :: LIST YOUR EVENT :: BIKE BLOG :: TESTIMONIALS :: CONTACT

Search

Number of Results: 74

Date	Category	Event	Location	Register
Tue, Apr 11, 2006	Road Races	PIR Tuesday Series	Portland International Raceway (PIR) North Portland	
Wed, Apr 12, 2006	Road Races	Bend Crit/Time Trial Series	Bend, OR	
Thu, Apr 13, 2006	Road Races	Port of Hood River Crits	Hood River	Register
Fri, Apr 14, 2006	Other	Filmed by Bike	Clinton Street Theater SE Clinton Street at 26th	
Tue, Apr 18, 2006	Road Races	PIR Tuesday Series	Portland International Raceway (PIR) North Portland	

rather, you are posting them. In fact, your completely live event calendar will automatically update itself to reflect any new events you have created within your eventROI™ account. Those in the know will search out your events instead of you searching for people to attend. Their home calendar will be built around yours. Again, planning and hosting a great event is up to you, making sure people come (and come back) to a well managed event that is easy to register for is eventROI™ territory. And seriously, there is no place you'd rather be.



Section 4: Event Management – Creating & Managing Events

ABC. Easy as 123.

Creating a new event in eventROI™ could not be easier. Just follow these easy steps:

- 1) Go to eroi.com. Click on 'Client Login' (top right). On the next page, make sure the eventROI™ radial is filled and use your unique username and password to login to your account.
- 2) Click on 'Events' (either in the top right of every page or at the top of the white box on the landing page).
- 3) Click on 'Create New Event' on the left hand navigation bar.
- 4) Enter the event type, name, date, location, contact phone number and email, price, description some optional information.
- 5) Click 'Create' in the bottom left of the page.
- 6) And voila! You have an event. Now you go through and edit or customize the event any way you'd like.

Ok, so it was more than three steps but c'mon, that was about as easy as tying your shoes.

Event Management

eventROI™ provides users with an incredibly easy to use interface for creating, editing and managing all events.

This tool really allows you to handle all aspects of your event management at one time and place. Once your registration fields have been determined, you can set options specifically for certain registrants. For example, you can offer event-specific discount codes to groups of people you are really hoping to get to attend. You can also limit the number of registrants per ticket types in order to create a feeling of exclusivity. There are many ways to entice people to attend your events and treat those who are especially important to your business with a little extra hospitality.

The system supports the creation of one or more dates/times (schedules) for a single event. This is clearly a crucial component when you consider the volume of registrants you might have signing up for the same event on different days.

eventROI™ allows for multiple price and merchant account processor support (Verisign, Authorize.net & six others). The flexibility never ends. This extremely high level of compatibility with unique situations is a highlight of eventROI™. Central to the



platform are issues of need. Your needs and the needs of your customers. In other words, if you're in the business of putting on events, you need eventROI™.

Registration Set-Up

This extremely user-friendly product gives users unlimited input options for registrations, donations and more. Enter events, schedules, registrations, surveys, entry pages and branding data directly into the application with the greatest of ease. Users have the ability to define a particular date/time to close registration and to define a registration limit for any event (live & archived).

Registrants in the system create persistent profiles with individual user names and passwords. Unique descriptors for each registrant allows for registrants to be copied from one event to another with a few clicks of the mouse. With the same ease, users

can pass variables (such as registrant's full name, email, company, meeting ID, & meeting Key) to the conference center where the event will take place.

NAME Ryan Buchanan
EMAIL ryan@eroi.com
COMPANY
BIRTHDAY 11/02/1974, Age: 31
GENDER male
PHONE 503-221-6200 ext.
ADDRESS 1200 NW Naito Parkway, #110
CITY Portland
STATE/PROVINCE OR
POSTAL CODE 97209
COUNTRY United States

Registration is completely customizable whether in regards to specific questions asked of registrants or the required status of the demographics assigned. You can create surveys that include selected demographics to display per event. Then you can select demographics to display per event registration, the customizable questions per event entry or registration page and the

Entered Ticket Info

TICKET	Live Meeting Training
WHAT DID YOU THINK OF THE WEBINAR TOPIC?	..
T SHIRT SIZE	L

Duck Soup Dinner

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exact text that displays for selected demographics by customizing the label for each field. Customized demographic fields can then be easily applied to an end-user page. The registration system fully supports rendering HTML entered into text fields that will display to end user. The key is customization and eventROI™ puts you in the driver's seat.

Customized questions can be set into registration fields to make sure you are getting the information you want from your registrants. Choose which questions to ask on the entry page and the registration page and in what order they will be asked. Will certain questions be mandatory and others not? You are in control of what information you gather from all of the people signing up for your events.

Find out exactly who is coming and where they are coming from. The determined set of demographic fields available in the application will be applied to the registration and survey at the time of entry to the landing page. This feature is very useful as registrants can be asked to provide demographics each time they register for events.



Section 5: Premium Service - eventROI™ Portals

Event Registration Portals

For those of you who want even more control of the standard account administrator, we do offer a Portal set-up. With this you can act as your own full-service event management company. You have the ability to host events for other people and businesses.

Many eventROI™ users choose to set up their own clients with unique accounts so that they can manage and track their event registration. eventROI™ makes this really easy to do without the worry of these companies/accounts sharing or having access to each other's data (PII). This built-in security gives you one less thing to worry about.

Even beyond customizing the portal as a whole, users can create an individual brand presence for each event within the portal. That way, each account, event and/or event schedule you have can look exactly the way you want within your eventROI™ account. We put the power in your hands.

Contact your Sales Representative or Account Manager for details on Portal pricing.



Section 6: eventROI™ Package Pricing*

Package	Monthly eventROI™ Hosting	Registrants Per Month**	Account Setup**	Cost Per Registrant
Base	\$250	Up to 250	\$500	\$1.00
Premium	\$450	Up to 1,000	\$500	\$0.45
Premium Plus	\$750	Up to 5,000	\$500	\$0.15
Extreme Volume	\$1,000	Up to 20,000	\$500	\$0.05

*Prices subject to change.

**Pricing is based on maximum registrant volume per month and is not related to actual monthly signups. For example, if you purchase a Premium Package and 900 people register for your event(s), the monthly cost will still be \$450. However, if in the next month 1,500 hundred people register, you will be billed a pro-rated amount based on the next higher package's pricing.

***Setup includes one (1) hours of training, eventROI™ support throughout the site build and up to one (1) hours of support during the first (1st) month after site launch. Setup does not include design, coding, custom implementation, copywriting or any other such work outside of the scope of eventROI™ account configuration and support. All additional work including the design, coding, implementing, copywriting, strategizing and meeting/teleconferencing involved in your project will be billed separately from this pricing table and will be outlined in your project proposal. Please contact your Account Manager or Sales Representative with any questions.

Contact Information

Give one of our knowledgeable Sales Representatives a call to find out more about our comprehensive event registration system. We are here to answer any and all of your questions.

1200 NW Naito Parkway, Suite 180

Portland, OR 97209

503.221.6200 voice

503.228.4249 fax

sales@eroi.com

