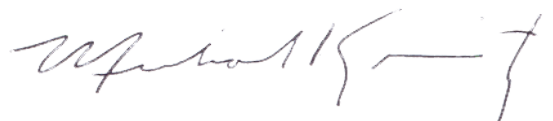


Why Eventsquid?

We understand how difficult it is to decide on an event software provider. You invest a great deal of money, trust and time in a new event platform and having to gamble on inadequate platforms is simply unacceptable.

We have crafted Eventsquid over half a decade to give you extraordinary flexibility and functionality while keeping the experience enjoyable for you and your attendees. We expect you will want to stay with us for a long time.

Our sole aim is to empower you to execute your events with confidence and excellence — all at an affordable and predictable flat rate and with the support you need when you need it.

A handwritten signature in black ink, appearing to read 'Michael Kranitz', with a stylized flourish at the end.

Michael Kranitz, CEO

Broad Scope

We began in sports and hobby markets, later evolving into corporate, association, non-profit, education and religious markets. Our wide variety of clients has inspired us to create a platform that covers nearly all of your event needs from beginning to end.

1. Clean and professional websites. No programming. Instantly updatable.
2. Automatic browser-based mobile app. No downloads. No data duplication.
3. Flexible registration forms. The exact experience for each registrant type.
4. Communication center for scheduled and ad hoc texts and emails.
5. Integrated survey builder with tabular and graphical results.
6. Speaker, room, agenda and track management system.
7. Sponsor management system.
8. Event budgeting tool that ties actual performance to your forecasts.
9. Dynamic space layout, management and click-to-buy system.
10. Volunteer registration and time tracking
11. General admission tickets with mobile-enabled point of sale.
12. Modern REST API and fully custom, exportable reports.
13. Native business rule logic for sessions, merchandise, bundles, etc.
14. Event invitation system
15. Badges, labels and vouchers
16. Mobile phone-based scan check-in and lead retrieval.





CHECK-IN

TRAVEL IMPORT

CHARTS

REGISTERED ATTENDEES

INCOMPLETE

REGISTERED EXHIBITORS

TICKETS

SPACES

Currency Shown: \$

Attendee Sales

35,339

Paid*

29,315

Due*

4,266

Avg Sale

393

Attendees

90

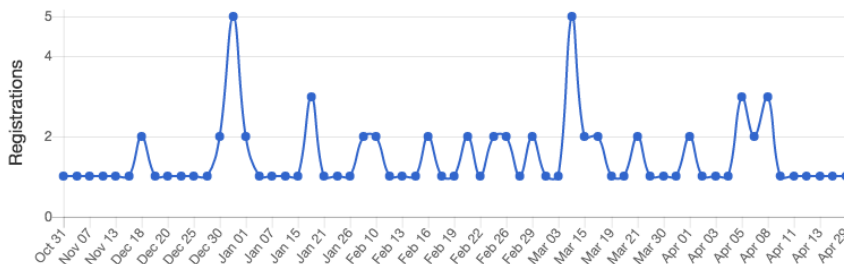
+ Guests

0

* Paid & Due excludes admin comps. See accounting reports for more detail

Legend:

- No Profile
- Member
- Member Pre Conference Courses
- Mid-Levels (PAs, NPs, RNs)
- Non-Member
- Single Class
- Student or Resident



All Registrant Profiles

All Registration Classes

Search attendees

Reset

NEW ATTENDEE

Checked In: 19 Not Checked In: 71

400 records max

Showing Attendees No. 1-90 of 90

#	NAME	COMPANY	GUESTS	REFS	PAID	BALANCE	METHOD	REG	CHECK-IN	CANCEL
1		CSHP	0	0	495.19	0.00	Online	10-31-15 10:00 AM	09-18-17 10:47 AM	CANCEL DETAILS
2		CSHP	0	0	599.44	0.00	Online	11-03-15 10:17 AM	09-22-17 01:29 PM	CANCEL DETAILS
3		Associates in Family Medicine P.C.	0	0	390.94	0.00	Online	11-07-15 11:42 AM	10-13-17 05:09 PM	CANCEL DETAILS
4			0	0	370.00	0.00	Online	11-08-15	10-25-17	CANCEL DETAILS
5										
6										

2038-MICHAEL KRANITZ

Registration Details

Personal Profile

Internal Fields

Custom Questions

Travel Information

Attendee Comments

Admin Notes

Quick Email

Log Entries



Checked In:

08-10-17 09:56 PM

ACTIVITY/ITEM	CHECK-IN/OUT	MISC	QUAN	TOTAL
REGISTRATION				
✖ 2743- EXECUTIVE REGISTRATION	08-07 04:25 PM 08-07 04:25 PM		1	\$600.00
Club Type: Lefthand				
MORNING SESSIONS				
✖ 2971- CONFERENCE SESSION 1B			1	\$12.00
Sub-Total				\$612.00
Discount Awarded				(\$0.00)
Coupon Code: <input type="text"/>	Validate			(\$0.00)
Adjusted Sub-Total				\$612.00
Processing Fee	3.00% per transaction			\$18.36
Total Due				\$630.36
TRANSACTION DATE	TRANS ID/CHARGING PARTY	METHOD		AMOUNT
No payments made				
Amount Due	Recompute Totals	Accounting Adjustment	Pay Now by Credit Card	\$630.36

TOTAL DUE: 630.36

Designed the way you think

(when you're thinking rationally, anyway)

Form *is* function. Good software begins with good design. That's where we start. With only four major workspaces to navigate (Event Dashboard, Event Builder, SurveyBuilder & Communication Center), most planners find Eventsquid's interface pleasing and intuitive. But don't confuse simplicity with lack of power and flexibility.

Event Dashboard: One place. All of your data.

In the Event Dashboard area, you can view all past, present and future events on one screen. Drill into any event and you get a large summary of your event's financial performance along with graphs displaying the breakdown of registrant types and the number of registrations per day (letting you correlate registrations with marketing efforts).

Every registrant's full data panel is just one click away. Each registrant's data panel exposes every bit of data you have on that registrant. The panel is clean, intuitive and packed with information. From within the panel, you can make accounting adjustments, send quick messages, edit registration selections and much more.

Hanging off the Event Dashboard you will find our reports and printed items menu. Offering an array of pre-baked reports, badges, and labels, the reporting center also gives you a custom report creator. The custom report creator gives you **one-click-to-a-spreadsheet** functionality for any and all fields you elect to include on that report.

You can manually register attendees at anytime.



Event Builder: Power, logic, flexibility and order.

Eventsquid's configuration flexibility is unmatched. You can handle simple events (like meetings) to multi-day, multi-session conferences and everything in between. In a single event setup, you can provide a customized registration experience for an unlimited number of registrant types. Each setup can have its own form prompts, instructional text, item options, payment gateway, discounts, prices and confirmation email contents. You can handle attendees, volunteers, exhibitors and general admission ticket holders. You can even add a second language to the entire setup.

We approach event building differently from other providers in the industry. We don't believe that everything revolves around your agenda, so we don't box you into creating multiple agendas to suit registrants of different types. In our system, you create a basket of "items" you are offering (each with its own pricing, terms, limits, descriptions, etc) and then decide which types of registrants get to see and choose which items. Think of the item basket as a configurable inventory of things your registrant can choose from. This approach frees you to create agendas independent of the registration items you are offering.

You are also free to create independent sets of prompts that seek important information (e.g. "what are your food sensitivities?" or "how many homes have you sold this year?"). We **automatically aggregate and graph** the data from your custom questions.

Your registration form and event website are modern, clean and user-tested to ensure the most efficient throughput of registrants.

Our Event Builder will also allow you to create **clickable space maps** for the sale of booths, seats, parking spaces or whatever.

You will also enjoy full **document and speaker management** tools along with an agenda builder, invitation and RSVP center, form builder, custom prompt creator and plenty more tools to help you create exactly the setup you need for your event.











Venue & Room Manager


Thursday, May 31


IMPORT SLOT


ITEM-CONNECTED SLOT


NEW SLOT


07:00 AM — 08:00 AM	PRE-REGISTRATION CHECK-IN	 
08:00 AM — 08:30 AM	WELCOME RECEPTION	 
08:30 AM — 10:00 AM	SESSION BLOCK 1	 
09:25 AM — 09:45 AM	ROTATION A	 

 Change Date and Time

 Title & Description

 Venue & Room

 Tracks

 Speakers

☒ Standard ☐ Break/Meal

Slot ID: 4690

Linked to Item 10050 - Rotation A

Rotation A


Sans Serif


Normal


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
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
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















ix

Rotation A

SAVE TEXT




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first 300 characters with a "more" link)
, first 600 characters with a "more" link)

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Formatted Emails



REGISTRATION CONFIRMATION

CONF #:	2038
Attendee:	Michael Kranitz
Event:	Super Complex Event II
Dates:	Jun-01-2018 — Jun-02-2018
Location:	Various locations. See your registration details below
Guest:	Guest Firstname Guest Lastname(1)

QR Code for Check-In

Mobile App

Hey Regular Dude or Dudette, You just registered for a fake event on Eventsquid!

We are tremendously excited for you and hope that you saw just how easy it is for attendees to register. The thing is, you've only seen a fraction of what our software can do. If you would like a demo, please reach out to us at 202.838.6666 and we will set up an online meeting. By the time the meeting ends, you'll be talking to yourself. It's that cool.

Michael

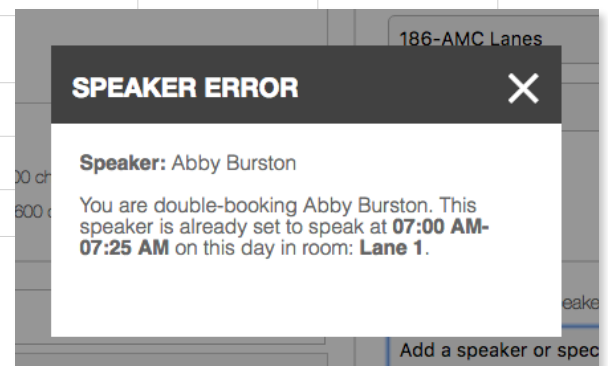
IMPORTANT LINKS

- [View your invoice / pay balance online](#)
- [View and modify your guest list](#)
- [How to pay your balance via check or wire transfer](#)
- MODIFY REGISTRATION: You may update your registration selections by visiting the [Registration Chances](#) form.

Speakers, Rooms & Track Management: [No conflicts here!](#)

Our system will make quick work of your speaker applications, room assignments and overall agenda creation. With built-in conflict resolution, we will keep you from double-booking rooms and speakers. Color-coded grids help you and your attendees figure out who's speaking where and when.

NO TRACK						
TRACK A						
TRACK B	MAIN FLOOR	MAIN BALLROOM (Cap: 100)	PIKES PEAK ROOM (Cap: 34)	WEST CONFERENCE ROOM (Cap: 50)	LANE 1 (Cap: 10)	BIG ROOM (Cap: 2)
TRACK C						
TRACK D						
Friday 11-24 06:50 AM - 07:15 AM	Open	Pre-Welcome ♦ Tom Forster 1	Open	Open	Open	Open
Friday 11-24 07:00 AM - 07:25 AM	Open	Open	Open	Open	Welcome Breakfast ♦ Abby Burston 2 Abby on Wellness ♦ Binky Barnes 2	Open
Friday 11-24 07:10 AM - 08:45 AM	Open	Open	Open	Another Session in Red	Open	Open
Friday 11-24 07:20 AM - 08:55 AM	Open	♦ Joe Conti 1	Open	Open	Open	Open
Friday 11-24 09:25 AM - 09:40 AM	Break					
Friday 11-24 10:00 AM - 10:55 AM	Open	Deb's Fun Workshop ♦ Abby Burston 1 Abby on Wellness	Open	Open	Open	Open
Friday 11-24 06:35 PM - 07:35 PM	Open	Open	Open			
Friday 11-24 09:00 PM - 10:00 PM	Open	Open	Dealer Registration ♦ Matt Test 1			
Saturday 11-25 10:55 AM - 10:55 AM	Asteroid Exploration ♦ Calvin Anderson 1	Open	Open			
Saturday 11-25 07:35 PM - 07:35 PM	Open	Open	Open			



Travel Management: [You'll fly through it!](#)

Using our custom prompt system, you'll be able to field travel preferences from users during registration (or input that data yourself). When everything is set, you can copy and paste your travel spreadsheet into our system and blast a personalized travel itinerary to each attendee!

CEU Tracking and Certificates: [Ditch the mail merge!](#)

Our continuing education unit tracking system lets you easily report on who earned how many hours of which type for every event. You can create and blast CEU certificate emails in a few clicks.



Set up a demo! 602-315-4466 ♦ betttersoftware@eventsquid.com

Budget Builder: Ditch the spreadsheet!

Our Budget Builder gives you incredible flexibility when creating a budget for your event. Create a library of expense and revenue items and simply choose which ones to use for each event you plan. Your actual expenses and revenue can be linked to your registration data so it will update in real time. You can also create unlimited taxes (revenue or expense) and setup dynamic budget items that compute as a percentage of another budget item.

Sales Collapse

☒ Attendees

☒ Exhibitors

☐ Tickets

☒ Sponsors

Taxes Collapse

☐ Transaction Fees

☒ Sales and Use Tax

Catering Collapse

☒ Beverage Service

☒ Breakfast

☐ Lunch

☐ Dinner

Audio or Visual Collapse

☒ ProjectorsScreens

☒ Sound System

☒ Microphones

☒ A/V Support

ITEM	BUDGET		ACTUAL		VARIANCE	VARIANCE %	
	UNITS	AMOUNT	UNITS	AMOUNT			
REVENUE							
Sales		8,850		22,010	13,160	149%	
Attendees	1	550	15	8,250	7,700	1400%	
Exhibitors	1	2,300	3	6,900	4,600	200%	
Sponsors	6	6,000	7	6,860	860	14%	
TOTAL REVENUE		8,850		22,010	13,160	149%	
EXPENSE							
Taxes		14		215	-201	-1436%	
Sales and Use Tax	2.60% of Attendees	N/A	14	N/A	215	-200	-1399%
Catering		0		0	0	0%	
Beverage Service	1	0	15	0	0	0%	
Breakfast			15	0	0	0%	
Audio/Visu				3,650	-250	-7%	
ProjectorsScreens			15	0	0	0%	
Sound System	1	0	0	0	0	0%	
Microphones	1	0	0	0	0	0%	
A/V Support	1	3,650		-250	-7%		
TOTAL EXP				3,665	-451	-13%	
NET				18,145	12709	234%	

ID: 109

Expense Item: Beverage Service

For simplicity, you can always enter the total cost of the item here and use a "1" in the "Units" cell of the output grid. [MISSING COST INFO!]

Per Registrant:

Attendees

Attendee Profile:

All Attendees

Budgeted Cost Per Unit

Actual Cost Per Unit



Set up a demo! 602-315-4466 ♦ bettersoftware@eventsquid.com

Surveys & Communication: [Talk and listen.](#)

We understand the annoyance of having to port data back and forth from your registration platform to email and survey platforms. That's why we created an integrated communication and survey system that gives you these essential tools within your registration software.

The communication center lets you schedule messages or send ad hoc email or text messages to all or specific segments of your attendee list. You can create and save email templates and attach documents to both text messages and emails. You can also use our system to easily upload and transmit attendee travel information to all or part of your attendee list. Emails are beautifully formatted with your branding (and none of ours).

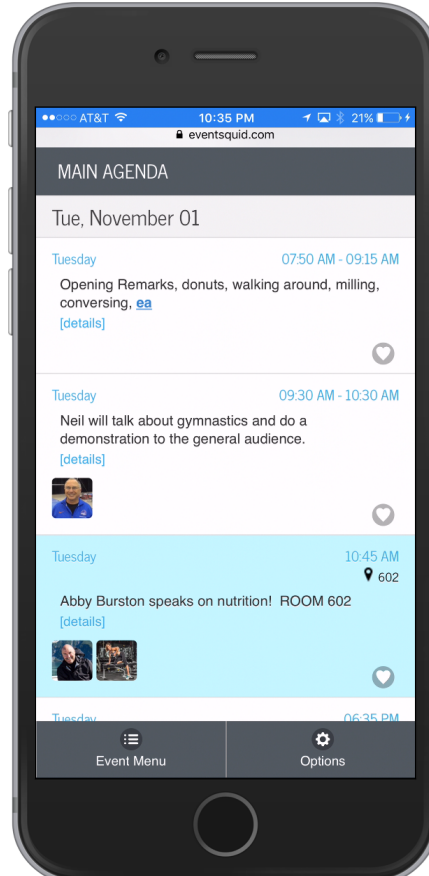
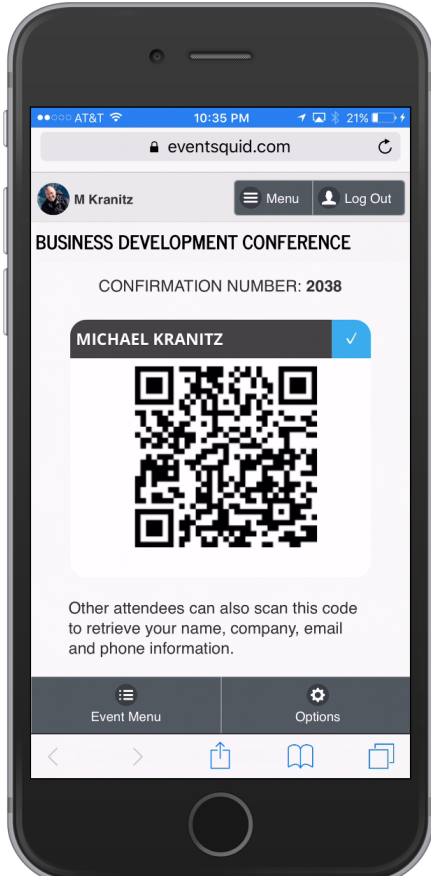
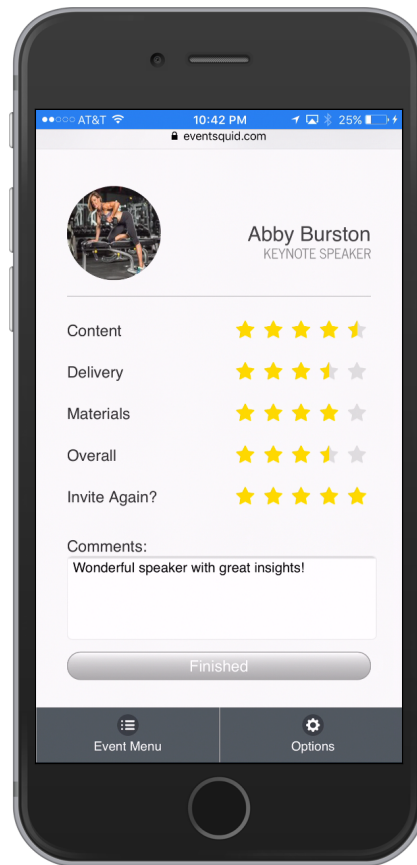
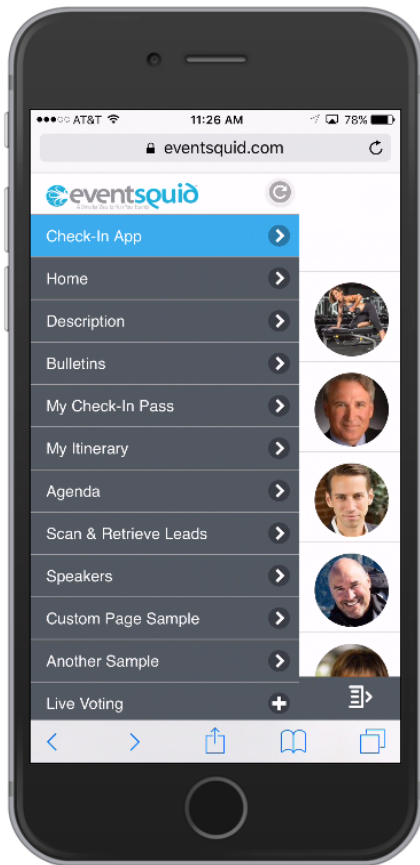
The survey tool lets you drag and drop questions of all types into a survey and create conditional questions and custom instruction blocks throughout. Once activated, you can attach your survey to an email template you create in the communications center.

Reports & API: [Getting your data to you the way you want it.](#)

We have invested heavily in a reporting and data retrieval engine that gives you unprecedented flexibility to filter and transport your data. Our custom report lets you choose the fields you wish to include, sort your data, filter your data and save the configuration to a reusable template. With one click, it becomes a spreadsheet file on your desktop.

For more robust requirements, clients can choose to integrate with our REST API. Our service integration module will let you further connect your organization's data systems with ours. This powerful platform is ideal for larger organizations and associations.





Mobile App: [Mobile shouldn't mean expensive.](#)

We have pretty strong opinions when it comes to mobile event apps. The return on investment for a native mobile event app is pretty low. You may think you need a native app that users download from their app store. You may think you need to spend thousands of dollars having one built. Or, you may already know that Eventsquid includes a full-featured HTML5 mobile app with every event you host — at no charge.

For the uninitiated, an HTML5 app is reachable by any mobile browser with no downloads needed. It looks and works like a downloadable app, but it costs nothing and gets the job done well. As you create your event website, our software automatically creates a mobile app from which your registrants can check in, retrieve leads, get live bulletins, vote on questions, view their agenda, rate speakers, view sponsors and much more.

Mobile Check-In: [You already own the equipment.](#)

We realize you may have a thing for rented scanner guns and other cool hardware, but we think you should be able to conduct check-in using ordinary smart phones. Our QR check-in capability lets you scan attendee's mobile phones or printed vouchers to check them in and out of individual sessions or your main event. Like the mobile app, there is nothing to download from our side. You just need a free QR scanning app.

Mobile Lead Scanning: [They already own the equipment.](#)

Attendees and exhibitors can scan the QR codes on fellow attendee badges (or phones) to add them to their private lead list, which can be exported or emailed on command.



Support that will blow your mind...

One-on-one: [We will get to know you very well.](#)

Every single Eventsquid customer will tell you that our service and support are absolutely tops in the industry. It's in our DNA. Our founder and CEO is so nuts about fast service that 20 years ago he went from lawyer to software developer because the developers he hired could not tend to customer needs quickly enough. Everyone that works at Eventsquid shares his passion for listening and reacting quickly. We know that when you enjoy your experience in the software, you'll stay with us. Toward that end, we begin every relationship with one-on-one training where we actually help you build your first event. That makes your learning stick and we will stick by you.

Live Chat: [We will take care of your attendees.](#)

Our staff is here to handle attendee questions that may arise during registration. Courteous and fast, we can head off potential attendee registration questions before they become issues.

Online & Email Support: [Videos, images and direct response.](#)

We barely sleep here so you can be sure that your questions will be answered promptly! If you are working at bizarre hours, you can access our video library or help center.

We hate nickels and dimes

We know you hate hidden charges, so we don't have any. A flat annual fee gives you the entire platform. If you need per-event pricing, we can help you with that also.



Some of our clients...

We serve thousands of clients in a wide variety of businesses, from archery to satellite launches. With so many inputs, our software has evolved into an extraordinarily capable, but easy-to-use system.



Oh yeah, and these...



Set up a demo! 602-315-4466 ♦ bettersoftware@eventsquid.com

Just to recap the highlights:

- Turnkey branded website for every event
- Turnkey mobile app for every event
- Custom registration forms/experiences
- Full registration or simple tickets
- Exhibitor/Sponsor registration
- Scan check-in using smartphones
- Badges and labels
- Lead retrieval using smartphones
- Shopping cart for multiple registrations
- “Plus-X” or “Full Record” guest registration



- Click-and-buy booth space maps
- Volunteer registration and time tracking
- Invitation list upload/copy/blast
- Open or invitation-only events
- Secure payments. Money directly to you.
- Unlimited administrative users
- Custom permissions for admin users
- Unlimited events
- Full reporting suite. Save report templates. View snapshots.
- Full REST API
- Speaker applications and material submission
- Mobile “tap star” speaker ratings
- Mobile live voting on questions
- Room, speaker & track management
- Conflict alerts for rooms and speakers
- Sponsor management and display
- Sell mobile sponsorships
- Mass text communication tool
- Mass email communication tool
- Scheduled email communications
- CEU tracking and certificate dissemination
- Travel data tracking & dissemination tools
- Integrated survey builder and reporting
- Drag and drop table/group assignments
- Portable calendar widget
- Dynamic budget builder
- Apparel sizing and reporting
- Custom user prompts with conditionals
- Discounts based on prompt answers
- Messages based on prompt answers
- Automatic graphing of attendee responses
- Bulk or individual coupon creation
- Rebate module
- Percent/dollar timed discount tool
- Add percent or dollar processing fees
- Item bundles and specials
- Item exclusions and group min/max
- Auto price tier adjustments
- Auto shutdown on filled activities
- Waitlists
- Sell merchandise, handle donations
- Age-restricted items
- Time-slot items
- Third-party registration capabilities
- Minor registration capabilities
- Copy events anytime
- Unlimited custom prompts with logic
- Foreign language support
- Third party custom notification engine
- Meal entree tracking
- Roster management
- Online dues payment

of course there's more...

You really have to see it for yourself!

We love talking about our software but you really have to see it working live to get the full Squidsperience. We love to show new clients how we combine world class software with personable service and an ear for your input.

To set up a live demo, just ask or schedule one on our website. Click the “Live Demo” button or send an email to bettersoftware@eventsquid.com (or call 602-315-4466) and we will get you on the books.

