



PRODUCT SUMMARY

Offered by: Michael Kranitz, Eventsquid
Contact: 202.838.6686 | michael@eventsquid.com



INTRODUCTION

Thank you for considering Eventsquid!

Based on what clients tell us every day, we believe that Eventsquid can enable your business to realize measurable gains in the promotion, efficiency, attendance, communication, data harvesting and overall management of its events.

In summary, our software provides an enterprise service suite that includes:

- online registration and payment processing (as needed)
- personalized registration experiences within a single event setup
- professional-grade event websites (you create)
- HTML5 mobile app with every event
- custom event report creation and export
- REST API
- dynamic charting of your custom registration questions
- printed badges, labels and parking passes
- mobile check-in
- drag-and-drop survey creation and distribution
- exhibitor and booth sales
- ticket sales
- attendee communications center (text and email)
- private event invitation module
- club or chapter websites with roster management and dues payment
- portable calendar widgets
- unlimited administrative user seats with customizable permission stacks
- fully branded instance that hosts only your business events

We are happy to set up a live demo to bring you up to speed on the latest features as well as to answer any questions you have. Once we chat about your estimated usage, we will quickly provide you with a formal proposal, license agreement and price quote.



WHY EVENTSQUID?

Eventsquid began in 2012 within sports and hobby markets. In 2015, we brought our platform to associations, corporations and other organizations. The wide-ranging levels of sophistication among our users and their attendees have driven us to create powerful but elegant and very easy to use software.

If you are trying enterprise level event management software for the first time, Eventsquid is like having an event planner clone who does not care how much work you give her. For users migrating from other event software, Eventsquid is a deep breath of crisp fresh mountain air.

It's just different.

Eventsquid marries unprecedented power and flexibility with simplicity. The result for our planners can be measured in time savings, fewer user support issues and improved data aggregation, management and reporting. For your attendees, our software will put a professional face on all of your events and simplify the registration process.

WHY EVENTSQUID?

- OVERVIEW ▶
- FLYER
- AGENDA
- DOCUMENTS
- ACCOMMODATIONS
- SPECIAL GUESTS
- VIDEOS
- SPONSORS
- REGISTER NOW!
- SPONSOR REGISTRATION
- GENERAL TICKETS
- VOLUNTEER SIGN-UP
- SAVE TO CALENDAR
- LINK TO THIS EVENT
- CONTACT HOST ▼
- SHARE ▼

BUSINESS DEVELOPMENT CONFERENCE

Biz Dev Council | CONFERENCE

Wednesday Nov 30, 2016 @ -

Sales and Whales

Join us for two days of selling and socializing.

Write a brief attention-getting description. DO NOT include times, fees, event classes, prices, hotels, special rules, facilities, location and other information that you should enter elsewhere in the Event Builder. Your event website will become cluttered with text and users will not read through it.

REGISTRATION IS OPEN!

All times are Mountain Time

Event Dates/Times

NOV

WEDNESDAY

30

TBD to TBD

Save to my calendar

Register Now

REGISTER NOW!

SPONSOR REGISTRATION

GENERAL TICKETS

WHERE IT'S HAPPENING

Address
 Heinz Field
 100 Art Rooney Ave
 Pittsburgh, PA USA

Show More ▼



SCOPE OF SERVICES

We envision your business using Eventsquid to consolidate its events and event data within a single database while significantly improving event efficiency and effectiveness.

One System. Unlimited Events. Flat Fee.

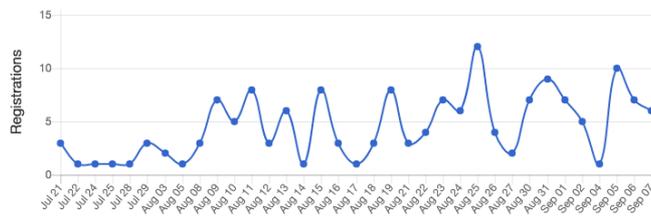
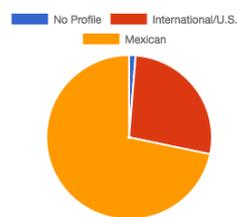
Eventsquid will give your business access to our entire suite of services for a flat annual fee. The suite includes the features described in the next section. As part of your subscription, you will receive **unlimited** administrative user seats and **unlimited** events.

Standardize and Consolidate

Eventsquid will allow your organization and any sub-organizations you have to consolidate all event registration and resulting data in one place. Although each event stands alone, you may replicate past event setups, move events among sub-organizations and pre-populate attendee data for repeat attendees. Each sub-organization can create professional-grade event websites and registration experiences that are customizable by event but consistent across events in terms of user flow and experience.

Extract and Analyze

Using either our custom report builder, dynamic data visualizer or our REST API, you will be able to maximize the value of the data you collect during registration or through our integrated survey module.



Distribute

You may optionally use our portable calendar widgets to drop your (or any sub-organization's) event calendar onto any website.



FEATURE OVERVIEW

Professional grade websites

Eventsquid allows you to quickly create and customize professional-grade, modern websites that can be updated at any time from anywhere by anybody with administrative access.

- Your branding and colors
- Map and directions
- Registration options and dates
- Dynamic agenda (stays up to date)
- Accommodation options
- Speakers & special guests
- Documents
- Photos & videos
- Flyer
- Sponsors
- Registration item grid
- Sharing tools
- Contact information
- Save-to-calendar function
- Volunteer signup
- Click-to-buy space maps (booths)

FEATURE OVERVIEW

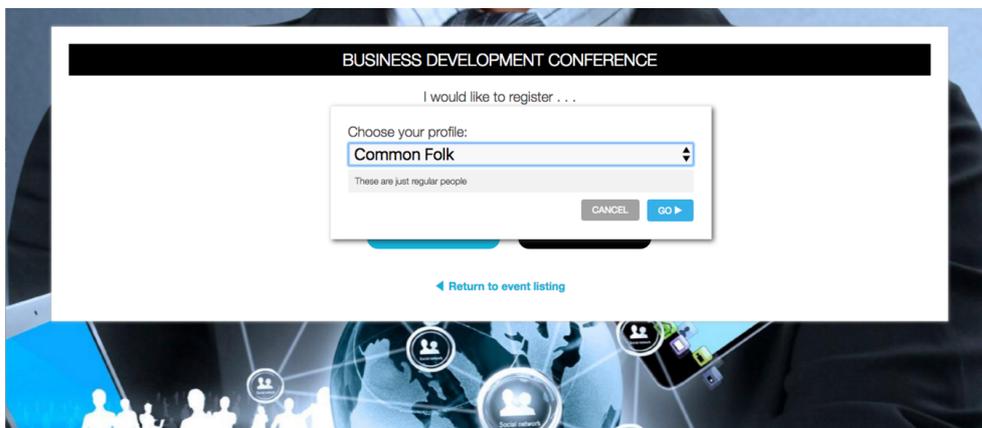
The screenshot displays a professional event website for the 'SHOFAR CONFERENCE 2016'. The page features a dark sidebar with navigation options: OVERVIEW, SEATING MAP, PHOTOS, VIDEOS, ATTENDEE REGISTRATION (highlighted), SAVE TO CALENDAR, LINK TO THIS EVENT, CONTACT HOST, SHARE, and EVENT DATA. The main content area includes the event title 'SHOFAR CONFERENCE 2016' by Shofar Christian Church, dates 'Friday Sep 30, 2016 @ 07:00 PM - Sunday Oct 02, 2016 @ 09:00 PM', and the 'shofar' logo. A large banner image features the text 'BEING ONE' and 'convergence shofar conference'. Below the banner is a paragraph of text: 'Our journey as a church family is one of faith, unity and relationship - being one. Holding before us the Word of God as we move together bound in love for one another. "I pray that they will all be one, just as you are in me, Father, and I am in you, and may they be in us so that the world will believe you sent me." (John 17:21) Convergence 2016 will be a time of equipping as we come together as a family, building on that which we've been given as a church. We look forward to spending this special time with family and friends, both old and new, and trust that God will once again take us to a deeper level of grace and strength. PLEASE NOTE: Part of your registration process will require you to book your seats within the auditorium. Be sure to select your seats on the seating map. (Front and middle seating come at an additional cost)'. Two smaller sections are visible: 'REGISTRATION IS OPEN!' with event dates 'SEP 30 to OCT 02' and times '7:00 PM to 9:00 PM', and 'WHERE IT'S HAPPENING' with a map of Century City, Cape Town, and the address 'Ratanga Junction, Century Boulevard, Cape Town, SOUTH AFRICA'.



Personal registration experiences

Our Personal Registration Experience Engine lets you customize - **for any registrant profile type you create** - pricing, registration options, standard prompts, custom prompts, conditional messaging, discounts and communication content.

- Unlimited registration experiences within a single setup
- Let the registrant choose their profile or you dictate it in your invitation
- Clear, simple options
- Third party registration
- Sub-account registration (e.g. minors or others under user's email)
- Guest registration (full and simple types)
- Unlimited registrant type profiles





Intuitive registration forms

Create registration forms that guide the user through the process and pre-populate with the registrant's personal information. Simple forms engender more registrations.

- If the registrant has ever registered for any event in our system, their information will pre-populate the form.
- User-uploaded documents and images are saved to the registrant's library for use in future registrations.
- Unlimited custom prompts with conditional triggers (more infra)
- Logic-based selections that visibly disable non-available options based on what the user just selected.
- Interject your custom text throughout the form.
- Group mutually exclusive registration items together and create minimum/maximum selection rules.
- Bundle items together into packages
- Create automatic rebates, coupons and discounts based on registrant type, registrant responses and more.

FEATURE OVERVIEW

21ST ANNUAL PHOENIX FUN FLY
Pilot Registration

Attendee Information

YOUR INFORMATION IS KEPT PRIVATE! The limited information you input into our system is used solely by the event host.

Standard Registration

Send checks to: Phoenix Fun Fly c/o Eric Stevens Using the 2018 E. Daley Lane address

* means required field

Email Address * michael@rcpilot.com

First Name * Michael

Last Name * Kranitz

Address 123 Test Drive Street

Country USA

City, State Lone Tree

Postal Code 80124

Hide me from the published online attendee list

CANCEL REGISTRATION **SAVE & CONTINUE**

A Few Details We Need
Make Your Selections

REGISTRATION MIN of 1

INDIVIDUAL REGISTRATION \$ 500.00

Tuesday Nov 01, 2016 07:20 AM - 06:35 PM
This is this
★ Selecting this allows you to register or invite an additional 1 guest
★ Selecting this includes the following items (no charge):

- Sunday Banquet Ticket
- Friday Lunch
- Saturday Lunch

18 LEFT [Change](#) [Lefthand](#)

MORNING SESSIONS MIN of 1 MAX of 1

CONFERENCE SESSION 1A \$ 100.00

Tuesday Nov 01, 2016 07:50 AM - 09:25 AM
Enjoy lively banter as we discuss whether Donald Trump should speak at the UN.
★ Selecting this includes the following items (no charge):

- Sunday Banquet Ticket

15 LEFT

CONFERENCE SESSION 1B \$ 100.00

Tuesday Nov 01, 2016 10:00 AM - 10:55 AM
Listen to a speaker drone on about how Facebook can turn your event into something so special that your grandma will be impressed.



Intelligent registration prompts

Eventsquid allows your registrant prompts to trigger additional questions, discounts and custom messages based on the registrant's answer.

- You create any type of prompt you wish.
- Decide which registrant type will see the prompt.
- Indicate, for any possible answer to the prompt, whether to trigger another prompt.
- Indicate, for any possible answer to the prompt, whether to trigger a percent or dollar discount.
- Indicate, for any possible answer to the prompt, whether to trigger a custom message that you create.
- Mix and match triggers to create a truly responsive and powerful set of prompts tailored to each registrant type.

FEATURE OVERVIEW

BUSINESS DEVELOPMENT CONFERENCE
Attendee Registration

Attendee Information ✓

File & Photo Uploads ✓

A Few Details We Need ✖

Here are some custom prompts. They show the flexibility of the system in terms of answering questions.

* means required field

If you do not like ice cream, you should consider leaving the site. Here's a link you can go to:
<http://www.icecream.com>

Close

How many events do you host per year?
1-5



Live registration console

Use a single console to sort, filter and access all registrations from anywhere. Each registrant has a detail panel with all information you need for review, modification, payment and check-in.

- Gain critical insight into your event at a glance. All information is in one place.
- Simple interface allows for quick access to attendee information. Clean panels display all attendee information. Useful for registration changes, payment and updates.

The screenshot displays the '2016 Colorado Academy of Family Physicians Annual Summit' registration console. The top navigation bar includes tabs for 'REPORTS & PRINTED ITEMS', 'ATTENDEES', 'MANUALLY REGISTER ATTENDEES', 'EXHIBITORS', 'MANUALLY REGISTER EXHIBITORS', 'TICKETS', and 'SPACE MAPS'. A summary dashboard shows the following metrics:

- Attendee Sales: 35,339
- Paid: 31,073
- Due: 4,266
- Avg Sale: 392.66
- Registrants: 90
- Guests: 0

Below the dashboard is a search and filter section for 'All Registrant Profiles' and 'All Registration Classes'. The main table lists attendees with columns for #, NAME, GUESTS, PAID, BALANCE, REG, REFS, CHECK-IN, CANCEL, and DETAILS. The first few rows are:

#	NAME	GUESTS	PAID	BALANCE	REG	REFS	CHECK-IN	CANCEL	DETAILS
1	Deanne Veselka (ID: 3178)	0	495.19	0.00	10-31-15 11:00 AM	0	CHECK-IN	FULL CANCEL	DETAILS
2	Brian Oliver (ID: 3180)	0	599.44	0.00	11-05-15 11:17 AM	✓	CHECK-IN	FULL CANCEL	DETAILS
3	John Cawley (ID: 3177)	0	390.94	0.00	11-07-15 12:42 PM	0	CHECK-IN	FULL CANCEL	DETAILS
4	Virginia Richey (ID: 3185)	0	370.09	0.00	11-05-15 10:08 AM	0	CHECK-IN	FULL CANCEL	DETAILS
5	Anna Wegleitner (ID: 3191)	0	422.21	0.00	11-19-15 04:07 PM	0	CHECK-IN	FULL CANCEL	DETAILS
6	Cissy (Elizabeth) Kraft (ID: 3208)	0	390.94	0.00	12-15-15 12:54 PM	✓	07-03-16 11:02 AM	FULL CANCEL	DETAILS
7	Laurie Patton (ID: 3210)	0	375.00	0.00	12-18-15 02:00 PM	✓	07-03-16 11:03 AM	FULL CANCEL	DETAILS

The detailed view for '3610-JOE CONTI' is shown below the table. It includes a sidebar with navigation options: Registration Details, Personal Profile, Uploads, Attendee Responses, Travel Information, Guests, Attendee Comments, Admin Notes, and Log Entries. The main content area shows the attendee's registration details, including a list of items:

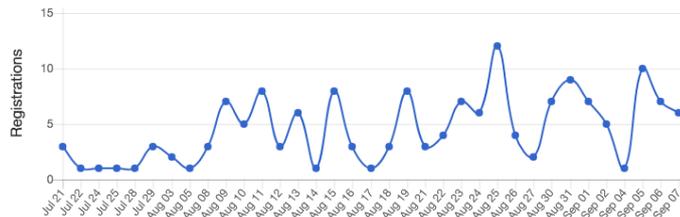
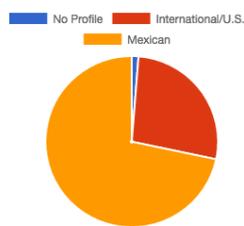
ACTIVITY/ITEM	ATTEND	MISC	QUAN	TOTAL
REGISTRATION				
* 2743-VIP	Scratched		1	400.00
MORNING SESSIONS				
* 2969-CONFERENCE SESSION 1A Enjoy lively banter as we discuss whether Donald Trump should speak at the UN.	09/29 12:41 AM		1	100.00
AFTERNOON SESSIONS				
* 2973-CONFERENCE SESSION 2A This discussion will center around the role of plastic premiums at events.	✓		1	100.00
MEALS				
* 2975-BANQUET TICKET		Included Free with Item ID: 2975	1	0.00
Sub-Total				600.00
Discount				(0.00)
Coupon Code: <input type="text"/> Validate				(0.00)
Adjusted Sub-Total				600.00
<input type="checkbox"/> Processing Fee		Not charged when attendee paying offline. Add to statement by checking box.	3.00%	0.00
Total Price				600.00
TRANSACTION DATE	TRANS ID	METHOD		AMOUNT
No payments made				
Amount Due	Recompute Totals	Record Other Payment	Pay Now by Credit Card	600.00

FEATURE OVERVIEW



Make sense of your data in real time

Eventsquid tracks your registrations per day, registrant profile breakdown and the distribution of answers to all of the custom prompts you include on your registration form. The data is displayed dynamically as attendees register and you can pivot on specific questions, registrant profiles and even one answer to a specific question. You can display your data in grid form or in graphical form. Print or export your data.



FEATURE OVERVIEW

Events
Connect Sports 2017
Connect SPORTS OLYMPIC SPORTSLINK

Filters

Destination/Location Information

Are These Rooms Spread Across Multiple Properties

7 Responses Hide Options with Zero Votes

No		1 (14%)
Yes		6 (86%)

Planner Event Stats

Best Applies to Space Needs

8 Responses Hide Options with Zero Votes

0 - 50,000 sq feet of Indoor Space		2 (25%)
1 - 5 Baseball / Softball Fields		1 (13%)
101,000 - 150,000 sq ft of Indoor		2 (25%)
151,000 - 300,000 sq ft of Indoor		1 (13%)
401,000 - 500,000 sq ft of Indoor		1 (13%)
Arena / Stadium		1 (13%)

Hotel Property Questions

Best Description

8 Responses Hide Options with Zero Votes

Individual Hotel		6 (75%)
National / Global Sales Office		2 (25%)



Reporting and Data Management

Eventsquid features a suite of pre-prepared reports as well as a custom report builder that lets you design your report online for print or export directly to a spreadsheet file. You can save report setups for future use. For direct data transfers, you can use our REST API, which also gives you access to every piece of data you collect within our system.

FEATURE OVERVIEW

2016 Colorado Academy of Family Physicians
Annual Summit

90 Records

Download Spreadsheet

All Registration Items

Load Template Save Template

search

	User First	User Last	User Email	Total Due	Total Paid	Final Discount	Coupon Value	Processing Fee
1	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
2	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	364.88	364.88	0.00	0.00	14.88
3	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	375.00	0.00	0.00	0.00	0.00
4	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	291.90	291.90	0.00	0.00	11.90
5	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	422.21	422.21	0.00	0.00	17.21
6	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	52.13	0.00	0.00	0.00	2.13
7	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	338.81	338.81	0.00	0.00	13.81
8	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	375.00	0.00	0.00	0.00	0.00
9	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
10	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
11	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	422.21	0.00	0.00	0.00	17.21
12	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	300.00	0.00	0.00	0.00	0.00
13	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	405.00	405.00	0.00	0.00	0.00
14	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	755.81	755.81	0.00	0.00	30.81
15	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	350.00	0.00	0.00	0.00	0.00
16	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	575.00	0.00	0.00	0.00	0.00
17	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	10.43	10.43	0.00	0.00	0.43
18	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
19	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	338.81	338.81	0.00	0.00	13.81
20	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
21	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
22	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
23	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
24	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
25	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
26	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94
27	Anna	Archer	anna.archer@coloradoacademyoffamilyphysicians.org	390.94	390.94	0.00	0.00	15.94

FEE CATEGORY	FEE ID	FEE NAME	UNIT PRICE	QUANTITY	TOTAL SOLD
FACILITY					
	10081	Extra Pit Crew Pass	\$10.00	7	\$70.00
	10080	Included Pit Crew Pass	\$0.00	57	\$0.00
GENERAL					
	10073	Donation	\$5.00	69	\$345.00
	10089	On-Site Surcharge	\$10.00	14	\$140.00
MEALS					
	10074	Banquet - Roast Beast	\$45.00	77	\$3,465.00
	10075	Banquet - Salmon	\$45.00	17	\$765.00
REGISTRATION					
	10082	Pilot Registration - All Weekend	\$50.00	123	\$6,150.00
SPACE RENTAL					
		SPACE RENTAL	Varies	14	\$7,900.00
REDEEMED COUPONS				15	(\$0.00)
DISCOUNTS				2	(\$50.00)
NET SALES OF GOODS & SERVICES				378	\$18,378.87
PROCESSING FEES CHARGED TO ATTENDEES				123	\$676.77
NET SALES (including processing fees)					\$19,055.64

GROSS COUNTS		
Chicken Marsala		3
Beef Burritos		2
Beef Wellington		2

14172 - LUNCH

Beef Burritos Count: 1

21740-ABBY L KRANITZ II MINOR Lunch

Chicken Marsala Count: 1

22433-CHARLES FAHEY IV MINOR Lunch

14282 - DINNER

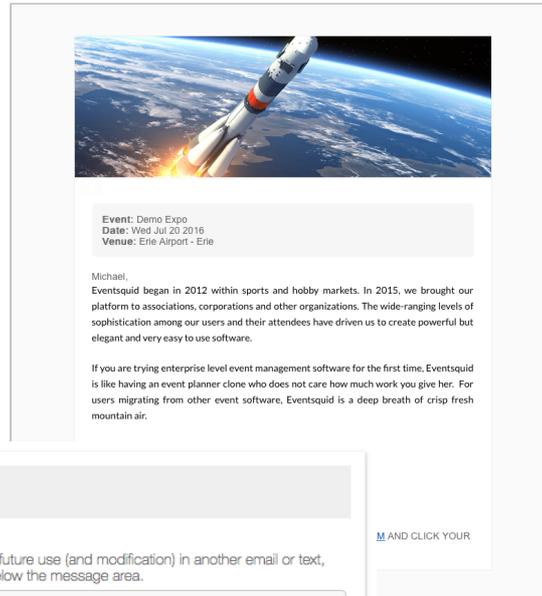
Beef Wellington Count: 1



Communicate at will

Eventsquid gives you the ability to send on-the-spot or scheduled messages to customized lists.SMS and email.

- Create and filter mailing lists by event, keyword or any registration item.
- Schedule emails for dates before or after your event.
- Auto send travel data
- Save email templates
- Attach documents
- Attach coded survey links
- HTML formatted emails
- Send text messages



1 CREATE EMAIL MESSAGE

If you wish to save the message for future use (and modification) in another email or text, use the save and update buttons below the message area.

TEMPLATE:

If your mailing list source event is not the same as the target event you wish to reference in this email, simply choose the target event here.

TARGET EVENT:

Each person in the TO field receives a personal email with no other addressees shown.

TO:

FROM:

EMAIL SUBJECT:

[First Name],

Rich text editor toolbar with icons for Cut, Copy, Paste, Undo, Redo, Bold, Italic, Underline, Strikethrough, Bulleted List, Numbered List, Indent, Outdent, and Quote. Below the toolbar are 'Styles' and 'Format' dropdown menus and a 'Format' icon.

body p



Survey says...

Our drag-and-drop survey builder is both fun and powerful. Get pre and post-event feedback from your attendees.

- Create standard or conditional questions.
- Drag and drop questions into your survey. Customize at will.
- Each invitee is tracked so you know who took the survey and who passed.
- Results are presented in grid and graph formats.
- Focus your invitation lists by event and any one or more registration items within the event.

FEATURE OVERVIEW

DRAGGABLE ELEMENTS

- Check Box
- Radio Buttons
- Drop Down Menu
- Text Field
- Long Text Field
- Hidden Field
- Section Header

My Survey

Which is your favorite?

One
Two
Three

FOLLOW-UP QUESTIONS

Why

Because I said so

Element Settings **Survey Settings**

RADIO BUTTONS

Question or Label

Which is your favorite?

Required field

OPTIONS

Label	Value	Default
One	one	<input checked="" type="checkbox"/>
Two	two	<input type="checkbox"/>
Three	three	<input type="checkbox"/>

ADVANCED

Enable Follow-up Questions

Breakout Session Survey II.3 2016 Conference on Run On Titles.

My Survey

Instant survey questions

Answer

What is the question?

One
Two
Three

Which is your favorite?

One
Two
Three

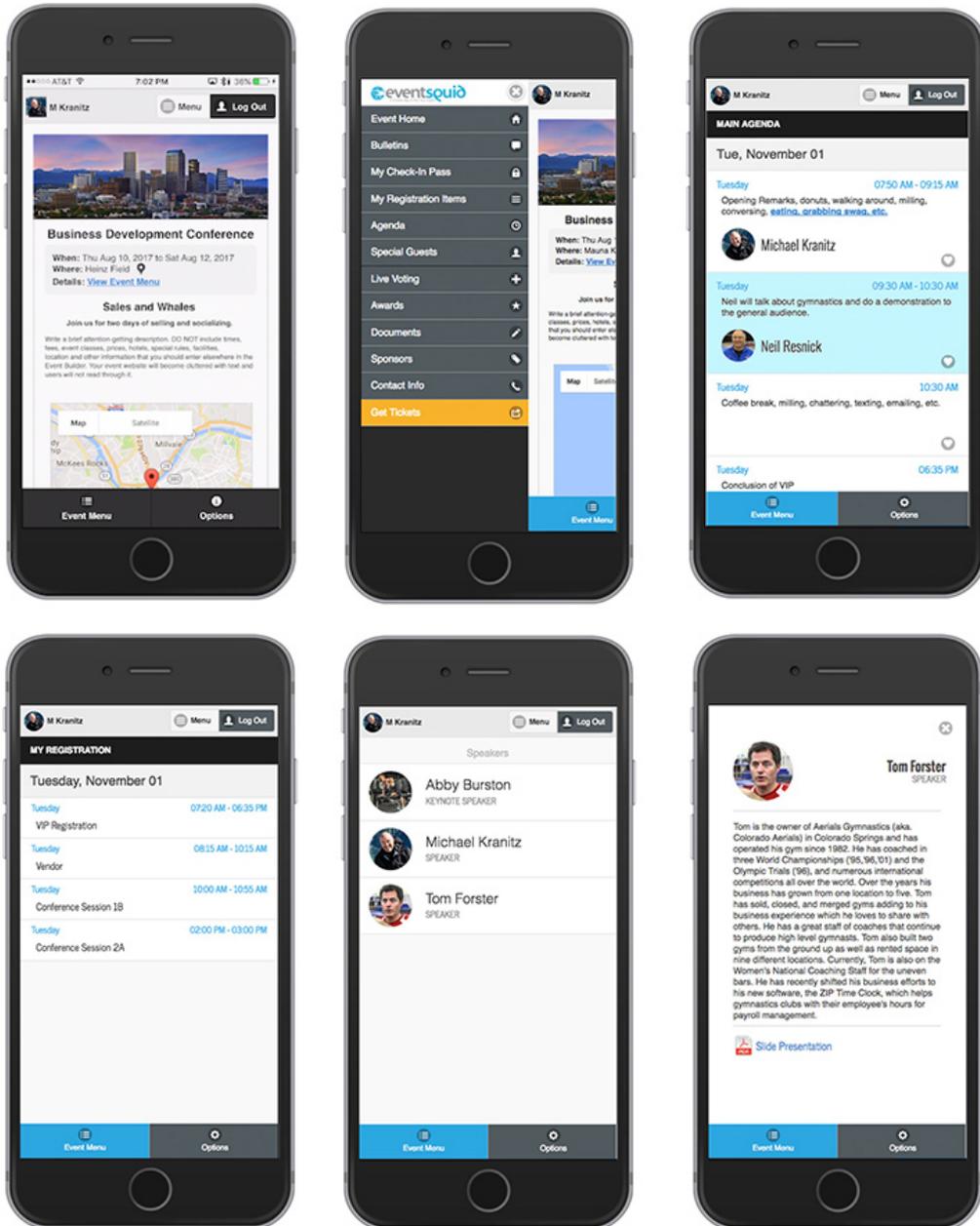


Pay nothing extra. Do nothing more. The app creates itself.

We don't believe that event hosts get a fair return on downloadable apps that require you to duplicate your event data in order to make the app function and pay a third party app provider. With Eventsquid, the app simply exists and users go to our website on any device to get all they need in a mobile app.

Your app will always look professional and will support live bulletins (posted to the app, email and text), live voting and the essential services you need from a mobile event app.

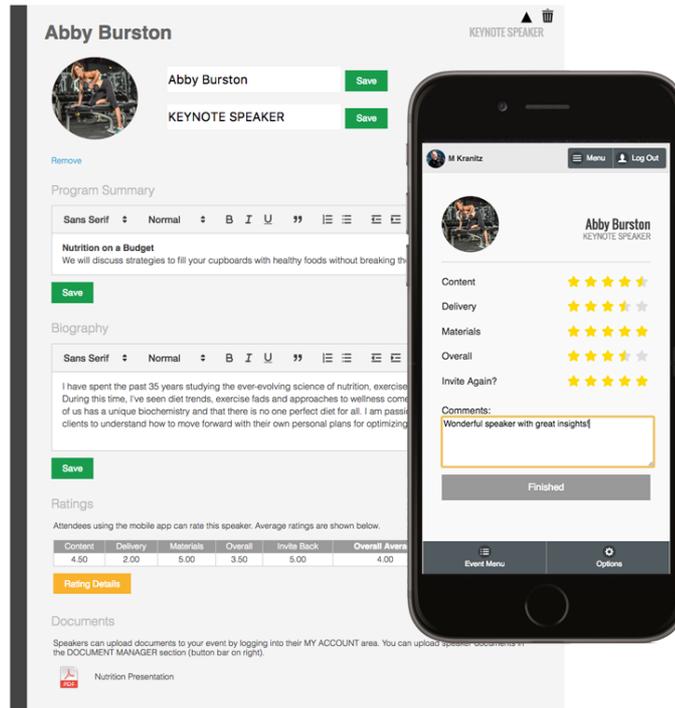
FEATURE OVERVIEW





Speaker Management

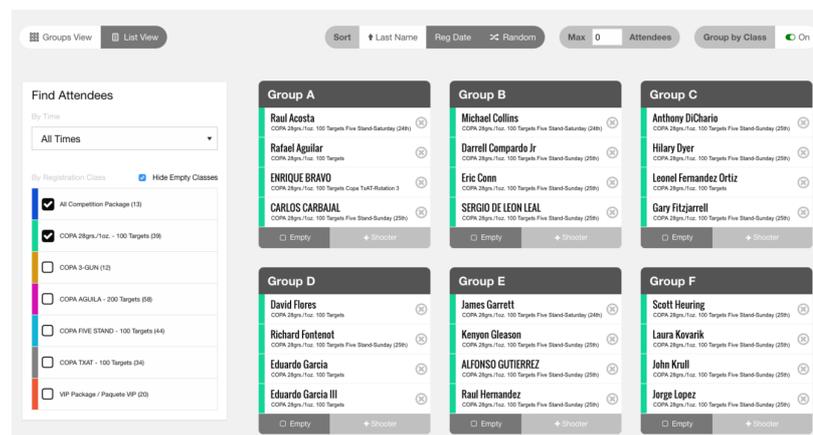
Managing speakers can be tricky business. We begin with a central speaker library made up of speakers that our clients have added to the system. You grow our library and then add your speaker to any event in your dashboard. You can grab the speaker's bio and any documents they have uploaded to your event. Or, you can upload documents for them. Set the visibility and availability of every speaker document.



Documents can be downloaded through the website or mobile app (or both). Attendees can rate speakers instantly from the mobile app and you see the results instantly.

Grouping made easy.

Our drag-and-drop group builder allows you to pre-distribute registrants into groups by registration class. From there, move people around at will and switch to "List View" for a completed grid.



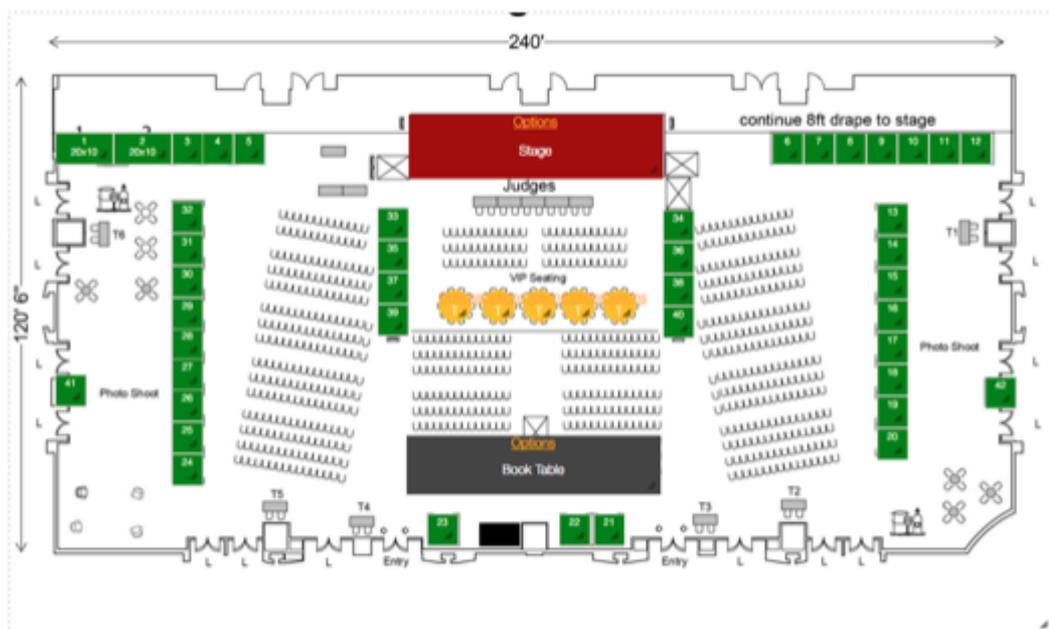
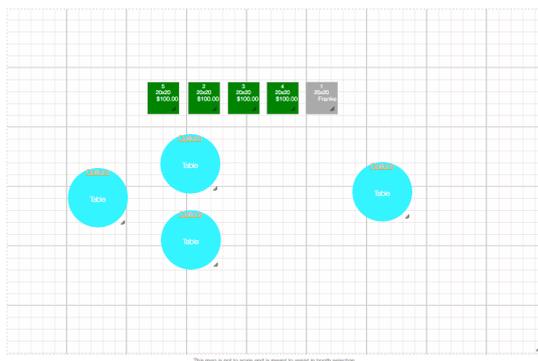
FEATURE OVERVIEW



Click-n-buy spaces

Sell any type of space. Registrants click and buy/reserve.

- Upload your space diagram or leave the canvas empty.
- Drag, drop and resize clickable spaces.
- Drag non-clickable widgets onscreen to represent different areas of your layout.
- Set custom names and prices for each clickable square/circle.
- Use the tool internally or expose to registrants so they have a dynamically updated map.
- Customize who gets to see the space map and select spaces to reserve.
- Use multiple maps with one event in case you have a large area or multiple rooms to represent.
- Use for parking spaces, tents, booths or any other area you wish to sell or reserve.



FEATURE OVERVIEW



Badges, Labels, Vouchers, Bibs & Passes

Our system lets you print an assortment of items designed to reduce your workload and reliance on separate software packages. You are free to export your attendee data and use it with any badge or label program if ours does not suit your needs.

Registrants can self-print scannable vouchers at checkout or anytime afterwards. You can scan them for easy check-in.



FEATURE OVERVIEW

BUSINESS DEVELOPMENT CONFERENCE

**JIM
FRANKE
SABAS**



ATTENDEE

BUSINESS DEVELOPMENT CONFERENCE

**JOE
CONTI
EVENTSQUID
COO**



ATTENDEE



Logic & flexibility - Your business rules rule.

Eventsquid gives you registration item-level configuration tools to accommodate just about any business rule.

- Automatic item limit enforcement
- Limits per registrant
- Base price plus optional automatic price changes (see second image)
- Optional sub-classes (e.g. chicken or fish on a banquet item)



FEATURE OVERVIEW

- Automatic "exclude these items" feature when the user selects this item
- Base price plus optional automatic price changes (see second image)
- Optional sub-classes (e.g. chicken or fish on a banquet item)
- Automatic "exclude these items" feature when the user selects this item
- Automatic "include these items" feature when the user selects this item
- Rebate coupon good for a discount to another registrant for this event.
- Automatic waitlist function
- Age limits, must choose and other options.

Registration - Planners ID: 3454

ACTIVE **INACTIVE**

Item Title:

Brief Description [Edit](#) | [Fix HTML](#)

Same price as last year! Planners will get their deposit refunded after attending all appointments.

Limit of this item for the event:

Limit of this item per registrant:

Guest privileges for this item: [change](#)

Base item price:

\$\$ PRICING TIERS \$\$

Offer this item to:

Registration - Planners ID: 3454

Pricing tiers you create will alter the item price on the date and time specified. The new price you set will become the default price unless altered by a subsequent tier. Price changes are activated when any user visits your website or registration after the scheduled activation time.

Activation time is US Central (server time)

	NEW PRICE	SCHEDULED FOR	NEW PRICE ACTIVATED
<input checked="" type="checkbox"/>	495.00	01-15-2016 12:00 AM	Pending



Discounts & coupons

Discounts and coupons to address virtually any promotional program need.

- Create discounts for specific types of registrants
- Trigger a discount based on the registrant's answer to a question
- Make multi-use coupons that expire after a set number of uses or by a certain date, whichever occurs first.
- Make personal coupons that are emailed directly to an individual. These expire once used by the individual.
- No limits to the number of coupons you can create.

Flat or percent discounts

Minimum Purchase	<input type="text"/>	?
Discount Begins	20-DEC-2016	
Good Through	31-DEC-2016	
Available For	Attendees ONLY	↕
Limit To	All Registrant Profiles	↕
Condition Upon	Nothing. Always available	↕ ?

[Create a prompt to trigger this discount](#)

[Create Discount](#)

Personalized or multi-use coupons

Multi-Use Coupons | Single-Use Coupons | [DOWNLOAD SPREADSHEET](#)

Multi-use coupons can be used by anyone who possesses them. They expire automatically on the date you set.

\$25.00 COUPONS					
✘	<input type="text" value="UnivCode"/>	Attendees ONLY	Exp: 10-27-2016	10 Registrants	0 Used

\$50.00 COUPONS					
✘	<input type="text" value="SPRING2017"/>	Attendees ONLY	Exp: 10-27-2016	GOOD UNTIL EXPIRES	1 Used



Aggregate & distribute

Organizations can private label our software in order to aggregate all of their events into a searchable calendar.

- Your central calendar is self-updating
- Searchable by 30+ criteria
- Fully branded for your organization
- Portable widgets let you distribute your event calendar anywhere on the web.
- Fully branded for your organization
- Portable widgets let you distribute your event calendar anywhere on the web.

The screenshot shows the AXS Eventsquid Corporate interface. At the top, there's a search bar with "Search for events!" and a magnifying glass icon. To the right, it says "EVENTSQUID CORPORATE | MICHAEL KRANTZ" with a dropdown arrow. Below the search bar, there are filters for "Event Type" and "Dates". The "Event Type" filter is expanded, showing options like "Local Events", "Major Events", "Regional Events", and "Success Mastery Tour Events". The "Dates" filter is also expanded, showing "AUGUST 25 2016", "AUGUST 26 2016", "AUGUST 28 2016", "AUGUST 31 2016", and "SEPTEMBER 04 2016". A map shows the location of the events. The main content area displays a list of events with details such as the date, location, and number of signed-up participants. The events listed are:

- AUGUST 25 2016: LOCAL CHAPTER MEETING IN LOVELAND, CO (Loveland CO (820 Miles), 4 signed up)
- AUGUST 26 2016: LOCAL CHAPTER MEETING IN PARIS, FR (France 75008 Paris (5047 Miles), 16 signed up)
- AUGUST 28 2016: LOCAL CHAPTER MEETING IN TOKYO, JP (Tokyo Japan (2174 Miles), 3 signed up)
- AUGUST 31 2016: MASTERING THE SUCCESS MASTERY COURSE IN CLEARWATER, FL (Clearwater FL (2147 Miles), 3 signed up)
- SEPTEMBER 04 2016: LOCAL CHAPTER MEETING IN LONDON, ENGLAND (London England (6841 Miles), 3 signed up)

The screenshot shows a widget displaying four archery events. Each event card includes a logo, the event name, the date, the location, and the number of signed-up participants. The events are:

- APRIL 07-30 2016: 2016 Spring League (San Francisco CA (526 miles), 18 Signed Up)
- APRIL 11-02 2016: Junior Olympic Archery Development (Lake Villa IL (1421 miles), 16 Signed Up)
- APRIL 15-30 2016: USA Archery 2nd Quarter Virtual Tournament (COLORADO SPRING CO (679 miles), Sign Up)
- APRIL 23-29 2016: Eagle Archers 2nd Quarter Outdoor Event! (Blountville TN (1845 miles), 6 Signed Up)

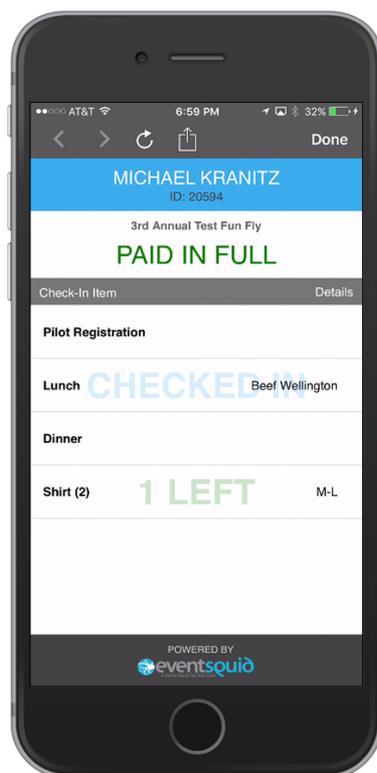




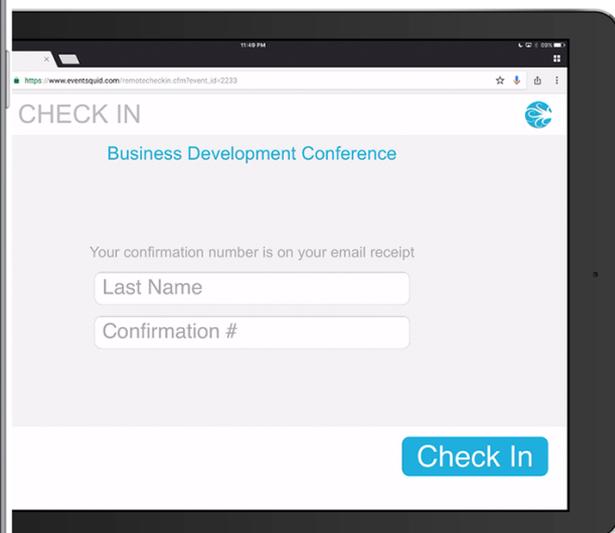
Multiple Check-In Methods

Eventsquid lets you handle check-in the way you want to.

- Tablet or laptop check-in lists allow event staff to quickly locate and review attendee records and verify registration details and payment prior to check-in.
- Self-serve tablet check-in allows attendees to simply enter their last name and confirmation number to check in.
- Using a mobile device and almost any free QR scanning app, event staff can scan badges as well as printed or mobile activity passes to check in attendees per registration item (e.g. sub-activity).

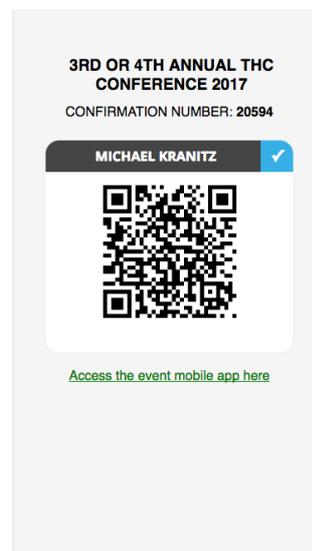


Self-serve tablet check-in



Session or item scan

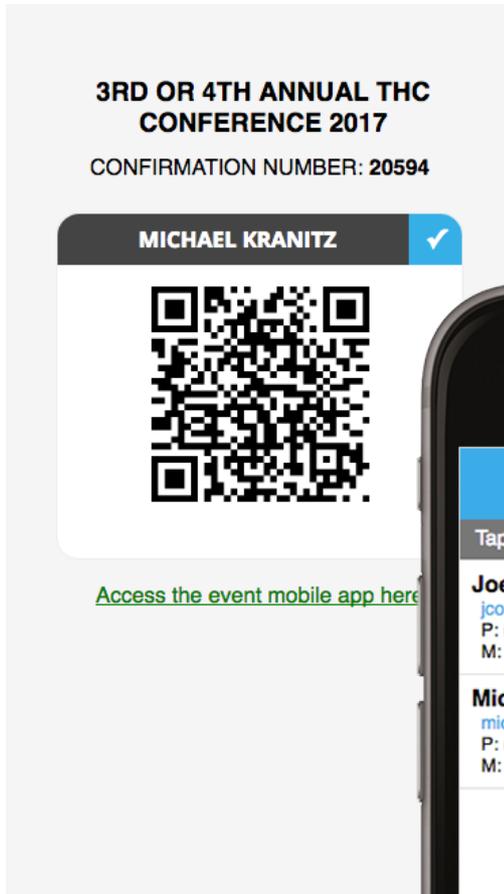
Attendee has mobile QR code which you can scan or you can scan the attendee's badge during the event for individual session check-in.



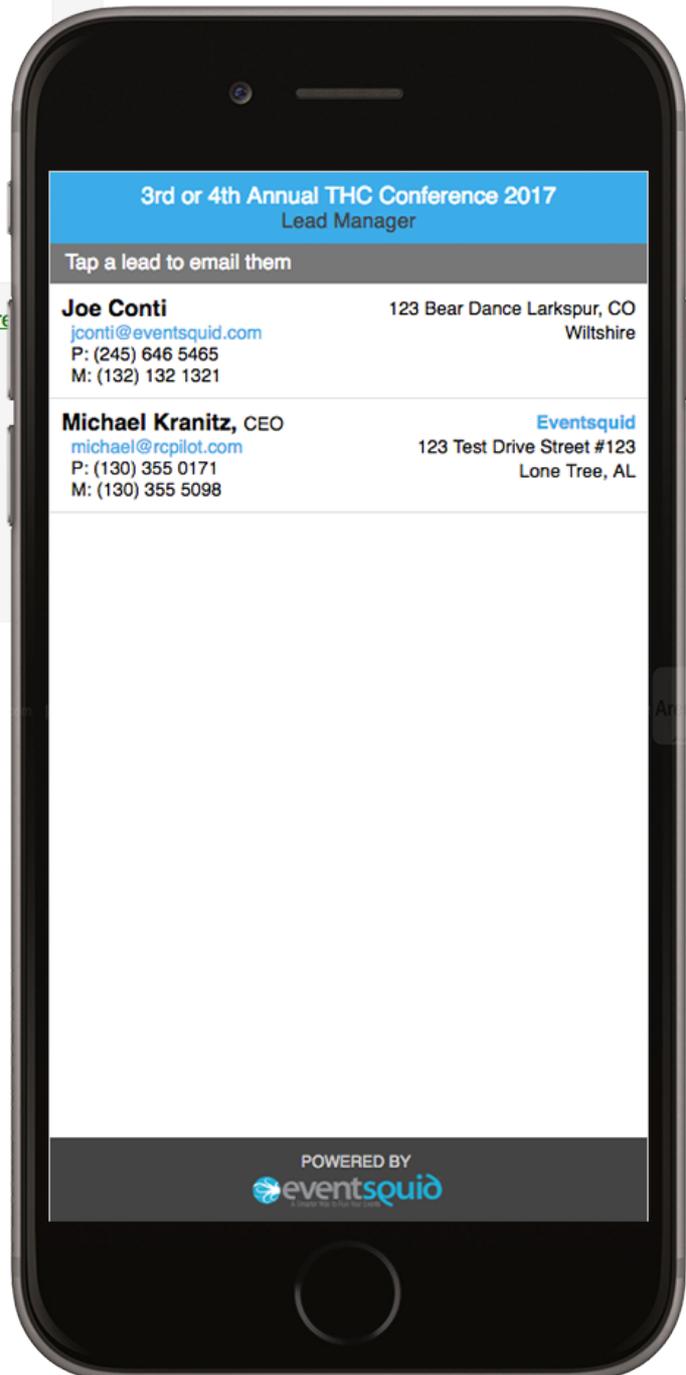


Lead Retrieval

Attendees can use their smart devices to scan other attendees' badges (with QR codes) or mobile QR codes to build an instant lead list.



Every attendee has their own QR code (left) that they can bring up on any mobile device. Other attendees may scan that code to add the person to their lead list





"We are loving the changes and look forward truly examining what our new possibilities are! Launchsquid rocks!"

Who are they?

ULA is a 50-50 joint venture between Lockheed Martin and The Boeing Company formed in 2006 to provide reliable, cost-efficient access to space for U.S. government missions. Their Atlas and Delta launches have spanned more than 100 years and 1,300 launches.

What they needed.

ULA needed a reliable registration platform that could handle 300-425 people for each launch during the year. Launches involve high security and are invitation only. Invitees may choose different sub-activities to attend during the launch. The data must be accurate and available in real time. The software must also be able to handle different menus of items and privileges based on registrant profile. The launch websites must be professional in appearance and easy to navigate.

What we provided.

We provided ULA with a branded instance of our software entitled Launchsquid. We have been providing service to ULA since 2015.





EXPERIMENTAL AIRCRAFT ASSOCIATION



"Wow! Amazingly fast turnaround!
You and team rock!!! Please pass my thanks to all."

Who are they?

Formed in 1953, the EAA hosts the largest aircraft fly-in in the world at its headquarters in Oshkosh, Wisconsin. EAA has more than 800 local chapters that connect with youth who are interested in becoming aviators. The EAA museum boasts a world-class collection of aircraft and aviation memorabilia. The EAA also flies vintage aircraft around the United States and offers rides in these historical aircraft.

What they needed.

EAA need a system that could handle everything from local club events and roster management to museum events and the association's annual fundraiser. EAA's goal is to consolidate its event registration, roster management and local chapter data into a single platform. The data must be portable and capable of being seamlessly integrated with their association management system.

What we provided.

We provided EAA with Flightsquid, a site dedicated to EAA. This instance of our software has nearly every feature we offer and serves as an example of how powerful and capable this single platform can be for associations and other organizations with chapters or satellite offices.





Who are they?

A world leader in digital products and services for businesses of all sizes, Comcast Business has a reputation that speaks for itself.

What they needed.

Comcast Business needed a system that could handle its annual event for senior executives. The most important internal event of the year for Comcast requires a professional front-facing website and built-in logic to handle several days of activities during which individuals and their accompanying guests are free to choose different activities (but only one per activity block). The event is invitation-only and registrants must be able to have their administrative assistants register them and their guests.

What we provided.

We provided Comcast Business with its own branded version of Eventsquid. Comcast makes heavy use of our third-party registration capabilities, which allow third parties to register attendees either under the attendee's account or the third party's account. The system also seamlessly tracks guests and their full menu of activity and meal preferences.



Who are they?

Part of Team USA, USA Archery represents the United States in Olympic, Paralympic, Pan American, Parapan American and Youth Olympic Games.

What they needed.

USAA needed a way to host quarterly "virtual" tournaments in such a way that shooters could go to their local ranges to compete, record their scores and have those scores roll up into the virtual competition against archers all over the United States. USAA also wanted a way to automatically collect payment from participating clubs (based on the number of competitors and teams) and provide a free resource for local clubs to host their website, event calendar and roster.

What we provided.

Using our ArcheryEvents.com instance as our platform, we met USAA's needs and continue to host hundreds of archery clubs and every virtual tournament offered by USAA. We also provide local ranges with a mobile scoring solution that shooters can use on their mobile devices as well as a live leaderboard and score result grids. Our system handles any type of archery scoring paradigm (and there are at least a dozen) and allows local clubs to manage their rosters, collect dues and post news and other media. ArcheryEvents.com is the largest platform of its kind operating in the United States.





Client Reviews

"Eventsquid is outstanding! Utilizing this software could not be any simpler. Eventsquid is created with ease for the novice to the advanced creator to customize any event type to suit your business needs. We build custom registration forms quickly and implement for publications easily. Whether you are creating a small, informal meeting to an immensely, large conference; Eventsquid provides the tools."

Lisa Larson, AXS Consulting

"Eventsquid Rocks! Their software makes it easy to set up a branded event registration, market and communicate with registrants, manage registrations, accept payment and report on our event successes. This web-based, online registration system worked well for a wide variety of events. With everything online, we didn't have to download or install software. We could build and implement a custom form/registration quickly and easily and within minutes. Testing and tweaking was a snap. The software provided a great desktop and mobile experience for both our customers and our staff."

Laura Hunt, EAA (Experimental Aircraft Assn)

We had previously used another well known registration site for all of our launch events. Several reasons we were looking for another software registration site include (but not limited to): not allowing for 'back door' registrations (security), providing SMS texting capability and setting the # of guest allowances per individual email address to name a few. Eventsquid software provided us with ALL of our requirements and numerous other capabilities that enabled us to save numerous labor hours each mission by 1) reducing registrants questions due to the capability to upload documents (providing guests with FAQ's and detailed agendas) and 2) being able to provide all inclusive attendee reports to our customers. Eventsquid's focus on customer service exceeds all expectations; we only wish we found them years ago!

Jennifer Smith, United Launch Alliance

"Eventsquid has so many easy-to-use tools that an event coordinator or promoter would be truly missing out if they did not use it. The support staff is extremely helpful and very responsive. I have no fear of diving in knowing that I have their team standing by to help with any questions I have. I can't say enough about this platform and team...top notch!"

Brian Bychowski, DU-BRO Products



"This website is by far the best way to manage your radio control racing events on the internet. Creating an event is easy and seamless. Entry fee collection is easy and the reporting of stats is intuitive and very useful. I have saved countless man hours in this one solution website. It's easy to put all your events information on your event page. I especially like the Communication Center. It allows me to quickly update the registered racers of any important news regarding the event. It has drastically reduced misunderstandings from standard event flyers. Questions from the developer are answered very quickly and updates are always coming at a regular pace. The software and website continue to offer more!"

Fred Medel, Tamiya America

"The flexibility of this product is simply incredible. This is an event management platform for all your events. If you are an event manager you know how many things you need to do to get an event up and running. Imagine a single place to authorize and manage all your events, attendees, administrators, sponsors, volunteers and much more in one easy to use platform. If you've not played around with this, you really need to give it a go!!!! I referred this to several companies with awesome results."

Jacques Van Der Merwe, Data Connect Corp.

"Incredible! We've been working with Eventsquid since the early stages of their development and have now hosted 8 events using their software. They continue to deliver excellent service, a fully responsive website, enhanced function and customizability that is unrivaled by their competitors. Most of the time they even find, diagnose and fix any issues before we even know they exist. Their pricing is extremely competitive and their software even gives you the option to pass along related fees to participants, if you so chose. We would highly recommend exploring Eventsquid for your next event!"

Skylar Brady, Defined Athletics

"I've been around software for twenty years and even I was impressed with how much power and flexibility Eventsquid delivered through an intuitive interface and user flow. These guys are nimble too and that translates into great service and attentiveness."

Mike Higgins, Perform Consulting Group

"We have been using Eventsquid's "Golfsquid" service for two years to host our magazine's annual golf tournaments. The software organizes our events efficiently and saves us considerable time. It is very easy to use and extremely flexible. We feel so good about it that we exclusively recommend it to our readers."

Allen Walters, Publisher - Colorado Avid Golfer Magazine



OUR TEAM

Michael Kranitz, Founder & CEO

Michael Kranitz is a serial entrepreneur, award-winning business writer, author, speaker, and mentor with a successful record of creating companies and innovative software solutions since the early 1990's. Kranitz, a former corporate reorganization lawyer has built and sold more than half a dozen businesses to the likes of Microsoft, Ford, Hearst Corporation, MediaNews Group, Wells Fargo and Internet Brands, Kranitz brings a broad and unique set of skills to the organizations with which he works.



Joe Conti, COO

A dynamic executive and proven leader, Joe brings a unique blend of first-rate technical, interpersonal and business skills to Eventsquid's clients. Joe has more than twenty-five years of experience in client service, consumer insights, marketing information, software, advanced data analysis and team leadership. Joe was President of Kaango Classifieds for 9 years before joining Eventsquid.



Charles Fahey, CTO

Charles is an accomplished project leader and developer with a proven track record of delivering innovative, large scale projects with minimal resources and supervision. Experience with planning, developing and deploying wide-scale web-based projects. Committed to building strong teams, Charles provides Eventsquid with superior software that sets our industry's standards.



OUR TEAM



Mike Higgins, Business Development

Mike is a seasoned executive with an incredibly creative approach to business development, partnerships and the intricacies of business relationships. Mike is the former EVP and COO of MediaNews Group Interactive and he has founded and sold several successful ventures. In his words, "Data is at the heart of everything I do. I specialize in knowledge analytics to provide effective training programs and consulting based on real, personal data. I also provide digital marketing solutions that are based on leveraging data itself to get your message to the right people, as well as using data to monitor campaign performance."



Andrea Kranitz, Finance

Older and wiser sister of CEO, Michael, Andrea brings control and discipline to the excessively creative tendencies of the Eventsquid team. Andrea is CPA with more than 35 years of experience in business consulting, accounting, finance and related matters.





We would love to hear from you and show you our software live via web conference. If you would like to set up a demo or just chat about features, pricing or anything else, please reach out.

202.838.6686

michael@eventsquid.com

CONTACT