

## PICTURE YOUR NEXT...

Event, conference, seminar,  
member drive, convention,  
or fund-raiser...

## RUNNING ON AUTO-PILOT... ...without a hitch

Eventaris is *Eventware*—a set of web-based event performance tools—for organizations and professional associations conducting events, conferences, fund-raisers, member and donation drives of all sizes. It's your organization's Internet-based, auto-pilot for events. It integrates seamlessly into your existing web site and...

- Automates the registration, payment, and confirmation processes
- Collects and categorizes attendee data
- Generates event reports and market data for analysis and improving future events
- Provides a web-based event management system to plan and coordinate event-related actions

Your volunteers, event planners and marketing professionals are able to...

- Keep events and programs running smoothly
- Conduct venues more efficiently with less time, money, and resource
- Improve event management and communication within your event project team
- Cut typical manpower requirements
- Avoid costly out-sourcing alternatives
- Gain and share knowledge to make future events greater successes

The unique *eventware* technology found in Eventaris is tailored specifically to meet today's demanding deadlines and limited resources, while helping you avoid more expensive outsourcing alternatives. Its modular and simple web site integration approach means your organization can begin processing registrations and take advantage of the benefits in hours, not days.

ORGANIZATIONS

NON-PROFITS

ASSOCIATIONS

COMPANIES

ADMISSION

TICKETS

FEEES

DONATIONS

TUITION

MERCHANDISE

# EVENTWARE



## EVENTARIS IS EVENTWARE...



Eventaris incorporates four powerful programs into a complete, on-line solution, collectively known as *eventware*. Unlike a point solution, Eventaris bridges all aspects of an event or venue from initial planning to final execution and post-event analysis. It provides you with tools for event planning and coordination, registration and payment transactions, tracking response and financial data, and analyzing registrant and market data.

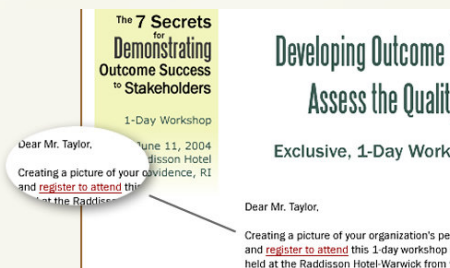
Eventaris gives you four powerful modules: an on-line registration and direct response manager; a secure, credit card payment processor; a centralized data collection, reporting, and analysis tool; and a web-based event collaboration and management package that will help you keep all event planning activities on track and successful.

## REGISTRATION & RESPONSE MANAGER

The registration and direct response manager provides automated, on-line registration for events and venues, and a confirmation and email tool for communicating to your respondents. On-line registration gives your event attendees and members easier access to event-related information and helps you and your organization to...

- **Eliminate the manpower requirements of internal staff or volunteers**
- **Significantly reduce expenses**
- **Cut the costs associated with out-sourcing**

Eventaris provides professional registration forms that can be customized to match the unique design and brand of your web site and are tailored to your exact standards of accuracy and usability. The custom forms enable the collection of registration information and can survey respondents for market data and special interests based on your requirements for each event. The direct response auto-responder can automatically send personalized confirmations, venue changes, agendas, and other communication to provide important and timely event information to attendees and members.



Link on-line event promotions to registration forms, send automatic confirmations, event updates, and special announcements



Forms and pages integrate into your web site, support your unique brand and identity, and maintain a consistent experience, look and feel

Conference Pricing			
Registering by June 2, 2004			
	Members	Non-Members	Sp
Full Two Day Conference	\$145	\$160	
June 16 Workshop & VIP Reception	\$95	\$110	
June 17 Conference Only	\$100	\$115	
June 17 Indiana HIMSS Event	\$20	\$35	

Registering after June 2, 2004

Process multi-track events, collect multi-tier fees, and store data into a single, secure database

Profile registrants, survey for special interests, collect demographic and market data

## CREDIT CARD PAYMENT PROCESSOR

The credit card payment and verification processor is a secure and convenient way for your organization to accept credit card transactions over the web. The processor allows you to...

- **Gain faster access to funds**
- **Eliminate manual credit card processing and collections**
- **Avoid costly out-sourced alternatives**
- **Limit exposure of sensitive credit card information to third parties.**

Each transaction is kept private and safe with Eventaris' secure, real-time processing and verification technology. Utilizing the latest in encryption technology and by eliminating access to any sensitive credit card information, your organization, attendees, and members can be assured that every transaction is safe and remains private. And with no messy merchant account to establish and virtually no overhead, organizations are free to focus on what matters most—the event.



## DATA COLLECTION, REPORTS, & ANALYSIS

Click on a registration number to display detail:  
Page numbers at the bottom may be used to n

Number	Date	Last Name	First Name
1063	2/14/2004	Workman	Scott
1058	2/14/2004	McMillen	Albert
1057	2/14/2004	Smith-Jones	Angela
1056	2/14/2004	Fund	Elmer
1055	2/14/2004	Travis	James
1054	2/11/2004	Rich	Laura
1053	2/11/2004	Johnson	Donna

Generate attendance, program, revenue, and survey data reports. Review response rates, market feedback and survey results. Analyze data to improve future events and revenue.

The data collection, reporting, and analysis module maintains all registration information, generates event and financial reports, and allows you to analyze all aspects of registrant and survey information. It improves overall organizational efficiency and productivity, and its single, secure database is accessible only to those with the right permission. There's no more merging and sorting of different databases, no duplicate entries to eliminate, no missing paperwork or records... and no frustration.

The module can also automatically generate event reports and provide feedback to event and marketing managers on attendance, response rates, survey data, revenue, and event programs. As a powerful database, it lets you collect profile information and survey data that can be evaluated to determine new market opportunities to target your promotional efforts and to better help you increase the response rates and success of future events.

Import data into Excel, and share data with other applications. Create lists and additional databases for future events.

	A	B	C	D	E	F	G	H
1	Registration #	Reg. Date	Prefix	Last Name	First Name	Middle	Suffix	Name
2	1063	2/14/2004		Workman	Scott			Scott Workma
3	1058	2/12/2004		McMillen	Albert		Jr.	Albert McMiller
4	1057	2/12/2004	Ms.	Smith-Jones	Angela			Angela Smith-
5	1056	2/12/2004		Fund	Elmer			Elmer Fund
6	1055	2/11/2004		Travis	James			James Travis

## WEB-BASED EVENT MANAGEMENT SYSTEM

Eventaris provides event and marketing professionals with a web-based, *business room* for event planning and coordination. Utilizing the Bravelo® collaboration technology, the event management system gives you the tools to plan, organize, and execute your events more efficiently. This powerful system provides you and your event team with centralized, 24/7 access to...

- email communication
- event documents
- task lists
- timelines
- project folders
- discussion groups
- event contact lists

As a web-based planning room and event coordination tool it's accessible to any team member with an Internet connection. You can coordinate efforts of both internal and external resources, centrally store and retrieve event documents and information, share up-to-date event planning information, coordinate schedules, tasks, and action items, and maintain on-going event planning discussions. The event management system will help you...

- Improve event team and volunteer efficiency
- Significantly reduce paperwork and miscommunication
- Minimize potential event oversights and risk
- Avoid vendor mishaps
- Guarantee a greater level of event success

## THE BOTTOM LINE...

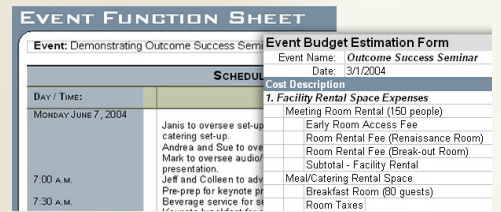
If you are an event planner or marketing manager who is concerned about improving your...

- Payment, registration and confirmation process
- Automating your collection of registrant data
- Gaining real-time access to response rate and financial reports
- Cutting your manpower requirements and reducing administrative costs...or...
- Planning and coordinating your events more efficiently and effectively, with less risk...

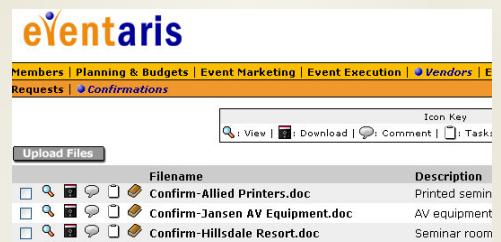
...you need to speak to one of our event specialists about Eventaris. To find how your next event can be a greater success, contact BitWise Solutions at (317) 805-4376 or by email at [sales@eventaris.com](mailto:sales@eventaris.com).



Web-based access to event documents, tasks, timelines, project folders, messages and contacts



Put real-time info at everyone's fingertips. Budgets, plans, cost sheets, schedules, contact lists, and more.



Manage vendor requests, confirmations, notes, and details. Keep a *paper trail*, avoid vendor mishaps.

### About BitWise Solutions, Inc.

For more than a decade, BitWise Solutions has helped companies think about the Internet as a blank slate for business—a way to satisfy their own customers with innovation, speed and a positive impact on the bottom line. BitWise has delivered more than advanced technology and consulting services to their clients—they've delivered results.

With the development of Eventaris, BitWise is again providing innovative tools, products, and services that continue to automate the business process.



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