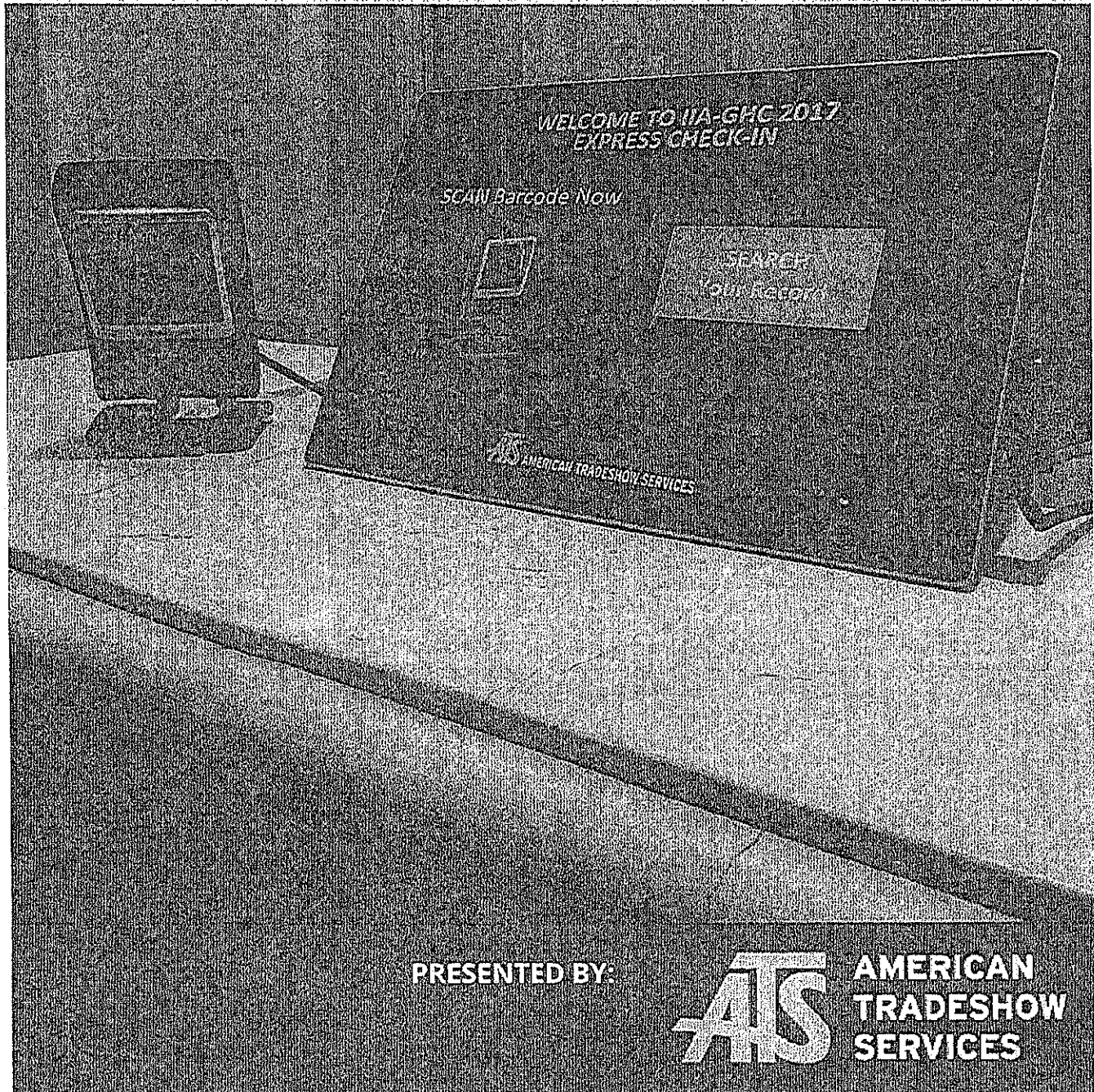


# Onsite Registration & Lead Retrieval

## AGREEMENT

### New Orleans Investment Conference



PRESENTED BY:



AMERICAN  
TRADESHOW  
SERVICES

# EVENT DETAILS

## New Orleans Investment Conference

EVENT NAME New Orleans Investment Conference 2019

DATES November 1-4, 2019

VENUE Hilton New Orleans Riverside

PROJECTED ATTENDEES 1,000

PROJECTED EXHIBITORS 90

PRESENTED TO  
Brien Lundin  
President and CEO  
New Orleans Investment Conference  
111 Veterans Blvd, Suite 1555  
Metairie, Louisiana 70005  
800-648-8411  
ecoia@jeffersoncompanies.com

PRESENTED BY  
Andrew Asaro  
National Sales Manager  
217 General Patton Ave  
Mandeville, Louisiana 70471  
985-801-0672  
andrew.asaro@american-tradeshow.com



# WHO WE ARE

*Since 1996, American Tradeshow Services has been helping our clients develop meaningful memorable events across the world*

Our team, of over 30, brings a wealth of knowledge and experience that is unmatched in the event industry. Over the past 20 years, ATS has evolved into a unique powerhouse of knowledge. Within the past 2 years, ATS has had over 12 new hires, developed new departments and completed renovations to expand our office.

Not only are we expanding our team, but we are effortlessly retaining our current staff members. We value our employees and their efforts, relationships and clients, knowledge and willingness to learn.

## **Customer Service**

At ATS, we believe the meetings and conference industry is first and foremost a service industry. ATS employs a diverse, motivated and personable staff to work alongside our clients. ATS expects its employees to treat our clients with respect and see to it that their shows are a success. ATS provides support from start to finish.

*"We hired ATS to provide onsite registration and lead retrieval services for our attendee and vendors in our conference expo hall. The ATS team provided above & beyond service to our team at our show and we look forward to future partnerships with them. I will recommend them to anyone who is looking for registration and lead retrieval services!"*

# MEET YOUR TEAM



**Andrew Asaro**  
National Sales Manager

Andrew uses his years of experience as an onsite technician with ATS to help his clients suit their needs. He enjoys the customer service and problem solving end of the job. Andrew loves helping his clients from start to finish!

Your success is his success!

# SCOPE OF WORK

This proposal was designed to satisfy the needs of New Orleans Investment Conference by providing the technical expertise and hardware required for the implementation of an On-site Fast Track™ Registration & Electronic Lead Retrieval.

It is the understanding of ATS that New Orleans Investment Conference is currently without the capability to produce a show badge with an encrypted QR code in-house. Listed below are items ATS will provide to help New Orleans Investment Conference complete these services in a successful manner at the 2019 New Orleans Investment Conference.

- ATS will provide the New Orleans Investment Conference with a copy of ATSTReg™ onsite registration & Fast Track™ software for onsite badge production. This software will produce a badge with an encrypted QR Code configured to the Trade Show Exhibitor Association (TSEA) standard (i.e. ID, name, title, company, address 1, address 2, city, state, phone, and e-mail).
- ATS onsite techs will set up registration 24 hours prior to or at an agreed time scheduled opening and maintain system during all / open registration hours. ATS techs will arrive on-site each day one hour before Registration opens.
- ATS will provide a state-of-the-art electronic Lead Retrieval system that will include battery powered PDA, Tablet, and Mobile App options to 2019 New Orleans Investment Conference exhibitors.
- ATS will provide trained technicians to complete the distribution, service, and pickup of lead equipment at the close of 2019 New Orleans Investment Conference.



# SUMMARY OF SERVICES

## **FastTrack™ Automated Check-In & Badge Production**

ATS suggests the use of Fast Track automated check-in and badge printing system for onsite registration. Included in the email confirmation the attendee receives, there will be a QR Bar Code that will contain the registrant's unique registration ID number. When the exhibitor or attendee arrives at your event with their printed confirmation, they can go to one of the Fast Track stations, scan their QR Bar Code and their badge & credentials will print out automatically. This can drastically reduce attendees time spent in line allowing them for more time spent attending your event.

## **On-Site Registration Overview**

ATS will employ one onsite registration managers to setup and maintain the onsite registration system. This onsite management team will train all New Orleans Investment Conference temp staff on the functionality of the onsite program, making themselves available to answer any questions, and help register attendees throughout the event.

- Processing onsite will require New Orleans Investment Conference to acquire from the facility, a dedicated high-speed internet connection for the registration area to facilitate real-time credit card processing.
- ATS will employ Zebra Brand high speed thermal transfer badge printers for the creation of show badges at the 2019 New Orleans Investment Conference. These printers are the highest quality allowing the printing of a single show badge and additional event tickets.
- Show badges created will contain a QR Barcode with all vital attendee contact information. This barcode can be printed either on the front of the badge or onto a second piece to be flipped to the back or detached for use as a true electronic business card.

ATS can place any information collected during the registration process onto the show badge such as registration type, membership, ribbon codes, session codes, etc.



# MATERIALS AND EQUIPMENT

ATS recommends the following set-up but will work with New Orleans Investment Conference Staff on final requirements:

Registration Area:

4 Laptops, 4 Zebra Printers, 4 Genesis Barcode Scanners

Freight and Lodging

- ATS will provide for all costs generated by shipping all show related equipment (i.e. laptops, printers, badge stock, scanners, etc.).



# LEAD RETRIEVAL

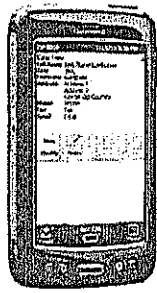
## Exhibitor Services

New Orleans Investment Conference will provide one (1) exhibitor service desks with header, 10 amp fourplex electrical power, one (1) chairs, a wastebasket and a 100 square foot draped work area behind or next to counter. **ATS can make adjustments to this work area to match what is provided overall by the decorator.**

- ATS will not require an internet connection at the exhibitor service desk.
- Knowledgeable ATS technical staff will attend the service desk during all set-up and show hours.

ATS will have at least one (1) full time staff persons' onsite for service and technical support at the 2019 New Orleans Investment Conference. As a rule of thumb, ATS will provide one (1) ATS staff person per eighty (80) units rented.

## Exhibitor Options



### MobilePlus™

Our MobilePlus™ is a handheld, battery powered unit. With its large color touch screen display, users will be able to customize their qualifiers and take personal notes. Custom Surveys are an optional addition that is available exclusively for MobilePlus™. Real-time lead management software is included. No network connectivity necessary.

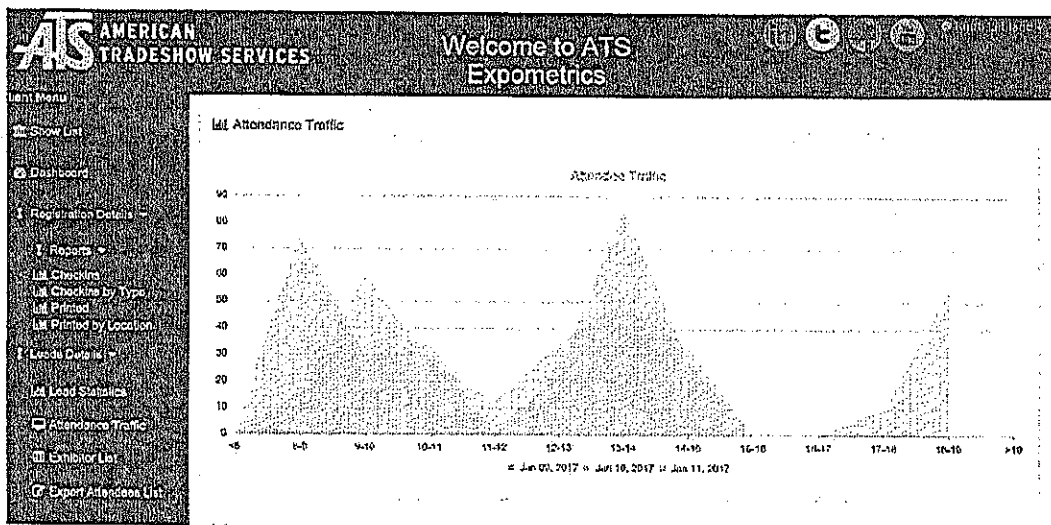
**NOIC Pricing 100 units \$80.00**

**Exhibitor Pricing (Additional Units) \$295.00  
early/\$345.00 late**

# EXPOMETRICS™

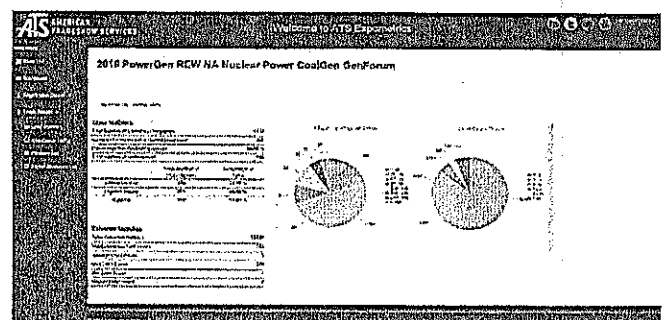
## ExpoMetrics™

Prior to 2019 New Orleans Investment Conference ATS will provide a link to a mobile friendly site to New Orleans Investment Conference that will contain real-time registration/badge production, session tracking & lead retrieval reports. These reports can be viewed from any laptop, tablet or smartphone. Below are a few screen shots of these reports:



The screenshot shows the ATS ExpoMetrics dashboard with the 'Exhibitor List' selected. The table lists exhibitors with columns for Name, Address, Phone, Email, and Booth. The exhibitors are listed in alphabetical order by name.

| Name        | Address     | Phone        | Email        | Booth |
|-------------|-------------|--------------|--------------|-------|
| ABC Company | 123 Main St | 555-123-4567 | info@abc.com | 101   |
| DEF Company | 456 Main St | 555-456-7890 | info@def.com | 202   |
| GHI Company | 789 Main St | 555-789-0123 | info@ghi.com | 303   |
| JKL Company | 012 Main St | 555-012-3456 | info@jkl.com | 404   |
| MNO Company | 345 Main St | 555-345-6789 | info@mno.com | 505   |
| PQR Company | 678 Main St | 555-678-9012 | info@pqr.com | 606   |
| STU Company | 901 Main St | 555-901-2345 | info@stu.com | 707   |
| VWX Company | 234 Main St | 555-234-5678 | info@vwx.com | 808   |
| YZA Company | 567 Main St | 555-567-8901 | info@yza.com | 909   |



| DESCRIPTION   | PRICE           | QTY | SUBTOTAL        |
|---|-----------------|-----|-----------------|
| <b>ATS Onsite<br/>Registration with Fast<br/>Track</b><br>Includes programming, badge set up<br>and email blast | \$Complimentary | 1   | \$Complimentary |
| <b>Zebra Printers</b>   | \$100           | 4   | \$400           |
| <b>Zebra Ribbon</b>   | \$25            | 4   | \$100           |
| <b>Laptops</b>  | \$100           | 4   | \$400           |
| <b>Genesis Scanner<br/>Heads</b><br>Barcode scanners used for FAST<br>TRACK                                     | \$Complimentary | 4   | \$0             |
| <b>Lead Retrieval</b><br>Estimate 55 @ \$80.00/<br>each   | \$80            | 55  | \$4,400         |
| <b>TOTAL</b>  |                 |     | <b>\$5,300</b>  |

# TERMS AND CONDITIONS

Payment for web based registration services due within (30) days of the web page initial launch day.

In the event New Orleans Investment Conference determines that ATS is not providing the services as outlined in this agreement, New Orleans Investment Conference will notify ATS in writing. This written notification will detail the performance deficiencies allowing ATS ten (10) business days to respond to New Orleans Investment Conference in writing with a revised operation plan that will address and correct the deficiencies outlined. If New Orleans Investment Conference determines the revised operation plan to be insufficient, New Orleans Investment Conference will have the option to opt-out of the agreement period. ATS must receive notice of a desire to cancel within (60) days prior to the event.

ATS will inform Exhibitors via e-mail and broadcast fax of the lead collection system and services available. New Orleans Investment Conference will provide ATS a list of exhibitors including address, phone, fax numbers, and email addresses in digital form.

New Orleans Investment Conference will have security in place during overnight hours to ensure equipment security.

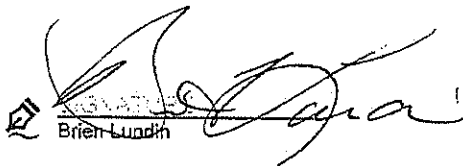
New Orleans Investment Conference will provide for electrical and internet (if needed) at Registration.

ATS carries and will provide proof of the following insurance and amounts: Commercial General Liability Certificate of Insurance showing combined single limit of liability in the amounts of \$1,000,000 per occurrence/\$2,000,000 general aggregate. The certificate of insurance must include on-site data loss protection, by naming New Orleans Investment Conference the loss payee. The additional insured should be listed as New Orleans Investment Conference and the event facility with respect to their vicarious liability.

# ACCEPTANCE

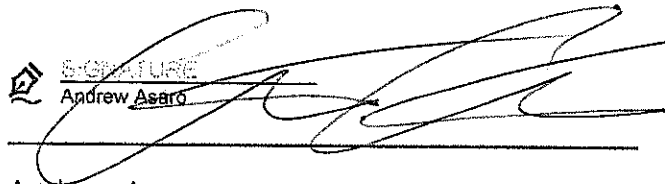
This acceptance confirms that New Orleans Investment Conference accepts ATS as the Official Registration and Electronic Lead Retrieval Services Provider for the 2019 New Orleans Investment Conference.

ATS agrees to provide the 2019 New Orleans Investment Conference and its exhibitors with equipment and services in exchange for being named as the Official Registration & Electronic Lead Retrieval Services Provider under the terms and conditions outlined in this Agreement.



Brien Lundin

Brien Lundin  
President and CEO  
New Orleans Investment Conference



Andrew Asaro

Andrew Asaro  
National Sales Manager  
American Tradeshow Services, LLC.