



Fun people to do serious business with

www.aspevents.com

So, what's ASP all about then?

Simply put - we design and build websites for the events industry.

Is that it??

Nooooo, far from it. Our websites are built around a content management system, SHOWOFF, which has loads of web 2.0 features that give the event team a multitude of online marketing options throughout their event campaigns.

Online marketing, blah blah...what do you mean exactly?

There's more to an event website these days than the bare facts. It can (and has) evolved into:

- An online news center and community site for your target industry
- A 365 - day online presence when the physical show isn't on
- A directory of industry suppliers
- A communication hub for your exhibitors and their visitors

You can also create constant online traffic through visitor loyalty campaigns. The sites that we create can encompass all of these and many of our clients are taking advantage of that.

Hang on, start with the basics!

Well, with a content managed website (like ours) **you** can easily add or change the content to reflect each stage of the campaign. This may be highlighting new features, the seminar program, keynote speakers, exhibitors and sponsors etc. You can also add or change logos and images, i.e. scrolling logos of sponsors or media partners.

The **exhibitor listings** can include contact details, logos, photos, pdfs of brochures, whitepapers, press releases, special offers, onsite competitions also known as 'user generated content'. These can all be uploaded by the exhibitors themselves through a quick and easy approval system.

The **email marketing suite** can send html and text emails with images and links. You also will be able to access reports to measure email campaigns, such as click throughs, opened to unopened mail ratio, etc.

You can add polls, petitions, video, calendars, newsfeeds, games, competitions, networking, have secure areas for VIPs or press, we could go on and on...



All this will increase your SEO – you're almost guaranteed a page one listing for your event!

Um, SEO?

Sorry, Search Engine Optimization. Briefly, this means putting enough relevant content (and key terms) on your website that search engines can find the site and gives it a naturally high ranking.

With a combination of the content your marketers put on the site, the content your exhibitors upload and the way we build the website, your search engine ranking will be high and hassle free.

This whole thing has got to be expensive

With the amount of revenue that can be generated through online sponsorship and exhibitor activities, it's cheap! Ok, we would say that but seriously, SHOWOFF allows tons of sponsorship opportunities including banners and buttons on the site (for selected pages or across the site), co-branded registration pages, enhanced exhibitor listings and co-branded emails to name a few.

Once a client has signed up with us we can provide training for the marketing and

sales teams to show them the sponsorship potential and how to make the most of it.

Trust us, the benefits far outweigh the costs.

The benefits? Go on astound me

Ok, where do we start, you can:

- Update website information quickly and easily
- Create new revenue streams
- Communicate instantly with exhibitors, visitors and prospects
- Easily measure and analyze your online activities
- Allow exhibitors to upload their own information
- Create a core visitor base community all year round
- Become a research center for your industry
- Be in control of your online marketing
- Increase website visits and registrations

So how do I judge the success of this online marketing phenomenon?



SHOWOFF includes some cool reporting and analysis functionality which can tell you how many people are visiting your site and when, what they're looking at, where they've come from (i.e. banners on other sites), which exhibitors and sponsor entries are being clicked on, email opening rates and click throughs etc. All this means you can adjust your marketing plan, target certain groups more or less, and will eventually give you year-on-year comparisons.

I don't want to sound rude but I've heard all this before...

Yes, some of our clients said that before they tried SHOWOFF. Ok, here are a few more facts about us - ASP has been in business since 1997 (through the dotcom debacle) and some of our clients have been with us nearly as long! We've built over 1,500 event websites in that time and have a client retention rate of over 95%.

With over 50% of the ASP team being qualified or having worked in marketing, the advice and assistance we give our clients comes with real credibility and confidence.

We keep up-to-date with trends in marketing, events and technology and we have so many great ideas it's hard to keep up - we are continually introducing product enhancements and modules to improve the online marketing experience.

Oh yeah and did we mention that with ASP offices in Las Vegas, London and Sydney we support all time zones and can offer 24 hour client assistance...

So, your clients, would I have heard of any of them?

Most likely as many of them are large media owners like UBM, IIR and Reed, even industry associations such as SISO. But we also work with niche organizers and support new ventures whether it's a consumer show, B2B event or conference.

ASP clients include:

- Questex
- NASBA
- IIR Exhibitions
- Reed Exhibitions
- Clarion Events
- Fresh RM
- UBM
- SISO
- Mack Brooks

While we're on the subject, ASP will be gaining PCI Compliance during 2009 (this is about how companies store, process or transmit credit cardholder data). It's one of the boring but essential parts of what we do and the services we provide.



Our IT and development team also work with 3rd parties to ensure we integrate seamlessly with other providers you may use, particularly for registration, badging, data management etc.

OK, well thanks for the information but I don't think I'm interested

What???

Only kidding! What happens next?

Send your contact details to team@aspevents.com and we'll get right back to you for a chat, or call direct on 702-433-2611.

“As an online marketing company we still strongly believe in face to face events - there is no substitute for a drink at the bar!”

Arran Coole, CEO, ASP