

# TrafficMax

Trade show list rental & promotional services

## Maximize traffic to your show booth

### TrafficMax Features

(See the pricing guide for features available for your show)



#### Attendee List Rental\*

Target buyers by industry segment, demographic profile or geographic area. Simply broaden or narrow your selection criteria. Your receipt page will provide a link to upload your complete list.



#### Postcard Service\*

Pre-designed postcard templates allow you to easily customize a professional and cost-efficient marketing piece for your targeted buyers.



#### Broadcast E-Mail\*

Drive traffic to your booth by sending an electronic message to your targeted audience. This flexible system supports HTML and plain text e-mail messages.



#### Label Printing\*

View and print 5160 Avery mailing labels in PDF format for the list you select.

### Benefits

- Send professional-looking marketing messages
- Increase booth traffic
- Increase company exposure
- Find more customers like your best customers
- Tailor your promotions to a specific audience
- Save time and money



Order online at our website

[www.compusystems.com/order](http://www.compusystems.com/order)

\* Available Features may vary by show. For additional information, contact a TrafficMax Specialist at: 708.786.5565 or e-mail: [trafficmax@compusystems.com](mailto:trafficmax@compusystems.com)





## Postcard Service\*

Pre-designed postcard templates allow you to easily deliver a professionally-designed and cost-efficient marketing piece to your targeted buyers. Ordering is quick and easy, cards mail in 7-8 business days. Choose from several images, add your text, and choose your colors. Printing, addressing, and mailing are all handled for you!

## Label Printing\*

You can select the entire list of registrants or make specific selections by industry segments and demographic profile. This system will then display your leads in an Avery 5160 template, printable within your web browser for use in sending sales and marketing promotions. (You will need a printer that supports label printing and Avery 5160 label stock). The registrant list you select can only be used on a one-time-basis for this label printing only. You will NOT receive an additional copy of your list.

## Attendee List Rental\*

Target buyers by industry segment, demographic profile or geographic area. Buyers who don't match your target profile will be excluded from your list.

Select a list according to your budget requirements. List counts can be modified as often as you want prior to your completed order – simply broaden or narrow your selection criteria. Your receipt page will provide a link to upload your complete list.

### List Selection Options\*

(Example)

- Company type
- Number of employees
- Job function

### Contact Information\*

(if provided on the registration form)

- Contact name, Title, Company name, Address, City, State, ZIP, Country
- Phone, Fax, E-mail

### File Output Options\*

- Comma Separated Variable (CSV)
- Tab Delimited
- Fixed Length Field

## Broadcast E-Mail\*

Reach your buyers quickly and effectively!

This flexible system supports HTML and plain text e-mail messages.

Simply create your promotional message and define a few broadcast parameters. Then launch your broadcast!

Measure the effectiveness of your HTML broadcast e-mail with our real-time online tracking reports (not available for plain text e-mail). Find out how many e-mail messages were opened, and how many times the links in your message were clicked.

You can be confident that TrafficMax conforms to all federal laws regarding e-mail broadcasting. Opt-out links are added to your message automatically, and opt-out requests are managed for you.



"We used CompuSystems' e-mail service to invite guests to come by our booth. I targeted the buyers I wanted to reach from the list of registered attendees, uploaded my e-mail message, and launched the broadcast. The whole project took about 10 minutes...all the information I needed was provided right on the site. Plus the service was very fairly priced. I wish everything was this easy to do."

— Kristi Elisano  
Business Development Manager, Sparks Exhibits and Environment

FREE TECHNICAL SUPPORT

\* Available Features may vary by show.

09/08



**COMPUSYSTEMS, INC.**

2805 South 25th Avenue  
Broadview, IL 60155  
Phone: 708.786.5565 Fax: 708.344.4444  
Toll-free: 866.600.LEAD (U.S. only)

E-mail: [trafficmax@compusystems.com](mailto:trafficmax@compusystems.com)  
[www.compusystems.com](http://www.compusystems.com)

# TRAFFICMAX PRICING GUIDE

**THIS IS NOT AN ORDER FORM**

## International Baking Industry Exposition

September 26-29, 2010

Las Vegas Convention Center, Las Vegas, NV



### ATTENDEE LIST RENTAL

Cost per record:	\$ 0.14
Minimum order:	\$ 350.00
(E-mail addresses are not provided)	

### LABEL PRINTING

#### List Rental (see note)

Cost Per Record	\$ 0.14
Minimum Order	\$ 350.00

**Set Up Fee** \$ 35.00

Provides you with a PDF formatted to print on Avery 5160 labels.

### BROADCAST E-MAIL

#### List Rental (see note)

Cost Per Record	\$ 0.14
Minimum Order	\$ 350.00

#### Broadcast Email

Set Up Fee	\$ 75.00
Cost Per Record	\$ 0.14

### INFORMATION

**ONLY THE FEATURES LISTED ARE AVAILABLE FOR THIS SHOW.**

For additional information, visit  
[www.compusystems.com/exhibitors-list.html](http://www.compusystems.com/exhibitors-list.html)

**Questions? Contact a TrafficMax Specialist at 708.786.5565.**

E-Mail notifications will be sent to the key contact 6-8 weeks prior to the show.

## Drive Traffic to Your Booth

- Send professional-looking marketing messages before the show
- Find more customers like your best customers
- Tailor your promotions to a specific audience

### POSTCARD SERVICE

#### List Rental (see note)

Cost Per Record	\$ 0.14
Minimum Order	\$ 350.00

Postcard pricing includes: printing, mailing services, and estimated first-class postage. Order will be fulfilled in 7-8 business days from date of order. Pricing for greater quantities is available upon request.

STANDARD POSTCARD 6" X 4.25"		DELUXE POSTCARD 8.5" X 6"	
QUANTITY	PRICE PER PIECE	QUANTITY	PRICE PER PIECE
500	\$0.77	500	\$0.90
1000	\$0.58	1000	\$0.67
1500	\$0.52	1500	\$0.62
2000	\$0.50	2000	\$0.57
3000	\$0.47	3000	\$0.53

### NOTE

The Broadcast E-mail and Postcard services require attendee list rental. List rental charges will apply. You will NOT receive a copy of the list when you take advantage of this service; the service applies as a one-time use. This also applies for Label Printing; an additional copy of the list will NOT be provided in another format.