



## The Community Solution less work, more visibility and participation

AllRegistrations.com is a branded service of Count Me In Corporation. We provide a state-of-the-art, fully integrated and supported enterprise level commercial solution that will help you to better manage and promote your organization's online registration and associated online payment activities. This overview provides a general description of the *Community Solution*, together with our exceptional support and free training.

We are one of the world's largest online registration and professional services companies with more than 100 staff and the trusted technology partner of more than 1,000 corporations, agencies and organizations. We have provided online registration and payment services for more than 56,000 events, classes, training sessions, conferences, seminars, conventions and programs.

## Benefits & Features Overview

The *Community Solution* is a modern approach to event and organization management that creates new opportunities to provide superior services to your clients, members and constituents.

The *Community Solution* provides organizations with a fully integrated real-time database-driven solution that combines an organization/event branded registration website, online registration, e-Commerce, software services, database management tools and real-time web publishing. We host, monitor, maintain and support the *Community Solution* and provide free training and technical support to all clients.

This document describes the Benefits and Features of using the *Community Solution* and is intended to supplement the narrated demonstrations accessible on our website that include:

Event Registration	<a href="http://www.countmein.com/events">www.countmein.com/events</a>
Corporate Online Services	<a href="http://www.countmein.com/corporations">www.countmein.com/corporations</a>
Sports Facilities & Organizations	<a href="http://www.countmein.com/sports">www.countmein.com/sports</a>

We welcome the opportunity to work with your event management team in the evaluation and implementation of the *Community Solution* for your events and conferences.

## Section 1 – Benefits

By leveraging the our technology:

- ✓ [Flexibility](#)  
Participants have the flexibility to register and pay for your events, conferences and associated social events, activities and merchandise online, 24 hours a day; 7 days a week.
- ✓ [Affordability](#)

The *Community Solution* is powered by our technology platform that has been specifically designed for maximum flexibility and configurability. This intelligent design enables us to quickly deploy event registration solutions at half the cost of other providers.

✓ [Save Time and Effort](#)

Your registrars and other staff members will experience tremendous reductions in time-intensive clerical tasks including data entry, mailings, phone calls, check processing, verifying registration accuracy and communications. You will save time and reduce operating costs by eliminating the need to track fees and process credit cards and checks.

✓ [Improve Efficiency](#)

Our fully integrated solution provides both real-time access to a single source database and comprehensive tools to more effectively manage your participants, special activities, communications, website content management, reports and merchandise.

✓ [Reduce Staff Turnover and Disruption](#)

Your staff turnover will be less frequent and less disruptive. The *Community Solution* increases staff satisfaction by providing the tools your staff needs to most effectively do their jobs. Staff transition is easy and low risk thanks to Community's consistent, safe and available methods for managing data, archiving files and providing free and unlimited training for administrators.

✓ [Easy Access by Approved Staff](#)

Only approved staff members can access the Administration Application and its functionality from home, the office, or on the road.

✓ [Real Time Web Publishing](#)

Assigned administrators can quickly publish website content including photos and web ads.

✓ [Easy Access by Participants](#)

Participants can quickly access their account information, make additional payments and register other colleagues for additional programs using the "My File" personalized services.

✓ [Online Fundraising](#)

Participants can make general or restricted donations online either as part of the registration process or on a standalone online donation basis.

## Section 2 – Features

### Website

✓ [Free Client Branded Website](#)

We include a free, client branded website that is designed to increase the visibility of your organization and its events among your constituents. This site can be used as your primary website or seamlessly linked from your existing website. You have the ability to customize the appearance and content of the web pages to make your event registration website the year-round focal point for useful information and follow-on merchandise purchases.

The *Community Solution* includes a fully integrated relational database and Administrative Application that manages real-time web publishing of website content and registration programs and all of the participant management and reporting tools.

✓ [Online Registration](#)

The *Community Solution* provides safe and secure online registration – greatly reducing or eliminating manual data entry by your staff. Participants find our online registration services easy-to-use and very reliable. Online registration functionality includes the ability to ask custom questions on a program-by-program basis, integrated or stand alone merchandise ordering, group discounts, age/gender eligibility management and optional password protected registration pages. The current registration status of all programs is automatically displayed on the website (open, closed, waitlisted or full) based on real-time registration levels.

The *Community Solution* also supports sub-program, session, track and offering registrations that are offered as subsets of a participant's registration.

✓ [Easy Online Payment](#)

The *Community Solution* utilizes state-of-the-art technology in providing an easy to use and intuitive payment process that has been used by more than a million participants. We are a PCIDSS\* certified company that provides safe, secure and encrypted credit card processing with real-time validation.

There are no set-up or hosting fees for use of the Community Merchant of Record ("MOR") Account. We process more than \$50M in client transactions annually without marking up the then current third party online credit card processing costs.

We provide services to Clients in several countries and can process transactions in US Dollars, Canadian Dollars and Euros. Contact Community for non-US Dollar and non-Canadian Dollar price schedules. Clients have the option of using their own Verisign/PayFloPro compatible MOR account.

\*Payment Card Industry Data Security Standard. Compliance is tested by an independent licensed third party monthly.

✓ [Your Account](#)

Registrants will no longer have to contact your management staff to verify event information or update payment status. They can access their specific account information 24 x 7 x 365 using their secure username and password.

✓ [Secure Team/Group Pages](#)

Teams/Groups together with their facilitators have the ability to access secure team/group pages. Assigned participants can view or print the team/group roster. These pages also include an electronic message board and contact information for the members of the team.

✓ [Volunteer Registration](#)

Community understands that volunteer recruitment and effective management are sometimes required to facilitate running successful events. Our volunteer registration functionality is designed to collect all the information required by your organization to properly profile, screen and assign your volunteers. Volunteers can specify their particular areas of interest and always receive an automated email acknowledgement.

The Community Administrative Application supports a suite of volunteer management functionality that is integrated into the team/group building and email tools.

✓ [Team/Group Sponsorships and Fundraising](#)

The *Community Solution* also supports several types of online donation processing. This includes team/group sponsorships as well as creating campaigns for other types of fundraisers, both on a stand-alone basis and as part of the registration process. The online donation feature generates new revenue for our clients. Donors are automatically provided with a personalized "thank you" acknowledging their generosity.

The Desktop Application also supports a suite of donation management functionality for easier organization of your organization's donated funds.

✓ [Online Merchandise Ordering](#)

The registration website has been specifically designed to allow your organization to sell merchandise in conjunction with program registration or on a standalone basis.

✓ [Referral Marketing](#)

The *Community Solution* service includes "Email-a-Friend" referral marketing capability that leverages direct registrant to potential registrant referrals via a personal email message. The "Email-a-Friend" email includes an embedded link to the registration page of the program being recommended. Thanks to this popular feature, many of our Clients have increased participation 10% to 40%!

✓ [Sponsorship and Revenue Opportunity](#)

The client branded registration website encourages the sales of team, group and event sponsorships, online donations, merchandise, and paid advertising to better support and market your organization. Clients retain 100% of the revenue generated from fundraising activities such as web advertising, team/organization sponsorships and advertising.

## Administrative Application

✓ [Organization Management Tools](#)

The *Community Solution* includes the administrative Desktop Application that is comprised of a database and a suite of database management tools for easy management of participants, staff, programs, rosters, schedules and payments. Your assigned organization administrators can automatically publish website content and images. The Administrative Application allows your organization to track progress, create and run reports and more effectively manage operations in real-time. If necessary, data can be easily downloaded to Excel, a CSV file or a tab delimited file and imported into other databases for export to third parties.

✓ [Easy Team/Group Building Tools](#)

Easy to use Team/Group-building tools enable staff to easily form special groups for more effective seminar and training collaboration that is based on the profile information generated during the registration process or based on arbitrary assignments.

✓ [Extensive Reporting Capability](#)

The *Community Solution* enables your organization to quickly create standard and custom reports to track participant information, payment status, and other metrics that ensure program success. These reports can be exported in tab-delimited, or comma separated value format or easily opened as a excel spreadsheet.

✓ [Marketing Tools](#)

Your staff can use Community's flexible reporting tools to build participant lists and send free HTML email and eNewsletters communicating important information and promoting your events and services. Creating mailing labels for printed communication can easily be done

after running a report for contact information; export the report to Excel, mail merge and your mailing labels are done.

✓ [Restricted Access](#)

Administrative users must enter a username and password to access the Administrative Application. There are multiple levels of access that can be assigned by your organization to your staff based on their respective responsibilities.

✓ [Branded HTML Email Capability](#)

The Administrative Application allows you to send emails to individuals or groups of your constituents that meet your selected criteria. Emails are client-branded for a professional look and include live links to any of your web-ad sponsors. Email communication is ideal for reaching account holders and participants with updates to schedules and registration status as well as event reminders and so much more. For your convenience, the Administrative Application tracks the status of all emails sent.

## Assurances

✓ [The \*Community Solution\* is Affordable](#)

The *Community Solution* is funded by a modest annual fee that is fully creditable toward the per registration fees. The per registration fees are \$2.00 to \$3.50 and are discountable based on volume of 10,000 annual registrations or more.

Our credit card processing costs are among the lowest in the industry.

✓ [No Hidden Costs](#)

Unlike other providers, there are no hidden costs. We do not charge separately for standard web site set-up, initial program set-up, website hosting, website support and monitoring, customer service, initial and ongoing training, offsite data back-up, credit card processing set-up or new releases.

✓ [Initial Website and Program Set-up](#)

Our Client Services staff will build and deliver a fully functioning, client-branded, online registration website within 15 working days or less of receipt of your website and program content and receipt of a Service Agreement.

This fifteen day period includes up to five days for our professional client services staff to build your website and initial programs, up to five days for you to review the website and program information and up to five days for our staff to make revisions based on your input.

✓ [Free Exceptional Client Service](#)

Our twelve member client services team provides exceptional client service support and is staffed to quickly respond to phone, email and fax support questions. Our staff is knowledgeable, well trained and polite.

We have extensive experience working with organizations of all sizes and understand the nuances associated with building the visibility and participation of your organization.

Client Services provides unlimited telephone and email support from 8:00 AM to 6:00 PM PT, Monday through Friday at no charge.

✓ [Professional Free Training](#)

We recognize that organizations often depend on the tremendous efforts of their staff members and that their roles may change frequently. That's why we provide unlimited free training for our client administrators.

Your organization can have multiple staff participate in our training program as many times as they desire. Our training program is administered by our professional trainers via live web conferencing. Training is broken into 25 separate modules enabling your staff to choose which sessions they attend based on their respective organization responsibilities. A library of narrated online training tutorials is also available 24 x 7 x 365.

✓ [Remittance](#)

As the Merchant of Record, Community collects online, credit card registration fees on behalf of your organization and remits the monies twice monthly (after deducting the CMI Transaction Fees and credit card processing fees), along with a detailed Remittance Report to its Clients. As a result, your organization will greatly reduce the number of checks handled and the associated processing efforts. There is also the option of using your own Merchant of Record, if preferred.

✓ [Free Updates and New Releases](#)

We regularly provide enhancement releases, typically every two months. These updates include new features that are based on the input and suggestions from our existing clients. All Clients are automatically and seamlessly upgraded to the new releases. These updates and new releases are provided to your organization free of charge.

✓ [Technology](#)

We currently provide services to more than 1,000 organizations. Our new \$5M state-of-the-art Microsoft .NET 2.0 / SQL 2005 platform is optimized to provide maximum flexibility and configurability for complex event management and custom project implementations. Our technology platform runs on enterprise-class servers. The functionality and usability offered by the Community solutions is unrivaled in the industry; more importantly, our solutions are scalable for virtually any customer requiring online registration, payment processing, and program management.

✓ [Insurance](#)

Community is insured by the Chubb Insurance Group. This commercial policy includes \$1,000,000 per occurrence General Liability and \$1,000,000 per claim Errors & Omissions coverage.

✓ [Security & Privacy](#)

The security and confidentiality of your organization's Participant Information is always a priority at Community. That's why we go to such great lengths to provide a solution that protects your participants and your organization against fraud and unauthorized distribution of Participant Information. Community does not rent, re-use, distribute, sell or share Participant Information.

✓ [Double Tyte](#)

Our *Double Tyte* multi-dimensional security approach is uniquely employed in *the Community Solution*. In addition to the standard unique User ID and Password login approach utilized for granting client administrators access to participant and client information, we enable and tracks the downloading and use of the Administrative Application.

✓ [PCIDSS Certification](#)

Community is a PCIDSS certified credit card processor that exceeds the newly enacted certification standards. We utilize state of the art encryption and industry best practices for processing, transmission and handling of credit card information. Certification includes monthly-approved third party review of our credit card processing procedures and protocols including encryption, collection, transmission and storage of credit card information, employee background checks and server facility security standards.

✓ [Secure Hosting](#)

The *Community Solution* is hosted at InterNAP a secure, world-class hosting facility and is monitored 24 x 7 x 365 on a pro-active and re-active basis. This secure Tier 1 data center utilizes biometric security, 24 x 7 x 365, live guards, locked server rooms, locked server racks, load balancing servers and power back-ups.