

# Sports Systems

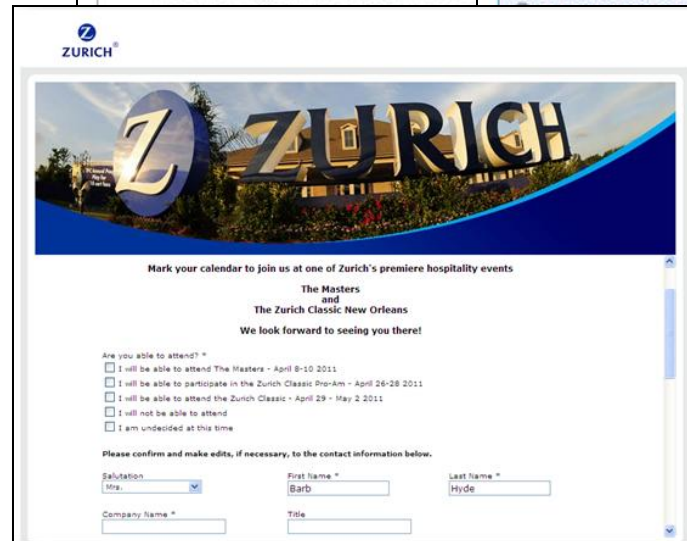
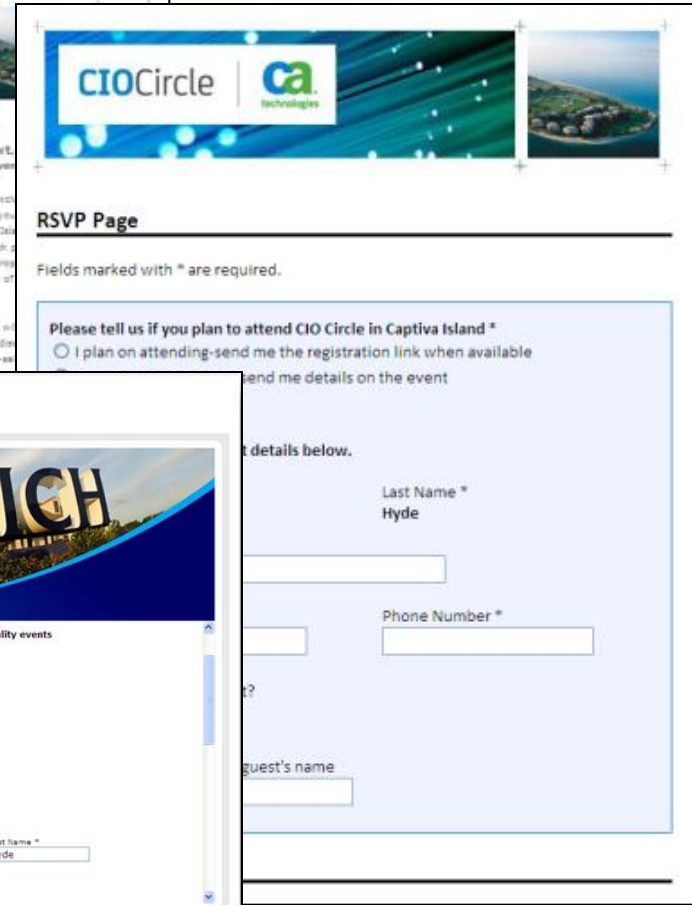
online innovations for events

## GuestPass

# Save the Date

**Personalized save the date emails**


**Static or interactive requesting a preliminary response**



# Personal Invitations

Branded and Personalized

Customized with specific information for each wave or group



hosted by  
FIESTA BOWL

Dear Barb,

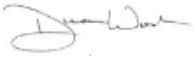
It is our honor and privilege to invite you to join us in scenic Arizona for the 2011 Tostitos BCS National Championship Game.

On behalf of the conferences and universities which manage the Bowl Championship Series, and also on behalf of the Fiesta Bowl, this year's game host, we are pleased to extend an invitation in the sincere hopes you will be able to join us January 8-11, 2011 in Scottsdale, Arizona for the Championship festivities, which will culminate in the Tostitos BCS National Championship Game at University of Phoenix Stadium in Glendale.

Please follow the link below to review the online registration form. We would appreciate your response by **Wednesday, December 8, 2010.**

[Click here to R.S.V.P.](#)

If you have any questions regarding this invitation or surrounding events, please contact Kelly Keogh, Executive Manager and Special Events Coordinator at [kkeogh@bowlchampionshipseries.com](mailto:kkeogh@bowlchampionshipseries.com).

  
Duane Woods  
Chairman of the Board

cc: Bill Hancock, Executive Director, Bowl Championship Series



Dear Barb Hyde:

Your Personal Invitation to the 2011 NBA All-Star Game: Sunday, February 20, 2011.

NBA All-Star 2011 in Los Angeles will bring together some of the most talented and passionate players in the league's history for a global celebration of the game. The 60th NBA All-Star Game, which will be held at the STAPLES Center, will reach fans in more than 200 countries and territories in more than 40 languages. You can be there in person as our guest.



Your complimentary hospitality package includes:

- 1 (one) VIP Ticket to the 2011 NBA All-Star Game as a guest of NBA Legend Jerry West in his luxury suite



you are invited to the **vitaminwater** racing experience at the:

**daytona 500 weekend**  
february 14-15, 2009  
daytona international speedway

please [click here](#) to respond to this invitation! remember to fuel up with **vitaminwater** ...it works for carl edwards!



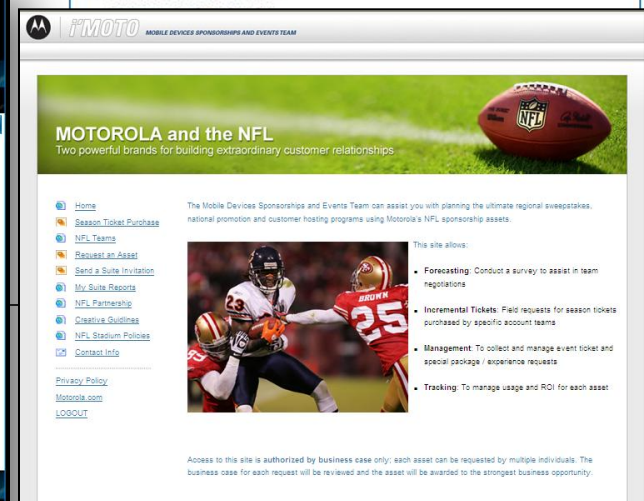
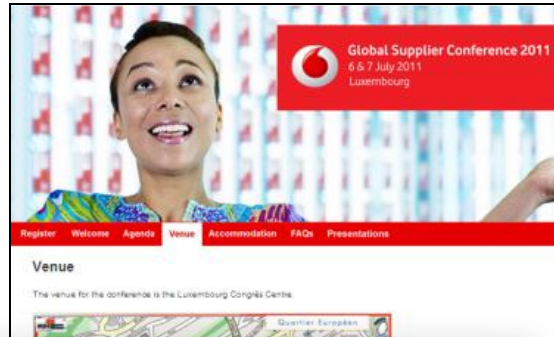
rowser:  
F

# Event Microsite

Provide helpful event information

Easily accessible

Always current



GuestPass by

sports systems

# Customized RSVP

## Show or hide event specifics based on the invitee

### BACK TO FOOTBALL

# KICKOFF

SEPTEMBER 9, 2010

CONTACTS | EVENTS | SCHEDULE | TRANSPORTATION | ACCOMMODATIONS | MAPS

#### REGISTRATION

Please RSVP below.

**Kickoff 2010**

We are looking forward to hosting you at the 2010 NFL Kickoff event in New Orleans, where the Super Bowl Champion New Orleans Saints will take on the Minnesota Vikings at the Louisiana Superdome.

In addition to the marquee matchup between these two exceptional teams, we have a variety of exciting festivities planned in and around New Orleans including a live concert.

Please remember to register by August 20, 2010. Thank you.

Invitations to the 2010 NFL Kickoff event are non-transferable and may only be used by the original recipient of the invitation.

For hotel questions, please contact Julie Fogarty at [Julie.Fogarty@NFL.com](mailto:Julie.Fogarty@NFL.com). For questions about the Kickoff event, please contact Tracey Snyder at [Tracey.Snyder@nfl.com](mailto:Tracey.Snyder@nfl.com)

[Click Here to Register](#)

[Decline Invitation](#)

Register | Itinerary | Location | Team 2012



### 'Team 2012 presented by Visa' Merchant Campaign

We look forward to welcoming you to the launch event of the Team 2012 presented by Visa' Merchant Campaign on Wednesday 29th September, 2010 at Forns's Fish Island, London, E3 2AT.

To ensure all merchants have enough time talk to Visa and RBS WorldPay representatives about the point of sale campaign we will be running two identical sessions. You only need to attend one session, either 10am - 1pm or 2pm - 5pm. Please select the session you would like to attend by clicking the Accept button below. You will also need to give the details of your marketing colleague or the decision maker for point of sale or eCommerce, so please ensure you have confirmed their availability before proceeding. You will need to attend the same session as your colleague.

To complete your registration to the event please click the Accept button below.


If you are unable to attend but a colleague can take your place please click "accept". You will be able to register your colleague's details to attend the event instead.

[Accept](#) [Decline](#)

### THE MASTERS

Guest Program

REGISTER | WELCOME | NETWORKING | TOURNAMENT | SAP GOLF AMBASSADORS | DIRECTIONS | ACCOMMODATION



### THE MASTERS

Augusta National Golf Club, April 5 -11, 2010

#### Personalized Itinerary

SAP is delighted that you will be attending the Masters 2010 in Augusta. Please "click" on the button below to view your personalized itinerary.

[View your personalized itinerary](#)

**IMPORTANT NOTE:** Your itinerary is generated 'LIVE' every time you click on the button above. Should you need to change any of your travel details, it is recommended you update your details prior to viewing the itinerary.

We look forward to seeing you in Augusta and sharing this experience with you.

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sports systems

# User-friendly Registration

No question limit

Validation rules require data in the right format

Dependent questions appear only when needed

Example: Hotel questions only show when the guest needs a room

**Partner Summit 2010**  
September 14 & 15, 2010

**Guest Registration**  
Fields marked with \* are required.

**Guest Info**  
Information collected is strictly confidential and protected by Hendrick Motorsports.

First Name \*  
Rick

Last Name \*  
Dameron

Email Address \*  
rick.dameron@sportsystems.com

Company \*  
Sports Systems

Job Title \*  
VP of Marketing

Phone Number \*  
704-896-6821

Will you need a hotel room?  
 Yes  No

**Hotel Information**  
We have reserved a block of rooms at:  
Omni Charlotte Hotel  
132 East Trade Street  
Charlotte, NC 28202  
Hotel Website  
Rate: \$139.00  
Military: \$100.00

Room Preference  
 King  Double

Smoking Preference  
 Non-Smoking  Smoking  
Subject to availability

Check-in Date  
09/13/2010

Check-out Date  
09/16/2010

To reserve your room, we need your credit card information. Room availability and rate can only be guaranteed prior to August 20, 2010. After that date, we cannot guarantee your room or rate.

Credit Card Type  
AMEX

Credit Card #  
3111111111111111

Exp. D.  
02/1  
MM/YY

Select your hotel rate.  
 Regular \$139  Military \$100

**ATLANTIC COAST CONFERENCE ACC**

**Guest Registration**  
Fields marked with \* are required.

First Name \*  
Barb

Last Name \*  
Hyde

Email Address \*  
barb@hyde.com

Institution \*  
None

Phone \*  
Fax \*

**THE SHARK SHOOTOUT® Pro-Am Tournament**  
Tiburón Golf Club, Naples, Florida

Merrill Lynch Wealth Management  
Bank of America Corporation

Schedule of Events  
Pro-Am Format  
Hotel and Travel  
General Information  
Tournament History

Fields marked with an \* are required.

**Pro-Am Participant Registration**

Please make best efforts to complete this form in a timely manner. Should 15 minutes elapse without submission of the form, you will receive a time-out alert and will have 5 minutes to elect to continue.

**PERSONAL INFORMATION**

Guest Type  
Client/Prospect

Salutation \*  
 Mr.  Ms.  Mrs.  Dr.

First Name \*  
Barb

Last Name \*  
Hyde

Company Name  
SH

Professional Title  
VP

Primary Address \*  
2100 Norm Centre Road

City \*  
Fort Lee

State \*  
New Jersey


Zip Code \*  
07024

Country \*  
United States

If a PGA TOUR player requests my personal address following the event, I grant permission for Merrill Lynch Wealth Management to provide that information to the Tournament.  
 Yes  No

# Confirmations

## Automatic on screen and via email



**BACK TO FOOTBALL**  
PANTHERS TRAINING CAMP 2010  
WOFFORD COLLEGE | SPARTANBURG, SC

Having trouble viewing this email? [Click here.](#)

Dear Nate,

It's Back To Football as the Panthers get geared up for the 2010 NFL season and this is your exclusive first look and opportunity to be there with us!

Registration Confirmation:

Name: Nate Hyde  
Number of Guests: Two people. I will be bringing a guest.  
Event Date & Time: Thursday - 8/5 - 3:45pm

The Carolina Panthers VIP Training Camp Experience Will Include:

- VIP Covered Seating Area Adjacent to the Practice Field
- Exclusive Autograph Area
- Catered Meal

Directions from Charlotte, NC:

- Take I-85 South from Charlotte
- In Spartanburg look for Exit 77 (Business I-85)
- Remain on Business I-85 until Exit 6 (Hwy. 9).
- Once you exit, go under the overpass, then circle and yield to the right. You will be heading SOUTH on Hwy. 9.
- Stay on Hwy. 9 until you reach Asheville Highway/Church Street.
- Make a LEFT onto Church St.
- Then go less than 1/2 a mile and make a LEFT onto Evins St.
- Take Evins St. for less than a mile. It dead-ends into the Richardson Athletic Center.

Important Notes:

- VIP parking and event check-in will be located by the Richardson Athletic Center.
- Please use the directions listed above for the correct entrance into the Wofford College campus.
- Please print this confirmation to present to the Panthers representative when you check in.

If you have any questions or changes to your reservation, please contact:

Anthony Darr  
(704) 358-7742  
Anthony.darr@panthers.nfl.com

Best regards,  
Carolina Panthers



**Coors LIGHT**  
OFFICIAL BEER SPONSOR

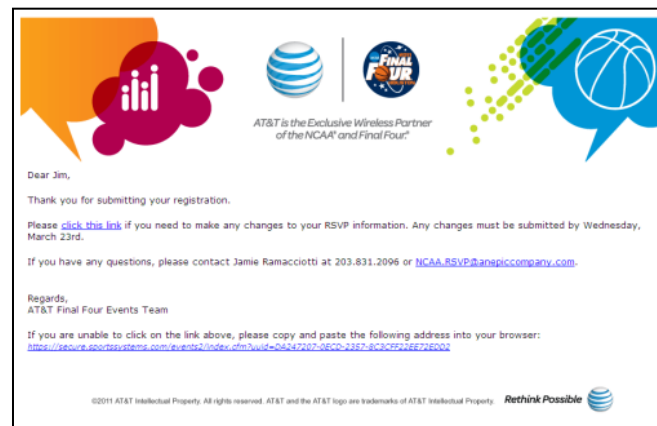
SCHEDULE OF EVENTS EVENT DETAILS FAQ CONTACT



**Coors Light Super Bowl XLV Guest Registration**

We are delighted that you are able to join us for the Coors Light Super Bowl XLV festivities!

Please note that you can use the link in the invitation email, or the confirmation email that we will be sending to you shortly, to return to your RSVP page and make changes to your reply or to obtain more information. In the meantime, if you have any questions, please contact Chris Burgner at 214-237-6914 or via e-mail at [cburgner@genesco.com](mailto:cburgner@genesco.com).

See you soon in Fort Worth!



AT&T is the Exclusive Wireless Partner of the NCAA® and Final Four®.

Dear Jim,


Thank you for submitting your registration.

Please [click this link](#) if you need to make any changes to your RSVP information. Any changes must be submitted by Wednesday, March 23rd.

If you have any questions, please contact Jamie Ramacciotti at 203.831.2096 or [NCAA.RSVP@atandt.com](mailto:NCAA.RSVP@atandt.com).

Regards,  
AT&T Final Four Events Team

If you are unable to click on the link above, please copy and paste the following address into your browser:  
<https://secure.guestpass.com/guestpass/confirm?site=06247207-0800-2187-803-09246272600>

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## Can include a registration summary



# Mobile Apps

**Customized for each user**

**Send alerts during the event**

**Extend the guest's onsite experience**





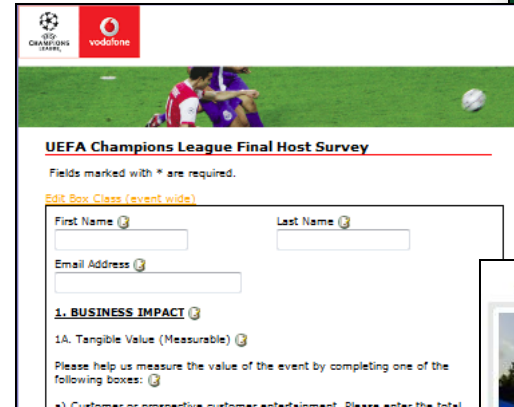
# Post-event Follow-up

Thank yous, surveys and photos

Customized for guests or hosts

Relevant, actionable data

ROI/ROO evaluation



UEFA Champions League Final Host Survey

Fields marked with \* are required.

Edit Box Class (event wide)

First Name \*  Last Name \*

Email Address \*

1. BUSINESS IMPACT \*

1A. Tangible Value (Measurable) \*

Please help us measure the value of the event by completing one of the following boxes: \*

1) Customer or prospective customer selection. Please enter the total



Farmers Insurance Open Survey Form

Fields marked with \* are required.

Survey Questions:  
Please rate your experience on a scale of 1-5  
(5 = Exceeded Expectations; 1 = Below Expectations)

Website Registration Process \*  
 N/A  1  2  3  4  5

On-site hospitality \*  
 N/A  1  2  3  4  5

Executive Networking Series  
Intel ENS at The Masters



Dear David,

Thank you for joining us at the recent Intel Executive Networking Series at the Masters event.

In an effort to continuously improve our events, we would appreciate you taking a few minutes to complete the enclosed survey. Your time is greatly appreciated.


[Click Here to Complete Online Survey](#)

Best regards,  
The ENS Planning Team

If you are unable to click on the survey link above, please copy and paste this link into your browser:  
<https://secure.sportssystem.com/events2/index.cfm?uid=73009080-8ECA-D958-1E68790A4236E883>

 please consider the environment before printing this e-mail.


ZURICH



Draw Party

page 1 of 2

To download an image, first click on the image to view its full size (which may take a few moments), and then right-click on the image and select "Save Picture As...". Your browser will then prompt you to save the image to a designated folder on your computer.



# Why Sports Systems?

**Proven, advanced technology to fulfill event activation objectives**

**Experience and best practices to support your staff or agency improving ROI/ROO**

***Technology to simplify, streamline and upgrade event activation***

**Call (201) 429-9270 today to get started!**

GuestPass *by*

sports systems