



Redhat Summit: Badges



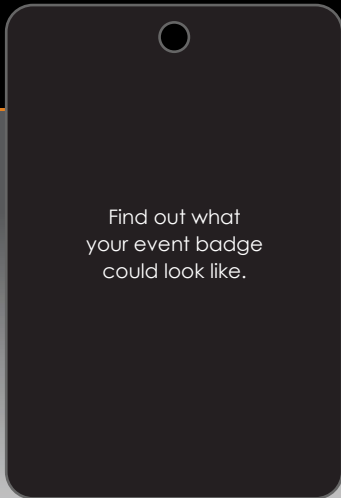
Redhat Summit: Expo and Meals



Neuropathic Pain: Study Coordinators Meeting



Avodart



Find out what  
your event badge  
could look like.

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# EVENT HORIZON



Put a Positive Spin on Your Next Corporate Meeting



## Event Horizon allows you to:

- > Control your costs more precisely, with turnkey program pricing and no per-participant fees
- > Customize and streamline event processes
- > Provide clients with rich event data in real time, for superior value-added reporting

**Event Horizon includes three components, which may be purchased individually, or as a complete package:**

## EVENT HORIZON

### Event Horizon — online event registration application

- > Create online processes with an easy-to-use interface
- > Control content and access to information with single-administrator editing privileges: registration websites, confirmation emails, admin notification emails, reports, user permissions/security levels and input forms
- > Modify forms as easy as writing Microsoft® Word documents, with additional built-in coding functionality if desired
- > View and edit captured data and send standardized or customized reports or emails to multiple recipients for event tracking and follow-up
- > Provide clients with data-rich reports for targeted follow-up

## ARECIBO

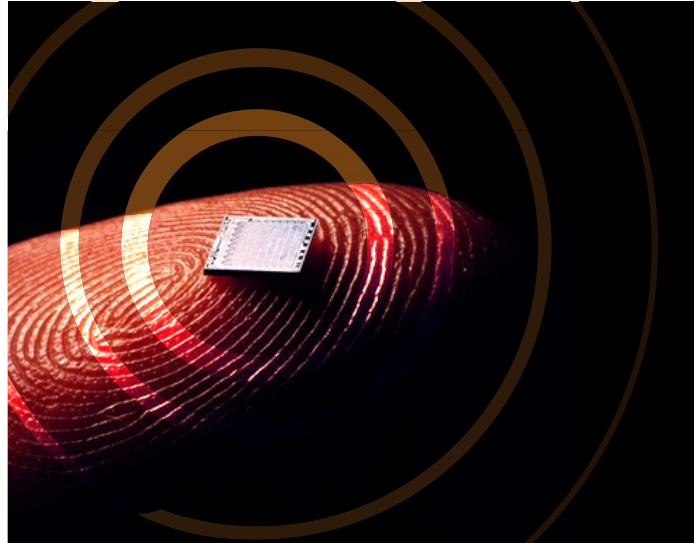
### Arecibo — attendee tracking, data capture and management application

- > Instantly verify participant registration by using radio frequency identification (RFID) technology imbedded in event badges
- > Track attendance and elapsed time automatically as participants pass by each event portal, attend breakout/continuing education (CE) sessions or other sponsored events — without requiring sign-in or human observation
- > Deliver aggregate and attendee-level data to client for more precise calculation of return on investment (ROI)

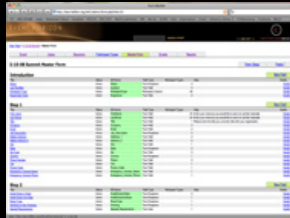
## POLARIS

### Polaris — flight and weather monitoring link to the FAA

- > Enhance event experience by allowing attendees to refer to large on-site displays or kiosks to monitor up-to-the-minute flight information, including delays, cancellations and weather in the arrival cities
- > Optimize pickup and drop-off logistics planning from the airport to the event
- > Support client's corporate/event branding efforts through customization of displays



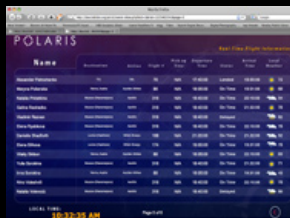
## EVENT HORIZON



## ARECIBO



## POLARIS



As a meeting planner, you have clients who expect you to execute on more complex events with flawless attention to detail. At the same time, in a more competitive business environment, they demand that you rationalize each dollar you spend. Event Horizon offers a suite of event-registration and tracking tools that can help you address these challenges.

### Benefits of Event Horizon for You

- > Fully customizable, easy-to-use applications help your event run more smoothly
- > Scales to any size
- > Helps resolve any on-site issues immediately
- > Provides authorized users with access to data from anywhere with an Internet connection, at any time
- > Easily installed Open Source software carries no hardware costs, hidden maintenance fees or need for additional support staff
- > Secure online solution hosted on your servers, or ours
- > Lessens opportunity for human error
- > Responsive service, with a dedicated Client Partner assigned to each account, backed by 24/7 phone support

### Benefits of Event Horizon for Your Clients

- > Streamlines registration process for customers and prospects
- > Real-time, spatial RFID monitoring and data capture of attendees helps target and manage customer/prospect interactions automatically, throughout the event
- > Tracks, reports and stores attendee-level data to confirm regulatory compliance, such as for continuing education (CE) classes
- > Leverages opportunities for corporate/event branding and event messaging through integrated website and email functionality
- > Robust reporting capability helps measure results and justify marketing spends

### Call today for a Free Demonstration

To learn more about Event Horizon's easy-to-use event registration, monitoring and reporting tools, or to request a proposal, please call Centrifuge Media today at

**866-334.2981** or  
email us at [info@centrifugemedia.com](mailto:info@centrifugemedia.com).