

ESSENTIAL



Your Conference Meeting Scheduling Specialists

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MEMBER LOGIN

WELCOME!

Name:

Password:

We are Essential Software Solutions™ (ESS), an unsurpassed one-on-one conference and trade show scheduling company serving businesses like yours since 1992. With over a decade's experience and the latest in productivity-enhancing application technology, you can count on us to help you meet your conference/trade show objectives.

How this works for your members

Time incremented meetings are set up from choices that are made by association members. Meeting length can be any amount of time desired. Each association member can pick who they want to see at the conference. When their "picks" are entered, meetings with their choices are scheduled provided they have time slots available. Members can also choose who they do not need to see and time can also be blocked out for no scheduled appointments.

Why this works for your members

These meetings are conducted between individuals who need to discuss priority issues. The one-on-one meetings are focused, effective and results-oriented. Consequently, these meetings empower executives to connect with more companies in an eight hour day as opposed to weeks of travel for meetings conducted away from the office. You will also have more time for casual social networking. This is a major advantage to the one-on-one meeting concept.

Focused

- Concentrated, one-on-one meetings with primary decision makers
- Minimum amount of time for maximum successful meeting results

Effective

- Connect with key people in the industries that can influence your business directly
- You can create a specific outline of topics and will be prepared to discuss them since you will know exactly who you will be meeting with
- Formulate action plans and goals that both meeting participants agree on

Results Oriented

- A clear mutual understanding can be expected after the meeting
- Set up future target dates for implementation of what was discussed

Essential Software Solutions has developed a proprietary client/server-based association management scheduling package that is customized to serve your members' conference/trade show requirements. By incorporating sophisticated optimization techniques into the application's scheduling algorithms,

we help your members have the control they need at your conference/trade show events. This helps them to become more productive by more efficiently utilizing their time and maximizing the positive results of the conference/trade show.

[Contact us](#) today to start leveraging the power of ESS to increase member retention, entice new members to join and boost attendance to your associations' revenue generating conferences and trade shows. Get ready to take your future meetings to the next level!

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MEMBER LOGIN

WHAT WE CAN DO FOR YOUR ASSOCIATION

Name:

We help associations and large distributors increase revenues and their relevancy to members

Password:

Essential Software Solutions provide [scheduling services](#) that:

- Connect trade show and event buyers and sellers to optimize the use of their meeting time
- Facilitate effective pre- and post-conference planning and follow-up to optimize meeting results
- Boost member retention rates and participation in revenue-generating trade shows and conferences

Our services conveniently and cost-effectively ensure the highest quality meetings for your conference and trade show attendees. We've found that productive meetings lead to extremely satisfied association members. And, as word gets out about the results-oriented conferences and trade shows you put on, more of your valuable association members will register for upcoming events.

We help you achieve your objectives using proven unique methodologies and techniques refined in our 10 plus years of doing business. You will not find a more comprehensive scheduling service available.

SERVICE BENEFITS

Focus on your core competencies by being able to outsource time-consuming and tedious administrative scheduling work

Instead of using Excel and MS Word spreadsheets and tables to create and update schedules which can consume huge chunks of your staff's valuable time, we employ our TEC (Timed Essential Conferencing) scheduling software that makes scheduling fast, flexible and customizable.

Increase revenues for your conference/trade show event

Trade associations can boost paid member attendance using Essential Software Solutions' Meeting Request Summary Report. Given this tool, you can help your members cost-justify attendance to your revenue generating event because they can provide documented meeting requests with desirable parties.

Increase association membership retention rates

By scheduling convenient and timely meetings between high-ranking decision makers, your members get the absolute best result for their conference/trade show dollar. We know that by meeting with CXO level individuals, your members will accomplish their meeting goals and be motivated to renew their memberships and encourage potential members to join your association.

Increase sales for sellers and value for buyers

By matching sellers with CXO-level executive decision-makers, they will have a greater chance of

closing sales and shortening the sales cycle. Conversely, buyers may target specific sellers to ensure the best use of their meeting minutes.

Deliver the most flexible scheduling service available

Meeting participants can choose specifically who they want to meet with and who they don't. By disallowing meetings that one party declines, attendees can focus their energy on what they feel are the most relevant, mutually-desired meetings. There is not a more flexible scheduling application available to meet your specific needs.

Members have more time available after the scheduled meetings are over

The time after the scheduled meetings are over is valuable to your members. This is when a lot of informal networking can occur. Our scheduling services efficiently make use of your members time spent in meetings. Conversely, because of the productivity, less time is needed to get more accomplished.

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MEMBER LOGIN

SERVICES

Name: Select from five scheduling services to customize your meeting options

Password:

SCHEDULING OPTIONS

Random Appointments Scheduling (RAS)

The RAS service is ideal for associations and distributors that value having buyers and sellers meet everyone from both groups. Attendee groups are categorized as host and visitor (typically business people traveling to a conference or trade show). Meetings are randomly generated between parties of both groups.

Categorized Appointments Scheduling (CAS)

The CAS service matches specific categories of buyers and sellers. Either buyer or seller may specify that they want to see someone representing a pre-determined category of goods. For example, a pharmaceutical drug representative who specializes in store-brand products can specify that they only meet with buyers in that category.

Targeted Appointments Scheduling (TAS)

The TAS service, the most popular of the choices, allows attendees to request meetings with specific people. Scheduling is highly flexible, allowing associations and distributors to customize finished schedules based on their meeting needs. Because events frequently have more people available for meetings than available time slots, scheduling meetings with specific people is the most cost-effective use of attendees' time.

Priority Appointments Scheduling (PAS)

The PAS service takes TAS to the next level, allowing attendees to rank the order of the people they want to meet with. Like TAS, the PAS service is highly customizable, allowing people to rank the order they prefer to meet people by time slot according to their availability. Moreover, for meetings of higher importance to participants, consecutive time slots may be scheduled. Many trade associations have "hosts" choose the length of the meeting time slot while "visitors" can accept or decline the meeting.

Combination of Services

You can choose any combination of the four types of scheduling services that will meet your association members' needs. For example, Retailers and Manufacturers may participate in Categorized Appointments while Manufacturers and Manufacturers Reps might want to have Targeted Appointments.

BENEFITS

- Highly customizable application allows easy scheduling adjustments right up to the event. Meeting Reports can be used to ensure a minimum number of meetings per attendee among

other capabilities.

- Time slots may be customized according to association and distributor preferences
- Can e-mail, fax or print schedule deliverables
- Information changes (like company name) may be dynamically changed in the application
- And much more!
- Attendees can block out absentee time in their schedules.
- Appointments can be obtained for association members signing up after the initial schedule run.
- VIP appointments may be manually scheduled.
- Schedules may be custom formatted to best fit member needs.
- Schedules include your name and logo to increase member awareness of the scheduling benefit you provide.
- Member event sponsors may have their logo placed at the bottom of schedule pages, e.g. "These appointments sponsored by XYZ Company."

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ABOUT US

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We are the trade show and event scheduling experts to help you meet your attendance and members objectives

Steven Gray, Principal and Scheduling Consultant

Steven is a Scheduling Consultant with expertise in marketing, project management and software development. He has over 10 years of association and distributor industry experience gained through work with customers who want to get the best value for their vendor dollar. Steven developed the company's scheduling software application, the most flexible in the industry. He earned a Masters of Science in Information Systems from the University of Colorado at Denver, posting a 4.0 GPA.

Barbara Gray, Principal and Client Services Contact

Barbara is a customer service consultant that has over 25 years in the client services and support area. She is committed to making sure each and every scheduling client gets their needs met through constant communication and quality checks.

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Contact us today to learn how we can help you boost membership retention, leverage meetings for greater results and eliminate time-consuming administrative work to focus on your core competencies.

Essential Software Solutions

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