



**THE POWER
OF FACE-TO-FACE**

LAS VEGAS

10-12 DECEMBER | 2007

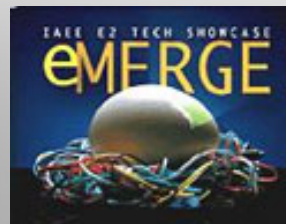


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eMERGE Executive Panel

Technology
Procurement



Today's Panel

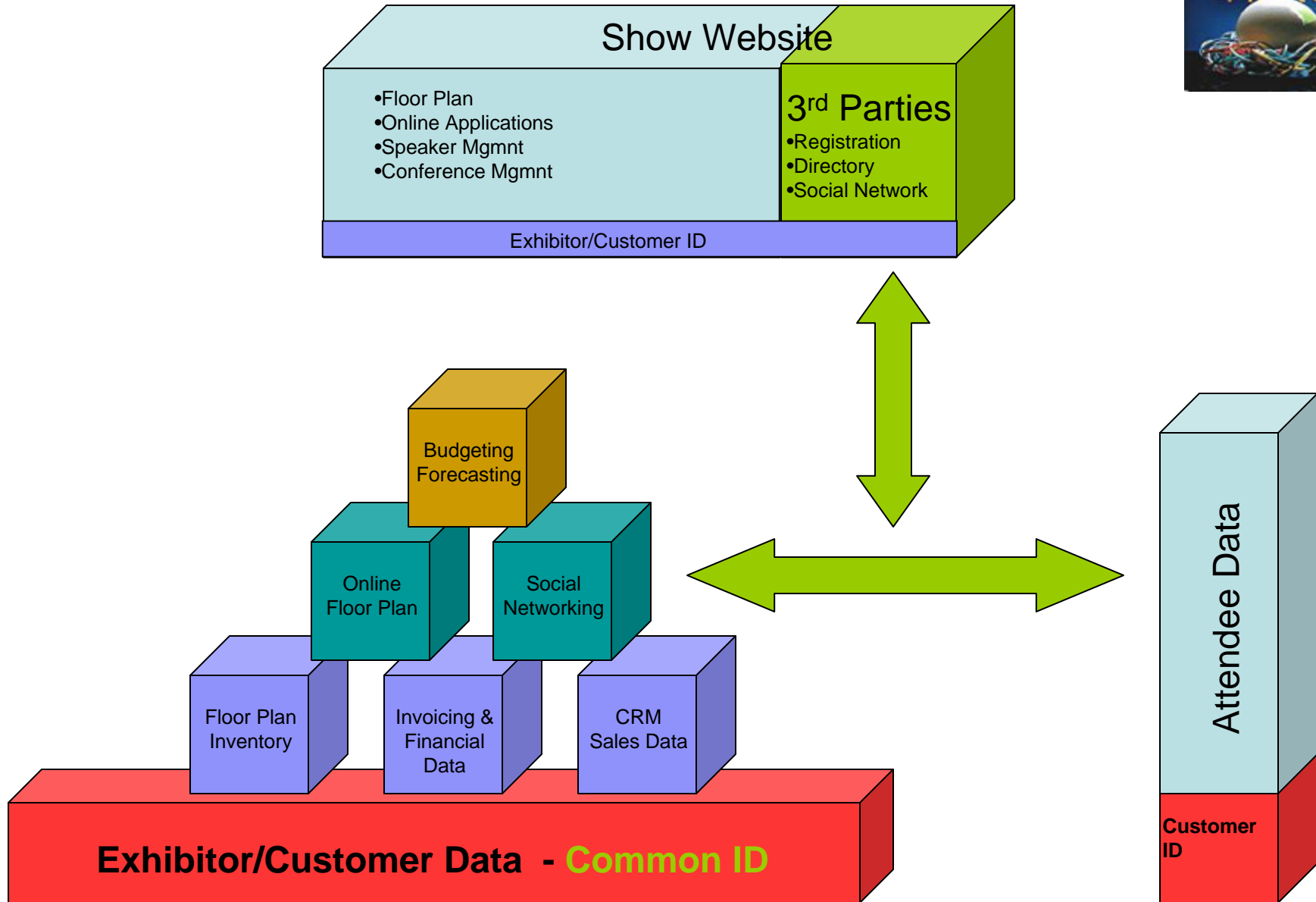


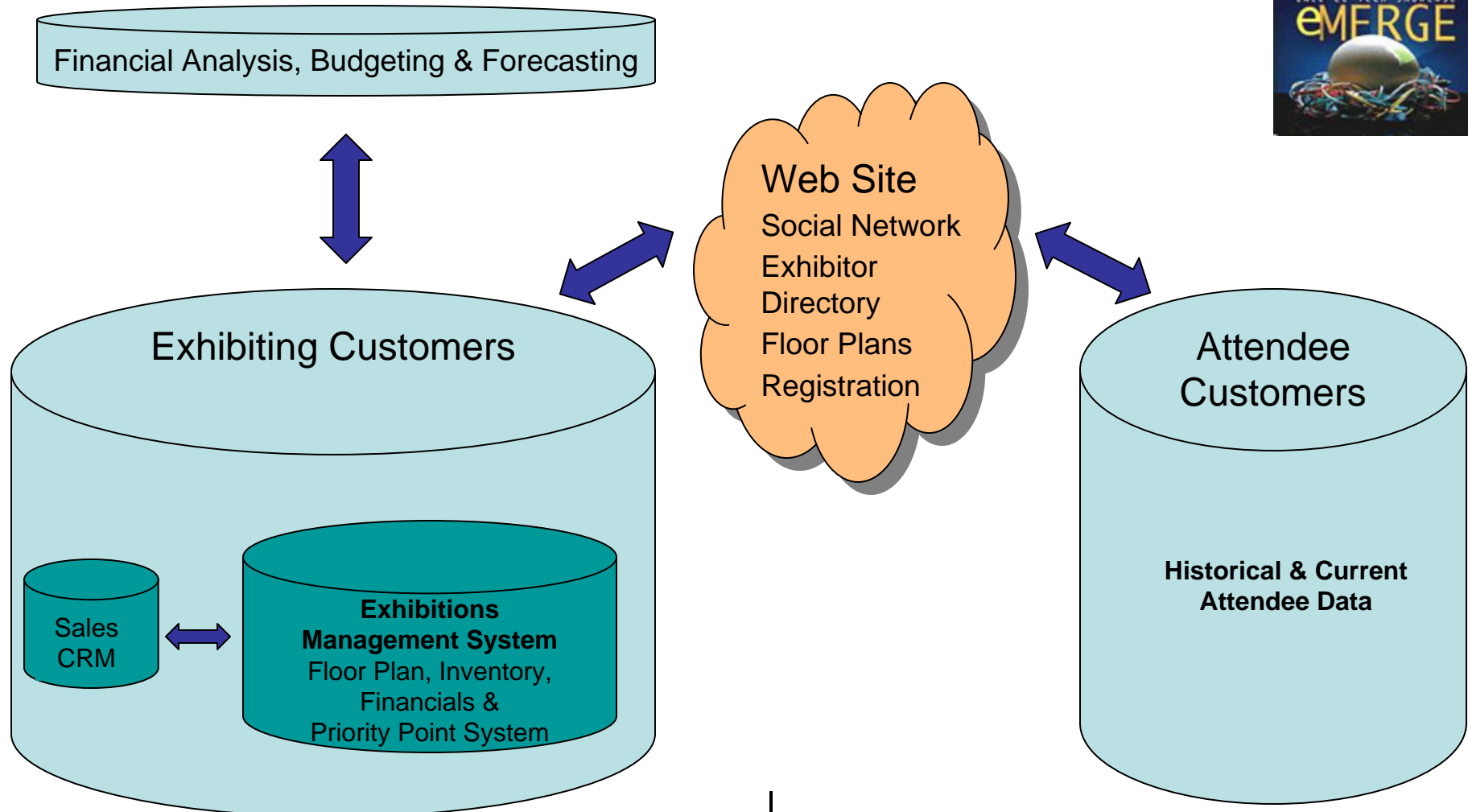
Stephen Graham – Soc. of Petroleum Eng.

Dave Lutz – Velvet Chainsaw Consulting

Stephen Nold – Advon Technologies

Shawn Pierce – Hanley Wood Exhibitions

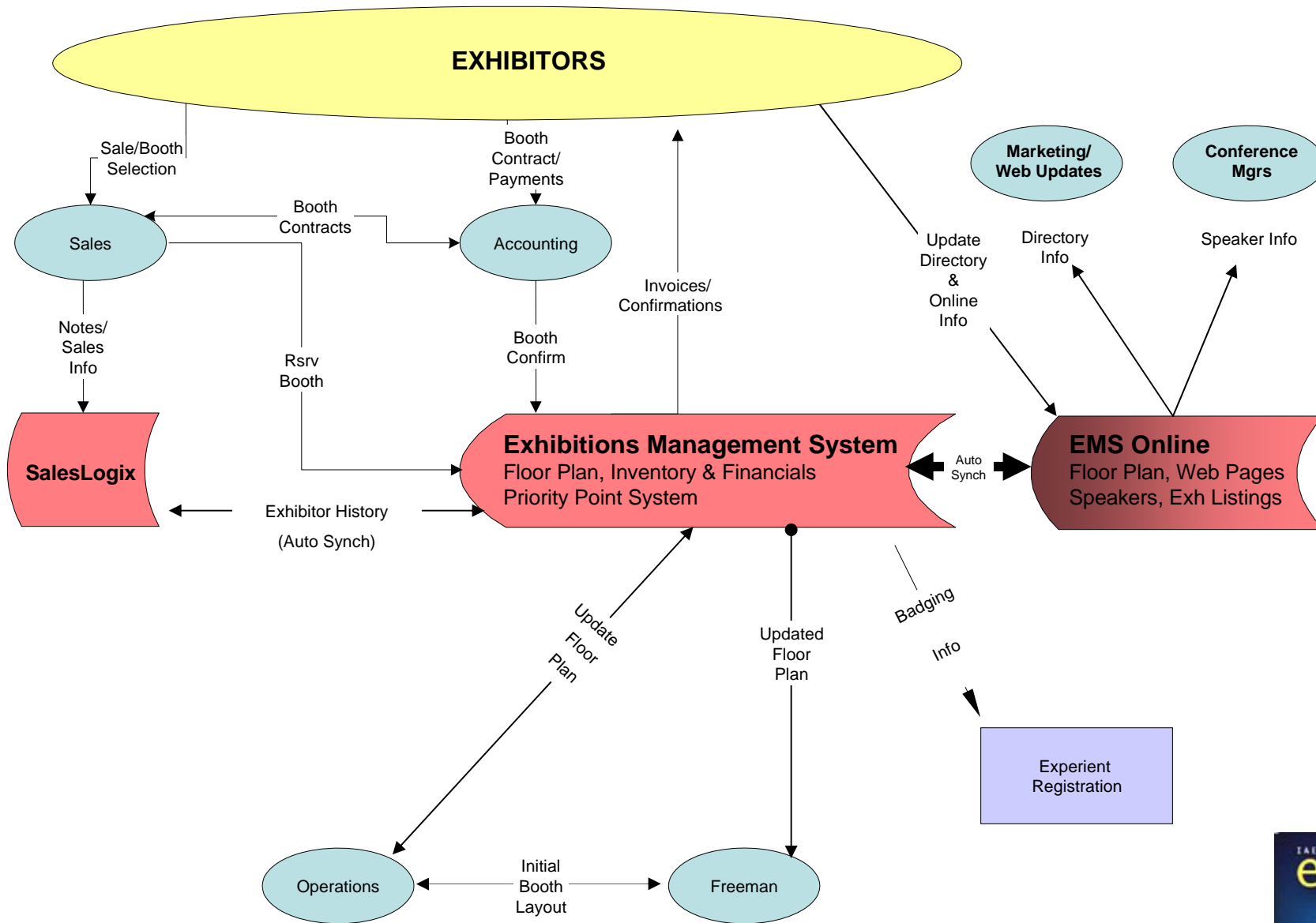




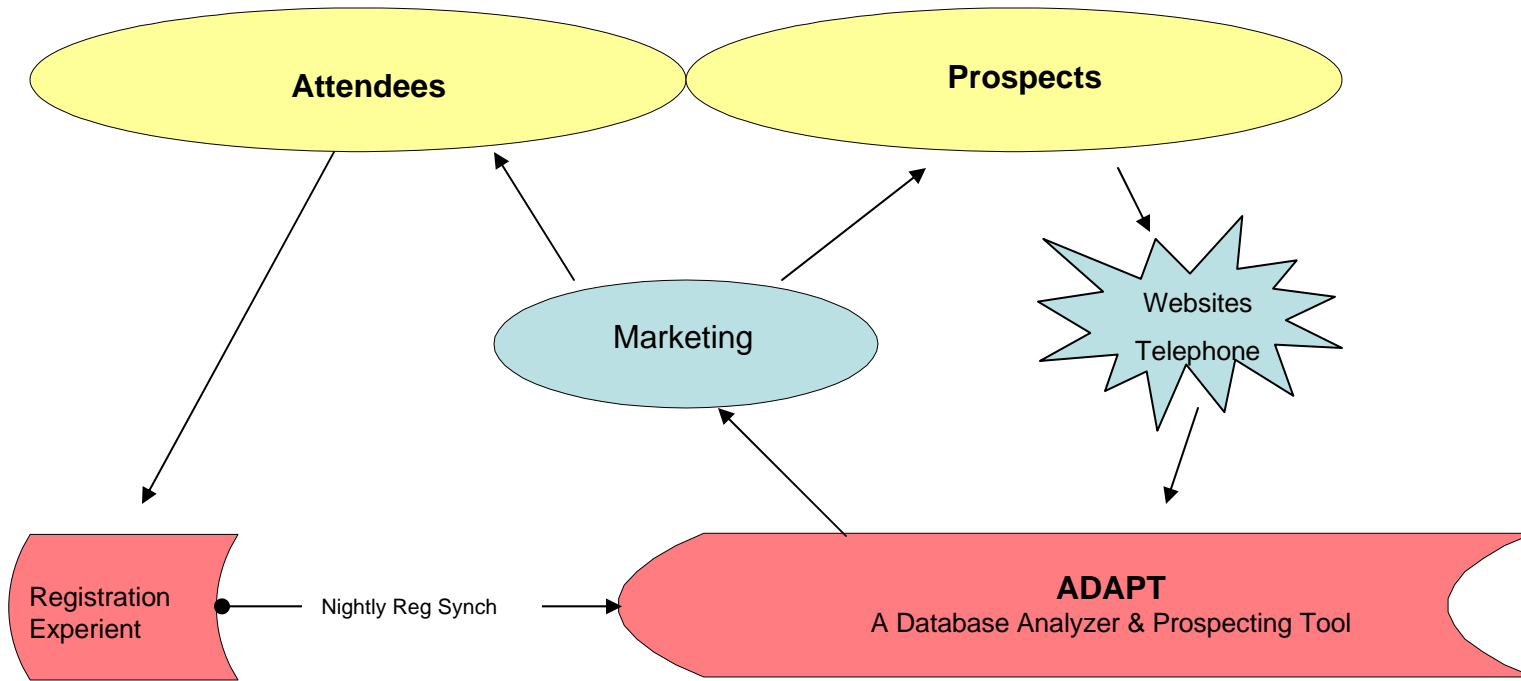
- Create a single customer number
- Multiple database systems can be tied together by this customer number
- Don't add new companies unless you are SURE they are not already in the system

- Create a single customer number
 - If you gather data by company then use the same number as the exhibitor system
 - If you gather by contact (this is the norm) then your customer numbers are unique to each contact

Hanley Wood Process



Attendee Process



The Association Challenge



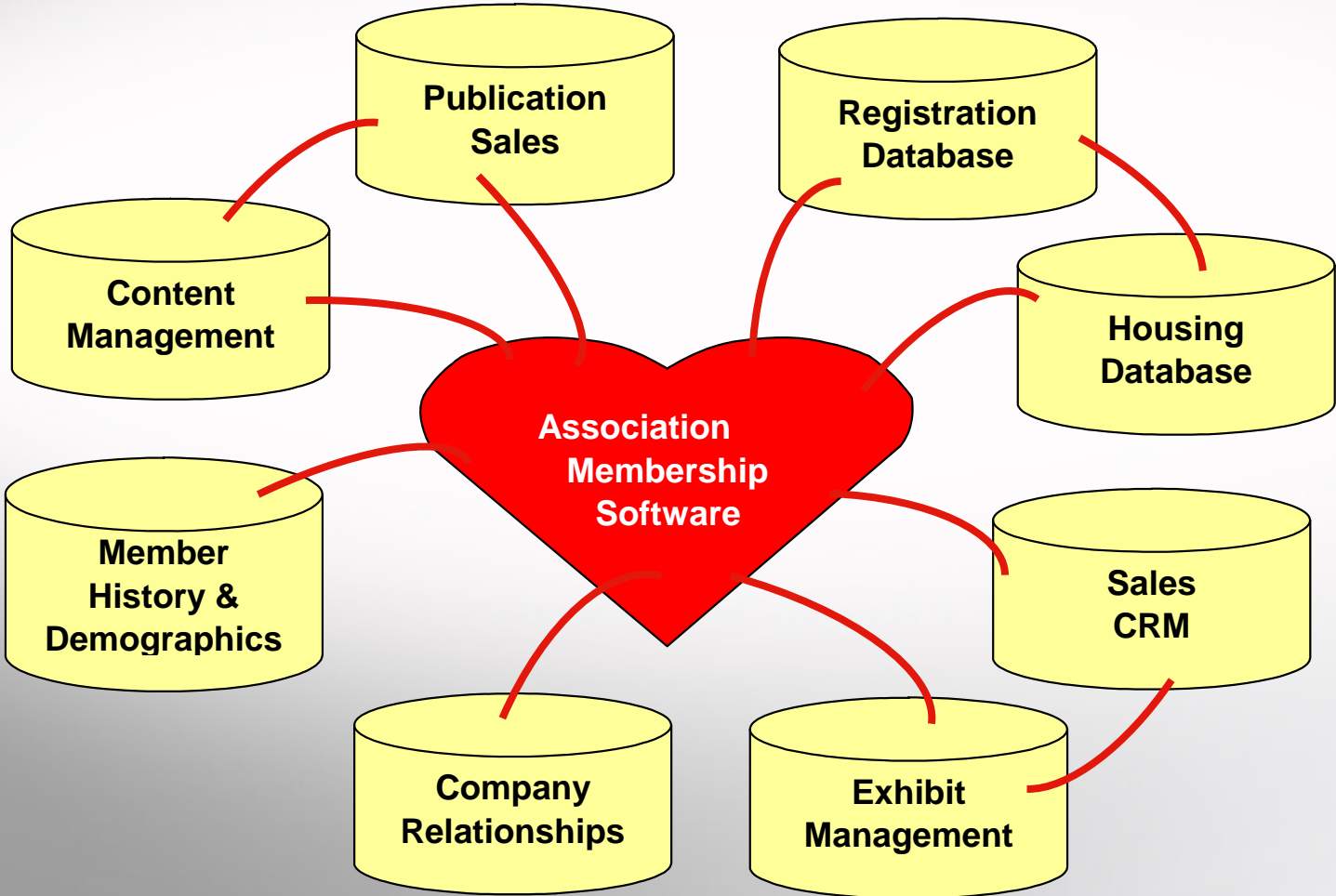
As suggested in one of the earlier quotes, we have lots of data. We just don't know how to use it.

Solution:

- a. Clean up the data
- b. Fix some less-than-perfect processes
- c. Link the data inside a data warehouse solution



Data Warehouse





Decision Making Matrix

Scoring - 9 = Excellent, 6 = Good, 4 = Fair/Some risk, 1 = Poor

	Weighting	Solution 1		Solution 2		Solution 3	
			Weighted Score		Weighted Score		Weighted Score
Functionality	40%						
Ability to meet requirements without customization	67%	6	4.02	4	2.68	6	4.02
Solution that will grow with us.	33%	9	2.97	6	1.98	4	1.32
TOTAL	100%	TOTAL	6.99	TOTAL	4.66	TOTAL	5.34
Fit for purpose	20%						
References and/or case studies of similar implementations.	50%	6	3	9	4.5	4	2
Integrates well with other anchor systems.	50%	9	4.5	4	2	4	2
TOTAL	100%	TOTAL	7.5	TOTAL	6.5	TOTAL	4
Stability of Vendor	20%						
Years in business, # of employees, # of customers served	75%	6	4.5	9	6.75	4	3
Organization leadership	25%	9	2.25	9	2.25	6	1.5
TOTAL	100%	TOTAL	6.75	TOTAL	9	TOTAL	4.5
Price/Value	20%						
ROI - time to payoff	50%	6	3	4	2	6	3
TCO (total life-cycle cost)	40%	6	3	4	2	6	3
Total price	10%	6	0.6	4	0.4	9	0.9
TOTAL	100%	TOTAL	6.6	TOTAL	4.4	TOTAL	6.9
Weighted Totals	100%		69.66		58.44		52.16

Recommended

ROI/TCO Calculator

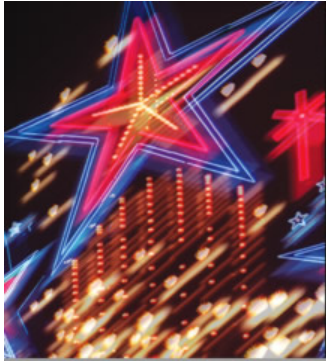
Costs		Year 1	Year 2	Year 3
Capital Investment				
Software (including customization)		\$ 25,000	\$ 20,000	\$ 20,000
Hardware		\$ 10,000	\$ -	\$ -
Implementation Expenses				
Internal labor (including training)		\$ 15,000	\$ 5,000	\$ 5,000
External consulting & expenses		\$ 10,000	\$ -	\$ -
Re-occurring Expenses				
Maintenance, support, upgrades		\$ 7,500	\$ 7,725	\$ 7,957
Hosting Fees		\$ 5,000	\$ 5,150	\$ 5,305
TOTAL COSTS		\$ 72,500	\$ 37,875	\$ 38,261

	TCO	ROI
Year 1	\$ 72,500	-8%
Year 2	\$ 37,875	100%
Year 3	\$ 38,261	106%
Total	\$ 148,636	49%

Benefits	Confidence Factor	Year 1	Year 2	Year 3
Expense Reduction				
Data entry/customer service	75%	\$ 50,000	\$ 50,000	\$ 50,000
Printing/shipping costs	75%	\$ 3,000	\$ 4,000	\$ 4,000
Increased Revenue				
Online sponsor/ads	60%	\$ 25,000	\$ 30,000	\$ 35,000
Attendee upselling	60%	\$ 7,500	\$ 10,000	\$ 10,000
Increased Productivity				
Improved data accuracy	75%	\$ 5,000	\$ 7,500	\$ 7,500
Improved error resolution	75%	\$ 5,000	\$ 7,500	\$ 7,500
NET TOTAL BENEFITS		\$ 66,750	\$ 75,750	\$ 78,750



Cumulative Total Cost of Ownership (TCO)	\$ 72,500	\$ 110,375	\$ 148,636
Net Gain/Loss - (Benefits - Costs)	\$ (5,750)	\$ 37,875	\$ 40,489
Benefit/Cost Ratio (Benefits/Costs)	0.92	2.00	2.06
Annual ROI - (Net Gain/Costs)	-8%	100%	106%
Cumulative ROI		29%	49%
Payback Period - # of Months		18.6	



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Questions?

Visit the eMERGE Blog for copies of some of the tools presented today.

www.emergeblog.com/DLutz/

