



Pricing and Decision Making Details

Thank you for your interest in our online event registration system.

At ePly, we treat your reputation as our own and provide online event registration software to help your events succeed, get work off your plate and make you look good.

Included in the system	ePly Builds Your Form	You Build Your Form
Full access to all system features. See the list at - http://www.eply.com/features_benefits/default.html	✓	✓
ePly manages the software, servers, backups and security	✓	✓
Unlimited real time reports	✓	✓
Unlimited number of users	✓	✓
Free phone and email support with access to after-hours emergency support	✓	✓
Free registration form branding to match your website or marketing material	✓	✓
Free expert design advice for your form to help your event succeed	✓	✓
No long-term contracts or commitments and simple pay as you go pricing	✓	✓
Easy-to-use, one-page registration form layout	✓	✓
Three rounds of changes during the set up process	✓	You change as needed
ePly tests the form using our 150+ point checklist	✓	We will give you the checklist
Clear and documented turnaround times, so you know what to expect.	✓	You work on your own schedule
Set up of custom reports	✓	You build reports, we help if needed
Free Save-The-Date form and Free Follow Up Survey – ask us for details	✓	✓
Set up	Request a Quote	\$0.00
Per Registration	\$4.00	\$4.00
Allow registrants to pay by credit card online	See Below	
Allow registrants to pay by cheque, PayPal, cash at the event, etc.	No extra charge from ePly	

Use ePly To Make Your Next Event A Success

We are confident that ePly’s registration system will meet and exceed your needs

To try ePly, go to www.eply.com and open a free account or to request a quote for ePly to set up your form for you. Call us toll free at 1-800-507-3759 if you have any questions.

➔ Real Time Credit Card Processing

	Option 1 Your e-commerce merchant accounts	Option 2 ePly's e-commerce merchant accounts
Processing Charges	1% of transaction amount. You pay your merchant and gateway fees	5.6% of transaction amount. Includes all merchant and gateway fees
Credit Cards Types	Any that you hold a merchant account for	VISA, MasterCard, AMEX (AMEX not in USD)
Payment Frequency	Daily direct deposit	Monthly cheque or direct deposit
Integration Fee	\$250.00 (one time fee to link your account to ePly)	\$0.00
Other Details	Your organization's name will appear on credit card statements	ePly.com will appear credit card statements. ePly charges \$15.00 per refund Use of ePly's merchant account subject to approval

➔ Description Of How ePly Works

1. You create and customize your online registration form using ePly's system or have us do it for you.
2. You add a "Register Now" link to your website or print the address of the form in your promotional material to direct registrants to the registration form.
3. Registrants enter their information, make selections on the form and then click "submit". The registration data is saved and the system sends out confirmation emails.
4. You access and manage the registration data for your event by logging into your account.

➔ Two Ways To Cover The Cost Of An Online Registration System

ePly's online event registration will save you time and money compared to doing it manually. Here are two ways other event planners have covered the cost or even generate additional revenue.

1. Build the cost of the online registration into your price.

Adding a few dollars to your price isn't usually an issue. We suggest that you build it into the main price rather than showing it as a separate convenience fee or service charge.

2. Use the online form to promote a sponsor.

We've had clients sell a spot on the form for one hundred dollars up to several thousand dollars.

The online form is the perfect place to promote a sponsor. It's easy to add a sponsor's logo anywhere on the form and/or put a link to their website on the thank you page and in the confirmation email.

Earn even more money from your sponsors

If you would like to take this one step further, offer your sponsor the opportunity to ask a question on the form. Then after registration closes provide them with the data.

For example, a sponsor may want to ask questions like:

1. Would you like a demo of our product?
2. Would you like to receive our email newsletter?
3. When do you plan to purchase a particular product?

Many businesses spend hundreds of dollars for each new lead and you can give them a list of interested prospects.

➔ A Few Ways ePly Is Different than Other Registration Suppliers?

1. **Customizable forms** - With the ePly system you aren't tied to a specific template and have unlimited flexibility in how you build your form.
2. **Easy-to-use, one-page forms** - ePly offers a unique registration form style that makes online registration easy. Our registration forms are a single, easy-to-use page. We've found that it makes a huge difference to completion rates, and eliminates the confusion people often experience with multiple screen registrations.
3. **No long-term commitment** - That's right: we want our service and technology to keep you coming back, not a contractual obligation.
4. **Full access to all system features** - We don't have basic and pro levels, charge for extra users, or limit your use of the system based on the size of your event.
5. **Simple pricing** - Simple per-registrant billing means that you only pay when someone registers.
6. **Free resources** - If your events are successful it helps ePly succeed too. Since 2002 we have been writing articles, producing checklists and developing tools that our clients can use to put on great events and impress their clients.

➔ ePly Company Details

Year Established	2001
Business Structure	Privately held corporation
Insurance Coverage	Yes
PCI Compliant	Yes
Range of Clients	Government, not-for-profit associations, charities, universities and corporations ranging from small business to multi-national.



➔ Links To More Information

Sample Registration Forms	http://www.eply.com/event_registration/sample_registration_forms.html
Documented set up and response times	http://www.eply.com/features_benefits/setup-times.html
Feature List	http://www.eply.com/features_benefits/default.html
Pricing for name badge formatting and email marketing	http://www.eply.com/event_registration/pricing.html
3 minute movie overview	http://www.eply.com/online-registration-movie/index.html