



For Immediate RELEASE:

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SignUp4 Pricing Innovation Answers Industry Demands

Atlanta, GA, April 28, 2008. SignUp4, a leader in event registration and management solutions is pleased to announce flat-fee pricing across all of its product lines. Unlike the traditional model of “cost per registration” or “pay per transaction” that is so common in the meeting and travel industry, SignUp4’s solutions are priced based on unlimited usage. Now companies can actually budget a fixed dollar amount for their registration technology.

SignUp4 has offered this pricing model since 2004 when they saw the industry struggle to adequately budget pricing for event registration. Since then, all new customers have come on board under the flat-fee pricing model. While there were some customers that chose to stay under the “cost per registration” model, as their contracts renewed, they switched to the new pricing model. Now, all of SignUp4’s customers are on flat-fee pricing.

“We found that offering our customers fixed pricing fit well with how they like to do business. No one likes to guess what their bill will be each month. No one buys a car and pays based on the number of miles they drive”, says Nick Romano, President of SignUp4.

This flat-fee pricing holds true for all of SignUp4’s other solutions including the Spend Management System (meeting request form, budgeting, workflow, reporting) and the Travel Management System (registration to GDS integration). There are no “per meeting” costs, no “PNR pull” costs, and no yearly support and maintenance costs.

“Our solutions are priced like other software companies...by the license”, continues Romano. “Even though SignUp4’s solutions are delivered via the internet, with no software to install, our pricing is based on the number of

licenses the customer needs. They can use it as much as they want. Unlimited events, unlimited registrations, unlimited meeting requests.”

Joe Boyle of Cargill has been very pleased with SignUp4’s service and pricing model.

“We have worked with SignUp4 for 5 years and the service and support provided has been consistently outstanding. Currently Cargill uses the Event Management System. We have found that user license pricing is more economical and allows us better flexibility for our business than paying “per person” registration fees. SignUp4 is a good example of a strategic partner that provides solutions and value to our company, both with the product and their service. They listen to our needs, provide solutions and deliver exceptional customer service to us and our internal partners.”

Joe Boyle, Manager Cargill

About SignUp4

Headquartered in Atlanta, GA, SignUp4 continues to be the leader in providing meetings technology solutions since its inception in 1999. Their Strategic Meetings Management suite is designed to streamline event management, spend management, travel management, workflow, data distribution, and reporting for travel and event professionals. You can learn more by visiting SignUp4’s website at www.signup4.com