IMAGE 4®

AMI Asset Management Interface

End the questions. Know where your exhibits and collateral are, their condition, and their inventory level.

ASSET MANAGEMENT

All your Face-to-Face Marketing Assets at your fingertips – from exhibits and graphics to collateral and branded merchandise. Experience the “No Surprises” Trade Show.

IMAGE 4

IT’S ABOUT THE EXPERIENCE.

30%
OF FORTUNE 500 COMPANIES USE

115,000
EVENTS ANNUALLY

20%
REVENUE INCREASE

187,000
PROJECTS

40%
INCREASE IN EFFICIENCY

50+
GRAPH TYPES

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

HOME PAGE

- Customize with Corporate Branding
- Obtain Event-Specific Data or Aggregate Info
- View Events by Status
- Collaborate 24/7/365
- Reminders allow Collaboration and Tasking
- Manage Inventory in Real-Time
- Determine, Record and Confirm shipping
- Manage Freight companies
- Know specific asset location and returns

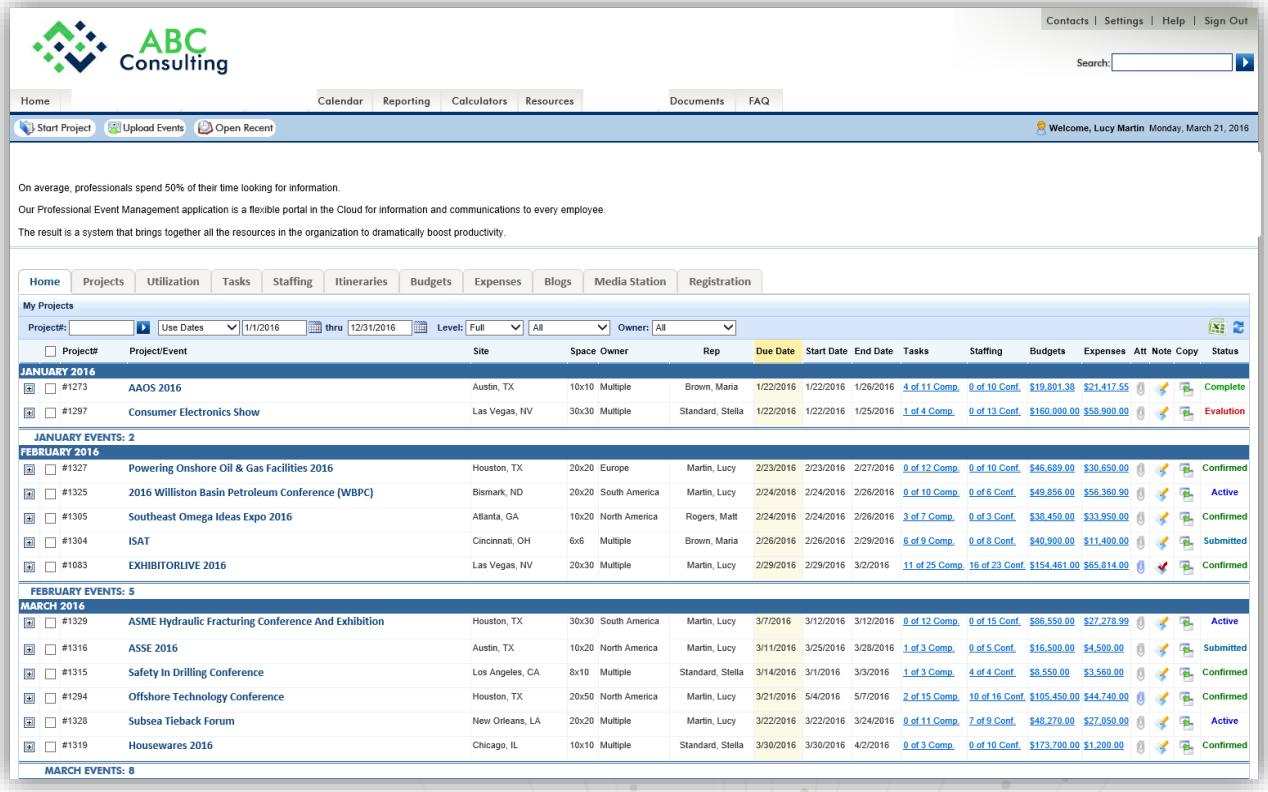


IMAGE 4

IT'S ABOUT THE EXPERIENCE.

EVENT INFO TAB

- Event information is dynamically added to the database as you type
- Keep track of various deadlines, vendors, and statistical information
- Create Custom Fields to gather data specific to your event program
- The outflow of updated information is made simple with document email functions
- Detailed event schedule
- View all event schedules or display a specific schedule by type

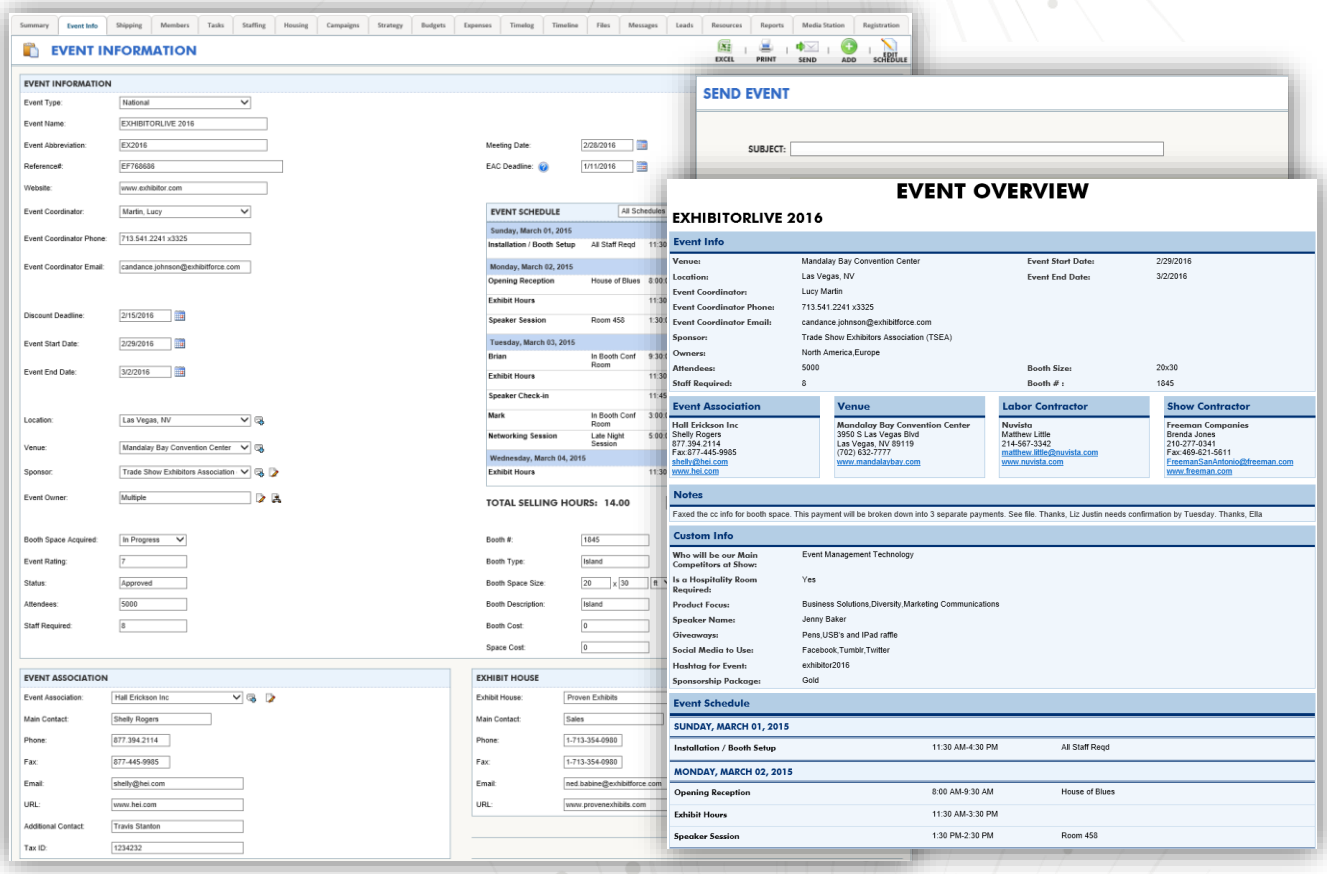
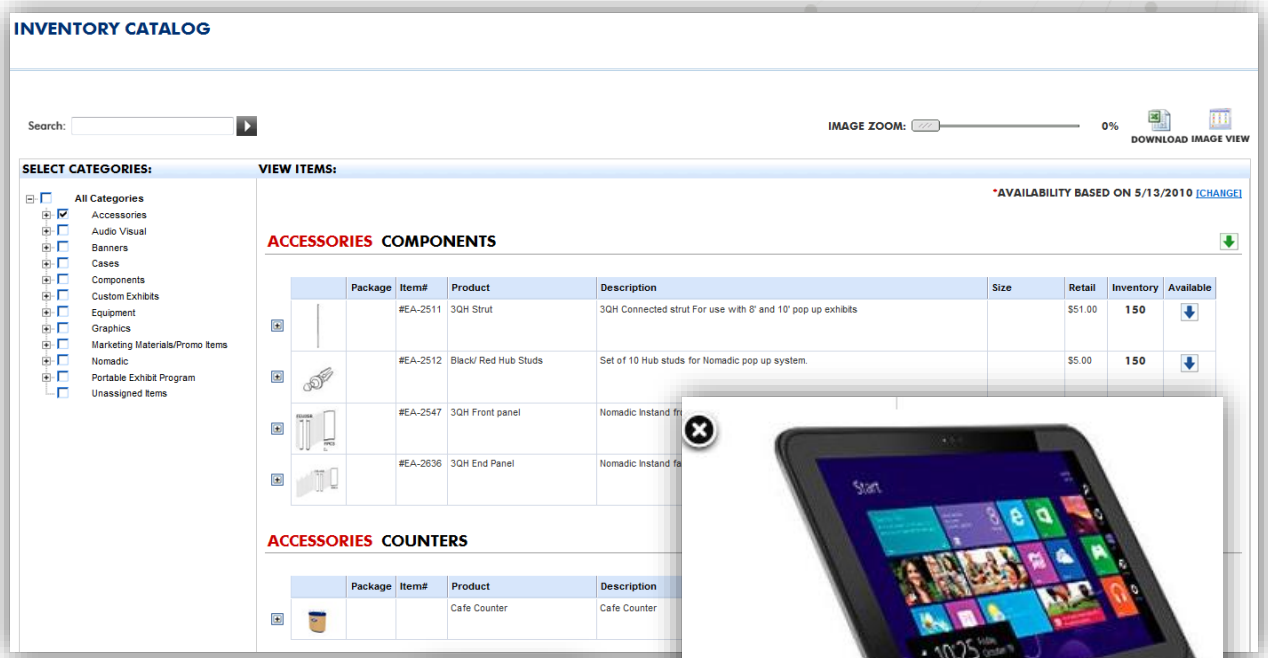


IMAGE 4

IT'S ABOUT THE EXPERIENCE.

ASSET INVENTORY CATALOG

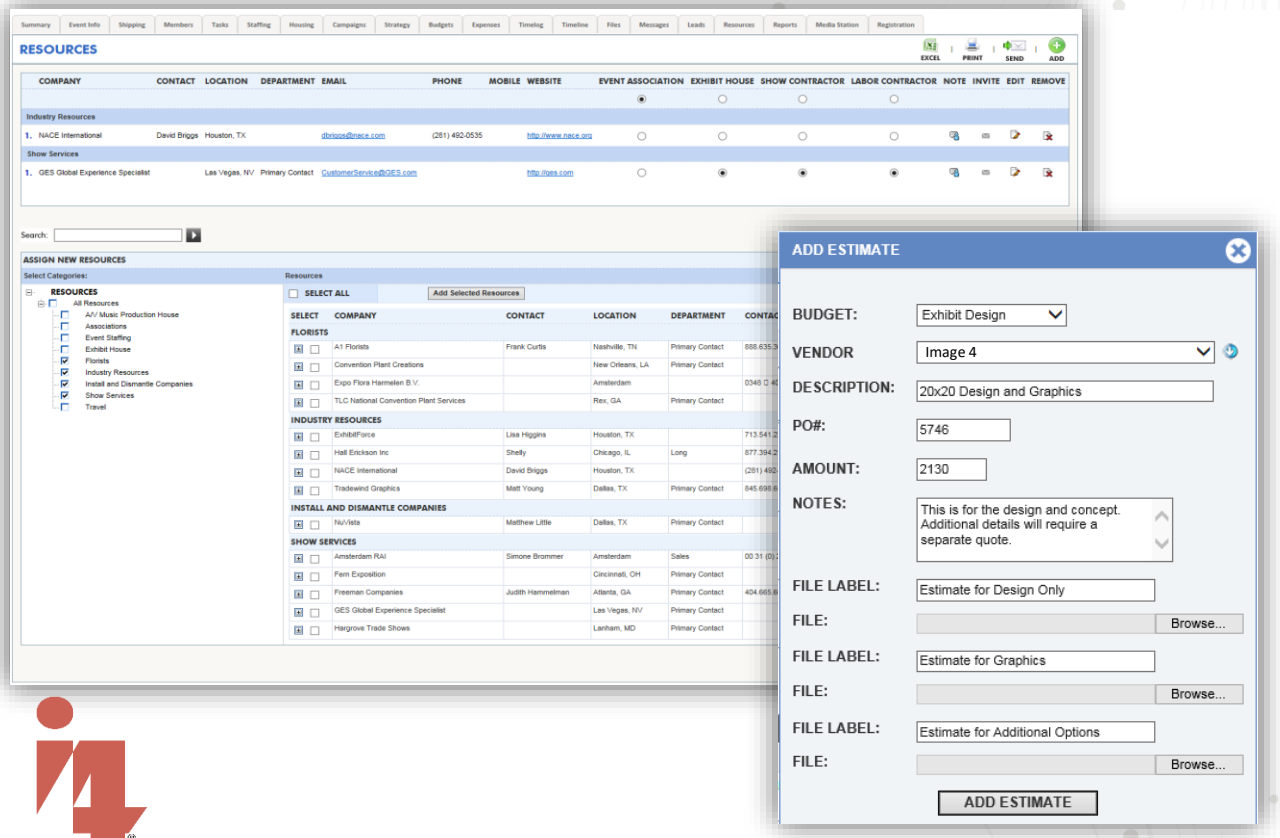


- Comprehensive real-time inventory management system
- Bar coding is available
- Package items for ease of selection and tracking
- Add images and attachments
- Instantly view and print an inventory list
- Item availability search based on custom dates, outside of a specific event
- Export inventory list to Excel
- Link setup instructions, CADs, electrical grids, crating details, and other pertinent data related to the inventory items

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

RESOURCES TAB



- Create a database of preferred vendors and give access to add estimates/expenses
- Access industry links for ease of planning
- Build a company-wide list of internal resources, including employee and department contact information

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

RESOURCES

- Create a database of preferred vendors
- Access industry links for ease of planning
- Build a company-wide list of internal resources including employee and department contact information

RESOURCES

Search:

SELECT CATEGORIES:

- RESOURCES
  - All Resources
    - A/V Music Production House
    - Associations
    - Event Staffing
    - Exhibit House
    - Florists
    - Industry Resources
    - Install and Dismantle Compa
      - Freeman Companies
        - Atlanta
    - Show Services
    - Travel

RESOURCES

SELECT	COMPANY	CONTACT	LOCATION	DEPARTMENT	CONTACT PHONE	CONTACT EMAIL	TOLL FREE
A/V MUSIC PRODUCTION HOUSE							
	ON THE GRIND	CJ Whidtmann	Chicago, IL	Primary Contact		cjWhidtmann@otg.com	
ASSOCIATIONS							
	Offshore Technology Conference		Richardson, TX	Primary Contact		meetings@otcnet.org	
EVENT STAFFING							
	ATTACK! Brand Ambassadors	Andrew Loos	Los Angeles, CA	Primary Contact			
	CMT Agency	Shelly Justice	Atlanta, GA	Primary Contact	http://www.cmtagency.com/contact/		
EXHIBIT HOUSE							
	Sparks		Philadelphia, PA	Primary Contact			
INDUSTRY RESOURCES							
	ExhibitForce	Lisa Higgins	Houston, TX		713.541.2241	lisa@ef.com	
	Hall Erickson Inc	Shelly	Chicago, IL	Long	877.394.2114	shelly@hei.com	
	NACE International	David Briggs	Houston, TX		(281) 492-0535	dbriggs@nace.com	
	Tradewind Graphics	Matt Young	Dallas, TX	Primary Contact	845.698.6415		

GRAPHICS PRODUCTION: Image 4 Derek Donohue 800.735.1130 ddonohue@image4.com

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7 Perimeter Road
Manchester, NH 03103
Derek Donohue
800.735.1130

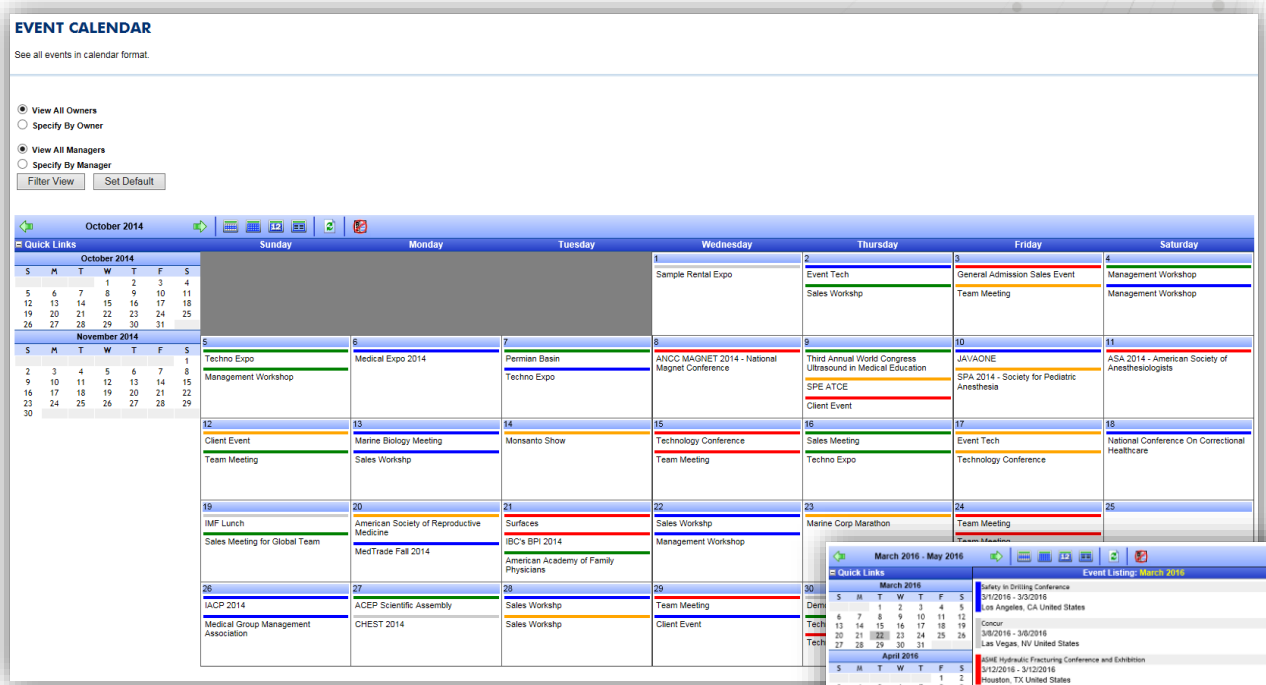
Web Information

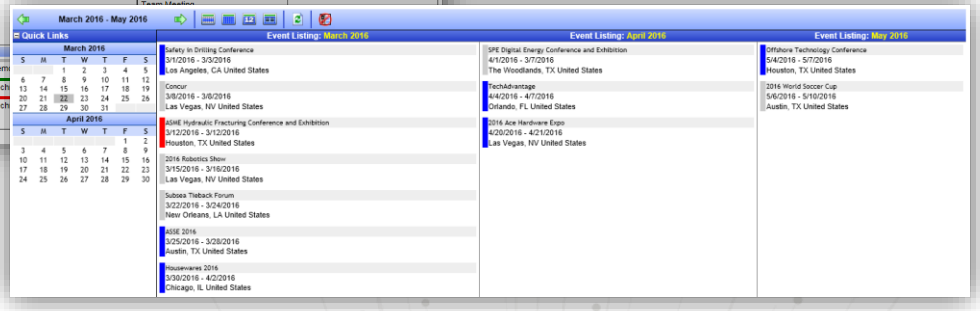
www.image4.com
Account: XXXXX
PW: 12345

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

EVENT CALENDAR



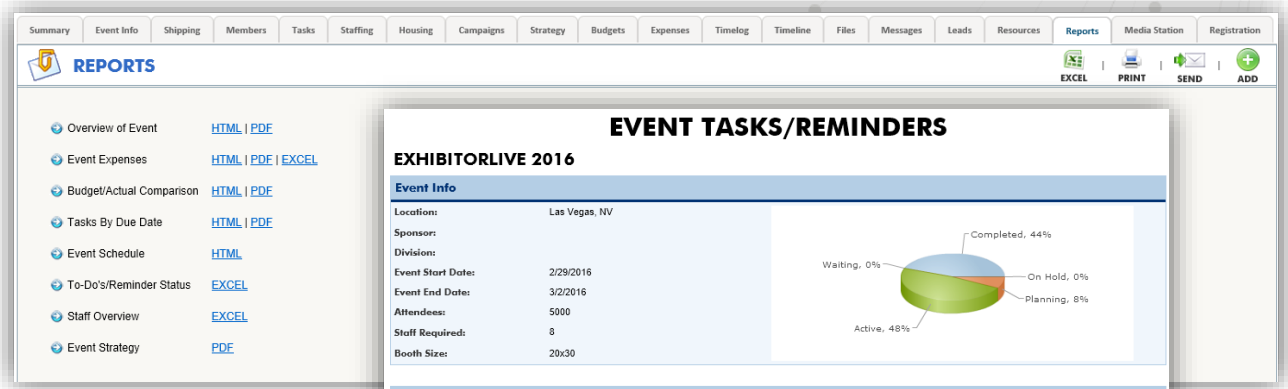


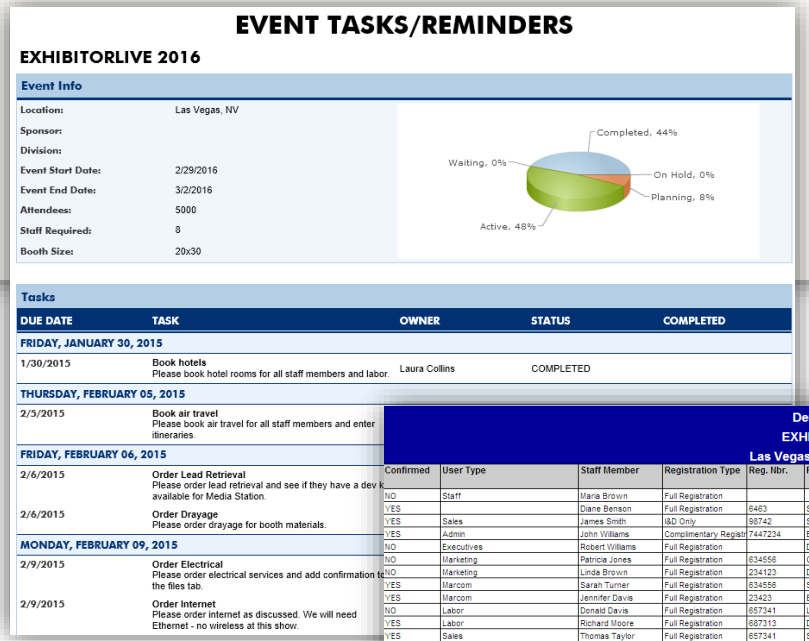
- Live project/event calendar
- Day, week, month, or 3-month view
- Click the project link to access the specific project/event information
- Filter by owner (i.e. regions, business units, segments, manager, etc.)
- Set as default view
- Access history or compare month-by-month

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

REPORTS





EVENT TASKS/REMINDERS

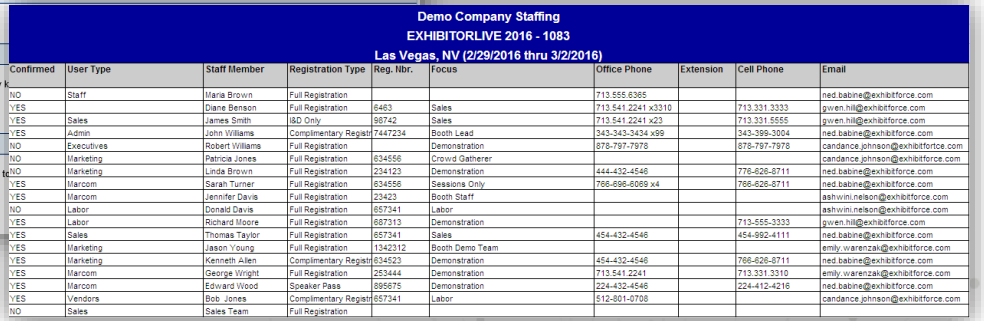
EXHIBITORLIVE 2016

Event Info

Location:	Las Vegas, NV
Sponsor:	
Division:	
Event Start Date:	2/29/2016
Event End Date:	3/2/2016
Attendees:	5000
Staff Required:	8
Booth Size:	20x30

Tasks

DUE DATE	TASK	OWNER	STATUS	COMPLETED
FRIDAY, JANUARY 30, 2015				
1/30/2015	**Book hotels** Please book hotel rooms for all staff members and labor.	Laura Collins	COMPLETED	
THURSDAY, FEBRUARY 05, 2015				
2/5/2015	**Book air travel** Please book air travel for all staff members and enter itineraries.			
FRIDAY, FEBRUARY 06, 2015				
2/6/2015	**Order Lead Retrieval** Please order lead retrieval and see if they have a dev k available for Media Station.			
2/6/2015	**Order Drayage** Please order drayage for booth materials.			
MONDAY, FEBRUARY 09, 2015				
2/9/2015	**Order Electrical** Please order electrical services and add confirmation te the files tab.			
2/9/2015	**Order Internet** Please order internet as discussed. We will need Ethernet - no wireless at this show.			



Demo Company Staffing
EXHIBITORLIVE 2016 - 1083
Las Vegas, NV (2/29/2016 thru 3/2/2016)

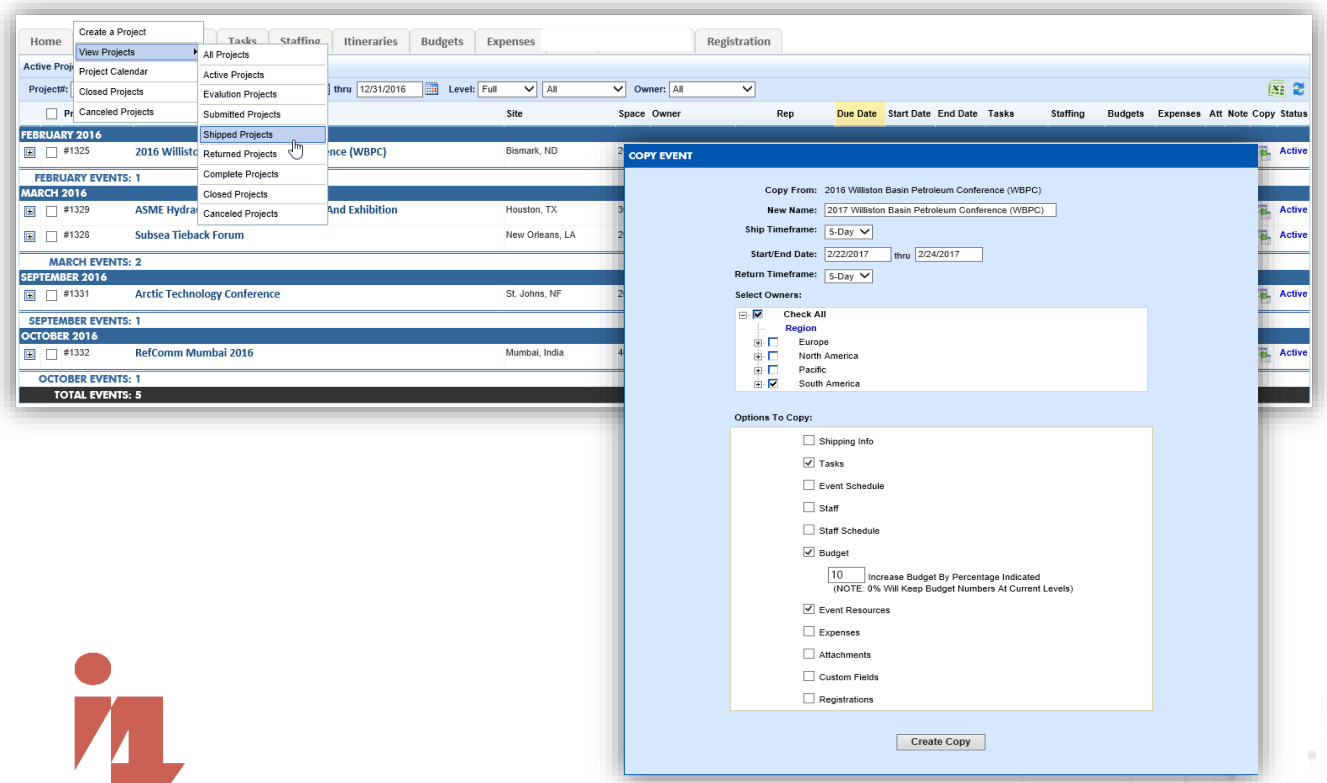
Confirmed	User Type	Staff Member	Registration Type	Reg. Nbr.	Focus	Office Phone	Extension	Cell Phone	Email
NO	Staff	Maria Brown	Full Registration			713.555.6365			ned.babine@exhibitforce.com
YES		Diane Benson	Full Registration	6463	Sales	713.541.2241 x3310		713.331.3333	gwen.hill@exhibitforce.com
YES	Sales	James Smith	I&D Only	98742	Sales	713.541.2241 x23		713.331.5555	gwen.hill@exhibitforce.com
YES	Admin	John Williams	Complimentary Registr	7447234	Booth Lead	343-343-3434 x99		343-399-3004	ned.babine@exhibitforce.com
NO	Executives	Robert Williams	Full Registration		Demonstration	876-797-7978		876-797-7978	candance.johnson@exhibitforce.com
NO	Marketing	Patricia Jones	Full Registration	634556	Crowd Gatherer				candance.johnson@exhibitforce.com
NO	Marketing	Linda Brown	Full Registration	234123	Demonstration	444-432-4546		776-626-8711	ned.babine@exhibitforce.com
YES	Marcom	Sarah Turner	Full Registration	634556	Sessions Only	766-696-6069 x4		766-626-8711	ned.babine@exhibitforce.com
YES	Marcom	Jennifer Davis	Full Registration	23423	Booth Staff				ashwini.nelson@exhibitforce.com
NO	Labor	Donald Davis	Full Registration	657341	Labor				ashwini.nelson@exhibitforce.com
YES	Labor	Richard Moore	Full Registration	687313	Demonstration			713-555-3333	gwen.hill@exhibitforce.com
YES	Sales	Thomas Taylor	Full Registration	657341	Sales	454-432-4546		454-992-4111	ned.babine@exhibitforce.com
YES	Marketing	Jason Young	Full Registration	1342312	Booth Demo Team				emily.warenzak@exhibitforce.com
YES	Marketing	Kenneth Allen	Complimentary Registr	634523	Demonstration	454-432-4546		766-626-8711	ned.babine@exhibitforce.com
YES	Marcom	George Wright	Full Registration	253444	Demonstration	713.541.2241		713.331.3310	emily.warenzak@exhibitforce.com
YES	Marcom	Edward Wood	Speaker Pass	895675	Demonstration	224-432-4546		224-412-4216	ned.babine@exhibitforce.com
YES	Vendors	Bob Jones	Complimentary Registr	657341	Labor	512-801-0708			candance.johnson@exhibitforce.com
NO	Sales	Sales Team	Full Registration						

- Automated reports based on data being entered
- User-friendly navigation to easily access custom reports
- Access aggregate reports for all events in either PDF or HTML format for ease of emailing and viewing
- Ad-hoc reporting tool with Report Builder allows for users to create custom reports based on need

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

PROJECTS TAB BY STATUS TYPE



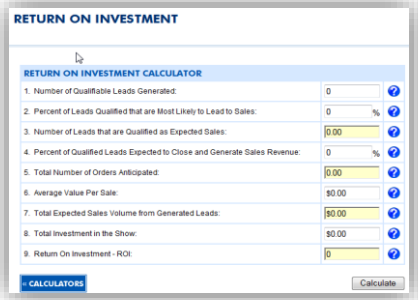
- Filter Projects by Status
- Access Closed and/or Canceled Projects
- Use Filters to View Specific Information including date, month, year, employee, etc.
- Copy Events
- Export to Excel

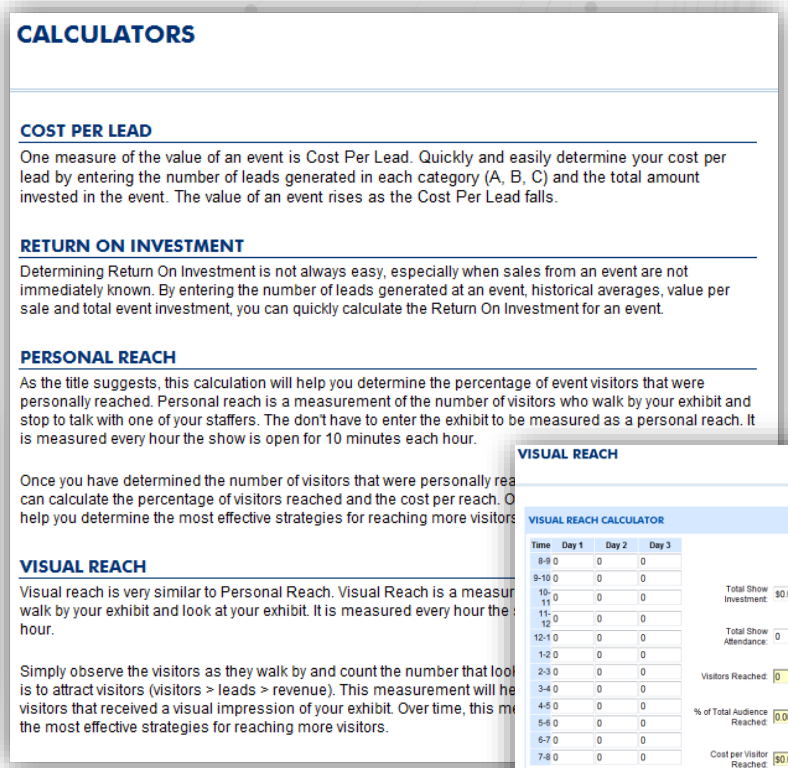
IMAGE 4

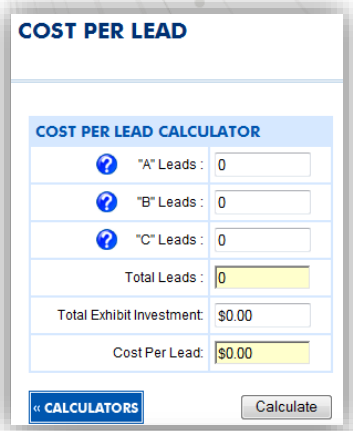
IT'S ABOUT THE EXPERIENCE.

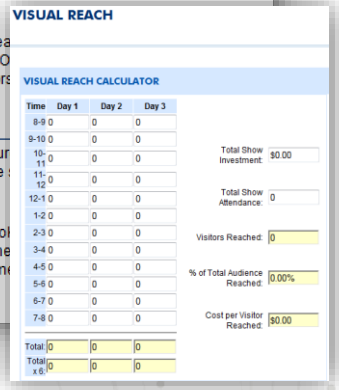
CALCULATORS

- Determine ROI and ROO based on your actual event data
- Obtain personal reach and visual reach goals
- Question indicators specifically explain what information is required to obtain an accurate calculation
- Apply information to make your next show more profitable









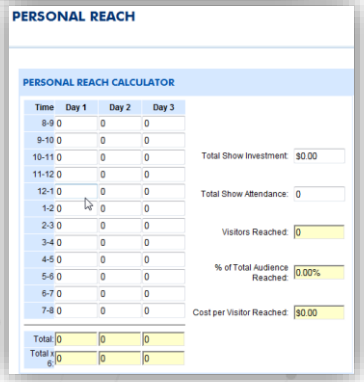


IMAGE 4

IT'S ABOUT THE EXPERIENCE.

SHIPPING TAB

- Shipping Interface allows for multiple shipments in multiple locations
- Print inbound and outbound shipping labels on Avery Labels
- Ship Inventory Show to Show or to Multiple Shows
- Inbound Shipping Interface to Track Damaged or Missing Items
- Manage Tracking Numbers and vital information and daily schedules

Summary | Event Info | Shipping | Members | Tasks | Staffing | Housing | Campaigns | Strategy | Budgets | Expenses | Timelog | Timeline | Files | Messages | Leads | Resources | Reports | Media Station | Registration

SHIPPING INFORMATION

EXCEL | PRINT | SEND | ADD

SHIPMENT #561890 — **ARRIVES: 2/26/2016** — **PICKUP: 3/4/2016**

Ship From:	Arrive To:	Pickup From:	Arrive To:
EF Demo Site Branch Location 10550 S. Sam Houston Pkwy W Houston, TX 77071 United States	**Mandalay Bay Convention Center** Show Site c/o GES Booth# 1845 3950 S Las Vegas Blvd Las Vegas, NV 89119 United States	**Mandalay Bay Convention Center** Show Site 3950 S Las Vegas Blvd Las Vegas, NV 89119 United States	**EF Demo Site** Branch Location 10550 S. Sam Houston Pkwy W Houston, TX 77071 United States

Shipped On: 2/19/2016	Returned On: Currently Out
Carrier: Team Air	Carrier: Team Air
Method: 7-day	Method: 7-day
Tracking#: TA995514	Tracking#: TA1199874
Shipping Instructions: Shipping direct to show site	Shipping Instructions: Team Air will pick up from show site

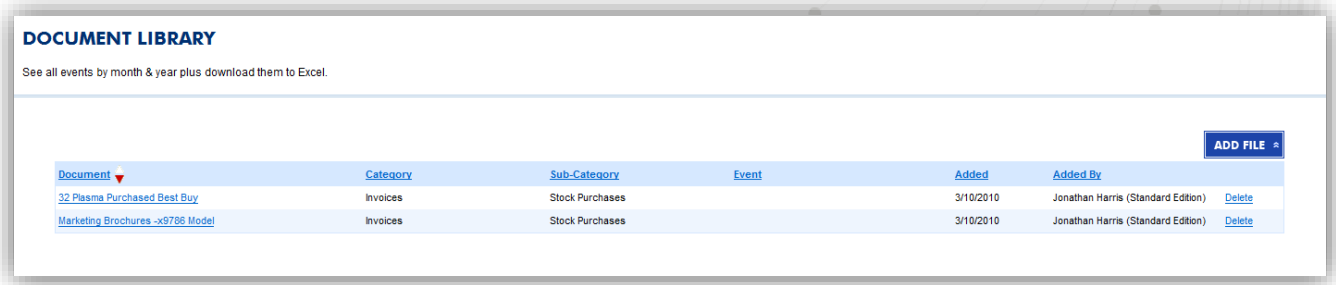
Print Label

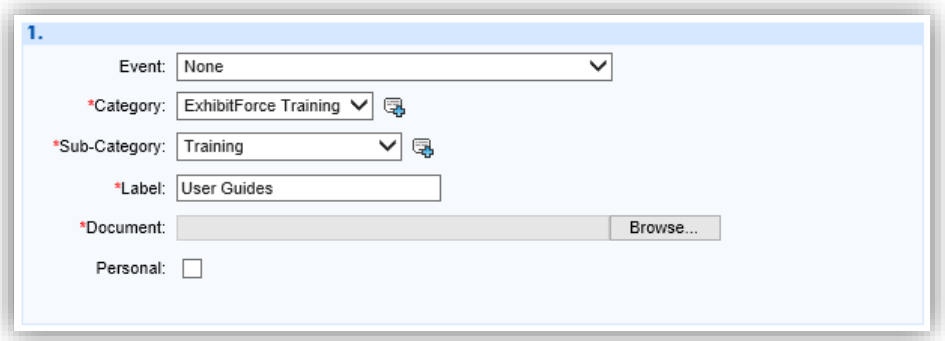
	Qty	Item#	Item Name	Category	Sub-Cate	Returned
	3	AVIPAD	Apple i{ad	Audio/Visual	iPads	
Note:						
	2	DC-MS3-A	Microsoft Surface RT	Audio/Visual	Barcoded	
Note:						
	1	AV32TS	ONE WORLD 32" TOUCH SCREEN	Audio/Visual	LCD Touc	
Note:						
	90	EFG00	Personal Key Chain	Promotional Items	Key Chai	
Note:						
	40	EFG002	Racing Theme Pens	Promotional Items	Pens	
Note:						
	2	AV46TS	Samsung 46" touchscreen	Audio/Visual	LCD Touc	

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

DOCUMENTS





- Upload and display documents for all users
- Upload documents and mark them as private
- Group documents by type
- Add web links for easy access

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

UPGRADE FUNCTIONS

SUMMARY TAB

- View all Event Information at a Glance
- Click the + icon to Add, Edit or View
- Export Event Information to Excel
- Send, Share and Report Information
- Download the Mobile App (iTunes and GooglePlay)

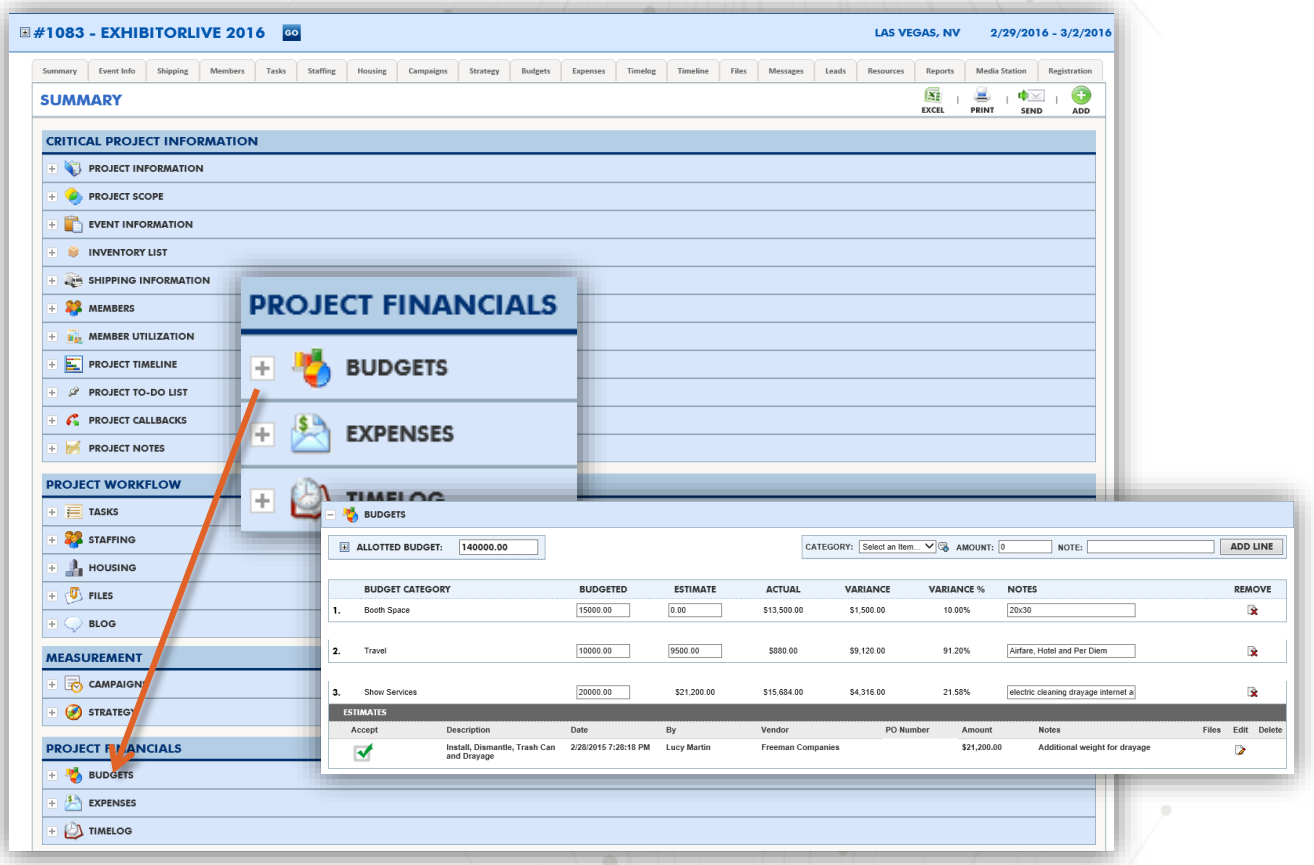
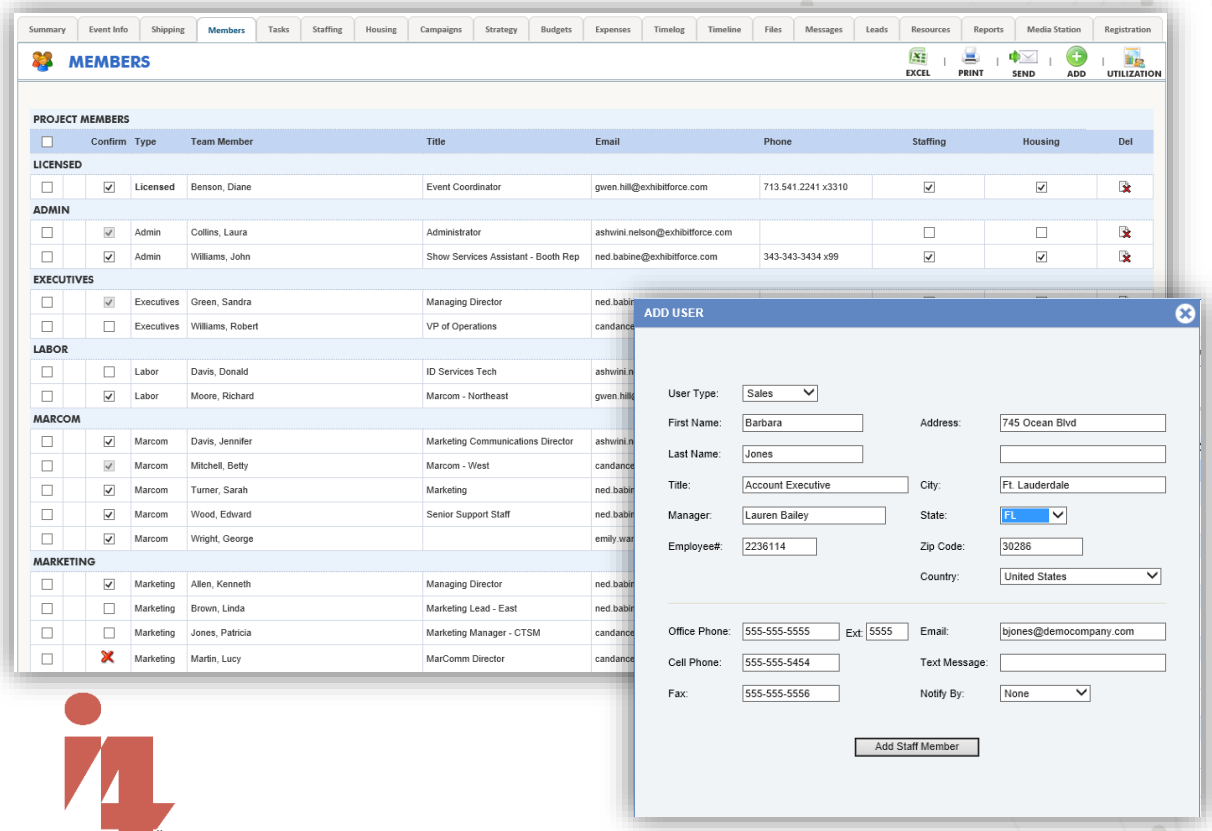


IMAGE 4

IT'S ABOUT THE EXPERIENCE.

MEMBERS TAB

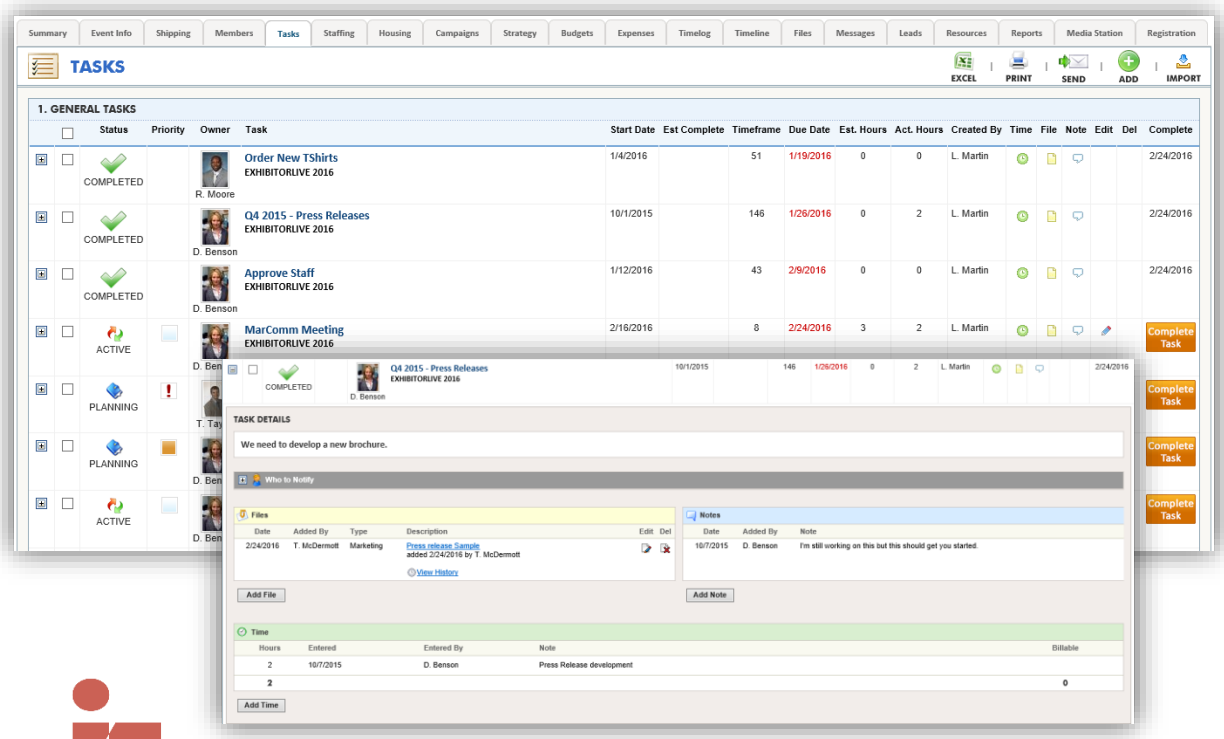


- Collaboration with all project members
- Unlimited team/project members
- Staff, vendors, and more, can have limited views
- Define user types for ease of sorting
- Quickly add new members with their own user profile
- Select members to assign tasks, staffing, and/or housing
- Members can download the mobile app (iTunes and GooglePlay)

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

TASKS TAB



- Quickly update task status or click to complete
- Set due dates and meet deadlines
- Create task lists to import automatically or as needed
- Completed tasks are date-stamped
- Scheduled reminders are sent by email
- View automated status report
- Task recipients have the ability upload files and add notes
- Task recipients may log job hours which display under the Timelog tab
- Create milestones for the timeline
- Assign the same task to multiple members

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

TIMELOG TAB

- Manage and track time based on tasks
- View billable hours vs. general task hours
- Easy to use Timelog allows project members to quickly enter time and notes
- Access employee utilization to make informed decisions when assigning tasks
- Run reports based on total hours spent on projects

Summary | Event Info | Shipping | Members | Tasks | Staffing | Housing | Campaigns | Strategy | Budgets | Expenses | Timelog | Timeline | Files | Messages | Leads | Resources | Reports | Media Station | Registration

TIMELOG — EXCEL | PRINT | SEND | ADD

USER TYPE	EST HOURS	EST RATE	EST COST	ACT HOURS	ACT RATE	ACT COST
ADMIN	0.00	$0.00	$0.00	3.00	$0.00	$0.00
MARKETING	0.00	$0.00	$0.00	4.50	$0.00	$0.00

Hours	Description	Performed By	Entered	Status	Rate	Cost	Billable
0.5	Negotiated better show mgmt. rate.	L. Martin	2/27/2015 10:18:27 AM	PLANNING	$0.00	$0.00	
2	Met with the Team before signing contract	L. Martin	10/7/2015 10:57:18 AM	PLANNING	$0.00	$0.00	
2	Press Release development	D. Benson	10/7/2015 11:32:50 AM	Completed	$0.00	$0.00	
			TOTALS:	4.5	$0.00	$0.00	

MARCOM	0.00	$0.00	$0.00	4.50	$0.00	$0.00

Hours	Description	Performed By	Entered	Status	Rate	Cost	Billable
2	Scheduled meeting with Marcomm to determine overall marketing campaign	L. Martin	3/25/2015 8:14:27 AM	ACTIVE	$0.00	$0.00	
2.5		B. Mitchell	5/6/2015 10:56:16 AM	ACTIVE	$0.00	$0.00	
			TOTALS:	4.5	$0.00	$0.00	

R	6.00	$0.00	$0.00	0.00	$0.00	$0.00
TOTALS:	6.00	$0.00	$0.00	12.00	$0.00	$0.00

ADD TIME

GROUP: Marketing

HOURS: 1.5

RATE TYPE: (•) Standard ( ) Overtime ( ) Double Time

NOTES: Review marketing layout for new e-literature

[x] Not Billable

ADD TIME

Employee Utilization

Diane Benson
Event Coordinator

Has Worked On...	Tasks	Est	Act	Var	No Bill	On Time%	Est. Complete
1. EXHIBITORLIVE 2016 Demo Company EXHIBITORLIVE 2016	6	4.00	2.00	100.00%	2.00	50.00%	
Diane Benson Totals:	6	4.00	2.00	100.00%	2.00	50.00%	

Workload: 0.20%
2 / 992 Hrs

	Tasks	Est	Act	Var	No Bill	On Time%	Est. Complete
Grand Totals:	6	4.00	2.00	100.00%	2.00	0.00%	

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

BUDGETS TAB

- Create custom budget categories and import directly into expenses
- Import budget categories based on event type
- Download to Excel
- Vendor Access to add estimates/quotes
- View dynamic budget vs. actual reports based on expenses paid
- Add notes to pertinent budget items
- Allocate budgets by division
- Generate reports in HTML, Excel and/or PDF format for ease of emailing and viewing data

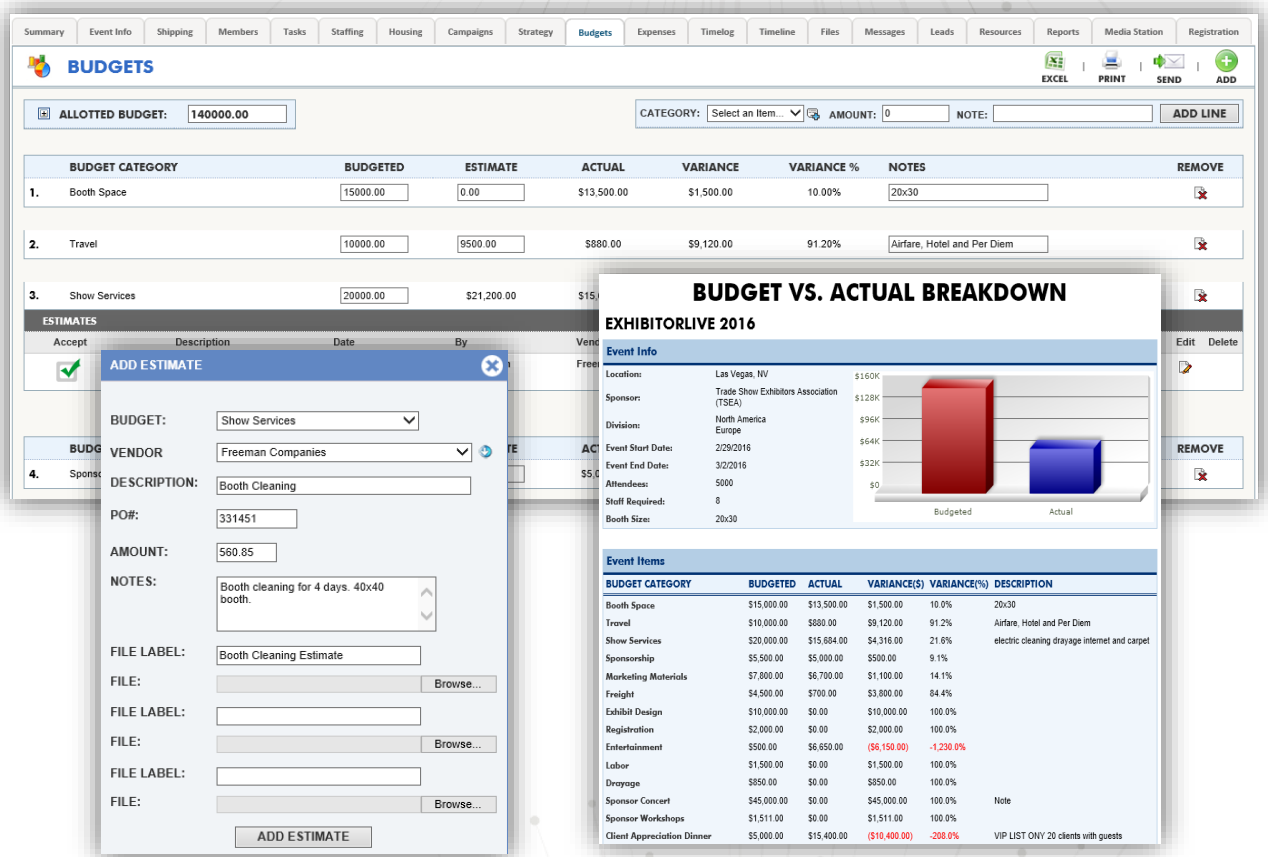
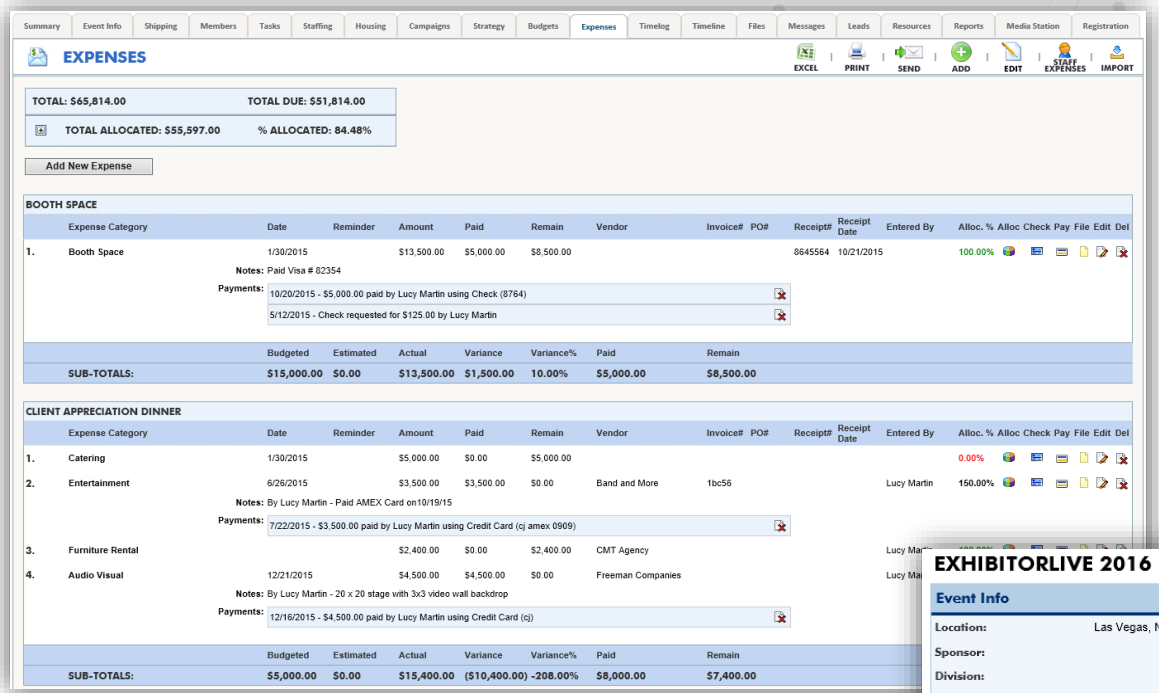


IMAGE 4

IT'S ABOUT THE EXPERIENCE.

EXPENSES TAB



Summary | Event Info | Shipping | Members | Tasks | Staffing | Housing | Campaigns | Strategy | Budgets | Expenses | Timelog | Timeline | Files | Messages | Leads | Resources | Reports | Media Station | Registration

EXPENSES

EXCEL | PRINT | SEND | ADD | EDIT | STAFF EXPENSES | IMPORT

TOTAL: $65,814.00 TOTAL DUE: $51,814.00

TOTAL ALLOCATED: $55,597.00 % ALLOCATED: 84.48%

Add New Expense

BOOTH SPACE

	Expense Category	Date	Reminder	Amount	Paid	Remain	Vendor	Invoice#	PO#	Receipt#	Receipt Date	Entered By	Alloc. %	Alloc	Check	Pay	File	Edit	Del
1.	Booth Space	1/30/2015		$13,500.00	$5,000.00	$8,500.00				8645564	10/21/2015		100.00%						

Notes: Paid Visa # 82354

Payments:
- 10/20/2015 - $5,000.00 paid by Lucy Martin using Check (8764)
- 5/12/2015 - Check requested for $125.00 by Lucy Martin

	Budgeted	Estimated	Actual	Variance	Variance%	Paid	Remain
SUB-TOTALS:	$15,000.00	$0.00	$13,500.00	$1,500.00	10.00%	$5,000.00	$8,500.00

CLIENT APPRECIATION DINNER

	Expense Category	Date	Reminder	Amount	Paid	Remain	Vendor	Invoice#	PO#	Receipt#	Receipt Date	Entered By	Alloc. %	Alloc	Check	Pay	File	Edit	Del
1.	Catering	1/30/2015		$5,000.00	$0.00	$5,000.00							0.00%						
2.	Entertainment	6/26/2015		$3,500.00	$3,500.00	$0.00	Band and More	1bc56				Lucy Martin	150.00%						
3.	Furniture Rental			$2,400.00	$0.00	$2,400.00	CMT Agency					Lucy Martin							
4.	Audio Visual	12/21/2015		$4,500.00	$4,500.00	$0.00	Freeman Companies					Lucy Martin							

Notes: By Lucy Martin - Paid AMEX Card on10/19/15

Payments:
- 7/22/2015 - $3,500.00 paid by Lucy Martin using Credit Card (cj amex 0909)

Notes: By Lucy Martin - 20 x 20 stage with 3x3 video wall backdrop

Payments:
- 12/16/2015 - $4,500.00 paid by Lucy Martin using Credit Card (cj)

	Budgeted	Estimated	Actual	Variance	Variance%	Paid	Remain
SUB-TOTALS:	$5,000.00	$0.00	$15,400.00	($10,400.00)	-208.00%	$8,000.00	$7,400.00

EXHIBITORLIVE 2016

Event Info

Location:	Las Vegas, NV
Sponsor:	
Division:	
Event Start Date:	2/29/2016
Event End Date:	3/2/2016
Attendees:	5000
Staff Required:	8
Booth Size:	20x30

- Schedule payment reminders to meet all discount deadlines
- Enter type of payment for easy reconciliation of all charges
- Import budget with the click of a button
- Receive and approve staff expenses
- Determine expense allocations
- Download to Excel or view dynamic reports in HTML or PDF format
- All expense entries are date-stamped

IMAGE 4

IT'S ABOUT THE EXPERIENCE.

EVENT MEASUREMENT DASHBOARD

- Real-time business intelligence
- Allocate budgets according to performance and not last year's budget
- Filter by spend, events, inventory, staff, and leads or filter by ALL
- View by month, quarter, year-over-year, and more
- Analytics improve Business process
- Accountability

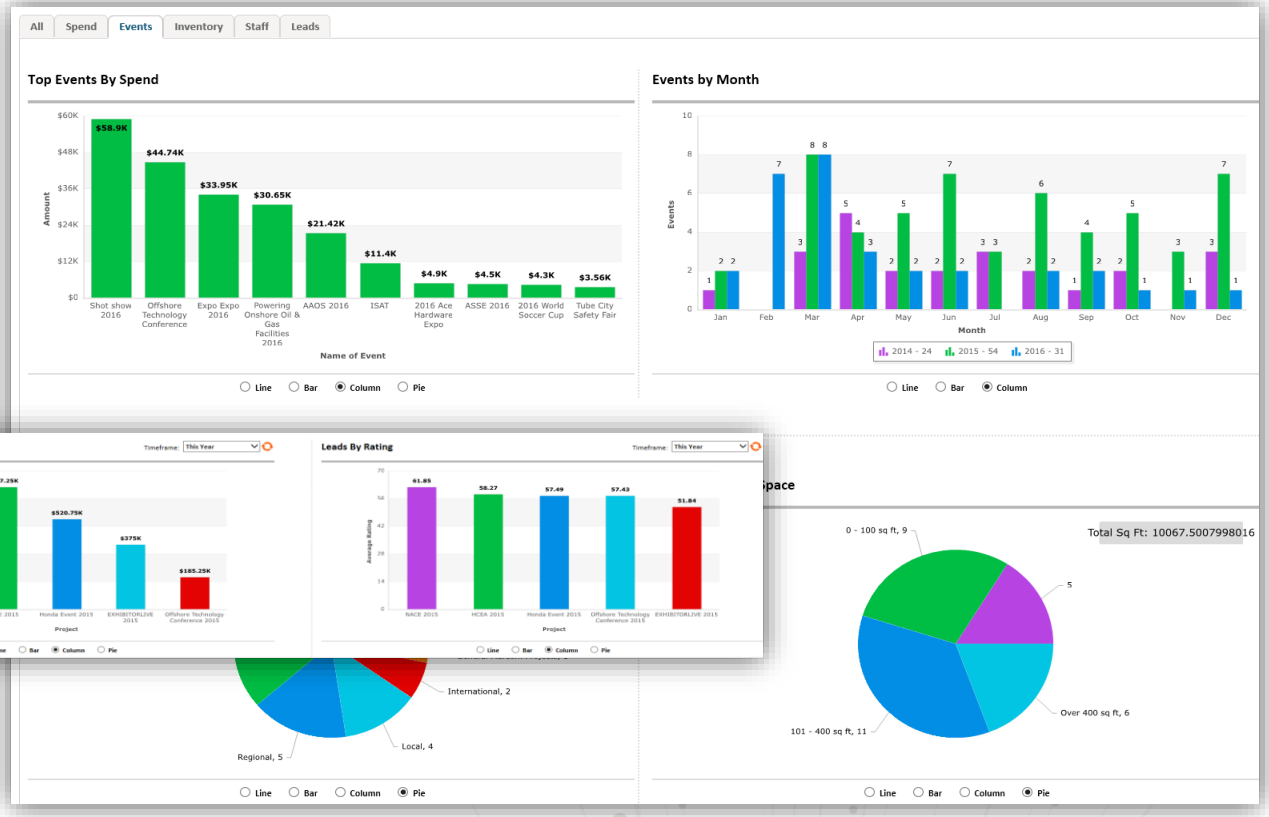
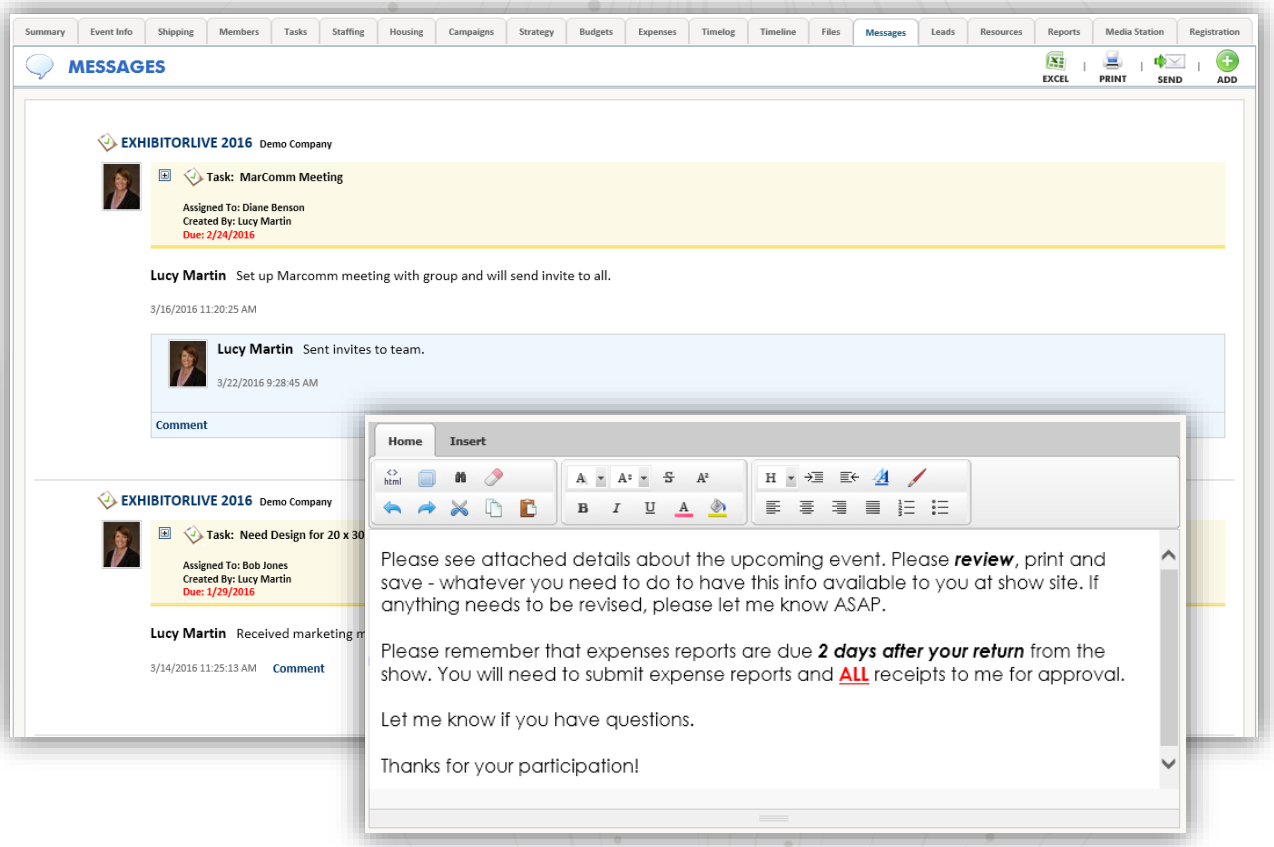


IMAGE 4

IT'S ABOUT THE EXPERIENCE.

MESSAGES

- Record events and ideas as individual posts
- Comment on existing notes
- View all notes for each event in one place
- As users share info, the messages are date/time stamped



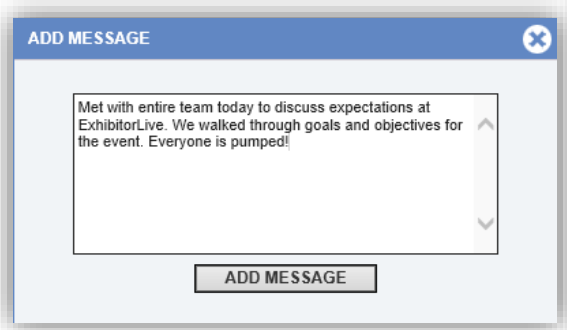


IMAGE 4

IT'S ABOUT THE EXPERIENCE.

SURVEYS

- Build a survey library and import surveys to specific events
- Automated technology designed for pre-show and post-show audits of staff and exhibit performance
- Easy to read charts and graphs are automatically generated from the information gathered by the survey
- Determine response format by selecting text areas, dropdown responses, plus other styles to obtain specific information
- Create mailing lists for staff members, clients, and prospects

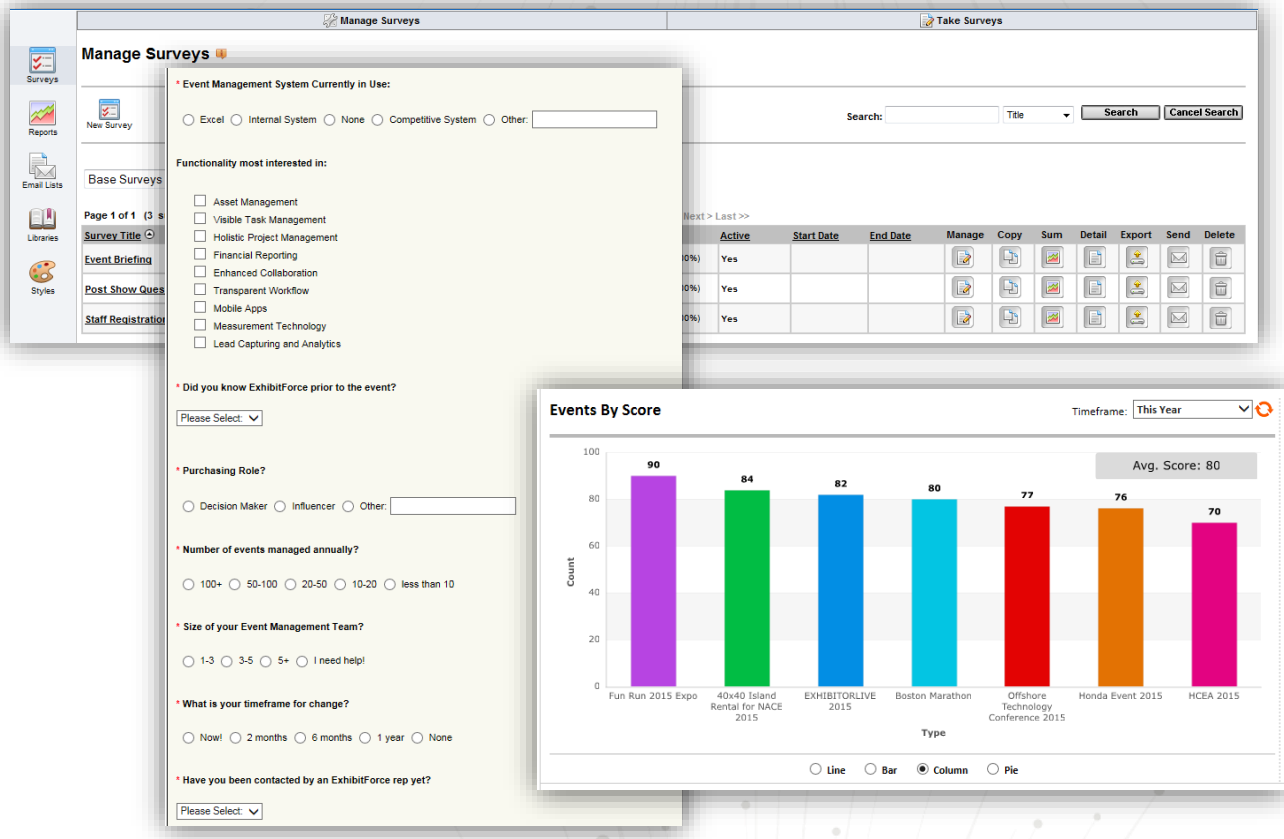


IMAGE 4

IT'S ABOUT THE EXPERIENCE.

IMAGE 4

603.644.0077

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REDEFINING BEST PRACTICES

IT'S ABOUT THE EXPERIENCE.