



eBOSS

Event Box Orientation Solution





Consistent, professional event items delivered anywhere in the world.

Corporate event preparation is stressful and time-consuming.

There are attendee name badges to print and assemble. Customized banners and signage need to be produced. And, then there are welcome letters, directions, and agendas to worry about. All pieces must be corporate brand compliant, professional, consistent, and well-coordinated - layout, colors, paper stock, logos, etc. Pulling it all together in a short time frame with limited resources and while adhering to corporate brand guidelines is difficult and time-consuming. All it takes is one missing or misprinted component to throw an entire event off track. And, if you're coordinating an out-of-state event that necessitates the use of distant multiple suppliers the probability of something significant going wrong increases dramatically.

The GlobalSoft Event Box Orientation Solution (eBOSS) is your best solution.

eBOSS is our print-on-demand, turnkey solution that ties together a multitude of discrete event-related processes such as coordination, logistics, fulfillment, packaging, and shipping.

This innovative solution is designed to enable our clients to focus on the content and quality of their presentation while we handle the coordination and organizational details. You can count on eBOSS to deliver the following event items in any quantity, anywhere in the world:

- Name badges and tent cards
- Event documents, such as, welcome letters, directions, and agendas
- Registration documents
- Welcome and directional signage and banners
- Meeting manuals, core presentation materials



As implementation strategists, we work closely with Corporate Brand and Marketing to ensure our solution bends to your corporate policy, not the other way around. All program procedures, processes, components, and template designs are established and approved to ensure your event materials are professional and consistent.

Event coordination is our core competency. GlobalSoft has the experience and capabilities to successfully coordinate all the details of your meeting so you can focus all personnel on event content and ensure a successful delivery.



“When the goal is to attract and retain customers, no one receives a second chance to make a good first impression.”

eBOSS enables flawless delivery down to the smallest detail.

Hosting a successful corporate event speaks volumes about you and your company.

It can say professional, well-organized, and efficient. Or it can say just the opposite. eBOSS helps you put your best foot forward every time. We deliver:

- **Consistent brand identity** By using eBOSS, you can be assured that all your event materials meet all corporate brand identity standards and are consistent across all printed pieces - at all events - held anywhere around the world. eBOSS employs standardized, pre-approved layout formats while engaging variable integration templates to personalize content where necessary, i.e., names, titles, event name, date, etc.
- **Turnkey, simplified process** eBOSS provides ONE user-friendly online platform accessible to global business development and marketing associates to order personalized event materials from their desktops, delivered to any destination. While the eBOSS web portal is our preferred method, GlobalSoft

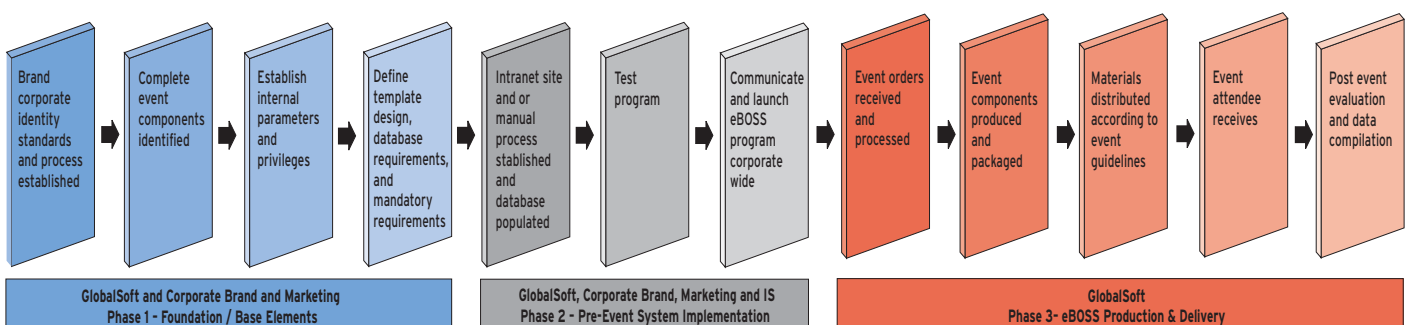
has the capability of handling event-driven programs manually via e-mail, fax, and phone.

- **Superior process management** eBOSS establishes an online registration process that triggers a number of procedural steps to streamline the tedious and often error-riddled task of providing event attendees with the appropriate items prior to or at the event. Each eBOSS client is managed via a dedicated and experienced GlobalSoft project manager who will work with you to tailor the platform and templates to meet your specifications.
- **Effective resource usage** Keep all eyes focused on achieving event goals and save hours of administrative time by minimizing trips to multiple local vendors and streamlining coordination of all produced pieces. Plus, the more distant your event location is, the more difficult event coordination becomes - problem solved with GlobalSoft.
- **GlobalSoft capabilities** We have the experience, knowledge, and capabilities to provide a high level of professional service to multinational, global corporations with several thousand office locations.

“eBOSS is a vital tool for our marketing initiatives. Simply put, it allows us to focus on the core message delivery or presentation material to our customers, both internal and external, without worrying about timeliness, delivery or logistics. GlobalSoft is an extension of our staff and when my teams don't have to be concerned with the little details....our materials are flawless, current and right on target. The personalization tools in eBOSS have enhanced the participation in our meetings and the absorption of our desired message to the point where the results exceed our goals time after time. Our organization is measured by results and eBOSS allows us to deliver...consistently!”

Paul Zurlini,
Manager Marketing Services, EMEA

eBOSS establishes an online registration process that streamlines the tedious and often error-riddled task of producing high quality event materials





Solutions Snapshot

GlobalSoft Digital Solutions serves the Marketing, CRM, and Internal Communications needs of clients large and small, near and far. Our technologically advanced, client-focused solutions have earned the trust of many of the top pharmaceutical, financial services, automotive, and manufacturing companies in the world - and are the reason why GlobalSoft Digital Solutions is recognized as the first Premier Digital Print and Fulfillment Provider by Hewlett-Packard.

We design end-to-end customized programs for clients utilizing the benefits of digital printing in order to deliver comprehensive solutions that address our clients' needs and meet their business goals:

- Scalable programs that can grow with participant bases
- Campaign program management support
- Behavior-driven/profiled target marketing programs
- One-to-one and customer loyalty programs
- Web-enabled, print-on-demand programs
- Multiwave communications

- ROI and ongoing results monitoring
- Marketing program collateral production
- Variable integration template creation
- Database design consulting
- Digital asset management
- Segmented and personalized, on-demand communications and mailings
- Web-enabled order fulfillment
- Kit assembly assistance with total solutions and campaign management
- Storage/management, mailing/distribution services
- eBOSS (Event Box Orientation Solution)

Make the Most of Your Corporate events

To learn more about eBOSS and other GlobalSoft Digital Solutions, please visit our website at www.globalsoftdigital.com. To consult with one of our Implementation Strategists call 201-684-0900.



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