

Core Services

for Events, Teams and Leagues

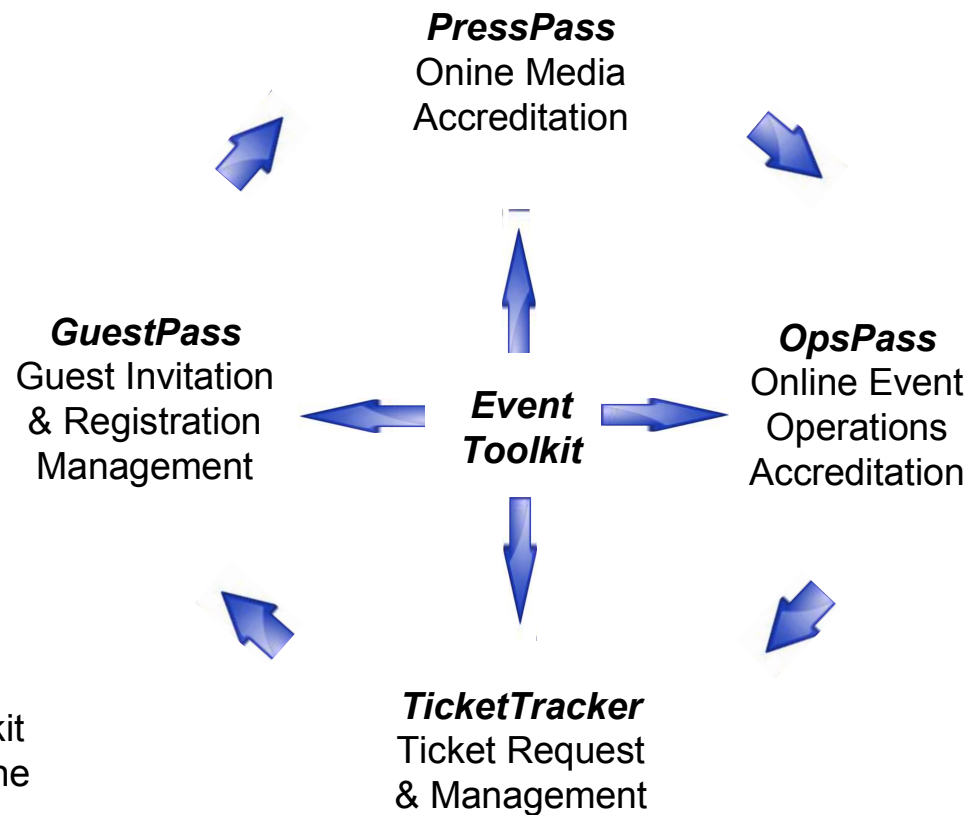
sports systems

online innovations for events

Core Services

Event Activation Technology – ‘Event Toolkit’

Technology to simplify, streamline and improve event management



Use the full Event Toolkit
or any combination of the
individual tools

Value Proposition

The Pain We Solve:

- Media, Operations, Staff and Volunteer accreditation for events is time consuming and often tedious for the applicant as well as the event or venue itself.
- Manual application and review processes allow room for errors and omissions.
- Communication with applying media and other applicants is critical to ensure accurate, up-to-date information is provided.
- Internal and sponsor ticket management is complex when these assets need to be requested, reviewed, allocated, tracked and reported on – especially when across multiple departments or sponsors.
- Guest communications and event information dissemination are a challenge when they must be personalized, fully brand and message compliant.
- Guest and hospitality data management requires perfection to ensure a flawless guest experience.
 - Collecting and managing guest data is usually time consuming and tedious, which increases staff costs and opportunities for data errors to become logistics mistakes.
 - Guest data management is rarely truly collaborative, which leads to inconsistent information or excess effort aligning information for the event staff.

Value Proposition

The Ideal Solution:

- Streamlines the entire credentialing process for both applicants and administrators.
- Ensures accurate information for better decision making.
- Automates applicant communications and event information dissemination.
- Simplifies all data handling for media, tickets and guests: It cuts manual administrative work including paper forms, faxes and individual emails
 - Removing these low-level tasks opens the door to higher-value work (or to go home earlier!)
- Is simple to use for applicants, administrators, ticket requestors, guests, the event team, executives and even event vendors: No one has extra time for training -- the ideal solution needs to be so friendly that training is not necessary.
- Supplements your event team with deep experience, saving them from having to become experts in data-management technology and reporting.
- Provides greater control and is truly collaborative because all event team members have access to the latest, real-time information.
- Allows communications to be upgraded with perfectly branded, personalized messages without creating more work.

Value Proposition

Sports Systems Provides the Solution:

Sports Systems' sole purpose is to deliver simplicity and better control over event data management.

We succeed for clients through unrivaled experience applying technology to events with our advanced proprietary platform and a corporate culture of fanatical responsiveness.

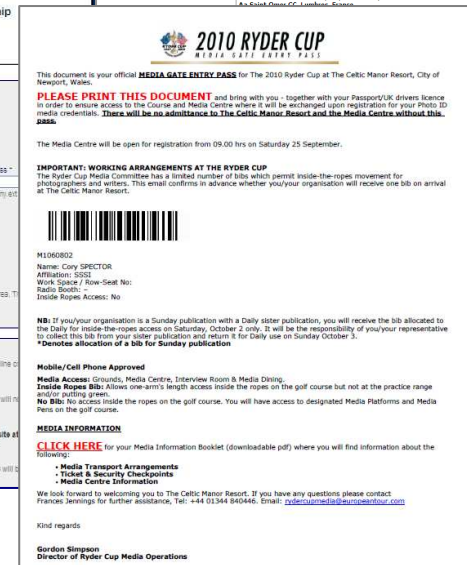
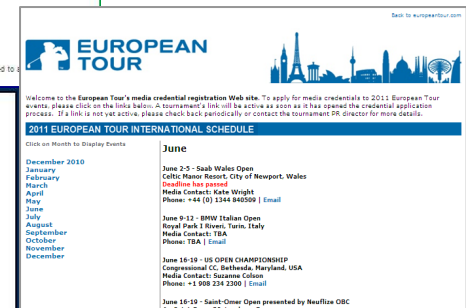
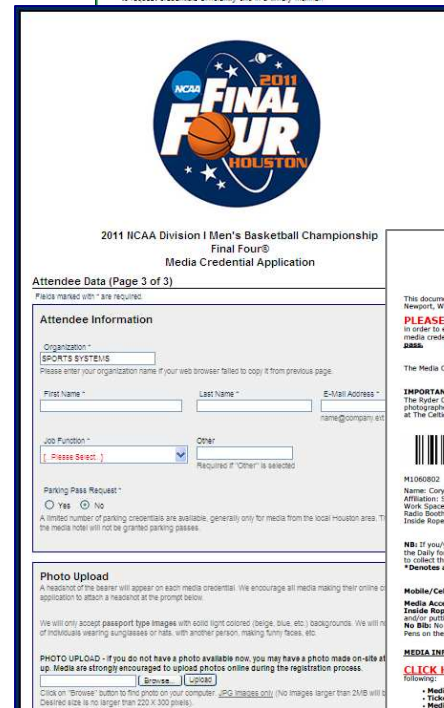
PressPass & OpsPass

Online accreditation to simplify, streamline and modernize event accreditation.

- ✓ Save time, increase efficiency and improve productivity by removing many manual administrative tasks
- ✓ Streamline the entire credentialing process
 - Simplify the application process for end users whether media, operations, staff, volunteers or all of the above
 - Ease review and approval administration
 - Automate and improve insider and attendee communications
- ✓ Improve data accuracy for better control and decision making



Media, Operations, Staff & Volunteer Credentialing



Custom Gate Entry Passes

sports systems

GuestPass


Invitation, registration and guest data management system to enhance the guest experience while saving staff time and increasing control over guest logistics.

- ✓ **Improve the guest experience**
 - Personalize all guest touch points
 - Provide easy access to event information and an easy RSVP/registration process
 - Ensure every guest detail is addressed

- ✓ **Save staff time/increase efficiency**
 - Streamline all steps to invite, register and manage guests
 - Eliminate manual tasks to reduce hours of work

- ✓ **Increase staff control & intelligence**
 - Access real-time data anywhere, anytime
 - Manage guest and event logistics on a collaborative platform
 - Improve decision-making from better information
 - Share specific guest data with outside vendors in real-time

Personalized
Invitations &
Itineraries



Binary
Gary Spector

ACCOMMODATIONS: The Roosevelt Hotel New Orleans
123 Baronne Street
New Orleans, LA 70112

NFL OFFICES: Salon 11, The Roosevelt Hotel New Orleans

NFL HOSPITALITY: Roosevelt Foyer, Salon 1
The Roosevelt Hotel New Orleans

TUESDAY, SEPTEMBER 7th
Evening
Sponsor Arrivals

9:00 AM - 3:00 PM NFL Play 60 Youth Football Festival
Woldeberg Park
1 Canal Street, New Orleans, LA 70130-1152
Enter at Bienville and North Front St.

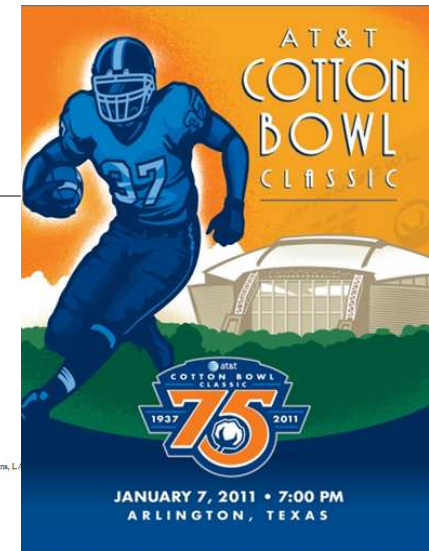
10:00 AM - 7:00 PM NFL Kickoff Fan Zone
Jax Brewery Lot, 600 Decatur Street, New Orleans, LA
Enter at Decatur and St. Louis St.

WEDNESDAY, SEPTEMBER 8th
All Day
Sponsor Arrivals

9:00 AM - 3:00 PM NFL Play 60 Youth Football Festival
Woldeberg Park
1 Canal Street, New Orleans, LA 70130-1152
Enter at Bienville and North Front St.

10:00 AM - 7:00 PM NFL Kickoff Fan Zone
Jax Brewery Lot, 600 Decatur Street, New Orleans, LA
Enter at Decatur and St. Louis St.

8:30 AM Base Setup at the Roosevelt Hotel



THE SHARK SHOOTOUT® Pro-Am Tournament
Tiburón Golf Club, Naples, Florida

Merrill Lynch Wealth Management

REGISTRATION

Please click the button below to save your registration profile.

Invitation for:

Guest List: Status:

If you have any questions, please contact The Merrill Lynch Wealth Management Hospitality Team at (877) 687-4888 or via e-mail at MLHosp@ml.com.

Disclaimer:

Please note that this registration web site is owned by Sports Systems Services, Inc. and is operated on behalf of Merrill Lynch Wealth Management. The privacy and security policies for Sports Systems Services, Inc. may differ from the policies of Merrill Lynch Wealth Management. Please keep any information you provide confidential and secure. Terms and conditions for this site include: accepting any general information. Sports Systems Services, Inc. does not release any client data to any third party without the written consent of Merrill Lynch Wealth Management. Sports Systems Services, Inc. is a registered provider of investment advisory services. The security and confidentiality of any information you provide to Sports Systems Services, Inc. is not guaranteed. Sports Systems Services, Inc. is not responsible for the accuracy, completeness, timeliness or availability of any information on this site. Merrill Lynch Wealth Management assumes no liability for this site, including any link, misstatement, or re-posted data.

2011 AT&T MLS ALL-STAR GAME WEDNESDAY - JULY 27 - 8:30 PM ET
RED BULL ARENA - HARRISON - NJ

LIVE ON ESPN2 HD TSN

PUBLIC SCHEDULE MLB WORKS MLS ALL-STAR LOUNGE VIP GIFTS RED BULL ARENA AmericanAirlines

Guest Registration

Fields marked with * are required.

Please RSVP

First Name * Last Name *

Email Address *

Company *

Assistant's Email Address

Business Phone *

Cell Phone

Number where you can be reached for event updates in NYC

Simple Online Registration

sports systems

Testimonials & Case Studies

Michael Konradi, AT&T Cotton Bowl Classic

“We have utilized Sports Systems for years to help us coordinate registration of our VIPs and media. As a small staff, we consistently strive to find better ways to make us more efficient, and Sports Systems has definitely helped us provide a better level of support, communication and efficiency when it comes to the VIP's and media. We couldn't imagine putting on a Classic without Brian Binette and Sports Systems.”



NFL uses Sports Systems *GuestPass* to invite, register and manage guests at its annual NFL Kickoff event. The NFL's VIP guests are invited to participate in many onsite activities including a cocktail party, golf outing, a community building event, concert, parade and luncheon. *GuestPass* provides the NFL the means to manage the number of participants at each of these activities to provide sufficient hospitality and transportation to each offsite activity. The hotel room block and attrition is managed with detailed reports and manifests are accessed in real time by the hotel using simple report links to the necessary guest data. As Tracy Snyder of the NFL put it, “I honestly cannot imagine keeping track of everything without this system. It really was a great success.”



Sara Hunninghake, NYRR, ING New York City Marathon

“PressPass is a dream. I'm especially grateful for the time you spent going through the application, making sure it met all of our needs, and assisting us whenever issues came up. You've got a great product and a wonderful team to support it.”



Testimonials & Case Studies

David Worlock, NCAA

“We conducted surveys for personnel from host institutions and conferences to ask them for their feedback regarding the online credentialing system. 100 percent of the feedback we received is positive. Most impressive is the responsiveness to so many people who need assistance during a small window of time.”



LPGA has used *PressPass* since 2007 for media accreditation at each of its tournaments. .



Andrew Kalish, Press Office Coordinator Tribeca Film Festival

“In the past we had used a very simple yet time confusing paper application process. Things were always lost, deadlines were missed and the amount of time wasted entering data and reading handwriting was immeasurable. Sports Systems provided us with a platform that not only streamlined the entire operation but made the data manageable and searchable, something we were previously unable to do. What is so incredible about the system is the turnaround time if changes need to be made. It's an incredible system, it made my team's lives much easier and we are looking forward to working with them on next year's festival.”



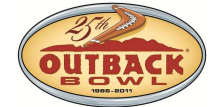
Testimonials & Case Studies

Beverly Smith, Globe and Mail - email to Jim Gluckson, Breeders Cup

“That was the easiest way to apply for media accreditation ever.”



Outback Bowl uses Sports Systems *Event Toolkit* to manage both event accreditation and VIP guest management for the Outback Bowl as well as its annual “Summer Splash” event each year. *PressPass* has saved the Outback Bowl time and has improved media communications. *GuestPass* has allowed Outback Bowl to easily manage its VIP guests at the various activities and events surrounding the annual Outback Bowl. Outback Bowl’s annual Summer Splash involves entire families in attendance, hotel arrangements, ground transport, golf and tennis tournaments and of course multiple dining events. *GuestPass* ensures that all guest details are secured and addressed to ensure a flawless guest experience for each attendee and their family.



Jennifer Spicer, Deutsche Bank Championship

“Since signing on with Sports Systems, we couldn’t be happier. Their staff has been 100% professional and they are extremely attentive even when we needed support after “business hours” which unfortunately is our reality in the event world. Brian Binette has been straight forward and helpful and even a friendly ear through the entire process.



Not only are they the best system out there right now, but they have the best customer service as well. I can honestly say that I do not have a single complaint.”

Testimonials & Case Studies

European PGA Tour has been using *PressPass* for media accreditation at each of each Tour-managed golf tournaments each year since 2007. In 2009 Sports System augmented the service by producing personalized gate entry passes which are emailed to approved media to download and present onsite in exchange for credentials. In conjunction with each of the Tour-managed accreditation sites, Sports Systems also builds the European Tour's main media website which provides applying media access to every tournament's media application process and contact information whether managed by the Tour themselves or not.



Kathryn Poe Switzer, Southeastern Conference

“Coordinating the official party for the SEC Football Championship Game and managing the logistics of our annual meeting have been part of what I do for as long as I have been at the SEC. As with most things each has grown in scope and complexity each year and the system that Sports Systems has built for us has made the whole process much less stressful. I spend lots less time worrying that something might have been "missed" and a lot more time interacting with our guests and trying to improve their experience. I can't imagine having one of these events without this system.”



Why Sports Systems?

✓ **Experience & Expertise**

- 24 years successfully delivering sport technology innovations
- Our database platform was used by 185 corporate and event clients for over 1200 events worldwide in 2010

✓ **Customization**

- Completely tailored to client needs, objectives and compliant with existing processes

✓ **Painless Implementation**

- 'Cloud Computing' solution fully web-delivered system – nothing to install or maintain on your computers – delivers enterprise strategic solutions at PC prices
- No training required for non-administrative users and quick learning curve for administrative users

✓ **Security & Reliability**

- Secure, robust network ensures data confidentiality and integrity, and protects against interruption in service
- We're been put to the test! We have passed multiple IT security audits, including by Ford, MasterCard, Vodafone, Merrill Lynch and Intel

✓ **Support**

- Project implementation is fully in-house; we do not outsource implementation
- 24/7 Customer service delivered by in-house staff