

# Viasoft

## User Conference

*Scottsdale Princess, June 1 - 4, 1997*

### Conference Description

Viasoft's annual user conference focuses on approaches, solutions and benefits to dealing with critical Year 2000 and data warehousing issues. The target audience is management-level decision makers representing Fortune 1000 companies. More than 500 attendees are expected.

This event will be held June 1 - 4, 1997 in Scottsdale, Arizona. The schedule follows:

- |                   |   |
|-------------------|---|
| Sunday, June 1    | Pre-conference half-day sessions ("boot camps") for attendees   |
| Monday, June 2    | Conference sessions<br>Exhibit area open, 9:30 am to noon and 1:30 pm to 5:00 pm  |
| Tuesday, June 3   | Conference sessions<br>Exhibit area open, 9:00 am to noon and 1:30 pm to 5:00 pm<br>Command performance customer demonstrations |
| Wednesday, June 4 | Conference sessions<br>Exhibit area open, 9:00 am to noon   |

### Selection Criteria

MatriDigm Corporation is currently working with Viasoft to develop a strong and mutually beneficial relationship that may include some or all of the following elements:

- A joint development effort that results in fully integrated offerings
- A joint marketing effort that promotes this combined offering
- Execution of a Technology Associate agreement that enables the Viasoft sales force to sell MAP2000<sup>SM</sup>
- Licensing of Viasoft technology for the MatriDigm factory

It is likely that MatriDigm will be prepared to announce progress on one or more of these fronts by June. If so, the user conference is a highly effective vehicle for communicating the MatriDigm/Viasoft relationship.

## **Evaluation**

Because participation as a Technology Exhibitor at the User Conference is intended primarily to promote our relationship with Viasoft, message communication through signage, collateral, and staff floor work is the primary focus of this event.

In addition, it is expected that a small quantity of qualified leads will be captured during the show.

## **Show Elements**

### **Overview**

MatriDigm's participation at this conference currently is limited to erecting and staffing an 8' x 10' booth for three days.

Should joint development results warrant it, it would be highly desirable to demonstrate the MatriDigm offering at the "Command Performance" on the evening June 3<sup>rd</sup>. However, these demonstrations are by invitation only; perhaps one could be obtained through Jim Brady's office.

Five complete conference passes are provided at no charge to exhibitors. While not a part of the show strategy, these passes are a benefit of participation and afford a useful education opportunity for MatriDigm staff.

### **Location**

Scottsdale Princess Resort  
7575 East Princess Drive  
Scottsdale, AZ 85255  
telephone 602/585-4848  
fax 602/585-0091

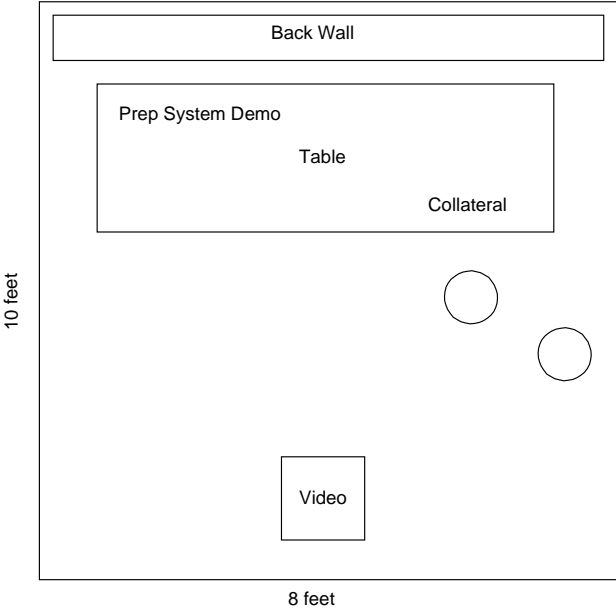
### **Booth Set-up**

The 8' x 10' booth will be comprised of a back wall, skirted table, and two chairs. These elements are provided as part of the exhibit fee. MatriDigm may chose to present a more upscale appearance by renting a custom booth; however, this probably is not necessary for this venue.

Signage will be developed and produced by MatriDigm. It is recommended that the company reuse the existing booth header, which includes the MatriDigm name, logo, and tag line. Additional signage detailing the MatriDigm/Viasoft relationship and offering will have to be produced for this show.

Equipment will include a complete Prep System for demonstration purposes, as well as a video monitor running selected portions of the Jim Brady technology pitch on a display stand.

A diagram of the booth follows.



Bird's eye view of booth layout.

**Presentations/Scripts**

Presentations and scripts will be developed to support the following activities:

Item	Content	Format
30 second greeting	Key messages – MatriDigm, MAP2000 and the Viasoft connection	Script
Qualifiers	Sales qualification questions	Checklist
Prep system demo	Shortened version of training materials	Demo
Brady video	Soundbites edited from the existing technology video tape	Video

**Collateral and Supporting Materials**

All persons stopping by the booth will receive a generic MatriDigm business card. Qualified prospects will receive a MAP2000 datasheet and a handout detailing MatriDigm's relationship with Viasoft.

Printed lead forms will be used to capture all prospect data, including needed follow-up.

## Promotion

Since conference attendance is limited to existing Viasoft customers, no pre-show promotional activities are planned for this event.

## Media Opportunities

No media representatives are expected to attend this event.

## Proposed Staffing

We recommend the following staff functions be assigned for this event:

- **Crowdgathering/Qualification** This person will be responsible for drawing people into the booth and determining whether or not they are potential sales leads for MatriDigm. If so, they will be routed to a Chat or Demo for additional information.
- **Viasoft/MatriDigm Technology Chat** This person will be responsible for answering technical questions about MAP2000 and about its workings with Viasoft products.
- **Prep System Demo** This person will be responsible for answering technical questions about MAP2000 as well as demonstrating the use of the Prep System.

At this time, we would recommend that the following people be assigned to fulfill these functions:

<b>Crowdgatherer</b>	Julie Grosse
<b>Viasoft/MatriDigm Technology Chat</b>	Brent Ross
<b>Prep System Demo</b>	Engagement Manager TBD

All staff will receive a show briefing that includes major show messages, common questions and answers, and logistics information. Hotel arrangements for the group will be made by the marketing communications department; travel arrangements will be made by the individual.

## **Post-conference Follow-up**

In order to take advantage of staged collateral presentation, MatriDigm will aggressively follow up with leads obtained from the conference. We believe that the marketing piece received 3 to 4 days after the show has far more significant impact than materials obtained at the show itself. Follow-up will include an aggressive letter and complete information kit. The MatriDigm Response Letter will initiate a telephone call to the prospect 2-3 days after the packet is received.

Leads will be distributed to sales and channel personnel as appropriate for additional follow-up.

## **Budget**

Attached.