**QR QUEST FACT SHEET: Technology Solution Providers**

**HIGHER LOGIC—BOOTH 504**

Lauren Wolfe - lauren@higherlogic.com

www.higherlogic.com  
@HigherLogic  
Professional social networking community & collaboration software for associations.  
  
Higher Logic provides innovative professional social networking and mobile solutions for associations and nonprofits seeking to increase member retention and generate non-dues revenue. The Connected Community™ application suite empowers members to share best practices and collaborate— anytime, anywhere. Offer a new dimension of value to constituents with Connected Community’s prebuilt integration to leading association management systems and M²-Mobile Membership™ smartphone app. Higher Logic delivers solutions so member-based organizations can increase their presence and attract a new generation of global members. For more information, please visit www.higherlogic.com.

*[APPROVED QUOTE: “Higher Logic is a leader in professional social networking applications, so we are launching this unique, social contest to add a new dimension to the conference experience,” stated Rob Wenger, CEO of Higher Logic. “We expect this event to generate tremendous enthusiasm at the show, while helping people to overcome their fears about social networking tools in a fun, hands-on environment.”]*

**SYSCOM SERVICES—BOOTH 707**

Jim Kelly - jim@syscomservices.com

www.syscomservices.com  
@SyscomServices  
Web design & Content Management Systems for associations & non-profits.

Founded in 1986, Syscom Services has pioneered the way organizations effectively communicate with the people they rely on most. Our teams of experts collaborate with organizations from web development and content management systems to automation using forms processing technology, network based fax systems and document management systems. Products we work with include [OpenText Fax Server](http://www.syscomservices.com/mainmenu/product/fax%20server%20rightfax%20edition.aspx), [Rightfax Edition](http://www.syscomservices.com/mainmenu/product/fax%20server%20rightfax%20edition.aspx), [Document Server, Alchemy Edition](http://www.syscomservices.com/mainmenu/product/document%20server%20alchemy%20edition.aspx), [Autonomy Cardiff Teleform](http://www.syscomservices.com/mainmenu/product/cardiffteleform.aspx), [Liquid Office,](http://www.syscomservices.com/mainmenu/product/cardiffliquidoffice.aspx) [Brooktrout](http://www.syscomservices.com/mainmenu/product/Brooktrout-Fax-Boards.aspx), [Ektron CMS400.NET,](http://www.syscomservices.com/mainmenu/product/Ektron-CMS400net.aspx) [SharePoint](http://www.syscomservices.com/mainmenu/product/sharepoint.aspx) and our own [Syscom:gm .NET.](http://www.syscomservices.com/mainmenu/product/syscomgm.aspx)

*[APPROVED QUOTE: “To be a leader you must take the fear out of innovation,” stated Jim Kelly, Chief Executive Officer for Syscom Services. “Technology is changing the way we build relationships and many associations are leading the way. We hope this social experiment will not only increase traffic to our booths and showcase our exciting products and services, but also show association executives how innovative use of technologies can help engage their members.”]*

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**Blue Sky Broadcast—BOOTH 731**Phil Forte - pforte@blueskybroadcast.com   
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We are a full-service provider that delivers superior live and web-based events.

Blue Sky Broadcast is a full-service provider that specializes in delivering superior live and on-demand rich media learning solutions and customized, instructor-led, web-based presentations. Services include Webcasting, Conference Recording Services with Revenue Share Programs, Learning Portals, Integration with AMS and Full Service Webinar Solutions.

*[APPROVED QUOTE: “Blue Sky Broadcast is excited to participate in a social project like this! We recognize the importance that social media plays in association life which is why we have integrated our Learning Portals with various social media platforms to extend the reach of your message. Our online learning portals have been designed from the ground up specifically for associations, allowing you to have a continued online presence.” Philip G. Forte, President, Blue Sky Broadcast]*

**Boxwood Technology—BOOTH 716**

Terri Pla – tpla@boxwoodtech.com

www.boxwoodtech.com  
@boxwoodtech  
Online Career Centers: Our Investment. Your Success. Get the Facts.  
  
Boxwood’s rich history includes delivering software as a service (SAAS) to non-profit and not-for-profit associations, generating over $300 million dollars in non-dues revenue for clients. Boxwood job boards and job board networks are part of a suite of private-labeled career center products and services that seamlessly integrate with existing association websites.  Boxwood products include: career fairs, online mentor systems, career resources for resume writing, coaching, and self career management, and social network integrations.  Partnerships with applicant tracking system (ATS) providers and job advertising distributors (JAD) are important alliances for Boxwood’s growing list of over 1000 association clients.  Boxwood is also the exclusive distributor to the association industry for Weddle’s syndicated content and CareerFitness.com.  In a class of its own, Boxwood is uniquely endorsed by the American Society of Association Executives (ASAE) and is a charter member of the International Association of Employment Websites (IAEWS).

*[APPROVED QUOTE: “Boxwood is excited about the ways that social media can help associations grow their on line career centers. As associations build their own social media strategies this type of program is forward thinking as well as fun! A great way to get people to engage in social media!” Christine Smith, president, Boxwood Technology]*

**QR QUEST FACT SHEET: Technology Solution Providers**

**DelCor—BOOTH 416**

Bill Walker - BWalker@delcor.com

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@delcortech

Technology & Management Consulting and Network Systems & Support.

DelCor helps associations achieve progress through better application of technology – including private cloud solutions, social media and web strategy, software selection, project management, and much more. Since 1984, hundreds of organizations nationwide have turned to DelCor for a fresh, objective view and steadfast support. At DelCor, we’re connecting you with progress.

*[APPROVED QUOTE: “QR codes are popping up everywhere. And, like other social media and marketing tools, associations are wondering how they can use QR codes to create interesting experiences for their members – and maybe generate revenue or increased involvement at the same time. So, we’re putting QR codes to the test at the ASAE Expo to demonstrate how associations might use QR codes in the event space. We hope The QR Quest encourages associations to get creative and expand on our example.” – KiKi L’Italien, Senior Consultant in Technology Management & Social Media Strategy, DelCor Technology Solutions]*

**designDATA—BOOTH 210**

Matt Ruck – mruck@designdata.com

www.designdata.com

@desdat

Outsourced network management, IT consulting & data center services for associations.

Founded in 1979, designDATA is a leader in providing full-spectrum technology solutions for associations, nonprofits, charitable organizations, schools and trade unions. Our unique mixture of high level business and technology consultants working alongside highly specialized technical resources positions us to be your sole source for technology strategy, planning, IT project work and long-term support.

[APPROVED QUOTE: *“I see the great QR Quest of 2011 as a way for conference attendees to step away from the same old boring technology vernacular and experience a fun and practical way to make technology work for them. It’s not about the machinery anymore; it’s all about enhancing our communications.”* Dennis Ruck, designDATA President and CEO]

**QR QUEST FACT SHEET: Technology Solution Providers**

**EXPOCAD® –BOOTH 429**

Steve Werntz – steve@expocad.com

www.expocad.com

@expocad

Event Management & Exhibitor Marketing Software from Mobile to Web

EXPOCAD’s suite of software products are used to plan, manage and market thousands of exhibitions around the world. EXPOCAD automation & integrations streamlines sales & promotional efforts with easy, self-maintained revenue streams. Even your decorator uses EXPOCAD Contractor™ for superior accuracy & automation. Learn more at www.expocad.com .

*[APPROVED QUOTE: “EXPOCAD is excited to participate in the great QR Quest at ASAE 2011! This is a great opportunity to promote face to face encounters, weave in a little modern technology & good old fashioned fun.” Susie Wilson, Director of Sales]*

**HighRoad Solution—BOOTH 606**

David Caruso - dcaruso@highroadsolution.com

[www.highroadsolution.com](http://www.highroadsolution.com)  
@HighRoadSol

Campaign email, mobile messaging and webinar solutions for associations.

HighRoad Solution is a one-stop shop for member driven organizations looking to integrate and better manage their e-communications. HighRoad provides various e-Messaging solutions including Campaign e-Mail, E-Survey, Virtual Meetings, Mobile, Voice and Fax Broadcast. HighRoad’s integrated solutions provide customers with best of breed technologies, highly effective communications and greater overall results.

*[APPROVED QUOTE: HighRoad is excited to again team up with select industry partners and host one of the best social events at ASAE Annual. There are many great ways to network at ASAE 2011. This social activity is just another way to bring people together and have some fun at the same time! ” David Caruso-President/CEO, HighRoad Solution]*

**QR QUEST FACT SHEET: Technology Solution Providers**

**INFORMZ—BOOTH 205** Lori Ely – ely@informz.com www.informz.com @informz  
Email Marketing Solutions Built for Associations

Informz offers affordable and easy-to-use email marketing solutions built for associations. From customized HTML   
email templates and advanced targeting, to powerful analytics and expert advice, we have the tools you need to keep members informed and engaged. The Informz product portfolio includes email marketing, online surveys, text messaging and AMS integrations.

*[APPROVED QUOTE: “Informz is excited to participate in a unique project like this. At Informz, every day we see clients leveraging the success of social media, email marketing, and the internet to extend the reach of their communications. It’s great to be using that same technology as a way to increase booth traffic and visibility at a tradeshow.” – Terry Nawrot, Chief Operating Officer]*

**LearnSomething—BOOTH 611**Stephanie Brinkman - sbrinkman@learnsomething.comwww.learnsomething.com@learnsomethingLearning Management Solutions for Associations.

For more than 15 years LearnSomething has developed innovative e-learning solutions for associations. Our flexible learning management system and services support associations in delivering and tracking continuing education online. Collaborative relationships with leading vendors have provided LearnSomething with unparalleled experience in AMS integration. We deliver solutions to over 130 associations and over two million learning events annually.

*[APPROVED QUOTE: “The Technology Booth Crawl is a way to incorporate the hot topic that everyone is buzzing about, QR codes, and use it to enhance interaction with the attendees at ASAE, it’s exciting and we are happy to be a part of it.” – Stephanie Brinkman, Association Sales Manager, LearnSomething]*

**TMA RESOURCES—BOOTH 600**

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Make your association the place to be with TMA Resources’ association management software, Personify.

Headquartered in Vienna, Va., TMA Resources, Inc. and its team of highly skilled professionals produce member relationship software solutions. Personify, the leading Association Management Software platform from TMA Resources is the only solution that combines a solid technology platform, with best of breed business intelligence and e-business capabilities. This power-trio helps associations serve up the content that members crave and keeps members returning to find information and collaborate. Follow us @tmaresources.com

*[APPROVED QUOTE: “The Tradeshow Booth Crawl is the perfect way to re-invent the exhibit hall at ASAE Annual Conference. TMA Resources is excited to be a part of this contest because we understand the value of taking an ordinary experience and turning it into an experience that rocks!” - Paul Gannon, Vice President of Marketing, TMA Resources]*