

Update Bulletin

StoreNext Party at MarkeTechnics 2004

January 14, 2004

Great news – StoreNext’s annual MarkeTechnics Party for Dealers and their customers will be Monday, March 1 in San Francisco. It’s by our same team that’s brought you all those great events in years past, so you *know* you and your prospects won’t be disappointed.

Even better, this year it will be within a block of the convention center, so there will be no busses to ride. And since it’s in San Francisco, the possibilities of another ice storm like last year’s in Dallas are considered to be somewhat remote.

But make sure you mark your calendars for the date: that’s **Monday March 1**. And make sure your competitors don’t get to your customers and prospects first and pressure them into some awful cocktail party with styrene egg rolls and silicone meatballs down at Pier 39. We’ll be sending you some hard-copy invitations for your customers, but you’ll want to get them committed quickly by phone if they’re at all important. Don’t wait.

It’s looking like a big turnout, so we want to make sure we have all the food and drink required. This means RSVPs. So we’ll use the same reservations system as last year. And since no one can remember a damned thing about how last year’s reservations were managed, I’ll need to look this up

Ok, there we go. It’ll work like this:

1. StoreNext is printing blank hard-copy invitations. Each Dealer will receive a pack of these in the near future.
2. Dealers mail the invitations to their customers and prospects.
3. The customer then hits our Registration Web site (address provided on the invitation) and just puts in the name, their company name and the Dealer name. (That’s it, nothing else. We’re not in the data warehouse business.) One registration per ticket, but no limit on attendees per customer.
4. Dealers sign up the same way for you and your staff. All Dealer personnel from current StoreNext Dealers are welcome. Competing Dealers and companies are not.
5. Tickets are picked up on Sunday or Monday at the StoreNext booth at MarkeTechnics. No bus tickets this year: you just walk over to the party site. And yes, we’ll tell you about the event later, but you probably trust us by now (we will entertain you and your customers in the manner to which you have become accustomed).

To Your Success,



Antony van Leventer

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PIN	Item	Price	Inst	Maint
PIN Here	Description Here	\$ 1,000	\$ 100	\$ 100
