



National Sales Meeting
Registration Services Request for Proposal

RESPONSE TO RFP
AND PROPOSAL FOR
MEETING REGISTRATION SERVICES

Submitted by:

BUZZREGISTRATION

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INTRODUCTION

BUZZ Registration (BUZZ) is pleased to respond to the request for proposal (RFP) issued by Boston Scientific (sometimes for brevity referred to as BSC) for Registration Services relating to its 2014 National Sales Meeting (NSM), which will be held January 29–February 2, 2014 at the Marriott World Center in Orlando, Florida.

The purpose of this meeting is to train, motivate, and reward top performers in Boston Scientific's Interventional Cardiology (IC), Peripheral Interventions (PI), Cardiac Rhythm Management (CRM), Electrophysiology (EP), and Corporate Sales forces.

Services Sought

The registration-related services sought by Boston Scientific for this meeting include but are not limited to:

- Registration.
- Reporting.
- Reminders.
- Surveys.
- Badges and lanyards.
- Housing management.
- Final invoice reconciliation.

Existing Relationship and MSA

BUZZ has an existing working relationship with Boston Scientific. BUZZ has provided meeting registration services, including those listed above, under an existing Master Services Agreement dated August 29, 2012 (MSA). Those services, service level requirements, and pricing are stated in Schedule A#1 attached to the MSA.

More specifically, the MSA covers the following registration-related services:

- Website and invitation design
- Registration management
 - Invitation launch
 - Master List set-up and management
 - Rolling invitation management, registration tracking and follow-up
 - Email reminders and follow-up
 - Rooming List management
 - Reporting
 - Final confirmations
 - Attendee communication/inquiry management
- Post meeting survey
- Final invoice reconciliation

- Sourcing: site selection and contract negotiation
- On-Site management
- Administrative and planning support
- Registration with DocuSign
- Scanning
- Name badges and lanyards

The service level requirements under the MSA are as follows:

- Respond to planner requests for services within 12 hours
- Respond to attendee requests within 2 business hours
- Buzz Registration will update a registration site used in previous year, with current information provided by planner before sending to planner for editing
- Call center support will be provided from 9AM to 8PM EST
- Any custom requirements will be quoted and approved by a Boston Scientific representative
- Buzz Registration will follow the style guide provided by Boston Scientific

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BUZZ has assumed for purposes of this proposal that overall, the array of services sought under the RFP include (but are not limited to) those covered under the MSA. For convenience, however, this proposal is presented in the same order and numbering format as the RFP.

1.0 BACKGROUND/OBJECTIVE

1.1 About Boston Scientific

Boston Scientific (NYSE: BSX) is a worldwide developer, manufacturer and marketer of medical devices. Boston Scientific operates 26 major plants and technology centers in 45 different countries, has 24,000 employees, and generated \$7.2 billion of revenue in 2012.

For more than 30 years, Boston Scientific has advanced the practice of less-invasive medicine by providing a broad and deep portfolio of innovative products, technologies and services across a wide range of medical specialties. Boston Scientific's products help physicians and other medical professionals improve their patients' quality of life by providing alternatives to surgery.

Boston Scientific focuses on seven (7) core businesses: Cardiac Rhythm Management (CRM), Electrophysiology (EP), Interventional Cardiology (IC), Peripheral Interventions (PI), Endoscopy, Neuromodulation, and Urology and Women's Health. This RFP response covers the first four core businesses, as well as corporate sales.

Boston Scientific operates under the core values listed in the text box below.

BOSTON SCIENTIFIC – CORE VALUES

Caring

We act with integrity and compassion to support patients, customers, our communities and each other.

Meaningful Innovation

We advance science through medical technologies that decrease the physical and emotional impact on patients and reduce the cost of healthcare.

High Performance

We strive for high performance to benefit our patients, clinicians and shareholders.

Global Collaboration

We work collaboratively to pursue global opportunities that extend the reach of our medical solutions.

Diversity

We embrace diversity and value the unique talents, ideas and experiences of our employees.

Winning Spirit

We adapt to change and act with speed, agility and accountability to further improve patient care.

1.2 National Sales Meetings

BUZZ understands the importance of Boston Scientific's national sales meeting. This pivotal meeting enables Boston Scientific's sales teams—and the colleagues attached to them—to continue to excel by:

- Educating, supporting, and motivating them.
- Giving them the opportunity to network collegially, thereby strengthening the culture of collaboration and becoming further connected to the company.
- Recognizing, rewarding, and celebrating high performance.

In order for the NSM to deliver the intended enriching and informative experience to its people, each touch point matters. If attendees are distracted or bogged down by

meeting process and logistics, NSM messages and momentum are derailed. Lost or missed content and substance can have a real economic impact down the road.

The stakes are high.

Moreover, by attending to each touch point—no matter how granular—Boston Scientific underscores the company’s support and commitment to high performance, and to helping its people succeed.

2.0 PURPOSE

This document is a proposal for BUZZ Registration (BUZZ) to provide meeting registration and on-site management services relating to the Boston Scientific 2014 National Sales Meeting (NSM), to be held January 29–February 2, 2014 at the Marriott World Center in Orlando, Florida.

This proposal is submitted to Boston Scientific in response to the Request for Proposal/Invitation to Bid (RFP) issued in May 2013, and is submitted with the understanding that the National Sales Meeting consists of five (5) separate meetings all occurring simultaneously at the same location.

Each sales team meeting is a unique, customized event with separate registrations, welcome receptions, general and breakout sessions, dinners and award events, and special events. There will be approximately 1,650 attendees, including Boston Scientific sales and allied personnel, Boston Scientific executives, VIPs, and vendors.

IN A NUTSHELL

Through its current relationship with BUZZ Registration, Boston Scientific has already experienced first-hand—and has recognized—the value of the services BUZZ provides.

Off-loading the entire registration and data gathering process to BUZZ—before, during, and after the NSM—offers a proven, plug-and-play solution.

The BUZZ solution removes all meeting registration worries through a highly effective combination of technology, people-power, and an unparalleled service commitment.

The BUZZ solution adds value. By streamlining the entire registration, check-in, and on-site support process, the BUZZ solution eliminates distractions from the meeting’s content and messaging, enhancing the experience for all attendees, making the meeting hassle-free, even more enjoyable—**and more productive.**

3.0 MEETING SPECIFICS

The 2014 National Sales Meeting will take place at the Marriott World Center Orlando January 29–February 2, 2014. The NSM consists of five separate meetings all taking place under one roof at the same time.

Interventional Cardiology (IC) and Peripheral Interventions (PI) will follow the same schedule, Electrophysiology (EP) and Corporate Sales will follow a schedule similar to IC and PI. Cardiac Rhythm Management (CRM) will be a two day meeting with the largest amount of attendees in the shortest period of time. Below is a visual rough draft of the 2014 agenda (this information is based on the 2013 agenda and is subject to change).

Division	Wednesday	Thursday	Friday	Saturday	Sunday
IC and PI (PI = 275ppl) (IC= 300ppl)	AM: All Day Arrivals	AM: Breakfast General Session Breakout Sessions	AM: Breakfast Breakout Sessions	AM: All Day Departures	
		AFTERNOON: Lunch Project Fair Breakout Sessions	AFTERNOON: Lunch Breakout Sessions 5K walk/run Closing Session		
	PM: Welcome Reception	PM: Awards Event	PM: Closing Evening Event		
EP (80ppl)		AM: Breakfast General Session Breakout Sessions	AM: Breakfast Breakout Sessions	AM: Breakfast CRM General Session	
		AFTERNOON: Lunch Project Fair Breakout Sessions	AFTERNOON: Lunch Breakout Sessions	AFTERNOON: Departures	
	PM: Welcome Reception	PM: Dinner	PM: Awards Event		
CRM (950ppl)			AM: All Day Arrivals	AM: Breakfast General Session Breakout Sessions	AM: All Day Departures
				AFTERNOON: Lunch Project Fair Breakout Sessions	
			PM: Welcome Reception	PM: Awards Event	
Corporate Sales (45ppl)	AM: All Day Main Arrivals	AM: Breakfast IC General Session Breakout Sessions	AM: Breakfast Breakout Sessions	AM: Breakfast CRM General Session	
		AFTERNOON: Lunch Project Fair Breakout Sessions	AFTERNOON: Lunch Breakout Sessions	AFTERNOON: Departures	
	PM: Welcome Reception	PM: Awards Event	PM: Evening Event		

4.0 TECHNICAL REQUIREMENTS

This section is presented in the same order as the RFP. The services previously provided by BUZZ to Boston Scientific under the MSA are indicated below.

4.1 BSC Requirement Create registration sites – seven (7) total

Each site will be very similar regarding design and content

- IC
- PI
- CRM
- EP
- Corporate Sales
- Shared Services/Other¹
- Vendor

BUZZRESPONSE

BUZZ has rendered similar services under the MSA.

For the 2014 National Sales Meeting, BUZZ will build seven user-friendly and intuitive registration sites according to Boston Scientific's specifications and style guide design criteria. Each site will be similar in look, feel, and content, but will be customized for the specific needs of each sales/business unit.

BUZZ recognizes that the design goal for the 2014 NSM is to create a "wow factor" centered on a theme selected by Boston Scientific.

Registration: Attendees

BUZZ Registration will create an online registration system for meeting attendees using the Cvent registration platform, enhanced by BUZZ Registration's own proprietary software. This system will enable issuing a single electronic, scannable badge for each attendee.

Registration: Vendors

BUZZ will automate the entire vendor invitation, credentialing, and management process through the dedicated registration website for vendors.

Group Registration

BUZZ's web-based registration software platform allows

¹ The "Shared Services/Other" group refers to individuals that do not belong to one of the other groups listed above. However, we understand that there are only 100 individuals left in this "other" group, since Boston Scientific recently re-organized so that divisions not previously categorized into a formal group have been incorporated into one of the above-listed groups. Example, meeting planning now falls into IC, and HR now falls into one of the above-listed groups.

attendees (including vendors) to register as individuals or in groups, but be processed as individuals.

The group registration feature captures each group member's individual registration data, and associates it with the specified group.

Technical Explanation

A more technical explanation of the websites and their registration functionality is contained in [Exhibit 4.1](#) attached to this proposal.

Work flow/process

BUZZ will:

- Create one main site template and submit it to the Boston Scientific team for beta testing and approval.
- Once approved, the other six (6) sites will be created, modeled after the main site template—with all similar design and common general information, but with the specified customized differences relating to each sales/business unit.
- The other six (6) sites will be submitted to the Boston Scientific team for beta testing and approval.
- Once all seven (7) sites have been tested and approved, BUZZ will launch them as and when directed by Boston Scientific.

4.2 BSC Requirement

Provide BSC with standard and custom reports

Reports to include, but not limited to:

- Registrations by division
- Alphabetical
- A&D dates

BUZZRESPONSE

BUZZ has provided this capability to Boston Scientific as part of its previous registration services.

The BUZZ registration platform enables standard and custom reporting, and BUZZ provides routinely provides reports to its clients.

For the 2014 National Sales Meeting, BUZZ will provide regular reports to Boston Scientific at the times specified by Boston Scientific, or otherwise on request, in the currently approved templates (see below).

In addition, authorized Boston Scientific personnel will have back-end administrative access to the registration database. This will enable Boston Scientific, if desired and on demand, to view real-time data and create its own reports.

The BUZZ Registration platform will make real-time, online data available to Boston Scientific on demand² via a user-friendly back office interface that gives Boston Scientific quick and easy access and reporting capability.

The above-listed data types will be readily accommodated.

The platform's reporting capability includes customized reports that can be created prior to the Annual Meeting or created on site, in real time.

BUZZ will work closely with Boston Scientific to understand and meet all data reporting needs, and to produce appropriate report templates as requested or required.

BUZZ's registration platform also provides exportable data in standard data formats, including those recognized by Microsoft Office. The reporting tool can also produce reports in PDF format.

BUZZ will provide training to Boston Scientific administrative personnel on how to access real-time data and create reports.

FULL-TIME, REAL-TIME REPORTING

Authorized Boston Scientific users will have real-time access to all registration data and can create customized reports as desired.

BUZZ will provide as-needed, training and support to Boston administrative personnel on how to access real-time data and create reports.

4.3 BSC Requirement Manage housing as direct contact to hotel

- Submit sleeping room lists
- Manage room block from beginning to end of program

BUZZRESPONSE BUZZ has rendered similar services under the MSA.

BUZZ will:

- Act as Boston Scientific's liaison, working directly with the hotel contact to ensure that all critical deadlines and concessions are being met—including attrition, credits, comps, suite assignments, and additional rooms.

² Real-time reporting capability on-site assumes the availability of on-site Wi-Fi Internet connectivity. In the absence of on-site Wi-Fi service, the registration platform can still collect registration data, but the data collected on-site must be uploaded to the software cloud before it can report updated information.

- Manage all Boston Scientific requirements and special requests around travel dates.
- Keep our Boston Scientific contact informed at all times.

Exceptions, if applicable, will be managed through an exception log process.

Technical Explanation

A more technical explanation is contained in Exhibit 4.3 attached to this proposal.

4.4 BSC Requirement Assist in managing Friday night area dinner assignments

- Breakdown:
 - IC = 6 dinners
 - PI = 4 dinners
 - CRM = 10 dinners
 - EP = 4 dinners
 - Corporate Sales = 1 dinner

BUZZRESPONSE

This service is new to the Boston Scientific-BUZZ relationship.

BUZZ understands that dinner and dinner seating assignments have been problematic at previous meetings. BUZZ will eliminate those problems; see the following Section 4.5.

4.5 BSC Requirement Assist in managing award dinner seating assignments

- IC
- PI
- CRM

BUZZRESPONSE

This service is new to the Boston Scientific-BUZZ relationship.

BUZZ understands that dinner and dinner seating assignments have been problematic at previous meetings. BUZZ will eliminate those problems, during the registration phase and on-site.

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4.6 BSC Requirement Badge/lanyard coordination

- Create badges
- Stuff badges (if necessary)
- Alphabetize badges and ship for distribution onsite
- Order lanyards

BUZZRESPONSE

BUZZ has rendered similar services under the MSA, and will comply with above request.

BUZZ has state-of-the-art printers for both paper and plastic name badges. BUZZ will work with its graphic artist to design the layout of the badge for Boston Scientific's approval, set up the badge file, print the badges, and ship them to the meeting site.

BUZZ will also have the capability to create duplicates on site.

4.7 BSC Requirement Hotel final invoice reconciliation

- Work with onsite staff to get final counts
- Review hotel invoices daily to ensure accuracy
- Manage room block with hotel throughout entire program

BUZZRESPONSE

BUZZ has provided similar services under the MSA, and will provide end-to-end hotel reconciliation for the NSM.

Directly and through our parent company Global Planning Inc. (GPI), we have 13 years' experience in reconciling hotel invoices both on site as well as the wrap-up package.

In addition, we will send a full-time BUZZ employee to the meeting who will have primary responsibility for on-site registration assistance and room coordination. This employee will work with the hotel directly each day to manage the room block throughout the entire program.

4.8 BSC Requirement Onsite Registration Assistance

- Provide onsite assistance with registration
- Vendor to provide role description and estimated costs associated with this service

BUZZRESPONSE

Although the MSA mentions this service, BUZZ has not previously provided it to Boston Scientific.

On-site registration, management, and support is a standard component of BUZZ's services. Between GPI and BUZZ, we have managed on-site support for more than 3,000 programs. Over time, BUZZ has developed a reputation for providing exceptional, personalized service to each of our clients.

BUZZ will deploy sufficient on-site staff and technology capability to easily accommodate—behind the scenes and without intruding on the proceedings—all on-site concerns.

On-site staffing is carefully planned to ensure that all attendees receive the highest quality service at all times.

To that end, on-site event personnel from BUZZ will be uniformed in our easily identifiable “red shirt” and will be available to all attendees at all times during the NSM.

Our typical on-site staffing model is as follows:

- The lead registration specialist is the lead on-site and is responsible for scheduling all on-site staff, including travel director staffing companies and freelance travel directors, except for those provided by or through Boston Scientific (as described below).

As mentioned previously, this lead person also serves as room coordinator.

- The ratio for staff to attendee is typically 1 per 50. Usually, 1 to 3 staff members are full-time GPI/Buzz employees and the remaining staff is provided by staffing companies and consists of experienced, highly training independent on-site registration travel directors.
- BUZZ executive staff is always present on-site to supervise the delivery of event services. The BUZZ Registration senior-level personnel who will be working the NSM are listed in the table presented in Section 7B below.

However, for the NSM, we understand that Boston Scientific is working directly with MSR, a staffing company that may provide 18 on-site people, one of which is a registration lead. We also understand the Boston Scientific intends to staff the central the registration station with six (6) of its own administrative assistants. BUZZ will be happy to coordinate and communicate with MSR personnel and Boston Scientific staff as necessary and appropriate to prove seamless on-site control.

In light of the above considerations, BUZZ will work closely with Boston Scientific to determine the appropriate and precise staffing levels and balancing required to provide our signature service to all guests during the NSM, and to ensure that on-site services for the NSM—including all of its breakout sessions—are never unstaffed or understaffed.

5.0 ADDITIONAL SERVICES

- A. **BSC Request** Describe additional services your company can provide to enhance the attendee's experience. For example, how would you enhance the registration site and/or registration desk in order to make the attendee's first impression memorable?⁴

BUZZRESPONSE BUZZ believes—and experience has consistently confirmed—that the surest way to enhance the attendee's experience is by delivering our unparalleled communication, coordination, and high-touch service.

Our on-site practice is modeled after the Ritz Carlton:
“Ladies and Gentlemen serving Ladies and Gentlemen.”

- BUZZ staff is uniformed with easily identifiable red shirts and black pants, and all wear name tags.
- We never point; we always walk people to where they want to go.
- We address everyone as Mr. or Ms.— never by first name unless requested.
- We arrive early and stay late.
- We cater to each individual and go the extra mile to exceed expectations.

We couple this commitment with a demonstrated facility for understanding and aligning with our clients' meeting strategy and objectives.

Our clients are effusive in their praise. Here are some sound bites:

- GP/BUZZ is extremely business focused and became aligned with our strategy for conducting meetings. The team is very collaborative and flexible EVEN when we weren't. *Will H. Fuller, President/CEO, Lincoln Financial Distributors, Inc.*
- BUZZ Registration managed the registration aspect of [our] events with meticulous attention to

⁴ Imbedding a Quick Response (QR) code into attendees' badges, with scanning capability, can streamline and support attendee check-in and on-site session control on-site. We have been advised by Boston Scientific that such functionality is not part of the RFP, and should not be included in this proposal.

detail...exceeded expectations. *Chris Grady, EVP – Head of Retail, Athene Annuity.*

- What differentiates is a very high level of professionalism coupled with a friendly, high-touch level of service that I have not come across elsewhere....I have worked with several meeting planning organizations in my career and would recommend GPI/!Buzz over them all.... A team that deals with it all in an efficient, friendly and solution-oriented manner. *John Carroll, Managing Director/ COO, Allianz Global Investors Distributors.*

A more extensive list of client reviews—and recommendation letters—are attached to this proposal as Exhibit 6P-5.

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INTENTIONALLY OMITTED.**

G. Indicate subsidiary/private company, parent company	GPI, an S Corporation, is the parent company of BUZZ. At present BUZZ is a separate LLC. However, this formal structure is in the process of being modified: the separate LLC will be dissolved and BUZZ will formally become a division of GPI.
H. Minority or Women Owned, or Small Business Association	Both GPI and BUZZ are WBE certified.
I. Union status and date contracts expire	Not applicable
J. Strategic intent of the company	The long-term strategic intent for GPI/BUZZ is to provide best-in-class meeting planning services to each of our clients through a client-driven commitment to excellence and unmatched performance. By keeping the client front and center, we will remove their event planning worry and risk—and professional satisfaction and financial rewards will follow. With regard to GPI—our full-service meeting planning division—we have embarked on a plan to diversify and enlarge our client base to include both large and small clients from a variety of sectors. We have enjoyed significant success in this regard and now serve approximately 20 large corporate clients and a similar number of small clients. BUZZ Registration evolved as a natural outgrowth of GPI's meeting planning business. In 2009, the corporate planning industry—and the world—changed. In the throes of a global economic nose-dive, companies down-sized. Budgets were cut. Internal meeting planning departments were stretched to the limit, and beyond. The need for outsource support intensified and demand spiked. GPI's market research revealed an industry niche for offering outsourced/a la carte services to other meeting planners and corporate planning departments who were not looking for full-service planning, but sought help with certain detail-laden, time-draining tasks—and most specifically with registration. Although numerous software platforms have been designed to support on-line registration, they offer a do-it-yourself solution. What meetings planners really wanted to lighten their burden was to delegate the registration function entirely—or at least have a separately priced line-item menu of services—from a trusted outsource partner.

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The marketplace responded enthusiastically to this offering and in turn, GPI's BUZZ Registration division was formally launched 2010. Its mission: to provide meeting planning companies and internal departments behind-the-scenes outsource capability, functionality, and depth to take on and eliminate their pain points—all based on the mantra "extend the client's team" and grounded in the Core Principles stated below.

Strategically, we see significant opportunity for continued and rapid growth in the outsource arena.

K. Company Values including Corporate Social Responsibility Policy

BUZZ: CORE PRINCIPLES

- Every meeting is different.
- Every attendee is a VIP.
- Partner with clients: listen and deliver.
- Don't meet expectations—exceed them!
- We win with our people.

Creed and code are attached to this proposal as Exhibit 6K. Aligns with Boston Scientific's Values because_____

L. Type of insurance provided - does your company provide general public liability insurance, workers compensation insurance, automobile insurance, and professional liability insurance with a combined limit of \$1 million each?

Yes.

M. Provide copy of Certificate of Insurance

See Exhibit 6M attached to this proposal.

N. Provide a current P-L statement and Dunn & Bradstreet number

P&L statements: see Exhibit 6N attached to this proposal. D&B number: **[INTENTIONALLY OMITTED]**

O. Supplier will agree to the Master Services Agreement (MSA) provided in draft form in attachment A.

BUZZ already has an MSA in place with Boston Scientific. We understand that this engagement will be documented via an Amendment, Schedule, Statement of Work, and/or Purchase Order.

P. Additional information

Additional information relating to this Section is contained in the following Exhibits attached to this proposal:

Exhibit 6P-1: BUZZ Registration Capabilities

Exhibit 6P-2: Experience

Exhibit 6P-3: Representative Client List

Exhibit 6P-4: References

Exhibit 6P-5: Client Reviews/Recommendation Letters

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INTENTIONALLY OMITTED.**

EXHIBIT 4.1

Technical Detail: Registration Websites

Each registration website will consist of high-level registration paths and attendee tracks, based on attendee/vendor type. The registration software identifies the attendee/vendor type, **and using conditional logic**, displays different registration questions, participation questions, and other customized options relevant to each attendee type.

The back-end construction of registration platform, using conditional logic and a series of rules, will ensure that the proper information is made available only to the appropriate registration types.

Special for Vendors

After receiving a vendor's company contact information, BUZZ will enter that information into the registration database. If Boston Scientific desires to limit the number of vendor representatives that can attend the meeting, registration system will generate a unique user code for that vendor which will have a pre-set limit.

BUZZ will then send this information to the vendor, along with an invitation to register its representatives for the program. When registration is completed, the system will send confirmation emails to each vendor-registered attendee. The set-up for this system allows for a real-time count of registrants.

The vendor site will enable vendors to register its representatives all at once, or from time to time, and to make changes.

BUZZ will integrate BSC's invitee list into BUZZ's electronic platform, and will send out invitations to the NSM.

Based on the information imported from BSC's invitation list, BUZZ will pre-populate answers to specific registration questions. These answers will enable BUZZ to distribute customized invitations that contain a unique URL for each invited guest. The URL will, in turn, enable the recipient to register.

The registration website will also provide a non-unique public registration link that Boston Scientific may publish and distribute as desired.

Boston Scientific Requirement Provide registration reminders throughout process.

BUZZ Response BUZZ will satisfy this requirement by building automated reminders into the system. All attendees will be regularly reminded so that they can make timely travel and lodging plans. Regular reminders also help build anticipation and excitement about the Annual Meeting.

Boston Scientific Requirement Provide automatic tailored confirmation of registration. Also make available by fax or mail.

BUZZ Response The system will be set to automatically send confirmation emails to each attendee (including each exhibitor-registered attendee) as his or her registration is completed—and whether they register pre-meeting or on-site. Confirmations can also be sent via fax or regular mail.

These confirmations—and payment receipts—can be tailored based on the information collected during the registration process. This allows BUZZ to acknowledge, for example, the application of a special discount code, or confirm that a registrant is associated with a particular group.

The system also has the capability to (1) change and edit registrations online and (2) generate duplicate proof-of-payment/registration as needed.

Web requirements

Develop a registration online portal to include current organization look and feel

BUZZ Registration will create registration websites that incorporate the look and feel of the NRPA's current organizational site. Delegates, volunteers, exhibitors and speakers/VIPs will have unique registration sites that deliver the registration and accommodation options available to them.

Integrate online registration with NRPA iMIS 15 database

Please refer to our description of our iMIS 15 database integration plan on [redacted] of this proposal. In addition to ascertaining membership status of each registrant, our integration process can read and match additional fields from the database as required or desired. After registration is complete, Cvent (our registration platform), will send NRPA's iMIS implementation batch information, including registrant names and email addresses. The iMIS implementation can use the unique identifiers to match its existing records, and can then push the requested information back to our Cvent platform.

Integrate exhibitor online registration with Eshow database

Please refer to our description of our Eshow database integration plan on [redacted] of this proposal. In addition to ascertaining the eligibility status of each exhibitor, our integration process can read and match additional fields from the database as required or desired. After registration is complete, Cvent (our registration platform), will send NRPA's Eshow implementation batch information, including registrant names and email addresses. The Eshow implementation can use the unique identifiers to match its existing records, and can then push the requested information back to our Cvent platform.

Provide access to on-line reports

BUZZ Registration will provide all reports requested and required by the NRPA, including real-time reports that identify current registration rates, attendee types and delegate roles. Additionally, BUZZ Registration will create customized reports to provide event and workshop data, rooming list reports and reports organized by segment and attendee demographics.

Incorporating the collected information into iMIS 15

Using an API connection, BUZZ Registration will registration information to iMIS using unique identifiers to update information provided by attendees such as phone number, address, title, etc. in the iMIS 15 database, and verify information such as membership status.

Hotel Reservations

Buzz will create a website that directly integrates with Passkey. After entering registration information, attendees will be directed to the hotel reservation portal. Attendees will enter check-in/out dates, bed type requests, and requests for additional amenities such as wireless Internet services, valet parking and upgrade packages to help increase association revenue.

Coordinate reservations with designated hotels and manage the confirmation process

BUZZ will coordinate reservations directly through the passkey system with participating hotel properties. Following the registration process, BUZZ Registration will provide complete confirmation services for both the event and hotel reservations.

Handle special group block room reservations for VIPs and State Affiliates

BUZZ will create sub blocks to appropriately manage VIPs and State Affiliates. BUZZ Registration will work closely with Boston Scientific to identify special requirements for event VIPs, delegates, exhibitors, volunteers and other attendees. Our Passkey integration provides us with exceptional flexibility to manage the presentation of hotel properties to optimize and distribute reservations, and ensure that Boston Scientific can maximize complimentary room night opportunities.

EXHIBIT 4.3

Technical Detail: Manage housing as direct contact to hotel

Contracting: Hotel contract negotiation

BUZZ Registration will act on behalf of Boston Scientific to distribute and negotiate all contract clauses and addenda before submitting them to Boston Scientific for review. We will explain the elements of each contract and identify stipulated items as well those elements the hotel has negotiated. Following this analysis, we will then incorporate your feedback and return to negotiate any outstanding items with each hotel. This will help ensure that the contracts we negotiate include all possible options, cost-savings, value-added services, attractive government rates, other discounts and concessions from the hotel providers.

Annually, GPI and BUZZ Registration negotiate millions of dollars in savings, value-added services and concessions on behalf of our clients. We take a fair and direct approach with all hotels. Throughout this process, our goal is twofold: we strive to protect our clients and ensure that the hotels properly recognize the real value of the business that our clients bring to their properties.

Contracting: Sleeping room blocks

BUZZ Registration provides comprehensive hotel sourcing and contract negotiation services, including the complete management of specialized sleeping room blocks within the overall event housing plan. While we will not make decisions on behalf of Boston Scientific without consultation, we provide complete contract negotiation and contract management services. In short, we will do more than assist Boston Scientific in this element of hotel contract management; we will manage this process on behalf of Boston Scientific and provide all contract details in easy-to-evaluate packages.

Contracting: Negotiating hotel room discounts

GPI and BUZZ Registration bring exceptional experience and superior negotiating skills to the process of hotel contract negotiation. We use a variety of information sources to ensure that we secure the lowest possible hotel rates available. We compare prices reported by the hotels via Internet portals and reservation lines, and employ competitive bidding techniques to reduce hotel room rates and secure value-added services for Boston Scientific delegates, attendees and exhibitors.

Contracting: Working with BSC on contract language

BUZZ Registration never makes decisions on behalf of the client without consultation. We build in an exhaustive review of all proposed contract elements with our clients before we accept any contract terms.

Contracting: Hotel compliance

As part of our program support process, BUZZ Registration assigns a room coordinator and an assistant to monitor all hotel room blocks and contract terms for compliance with the negotiated housing plan.

We request an assigned contact from each property and work with them daily to verify that we provide accurate and current information to Boston Scientific. Our registration system will be integrated with the hotel's pass key, linking us directly into each hotel venues reservation platform. This approach allows us to verify that we learn of all room assignments and changes in real time. We will work closely with each hotel contact to monitor all elements of the housing process for this program.

Hotel Reservations**Hotel Reservations: Online hotel reservation capabilities**

BUZZ Registration will integrate the Passkey reservation management portal into the event's registration website. The Passkey portal will display unique room blocks based on the attendee's registration type. Using Passkey, your attendees can make lodging reservations without having to re-enter the contact information they provide during the event registration process. This improves the overall efficiency of the registration process and provides a pleasant attendee experience.

Upon completion of the event registration process, the system presents a confirmation page, and allows the registrant the option of proceeding to the Passkey online booking system. Once there, the attendee will be able to view and select accommodations from a number of available hotels. BUZZ Registration can control the way Passkey presents hotel information to each registrant to ensure that Boston Scientific meets room block commitments at each hotel location and that specific attendee types register at designated hotel properties.

Attendees will be able to select their preferred hotels and available upgrade packages, and will secure their lodging reservations with a credit card deposit. Based on the selected hotel's operating procedures, Passkey will automatically populate attendee reservations into the hotel's reservation system or BUZZ Registration will send the registration reports to the selected hotel for entry into their registration database.

Hotel Reservations: Elimination of duplicate registrations

BUZZ Registration will conduct a weekly audit of the passkey rooming lists at each contracted property. The audit will include a cross-check of each property's rooming list against those of every other property to identify any possible duplicate reservation. A member of the BUZZ Registration program support team will follow up with attendees as needed for clarification of the attendee's intent, and will eliminate any erroneous or duplicate hotel reservations.

Hotel Reservations: Exhibitor webpage for room block management

BUZZ Registration will create exhibitor-specific dashboards within the registration system that provide exhibitors with "dashboard" access to review and manage their specific rooming block.

Hotel Reservations: Alternate registration methods, including toll-free phone, mail and BSC website

BUZZ Registration offers personalized registration assistance. Boston Scientific attendees and exhibitors will never receive an automated voice system during business hours. We provide live customer service daily between 9:00 A.M. and 8:00 P.M. ET. Our professional call center personnel address each caller's needs immediately. In addition to a dedicated account representative, Boston Scientific support team will include more than 15 registration specialists who are ready to assist each registrant with all of their needs. We recognize that an attendee's first impression sets the tone for your entire program. We are committed to creating a "buzz" among attendees that each contact experience with our personnel is both pleasant and positive.

Hotel Reservations: Differentiated reservations for Attendees, Vendors and VIPs

BUZZ Registration has extensive experience in rolling out the red carpet for your VIPs. Whether your VIPs are senior executives, celebrity speakers, honored attendees, politicians or other dignitaries, we have processes and procedures in place to provide "fast-pass" hotel registration services and the dedicated special housing attention that VIPs require.

Hotel Reservations: Customized acknowledgments for reservations and changes on BSC letterhead

BUZZ Registration will incorporate Boston Scientific's letterhead into any applicable communications, using a high-resolution logo and/or electronic version of the letterhead, provided by Boston Scientific.

Hotel Reservations: Data validation for reservation information

BUZZ Registration employs numerous quality control measures to verify the accuracy of all information data collected during the registration process. We validate all registration data daily. In addition, we conduct weekly housing audits to confirm that all registered attendees have also secured hotel reservations. Registration and reservation audits help ensure the integrity of the data collected, as well as to identify and eliminate duplicate registrations and reservations.

Hotel Reservations: Acting as hotel liaison

As part of our comprehensive registration services, BUZZ Registration acts as a liaison for all hotel properties that serve the event. In this capacity, we regularly communicate with hotel contacts, address issues as they arise and answer questions regarding all aspects of Boston Scientific events.

Hotel Reservations: On-site staff at primary and overflow hotels, Convention Center, 24-hour availability by telephone or pager

BUZZ Registration will provide an information desk at each hotel property, staffed by a uniformed representative during peak hours as determined by Boston Scientific. BUZZ Registration staff will be available 24/7 by email and phone.

Hotel Reservations: Housing Reports**Housing Reports: Report that identifies conference registrants versus hotel registrants, designed for hotels and BSC**

BUZZ Registration will provide the report and statics comparing the number of registrations to the number of reservations booked based on passkey reporting features. This report will be updated as requested throughout the event registration period.

Housing Reports: Weekly reports on hotel reservations, night-by-night reports, and complimentary rooms

Buzz will create standard pick-up reports for each property and distribute once weekly to Boston Scientific. The standard report will include a breakdown of complimentary rooms earned at each property, based on that week's pick-up at each hotel.

Housing Reports: Web-based reporting capabilities for hotel registrations, available 24 hours per day

The account manager will schedule a call with Boston Scientific specifically to discuss Boston Scientific's reporting needs. Based on the feedback from the initial call, we will create a reporting dashboard that meets all of Boston Scientific's needs, including the reporting of real-time registration data. Boston Scientific will have 24-hour Web-based access to the dashboard.

Housing Reports: Weekly reports to hotels on room reservations

BUZZ Registration integrates directly with many hotel reservation databases. Reservation information will be sent to the hotel upon completion of payment by the attendee. For properties whose reservation systems are not integrated, BUZZ Registration will send reporting links to each hotel to allow them access to a dashboard to update their reservations database. These hotels will provide BUZZ Registration with confirmation numbers once they complete the guest's registration in their reservation system.

Housing Reports: On-site BSC room reservation reports and no-show reports

BUZZ Registration will assign members of Boston Scientific support team to each hotel to generate reports on-site, and cross-reference them with both the registration records and the in-house pick up report.

Housing Reports: Preliminary reports 15 days following the event, final report 30 days following the event

BUZZ Registration's on-site staff review final reconciliation and pick up reports with each hotel to meet the 15- and 30-day reporting requirements.

Housing Reports: Confidentiality of information

BUZZ Registration will work closely with Boston Scientific to identify and protect sensitive information. BUZZ Registration personnel agree to keep all sensitive information provided by Boston Scientific confidential.

Housing Reports: Weekly hotel reservation reports to BSC showing sleeping rooms and most recent weekly housing report

BUZZ Registration will provide Boston Scientific with two master rooming books that include a record of every sleeping room reservation in alphabetical order. The books will also include the most recent weekly housing reports for each property.

EXHIBIT 6P-1
BUZZ Registration Capabilities

BUZZ Registration's outsource services include:

- Housing and sourcing.
- Contract negotiation.
- Comprehensive registration services, including:
 - Creating customized event registration websites for each meeting based on the client's style guide and specifications.
 - Managing the entire registration process:
 - Obtaining the client's invite list.
 - Working directly with hotel on room list.
 - Point of contact for attendees.
 - Responding to attendee inquiries within two hours.
 - Registration tasks include:
 - Master List set-up/management.
 - Invitation launch/management/registration tracking/follow-up.
 - Email reminders
 - Room list management.
 - Final confirmations.
 - Exception log.
 - Travel management.
 - Transportation services.
- Best in class call center service.
- On-site support.
- Creating ad hoc reports, including post-meeting reporting.
- Scanning and lead retrieval.
- Reconciling final bills.

EXHIBIT 6P-2
Experience

GPI/BUZZ has a demonstrable track record, handling literally hundreds of registrations for more than 3,000 meetings.

Since BUZZ's formal launch as a GPI division in 2010, BUZZ has provided professional comprehensive or a la carte event planning services for more than 100 events.

GPI/BUZZ has also provided registration services for similar-sized events. For example:⁵

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INTENTIONALLY OMITTED.**

⁵ Some clients are not identified by name because of confidentiality/non-disclosure constraints.

**EXHIBIT 6P-3
Representative Client List**

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INTENTIONALLY OMITTED.**

EXHIBIT 6P-4
References

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INTENTIONALLY OMITTED.**

EXHIBIT 6P-5
Client Reviews/Recommendation Letters

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INTENTIONALLY OMITTED.**

EXHIBIT 8
Pricing Grid

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