

Karelo e-Services is a Canadian online registration provider, operating from our Vancouver office since 2001. Our service is ideal for **conferences, associations, schools, sport events, camps** and more.

*Setting up your events online is easy and participants can register anytime with just a few clicks!*



### How it works – for you

1. You provide us the registration form for your event(s)
2. We set up the forms online (our service includes thorough testing)
3. Your webmaster adds a link to your website linking to your Karelo registration page and registrations can start!



### How it works – for the registrants

1. Registrants register online using the link posted on your website or by going directly to Karelo.com
2. Payment is made online using Visa, MasterCard or INTERAC
3. An immediate confirmation email is sent by email including all registration information.



### Benefits – for you

- Accept online credit card payments/INTERAC at low cost (no merchant account needed). Or if you prefer, you can use your own Paypal/Stripe business account.
- Access to our interactive reporting and many other event management features.
- Outstanding customer service by phone and email.



### Benefits – for the registrants

- Fast and hassle-free registrations with immediate email confirmation.
- Teams, friends and family can register with a single transaction.
- Flexible payment options: direct debit or credit card.
- A number to call in case of questions or problems.



## VISIT OUR WEBSITE FOR A DEMO!

<http://www.karelo.com/register.php?BID=44>

### Admin

Login: eventmanager

Password: online

### Registrant

Login: registrant

Password: user

## PRICING

Pricing depends on which option you decide to use for credit card processing:

- a) Payments through Karelo.com (Visa, MasterCard or Interac online), OR
- b) Payments using a Paypal ([learn more](#)) or Stripe ([learn more](#)) business account.

|  | Payment through Karelo             | Payment using your PayPal or Stripe account |   |
|--|------------------------------------|---|---|
|  | Karelo Fees                        | Karelo Fees                                 | PayPal/Stripe fees  |
| <b>One-time Set-up Fee</b><br>(Charged only once, not per event) | \$ 199.00                          | \$ 199.00                                   | -   |
| <b>Per-Transaction Fee</b>                                       |                                    |   |   |
| Transaction Amount < \$200                                       | 6% (min. \$1.50)                   | 2%+\$0.50<br>(min \$1.00)                   | 2.9% + \$0.30<br>(lower fees depending on monthly volume) |
| Transaction Amount >= \$200                                      | 5%                                 | 1.50% + \$ 0.50<br>(maximum of \$8.00)      |   |
| Transaction Amount >= \$500                                      | 4%                                 | \$8.00                                      |   |
| Set up of registration forms                                     | No charge                          | No charge                                   | na  |
| Refunds  | No charge (transaction fees apply) |   |   |

| Features                    | Using Karelo   | Using PayPal   | Using Stripe   |
|-----------------------------|--|--|--|
| Payments accepted           | Visa, MasterCard, INTERAC Online<br>Credit card statement shows Karelo.com | Visa, MasterCard, Amex, Diners and bank transfers<br>Credit card statement shows PP: (your name) | Visa, MasterCard, and American Express<br>Credit card statement shows your business name as set in the account |
| Invoicing                   | Monthly invoices from Karelo   | Paypal fees deducted by PayPal directly<br>Karelo fees charged to your credit card monthly       | Stripe fees deducted by Stripe directly<br>Karelo fees charged to your credit card monthly                     |
| Transfer of money collected | Monthly via direct deposit (less our fees)                                 | Transfer to bank account initiated by you as needed  | Transfers on a seven-calendar-day rolling basis  |
| Refunds                     | Processed by Karelo  | Processed by you   | Processed by you   |

All prices listed are in Canadian Dollars. GST/HST will be added based on your province. Prices valid until December 31, 2014.

## FEATURES



### Customized registration forms

Whether your registration form has just a few registration fields, or is a detailed one, the form will be customized in our online registration system. We can create custom logic to ensure fields are selected when they are mandatory, and ensure the proper format is used when entering data (e.g. text only, numeric). And best of all – we do the setup for you!



### Reporting

If you love reports, you will love us! The following are available for each and everyone of your events:

- Standard and customized reports – build them yourself or ask us how-to!
- Download all your reports into Excel to analyze data, print badges, prepare registration lists, etc.
- Use the dashboard for a quick overview of your event.
- Review your registrations anytime, anywhere – you just need an internet connection



### Limits and waitlists

Set limits so you don't need to worry about overselling your event or a specific workshop, session, etc. And when the event is full, set-up a waitlist in case of cancellations.



### Group and family registrations

Friends, families and corporate teams can register together with a single transaction. Set up group pricing for these types of registrations.



### Pricing options

Enjoy the flexibility of our system to setup the pricing options for your event:

- Pricing by category (select from a drop-down menu)
- Pricing by date (i.e. early bird discount, late fees)
- Pricing of add-ons, for example add gala tickets to conference registration
- Custom pricing to calculate provincial taxes, discounts and coupons



### Payment processing

There is no need to set-up expensive merchant accounts to accept credit card payments online. Karelo has been processing payments on behalf of our customers for over 13 years. You can use our merchant accounts (we use Moneris Solutions, a Canadian company for our online transactions).

Alternatively, you can set-up your own Paypal business account or Stripe and integrate it with Karelo.com to take advantage of all our event management features.



### Custom features

Generate membership cards, tax receipts or tickets for the registered participants.

Do you need something specific for your event that we don't offer already? Discuss your needs with our team (hourly rates apply to custom programming).



### Email, marketing and communications

Use the built-in feature in our system to send an email to all registered participants, or send individual messages. You can also create a custom report and send an email to that group.



### Backend-functionality

Add registrations on behalf of your customers. You can also add notes to individual registrations.



### Canadian advantage

We are a Canadian company, serving Canadian customers.

- Our server is located in Canada, so your data stays in Canada.
- Our system is customizable to Canadian tax calculations.
- All transactions are billed in Canadian dollars.
- We are bilingual –we can set up your event forms in French.
- Customer support is available in English and French