

Buyer's Guide Custodian Help

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Quick Reference Guide

- You can create an unlimited number of product listings, so list all of your products and services
- Fill out all product attribute data for each of your products in order to be included in product queries
- Review all the product categories, then assign each of your products or services to the best one
- Follow the Rules for Listings, or risk being permanently removed from the Buyer's Guide

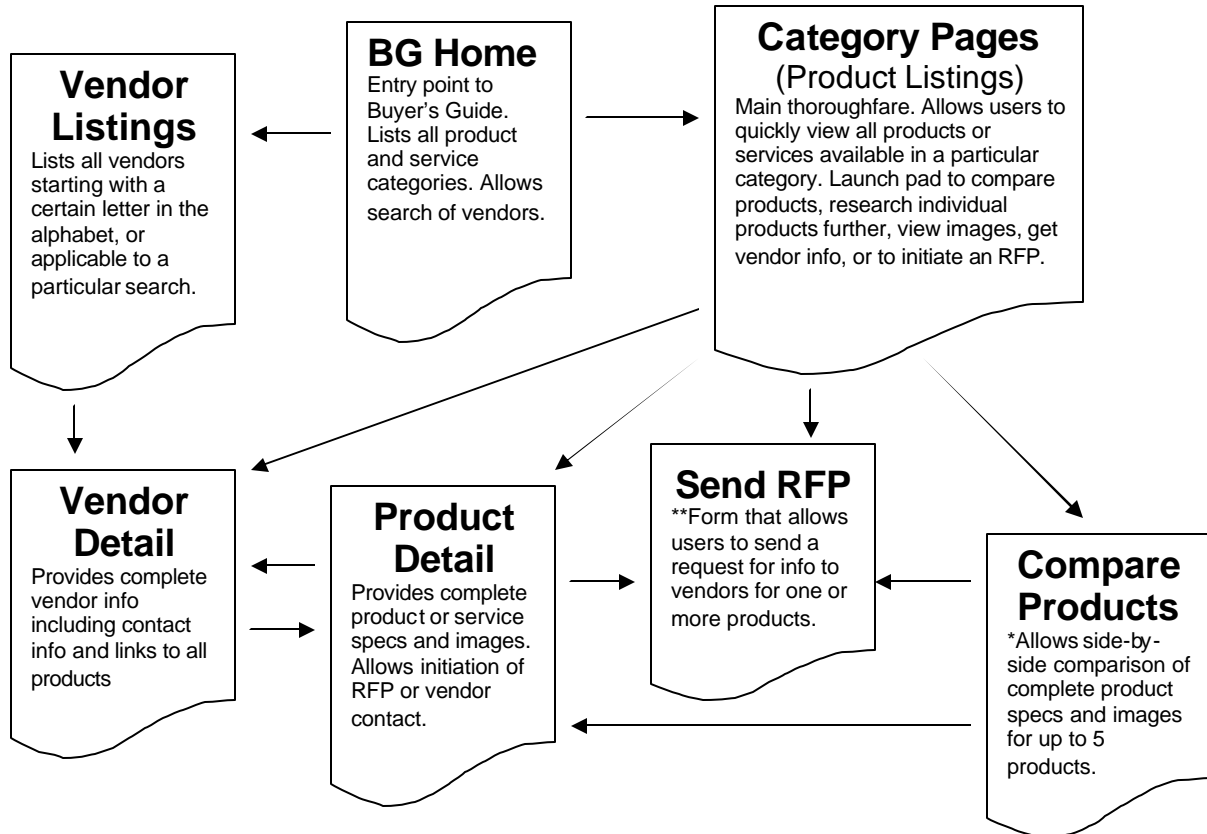
Contact List by Web Site

The Buyer's Guide layout and instructions apply to multiple Web sites. The Buyer's Guide may have different names. Refer to the following table for contact information specific to your Buyer's Guide.

Web Site	Contact Development	Access Custodian Area	Sales Representative
AuntMinnie.com	development@auntminnie.com	bgbckoffice.auntminnie.com	dchandler@auntminnie.com
DrBicuspid.com	development@drbicuspid.com	bgbckoffice.drbicuspid.com	sales@drbicuspid.com

Diagram of Prospective Customer's Path

Users Start Here



Notes

***Compare Page** – To take full advantage of prospective buyers comparing products, vendors must fill out all relevant product attributes for each product. This functionality is available for all product listings, regardless of whether it's a sponsored product or a free listing.

****Send RFP Page** – To receive RFPs for a particular product from prospective buyers, vendors must have at least a Professional sponsorship for that product. While it's termed an "RFP," this buyer-to-seller communication mechanism is more of a structured RFI (Request for Information) collecting data such as: general RFP description, budget range, purchase timeframe, contact information, job level, specific questions, etc.

The Importance of Proper Product Categorization

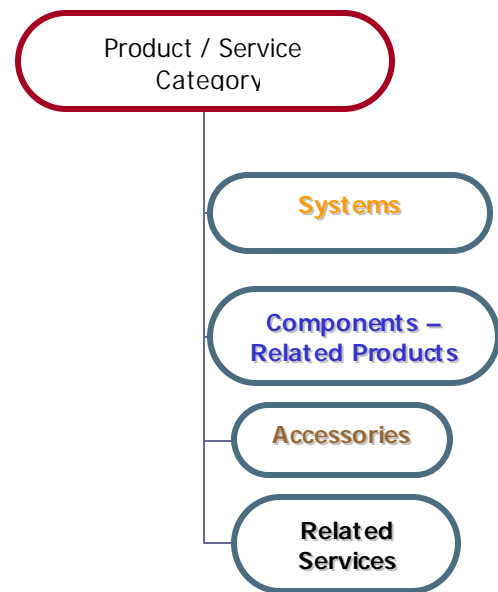
It is the responsibility of custodians to categorize their company's products and services properly so that they will be listed with like product specifications for comparison. We reserve the right to re-categorize or permanently remove companies that fail to list their products and services according to the following categorization logic.

Systems – Products that should be listed in the “Complete Systems” sub-categories include: products that are typically sold directly to end-users that consist of an integrated group of components working together as a whole. An example would be a complete MRI scanner.

Components and Software – Products that should be listed in the “Components and Software” sub-categories include: products that are elements of systems such as add-ons, optional upgrades, or components that are sold separately but related to the development of clinical data or product installation. In our above example of an MRI scanner, individual components such as the magnet, RF coils, patient table, and workstation could be listed independently in the Buyer's Guide's Components and Software sub-category.

Accessories – Products that should be listed in the “Accessories” sub-categories include: products that are used to address patient comfort, peripheral devices, mounting arms, labeling items, packaging, etc.

Services – Services that should be listed in the “Services” sub-categories relate to how the product is offered as a service, such as outsourcing, leasing, and application service provider. The specific services that support this imaging category to the provider community, such as staffing and mobile or temporary placement of technology are listed separately in an aggregate Service Categories.



Rules for Listings in the Buyer's Guide

We reserve the right to permanently remove companies that do not adhere to these listing rules:

1. Use standard capitalization. No excessive capitalization, regardless of trademarking.
2. No altering product or vendor name to affect positioning.
3. Use standard punctuation. No repeated and unnecessary punctuation or symbols.
4. No unnecessary repetition. No repeated words or phrases.
5. No superlatives such as "Best," "Cheapest," "World's Greatest," "Top," "#1," etc.
6. No promotional language such as "Free," "Limited time only," "Click here," etc.
7. Do not use corporate appellations like Inc., Corp., LLC, etc.
8. Do not add TM, copyright symbols, or other markings to product names.
9. No inappropriate language.
10. Use correct spelling.
11. Use proper grammar.
12. Company name may not exceed 60 characters. No descriptive text.
13. Product name may not exceed 35 characters. No descriptive text.
14. Product description may not exceed 35 characters. List pertinent descriptive text for product here.
15. Adding HTML to product names, descriptions, etc. is not permitted.
16. A single product or service may not be listed in more than one category
17. OEM products only. Resellers may not list products they sell on behalf of other vendors.

Instructions for Entering Vendor and Product Info

Frequently Asked Questions

1. [Where do the links on the left navigation of the Back Office managerial interface lead?](#)
2. [How many product and/or service listings can I create?](#)
3. [What kind of information may I include on my products and services?](#)
4. [How do I input company information?](#)
5. [How many characters can be included in the product name and product highlights fields?](#)
6. [How do I upload a logo?](#)
7. [How do I create new product listings, or modify existing product listings?](#)
8. [How do I add or change organization executives?](#)
9. [How do I assign a product to a category, or change the category a product resides in?](#)
10. [How do I add or edit product attributes to a product listing?](#)

Answers to Frequently Asked Questions

1. Where do the links on the left navigation of the Back Office managerial interface lead?

- **Backoffice Home** - This navigation link takes you to the main page for your company in the Buyer's Guide Back Office.
- **Buyer's Guide** - This navigation link pops up a new browser window and takes you to the Buyer's Guide (the part that buyer's will see when surfing the Buyer's Guide). This is useful to view changes to your vendor info as you make the changes.
- **Help Document** - This navigation link pops up a new browser instance and takes you to this comprehensive PDF help document for vendor custodians.
- **Listing Guidelines** - This navigation link pops up a new browser instance with a list of the rules vendors must follow when listing product and company information in the Buyer's Guide.
- **E-mail Support** - This navigation link initiates an e-mail to our Buyer's Guide Support team.

2. How many product and/or service listings can I create?

A. You may create an unlimited number of product or service listings. The only stipulation is that each listing is relevant. There is no charge for basic listings. Paid sponsorships include all products and therefore do not include any free listings.

3. What kind of information may I include on my products and services?

A. See the custodian checklist on page 4.

4. How do I input company information?

A. Login to the Web-based administration tool using your custodian MemberID and password at the appropriate BackOffice URL

- a) The second table from the top of the screen is the "Vendor Information" table. Click the "Edit Company Info," the "Edit Executive Info," or the "Edit Company Logo" button to input or modify your vendor information.
- b) On the subsequent page, fill out all of the fields in this form. Note that some of the information input on this form will only show up on the front end of the Buyer's Guide for vendors with product sponsorships. To see which fields come with the free listing, and which come with which sponsorship, see the custodian checklist on page 4.
- c) Click [Update].

5. How many characters can be included in the product name and product highlights fields?

A. The product name may not exceed 35 characters, and the product highlights field may not exceed 35 characters.

6. How do I upload a logo?

A. Login to the Web-based administration tool using your custodian MemberID and password at the appropriate Back Office URL

- a) The second table from the top of the screen is the “Vendor Information” table. Click the “Edit Company Logo” button.
- b) Read the logo specifications on this page, paying particular attention to the logo dimension requirements. Only logos of the exact dimensions 120H x 160W pixels will be accepted by the system. If your logo’s aspect ratio doesn’t work well with this rectangular aspect ratio, you’ll have to resize your logo and place a white background around it to fill out these exact dimensions. If you need help with this, contact us at the Support e-mail address.
- c) Click the [Browse] button, and then locate your logo graphic file on your computer’s hard drive.
- d) Once you’ve located your logo graphic file, click [Open].
- e) Next, click [Update].
- f) Note that the logo only shows up on the front end of the Buyer’s Guide for vendors with sponsored products.

7. How do I create new product listings, or modify existing product listings?

A. Login to the Web-based administration tool using your custodian MemberID and password at the appropriate Back Office URL.

- a) Scroll down the page and locate the "Product Information" table.
- b) Hyperlinked names of all of your products will be listed in a table, organized by product category. You will also see a [Create Product] button at the bottom of this table, which you can use to create new product listings. To modify an existing product, click on any hyperlinked product name and you will be taken into a product detail page.
- c) On this "Product Detail" page, you can modify product info (this is where you can change the product name), product type (which category a product is listed under), and product attributes. To edit any of these, just click on the [Edit] button in the appropriate table, make any changes you desire, and click [Update].

8. How do I add or change organization executives?

A. Login to the Web-based administration tool using your custodian MemberID and password at the appropriate Back Office URL.

- a) The second table from the top of the screen is the “Vendor Information” table. Click “Edit Executive Info” button to input or modify your executive information.
- b) To add an executive listing, click the [Create] button at the bottom of the table on this page. Enter the requested information, and click [Create].
- c) To edit an existing executive listing, click any of the hyperlinked executive names. This brings up their profile. Edit any field you want, and then hit [Update].
- d) To delete an existing executive listing, click the hyperlinked executive name you want to delete. This brings up their profile. Click the [Delete] button.
- e) To modify the order in which the executives will be listed on the front of the Buyer’s Guide, click the [Up] or [Down] button to the left of each executive name.
- f) Note that executives only show up on the front end of the Buyer’s Guide for vendors with sponsored products.

9. How do I assign a product to a category, or change the category that a product resides in?

A. Login to the Web-based administration tool using your custodian MemberID and password at the appropriate Back Office URL.

- a) Before you assign a product to a category, you must first create a new product listing. See #7 for instructions on how to create a new product listing. During the new product listing creation process, you will be forced to choose a category to place the product or service you’ve created. You simply click the radio button next to the appropriate category from a list of categories. You may want to research the categories on the front end of the Buyer’s Guide before selecting the best category.
- b) To change the product category for an existing product listing, click on any of the hyperlinked product names in the “Product Information” table. This will take you to the product detail page on the Back Office. You can edit any of the product information here by clicking on the appropriate [Edit] button, inputting or changing information in the fields, and then clicking [Update].

- c) NOTE: When you change an existing product listing's category, all of your product attribute data will be erased. You should copy this information into a Word file before changing a product's category, so you can paste the data back in once the product listing has been re-categorized.
- d) To re-categorize a product listing, click the [Edit] button in the "Product Type" table.
- e) Check the radio button for the new category, and then click [Update].

10. How do I add or edit product attributes to a product listing?

A. Log in to the Web-based administration tool using your custodian MemberID and password at the appropriate Back Office URL.

- a) To add or edit product attributes for an existing product listing, click on any of the hyperlinked product names in the "Product Information" table. This will take you to the product detail page on the Back Office.
- b) The bottom table on this page called "Product Attributes," displays a list of the product attributes specific to the category that your product is listed in. Click the [Edit] button at the very bottom of this "Product Attributes" table.
- c) Fill out all the applicable fields on this product attribute input page, and then click [Update]. You can view how your product attributes are listed on the front end of the Buyer's Guide by visiting the product detail page for this product listing.

Screenshot of the Buyer's Guide Front End

Note: The actual page may change as new features are added. The following samples depict the AuntMinnie.com Buyer's Guide; layout will vary with Web site.

Main Buyer's Guide Page

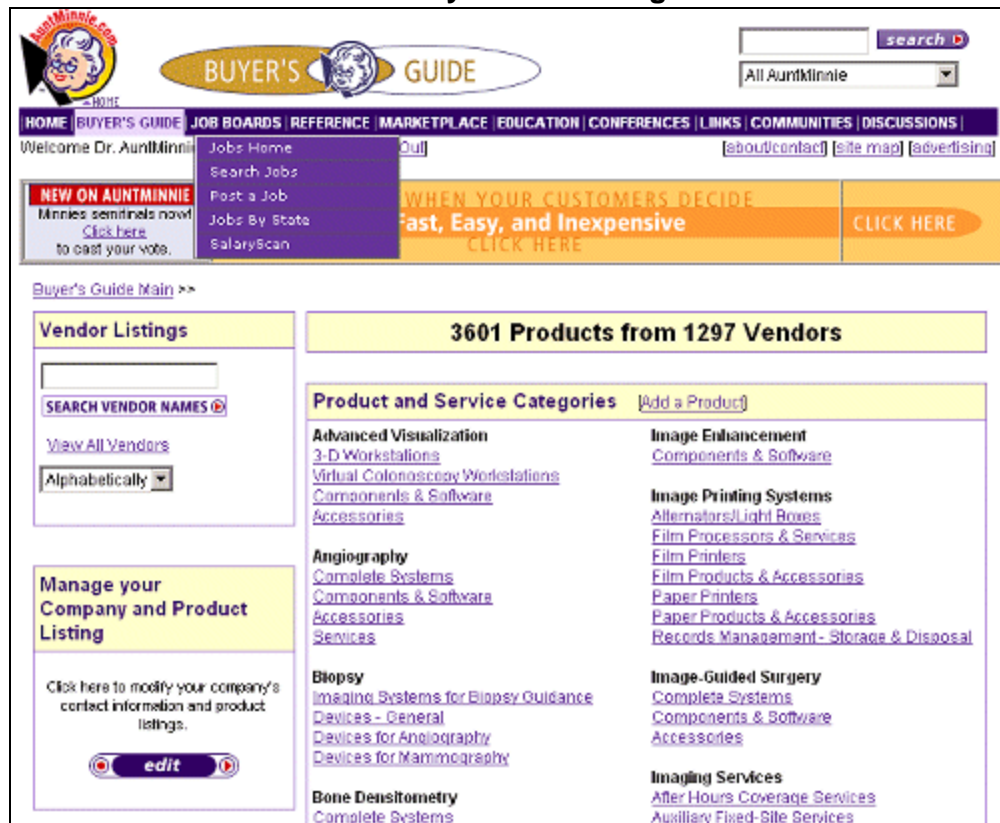


Figure 1

Category Page (Product Listings)

Filter The List

Narrow your search by filtering any or all of the following criteria.

▼ = filtered attribute

FILTER LIST (Best Filter)

DICOM compliant
Choose one option [View?](#)

No
 Yes

Low range of system cost
Choose one option [View?](#)

Less than \$50,000
 \$50,000 to \$100,000
 \$100,000 to \$250,000
 \$250,000 to \$350,000
 \$350,000 to \$500,000
 \$450,000 to \$600,000
 \$500,000 to \$750,000
 \$750,000 to \$1,000,000
 \$900,000 to \$1,000,000
 \$1,000,000 to \$2,000,000

Demo Product Type (Shows Sponsorship Options)

Product Name	Vendor		COMPARE
Spin5000 - Geometrically trendy design.	Echo Vendor LLC (Demo) Cenoblen-based pharmaceutical firm, which produces innovations as a result of 8...	<input type="checkbox"/>	CONTACT Website Show Site SEND RFP
P123 Widget (Gold Level Sponsor) - Fast moving, multi-functional.	Alpha Vendor Company (Demo) Alpha Company has been a leading provider of Nuclear Medicine and Angiography equipment...	<input type="checkbox"/>	CONTACT Whitepaper PDF Brochure SEND RFP
La Pelisson 3000 (Gold Sponsor) - Water-cooled tri-mode widget	Bravo Vendor Inc. (Demo) Technologically advanced design-focused firm, forging form with function.	<input type="checkbox"/>	CONTACT Photo More Details SEND RFP
Putter 4A75 (Bronze Level Sponsor) - Titanium shaft, middle-hybrid.	Golf Vendor & Co. (Demo) Relying on our core competency in endoscopic prosthesis, Golf Vendor and Co. provides...	<input type="checkbox"/>	CONTACT Home Contact SEND RFP

Figure 2

Compare Products Page

Product Comparison

Product Name	Dynamo V2.0 (Silver Level Sponsor)	La Pelisson 3000 (Gold Sponsor)	P123 Widget (Bronze Level Sponsor)
Vendor	Alpha Vendor Company (Demo) SEND RFP REMOVE ITEM	Bravo Vendor Inc. (Demo) SEND RFP REMOVE ITEM	Alpha Vendor Company (Demo) SEND RFP REMOVE ITEM
Warranty Service			
Warranty Length on parts/labors	36 months	No Warranty	36 months
Warranty Length on labor/flow	36 months	No Warranty	18 months
Technical assistance online number	--	--	888-555-1234
Ungrouped			
General Description	Elim profile, high energy widget. bish, blah ksdll(kk lkk) fksd(fksd) fksd	Water-cooled cylinders produce high-torque production without the noise that is typical of other air-cooled models. Tri-mode functionality allows the flexibility to use this widget in any type of practice.	The P123 Widget is a multifunctional high-speed widget that will save any company well. For the past three years, our firm's Vendor and Product Directory (the predecessor to today's Buyer's Guide) has been one of the most highly visited sections of the entire Aurdclinn's site.

Figure 3

Send RFP Page

RFP Form * denotes required fields.	
Vendor to receive RFP	Alpha Vendor Company (Demo)
Referenced Product	Dynamo V23 (Silver Level Sponsor)
Background Information	<input type="text"/>
* Budget Range (USD\$)	None
* Time Frame to Purchase	None
Request Reply By	18 Sep 2005
Specific question #1 you'd like the included vendors to answer.	<input type="text"/>
Specific question #2 you'd like the included vendors to answer.	<input type="text"/>
Specific question #3 you'd like the included vendors to answer.	<input type="text"/>
Your Contact Info	
* Name	<input type="text"/>
Title	<input type="text"/>

Figure 4

Product Detail Page

Product Details : La Poisson 3000 (Gold Sponsor)	Vendor Info	
Product Name : La Poisson 3000 (Gold Sponsor)	Bravo Vendor Inc. (Demo)	
Product Highlights : Water-cooled tri-mode widget	SEND RFP	
Primary Specs	Technologically advanced design-focused firm, forging form with function.	
No Attributes		
Warranty/Service		
Warranty length on parts (Month(s))		No Warranty
Warranty length on labor (Month(s))		No Warranty
Technical assistance hotline number	--	
Ungrouped		
General Description		
	Water-cooled cylinders produce high-torque production without the noise that is typical of other air-cooled models. Tri-mode functionality allows the flexibility to use this widget in any type of practice.	
DICOM compliant	Yes	
Low range of system cost	\$100,000 to \$250,000	


Figure 5


Vendor Detail Page

Vendor Details : Alpha Vendor Company (Demo)		Products
		zDemo of Buyers Guide to Vendors Demo Product Type (Shows Sponsorship Options) Dynamo V23 (Silver Level Sponsor) P123 Widget (Gold Level Sponsor)
Name	Alpha Vendor Company (Demo)	
Description	Alpha Company has been a leading provider of Nuclear Medicine and Angiography equipment to the radiology community since 1970.	
Street Address 1	123 Vendor St.	
Street Address 2	Suite 240	
City	San Diego	
Province	CA	
Postal Code	92109	
Country	United States	
Telephone 1	656-555-5151	
FAX	694-555-5478	
Url	http://www.alpha.com/site.com	
Contact E-mail 1	Nuclear Medicine Equipment Sales	
Contact E-mail 2	Business Development	
Contact E-mail 3	Customer Service	
Number of Employees	450	
Annual Revenue	\$30 Million	
Year Founded	1970	

Figure 6

Vendor Listing Page





[HOME](#) | [BUYER'S GUIDE](#) | [JOB BOARDS](#) | [REFERENCE](#) | [MARKETPLACE](#) | [EDUCATION](#) | [CONFERENCES](#) | [LINKS](#) | [COMMUNITIES](#) | [DISCUSSIONS](#)

[All AuntMinnie](#)

[Welcome](#) | [All Buyer's Guide](#) | [Options](#) | [Sign Out](#)

[About/Contact](#) | [Site Map](#) | [Advertiser](#)

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 Minnie's seminars now!
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 to cast your vote.

BE THERE WHEN YOUR CUSTOMERS DECIDE
Its Fast, Easy, and Inexpensive
 CLICK HERE

CLICK HERE

[Buyer's Guide Main](#) >> [Vendor Listing](#)

[View All](#) | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [X](#) | [Y](#) | [Z](#)

Vendors	
2D Imaging	
3D Imaging Sciences	
4-D Neuroimaging	
4PM Solutions	
A.R. Custom Medical Products	
A-Echo Vendors (if any) - demo	
All vendors alphabetically ordered from A thru Echo.	
ADCO Medical, Inc.	
Abbott Laboratories	
ABEO Corporation	
Able Software Corp.	
Absolute X-Ray Solutions	

Figure 7

Screenshots from Buyer's Guide Back Office Back Office Main Page

Your Company:
Echo Vendor LLC (Demo)

Logged in as MemberID:
auntminnie

[Buyer's Guide](#)
View your vendor and product information in the Buyer's Guide

[Help Document](#)

[Listing Guidelines](#)

[Email Support](#)

[Log Out](#)

Welcome to
AuntMinnie.com Buyer's Guide BackOffice

Notice

Some data may not display in the Buyer's Guide because of sponsorship level restrictions. See [Sponsorship Level help](#) for more details.

Your Buyer's Guide Web Statistics
For all product info and company info pages

Monthly Stats for

Includes data from last 15 full months.
Partial month data not included, nor data prior to June 2003.

Summary of Page View Statistics
For all vendors and products, competing in your product lines
[Click here](#) (takes 1 - 2 minutes to load)

Vendor Information

100% of your vendor information is currently filled out.

Tradeshows

Show	Display Dates	Booth No	Schedule Appointment Contact E-mail	Activated
SCAR <input type="button" value="SCAR 2005"/>	18-May-2005 5-Jun-2005	--	--	No
SNM <input type="button" value="SNM 2005"/>	6-Jun-2005 24-Jun-2005	--	--	No

Figure 8

Edit Vendor Information Page

[Backoffice Home](#)

Your Company:
Echo Vendor LLC (Demo)

Logged in as MemberID:
auntminnie

[Buyer's Guide](#)
View your vendor and product information in the Buyer's Guide

[Help Document](#)

[Listing Guidelines](#)

[Email Support](#)

[Log Out](#)

Notice

Some data may not display in the Buyer's Guide because of sponsorship level restrictions. See [Sponsorship Level help](#) for more details.

Vendor Info

Name	<input type="text" value="Echo Vendor LLC (Demo)"/>
Acronym	<input type="text" value="ELLC"/>
Base Sponsorship Level	Basic
Sponsorship Start Date	<input type="text"/>
Sponsorship End Date	<input type="text"/>
Description	<input type="text" value="Canadian-based pharmaceutical firm, which produces innovations as a result of a heavy"/>
Street Address 1	<input type="text" value="900 E Cambie Street"/>
Street Address 2	<input type="text"/>
Street Address 3	<input type="text"/>
City	<input type="text" value="Vancouver"/>
Province	<input type="text" value="BC"/>
Postal Code	<input type="text" value="V5V 3N7"/>
Country	<input type="text" value="Canada"/>
Telephone 1	<input type="text" value="877-555-9621"/>
Telephone 2	<input type="text" value="877-555-8956"/>

Figure 9

Edit Organization Executives Page

[Backoffice Home](#)

Your Company:
Echo Vendor LLC (Demo)

Logged in as MemberID:
autminnie

[Buyer's Guide](#)
View your vendor and product information in the Buyer's Guide

[Help Document](#)

[Listing Guidelines](#)

[Email Support](#)

[Log Out](#)

Notice

Some data may not display in the Buyer's Guide because of sponsorship level restrictions. See [Sponsorship Level help](#) for more details.

Executives		
Title	Name	Order
Executive VP of Research and Development	Harold DemoGuy	-- <input type="button" value="Down"/>
CEO	Cathy DemoGal	<input type="button" value="Up"/> <input type="button" value="Down"/>
Manager, Operations	Willie DemoPerson	<input type="button" value="Up"/> <input type="button" value="Down"/>
Marketing	Paula CandideDemo	<input type="button" value="Up"/> --

Figure 10

Edit Company Logo Page

[Backoffice Home](#)

Your Company:
Echo Vendor LLC (Demo)

Logged in as MemberID:
autminnie

[Buyer's Guide](#)
View your vendor and product information in the Buyer's Guide

[Help Document](#)

[Listing Guidelines](#)

[Email Support](#)


[Log Out](#)

Notice

Some data may not display in the Buyer's Guide because of sponsorship level restrictions. See [Sponsorship Level help](#) for more details.

Company Logo

Logo



Logo Specification:
Type: jpg, gif, png only
Dimensions: exactly 160W x 120H pixels
Size: no larger than 9KB

Figure 11

Create New Product Listing Page

[Backoffice Home](#)

Your Company:
Echo Vendor LLC (Demo)

Logged in as MemberID:
auntrinnie

[Buyer's Guide](#)
View your vendor and product information in the Buyer's Guide

[Help Document](#)

[Listing Guidelines](#)

[Email Support](#)

[Log Out](#)

Notice

Some data may not display in the Buyer's Guide because of sponsorship level restrictions. See [Sponsorship Level help](#) for more details.

Product Create	
Name	<input type="text"/> (35 chars max)
Product Highlights	<input type="text"/> (35 chars max)
RFP Contact E-mail	<input type="text"/>
Ask Vendor ? E-mail	<input type="text"/>
Hyperlink 1 Url	http:// <input type="text"/>
Hyperlink 1 Pseudonym	<input type="text"/> (12 chars max)
Hyperlink 2 Url	http:// <input type="text"/>
Hyperlink 2 Pseudonym	<input type="text"/> (12 chars max)
Active	<input checked="" type="checkbox"/>

Product Lines and Types

Brown Italic Type indicates a category supports advanced comparison.

<p>Other</p> <p><input type="radio"/> 2nd Demo Product Types</p> <p><input type="radio"/> Default</p> <p><input type="radio"/> TEST TYPE DO NOT USE</p> <p>Advanced Visualization</p> <p><input type="radio"/> 3-D Workstations</p> <p><input type="radio"/> ...</p>	<p>General Radiology</p> <p><input type="radio"/> General Non-Clinical Products</p> <p>Image Enhancement</p> <p><input type="radio"/> Components & Software</p> <p>Image Printing Systems</p> <p><input type="radio"/> Alternators/Light Boxes</p>
--	---

Figure 12

Product Details Display Page

[Backoffice Home](#)

Your Company:
Echo Vendor LLC (Demo)

Logged in as MemberID:
auntrinnie

[Buyer's Guide](#)
View your vendor and product information in the Buyer's Guide

[Help Document](#)

[Listing Guidelines](#)

[Email Support](#)

[Log Out](#)

Notice

Some data may not display in the Buyer's Guide because of sponsorship level restrictions. See [Sponsorship Level help](#) for more details.

Your Buyer's Guide Web Statistics
For this product only

Monthly Stats for

Includes data from last 15 full months.
Partial month data not included, nor data prior to June 2003.

Product Info	
Name	Spin5000
Product Highlights	Geometrically friendly design.
RFP Contact E-mail	george@echolc.com
Ask Vendor ? E-mail	ben@echolc.com
Hyperlink 1 Url	http://www.echolc.com
Hyperlink 1 Pseudonym	Website
Hyperlink 2 Url	http://www.echolc.com
Hyperlink 2 Pseudonym	Show Site
Active	Yes
	<input type="button" value="Edit"/>
Specification PDF	--
	<input type="button" value="Edit"/>

Product Images click on image to see larger version

Empty	Empty	Empty	Empty	Empty
-------	-------	-------	-------	-------

Figure 13

Edit Product Information Page

Backoffice Home Your Company: Echo Vendor LLC (Demo) Logged in as MemberID: auncminnie <hr/> Buyer's Guide View your vendor and product information in the Buyer's Guide Help Document Listing Guidelines Email Support Log Out	Product Info Name <input type="text" value="Spin5000"/> (25 charz max) Product Highlights <input type="text" value="Geometrically friendly design."/> (25 charz max) RFP Contact E-mail <input type="text" value="george@echolc.com"/> Ask Vendor ? E-mail <input type="text" value="ben@echolc.com"/> Hyperlink 1 Url <input type="text" value="http://www.echolc.com"/> Hyperlink 1 Pseudonym <input type="text" value="Website"/> (12 charz max) Hyperlink 2 Url <input type="text" value="http://www.echolc.com"/> Hyperlink 2 Pseudonym <input type="text" value="Show Site"/> (12 charz max) Active <input checked="" type="checkbox"/>
	<input type="button" value="Back"/> <input type="button" value="Update"/>

Figure 14

Edit Product Type (Category) Page

Backoffice Home Your Company: Echo Vendor LLC (Demo) Logged in as MemberID: auncminnie <hr/> Buyer's Guide View your vendor and product information in the Buyer's Guide Help Document Listing Guidelines Email Support Log Out	Update Product Types Normally, product types do not change once a product has been created. If product types change when you press update, this will cause all attributes to be re-set and will require re-entering of attribute data.
	Product Lines and Types <i>Brown Italic Type indicates a category supports advanced comparison.</i>
	Other <input type="radio"/> 2nd Demo Product Types <input type="radio"/> Default <input checked="" type="radio"/> TEST TYPE DO NOT USE
	Advanced Visualization <input type="radio"/> 3-D Workstations <input type="radio"/> Accessories <input type="radio"/> Components & Software <input type="radio"/> Virtual Colonoscopy Workstations
	Angiography <input type="radio"/> Accessories <input type="radio"/> Complete Systems <input type="radio"/> Components & Software
	General Radiology <input type="radio"/> General Non-Clinical Products
	Image Enhancement <input type="radio"/> Components & Software
	Image Printing Systems <input type="radio"/> Alternators/Light Boxes <input type="radio"/> Film Printers <input type="radio"/> Film Processors & Services <input type="radio"/> Film Products & Accessories <input type="radio"/> Paper Printers <input type="radio"/> Paper Products & Accessories <input type="radio"/> Records Management - Storage & Disposal

Figure 15

Edit Product Attributes Page

Backoffice Home Your Company: Echo Vendor LLC (Demo) Logged in as MemberID: auncminnie <hr/> Buyer's Guide View your vendor and product information in the Buyer's Guide Help Document Listing Guidelines Email Support Log Out	Product Attributes Group/Attribute Primary Specs General Description <input type="text" value="Geometrically friendly design allows air to move freely thru the system. Designed for harsh environments where a overheating is not an option."/>
	Low range of system cost <input type="radio"/> Less than \$50,000 <input type="radio"/> \$50,000 to \$100,000 <input type="radio"/> \$100,000 to \$250,000 <input type="radio"/> \$250,000 to \$350,000 <input type="radio"/> \$250,000 to \$500,000

Figure 16

Buyer's Guide Listing Packages

In addition to the FREE Courtesy Listing, vendors have two product-listing packages to choose from – each subsequent level providing incrementally more product exposure and lead-generation potential. There's a listing package suitable to meet any vendor's budget and goals. Please refer to the [Buyer's Guide Feature Summary](#) page for details on the sponsorship levels. Call the Sales Representative or send e-mail to the Support e-mail address.

Glossary of Back Office Terms

Product Name – The product category page and the product detail page on the front end of the Buyer's Guide show the product name followed by the product highlights. Use this product name field for the official product/service name and/or model number. No descriptive text is allowed in this field; instead you may use the product highlights field to add an additional 35 characters of descriptive text. This product name may not exceed 35 characters.

Product Highlights – The product category page and the product detail page on the front end of the Buyer's Guide show the product name followed by the product highlights. Use this product highlights field for brief descriptive text and to list major differentiating features. This field may not exceed 35 characters.

RFP Contact E-mail – To facilitate the generation of leads, vendors can receive abbreviated RFPs from prospective customers through the Buyer's Guide. This RFP contact e-mail is specific to each product, so a vendor can direct leads for each product to the appropriate person within their company. All RFPs for this product listing will be sent to the e-mail address specified in this field. If there is no e-mail address input, the RFP functionality will be turned off. Additionally, the RFP functionality is only enabled on sponsored products.

While it's termed an RFP, this buyer-to-seller communication mechanism is more of a structured RFI (Request for Information), collecting data such as: general RFP description, budget range, purchase timeframe, contact information, job level, specific questions, etc.

Ask Vendor?E-mail – To facilitate the generation of leads, vendors can receive questions from prospective customers via e-mail by clicking a Contact button on the front end of the Buyer's Guide. This Ask Vendor?E-mail address is specific to each product, so a vendor can direct e-mail questions for each product to the appropriate person within their company. All e-mails initiated by the Contact button will be sent to the e-mail address specified in this field. If there is no e-mail address input, the Contact button will not be visible on the front end of the Buyer's Guide. Additionally, the Ask Vendor?E-mail functionality is only enabled on sponsored products.

Hyperlink 1 – To facilitate the generation of leads, vendors have the ability to create two hyperlinks out to any Web URLs of their choosing. This Hyperlink 1 is the first of two possible links displayed on the front end of the Buyer's Guide and is specific to each product, so a vendor can direct prospective customers to relevant URLs for each product. These links can be used for a variety of reasons, some of which include: to provide prospective customers with more product information, to direct prospective customers to promotional collateral, to direct prospective customers to the vendor's Web site, to direct prospective customers to a showroom site, to direct prospective customers to a white paper, to direct prospective customers to product images, to direct prospective customers to weekly or monthly Web promotions, etc. The uses are limitless, and vendors can change the URL and the text of the link at any time, and as often as needed.

Use the *Hyperlink 1 URL* field to input the exact Web page URL, as it would be typed into a browser that you would like prospective customers to be directed to. Use this format:
`http://www.mysite.com/specifcpage.htm`

Use the *Hyperlink 1 Pseudo* field to input the text of the link that prospective customers will see on the front end of the Buyer's Guide. Common text for this link includes: Web Site, Show Site, PDF Brochure, White Paper, More Details, etc. This link text may not exceed 12 characters.

Unless there is both a URL input in *Hyperlink 1 URL* field **AND** text for the link name in *Hyperlink 1 Pseudo* field, *Hyperlink 1* will not be visible on the front end of the Buyer's Guide. Additionally, the *Hyperlink 1* functionality is only enabled on sponsored products.

Hyperlink 2 – To facilitate the generation of leads, vendors have the ability to create two hyperlinks to any Web URLs of their choosing. This Hyperlink 2 is the second of two possible links displayed on the front end of the Buyer's Guide and is specific to each product, so a vendor can direct prospective customers to relevant URLs for each product. These links can be used for a variety of reasons, some of which include: to provide prospective customers with more product information, to direct prospective customers to promotional collateral, to direct prospective customers to the vendor's Web site, to direct prospective customers to a showroom site, to direct prospective customers to a white paper, to direct prospective customers to product images, to direct prospective customers to weekly or monthly Web promotions, etc. The uses are limitless, and vendors can change the URL and the text of the link at anytime, and as often as they like.

Use the *Hyperlink 2 URL* field to input the exact Web page URL, as it would be typed into a browser that you would like prospective customers to be directed to. Use this format:
<http://www.mysite.com/specificpage.htm>

Use the *Hyperlink 2 Pseudo* field to input the text of the link that prospective customers will see on the front end of the Buyer's Guide. Common text for this link includes: Web Site, Show Site, PDF Brochure, White Paper, More Details, etc. This link text may not exceed 12 characters.

Unless there is both a URL input in the *Hyperlink 2 URL* field **AND** text for the link name in the *Hyperlink 2 Pseudo* field, *Hyperlink 2* will not be visible on the front end of the Buyer's Guide. Additionally, the *Hyperlink 2* functionality is only enabled on sponsored products.

Active (On product info page) – If this box is checked, this product will be visible on the front end of the Buyer's Guide.

Active (On vendor info page) – If this box is checked, this vendor will be visible on the front end of the Buyer's Guide.

Contact E-mails 1, 2, and 3 – To facilitate the generation of leads, vendors have the ability to create three e-mail contact hyperlinks, which when clicked upon by a prospective customer will initiate an e-mail to a specified e-mail address that the vendor designates. Vendors can use these for international and domestic sales contacts, divisional sales contacts, executive contacts, etc. These e-mail contact hyperlinks reside on the vendor's profile page.

Unless there is both an e-mail address in the Contact E-mail field **AND** text for the e-mail link name in the *E-mail Pseudonym* field, the e-mail contact hyperlink will not be visible on the front end of the Buyer's Guide. Additionally, the e-mail contact hyperlink functionality is only enabled for vendors with sponsored products.