

2/10/2010



# ShowMaster

B E T A

EXPOTOOLS

TRAINING GUIDE

for ShowMaster v.1.9

## Main Screen

Sample Show 1 - ExpoTools ShowMaster

File Settings Unit Reports Tools Networking Help

1 2 3 4

5  Copy to USB ( E:\ )

View: 6 All Exhibitors 7 Show report of view  Hide non-renting 8

Search for: 9 Clear

10

Exhibitors

	Unit Status	Printer Status	SideKick Status	Lead Count	Booth ID	Contact Name	Company	Primary Email	Comment	Mobile Phone #
					01	Maria Anders	Alfreds Futterkiste	Company1@Compa...		
					02	Ana Trujillo	Ana Trujillo Empare...	Company2@Compa...		
					03	Antonio Moreno	Antonio Moreno Ta...	Company3@Compa...		
					04	Thomas Hardy	Around the Horn	Company4@Compa...		
					05	Christina Berglund	Berglunds snabbkp	Company5@Compa...		
					06	Hanna Moos	Blauer See Delikat...	Company6@Compa...		
					07	Frdrique Citeaux	Blondel pre et fils	Company7@Compa...		
					08	Martn Sommer	Blido Comidas prep...	Company8@Compa...		
					09	Laurence Lebihan	Bon app	Company9@Compa...		
					10	Elizabeth Lincoln	Bottom-Dollar Mark...	Company10@Comp...		
					11	Victoria Ashworth	Bs Beverages	Company11@Comp...		
					12	Patricio Simpson	Cactus Comidas par...	Company12@Comp...		
					13	Francisco Chang	Centro comercial M...	Company13@Comp...		
					14	Yang Wang	Chop-suey Chinese	Company14@Comp...		
					15	Pedro Afonso	Comrcio Mineiro	Company15@Comp...		
					16	Sven Ottlieb	Drachenblut Delika...	Company16@Comp...		

11 ● Not Picked Up: 60 ● Handed Out: 0 ● Returned: 0 ⓘ Avg Leads/Exhibitor: 0 12 Total Exhibitors: 60

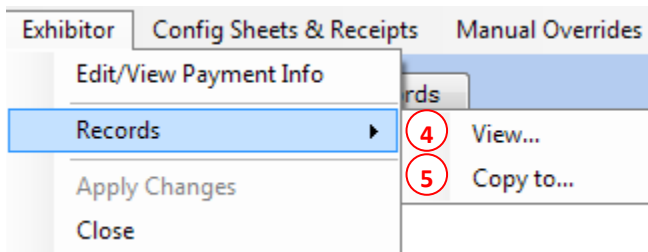
13 C:\Users\SST\Documents\Visual Studio 2008\Projects\ExpoTools - ShowMaster\Project(1.9.04)\ShowMaster\bin\Debug\Sample Shows\Sample SH Stand-Alone

1. Add a new exhibitor to your database.
2. The current unit being used at the show.
3. Refreshes the database. If using networking – retries connecting to the master and synchronizes all files.
4. Downloads and returns the unit connected to your computer.
5. If checked, prompts you to copy leads to a USB flash drive whenever a unit is downloaded.
6. Allows you to change the current view of your exhibitor database.
7. Generates a report of your current view of the exhibitor database.
8. Hides all exhibitors that are not currently renting equipment.
9. Allows you to search for a particular exhibitor or group of exhibitors based on the search criteria entered.
10. A list of all events that have occurred during the current session of ShowMaster.
11. A quick summary of your exhibitors broken down into different categories.
12. The total number of exhibitors in your database. This will display ##/## when you are not displaying all possible exhibitors from the database.
13. The path of the currently loaded show.

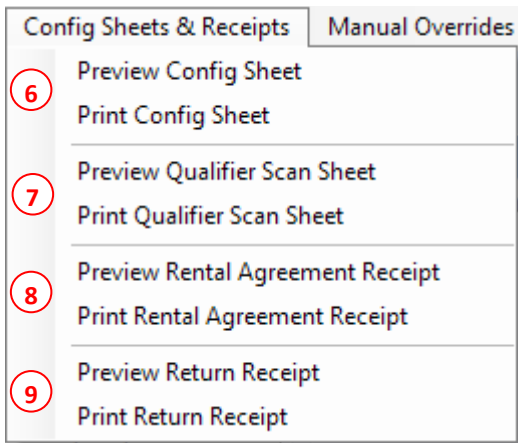
## Exhibitor Manager

Double-Click an exhibitor or right-click an exhibitor >> Edit Selected Exhibitor

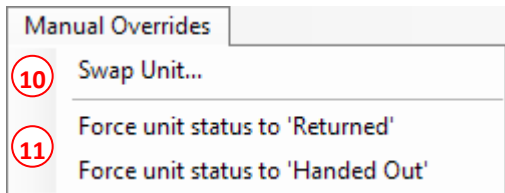
1. Required Services - Extra services that are required by the exhibitor. These will cause prompts on hand-out or return of a unit.
2. Web Upload – The username and password that can be used by the exhibitor to access their information on the web upload website.
3. External References – Use these textboxes to add information that will link ShowMaster’s data to your own internal data format. These columns are output in all our generated output files.



4. View... – View the exhibitor’s leads downloaded so far.
5. Copy to... – Copy the exhibitor’s leads to an external flash drive.



6. Preview/Print Config Sheet – Generates a sheet for configuring a barcode scanner.
7. Preview/Print Qualifier Scan Sheet – Generates a sheet of barcodes that can be used to set qualifiers for a lead.
8. Preview/Print Rental Agreement Receipt – Generates the exhibitor’s rental agreement receipt.
9. Preview/Print Return Receipt – Generates the exhibitor’s return receipt.



10. Swap Unit... – Allows you to swap a defective unit with a functional one. Follow the on-screen instructions.
11. Force unit status to “Returned”/”Handed Out” – Allows you to set the unit’s hand-out status manually. This feature should only be used if the unit does not properly get returned or cannot be physically returned.

# The Emailer

Tools >> Emailer

The screenshot shows the 'Emailer' application window. It is divided into several sections: 'User Information', 'Logon Information', 'Server Information', and 'Message Information'. Below these is a 'Recipients Summary' table and a bottom section for sending options. Red circles with numbers 1 through 12 point to specific fields and controls.

**User Information:** Your name: [text box], Email Address: [text box] (1)

**Logon Information:** User Name: showmasterguest@gmail.com (3), Password: [password field]

**Server Information:** Outgoing Mail Server (SMTP): smtp.gmail.com, Outgoing Server Port Number: 587 (2),  This server requires an encrypted connection (SSL)


**Message Information:** Subject: [text box] (4), Leads Time Adjustment: 0 (5) *(just the time that leads were scanned from -24 to +24 hours)*, [View/Edit Message Body](#) (6)

**Buttons:** Verify E-Mail Addresses (8), Preview E-Mails, Test Settings, Use ExpoTools Account (7)

**Recipients Summary:** Recipients : 23. Note: Separate E-Mail Addresses with a semi-colon (;)

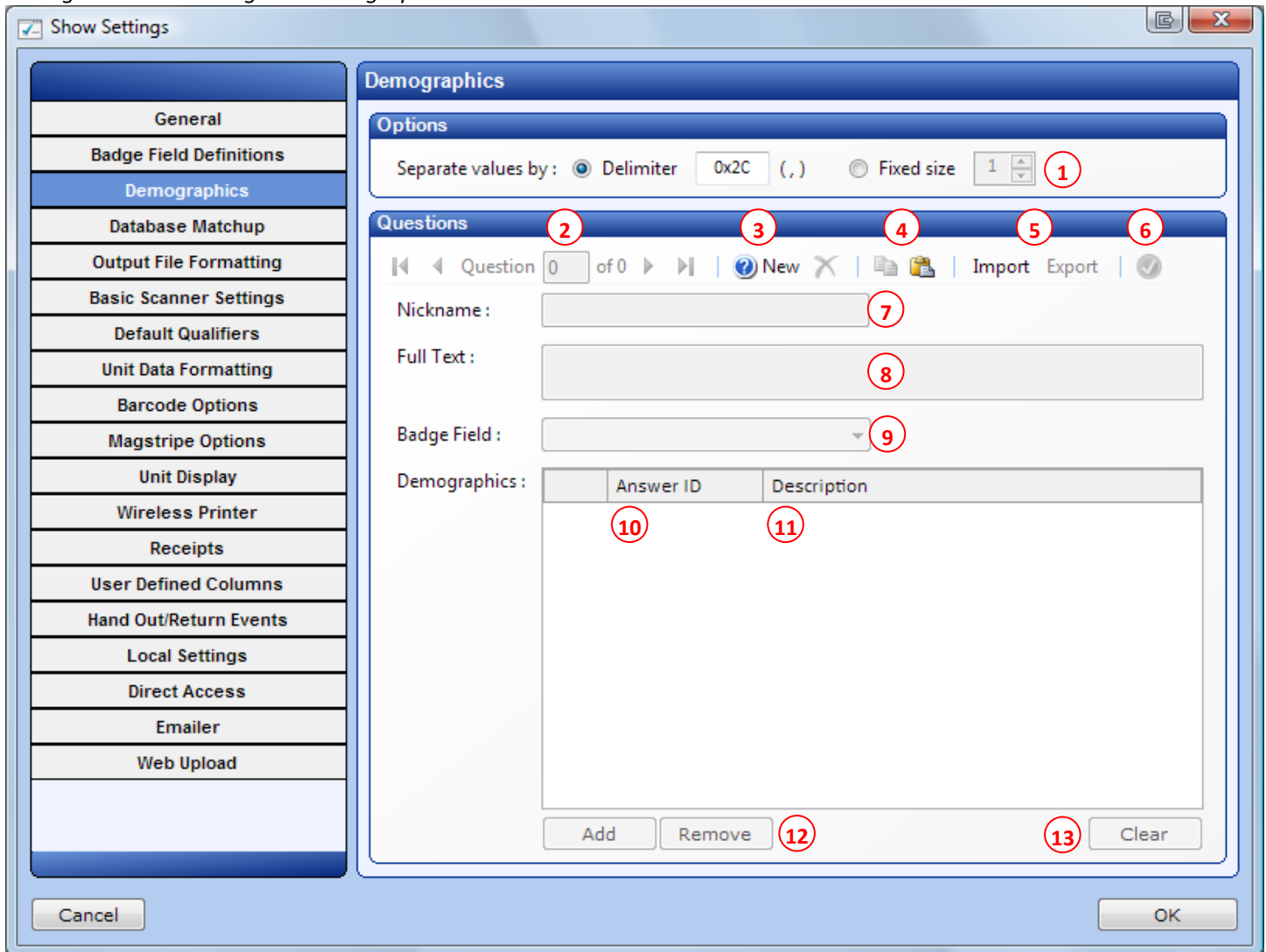
	Booth ID	Company	E-Mail	CC E-Mails	Leads	Sent
<input type="checkbox"/>		ExpoTools	hello@hello.com		0	
<input type="checkbox"/>	124631	ExpoTools	marco@specialtysensor.com	robert@specialtysensor.com	80	
<input type="checkbox"/>		Demo Company	DemoCompany@Demo.biz		0	
<input type="checkbox"/>		Demo Company	DemoCompany@Demo.biz		0	
<input type="checkbox"/>		Demo Company	DemoCompany@Demo.biz		33	
<input type="checkbox"/>		Demo Company	DemoCompany@Demo.biz		4	
<input type="checkbox"/>		Demo Company	DemoCompany@Demo.biz		0	
<input type="checkbox"/>		Demo Company	DemoCompany@Demo.biz		0	
<input type="checkbox"/>		Demo Company	DemoCompany@Demo.biz		0	
<input type="checkbox"/>		Greg's Company	Email@email.com		4	
<input type="checkbox"/>		Demo Company	DemoCompany@Demo.biz		4	

**Bottom Section:**  Ignore Invalid E-Mail(s) (10),  Send a copy of all E-Mails to (BCC): [text box] (11), Send E-Mail(s) (12), Save and Close, Cancel

1. User information – Your name will be show up in the “From” e-mail address when the exhibitor receives the e-mail. Your e-mail address will be used as the Reply-To e-mail address for outgoing e-mails.
2. Your outgoing mail server information.
3. Extra login information that may be required for your outgoing mail server. (Not required by all mail servers)
4. The outgoing e-mail’s subject.
5. Leads Adjustment Time – You can adjust the scan times of leads if you have set up your scanners/readers with the wrong date/time. This is adjustment up to 24 hours in either direction.
6. View/Edit Message Body – You can edit the body text of the outgoing e-mails.
7. Use ExpoTools Account – This will set up the outgoing mail server to use our ExpoTools’ G-Mail account.
8. Verify E-Mail Addresses – This will verify the e-mail addresses of all exhibitors with a checkbox.
9. Error status column. A  will be displayed if an error occurs for the exhibitor. An error can either be an invalid e-mail address or an e-mail that cannot be sent. If you place your mouse over the icon, a short description of the error will be displayed.
10. Ignore Invalid E-Mail(s) – Ignores any invalid e-mails during the send process and continues to send e-mails to the rest of the selected exhibitors. If this checkbox is not set, if an e-mail address is invalid, it will not allow you to send e-mails out.
11. Send a copy... – Will send a copy of each outgoing e-mail to the entered e-mail address. The address will not be seen by recipients because it will go out as a Bcc (blind carbon-copy) e-mail address.
12. Send E-Mail(s) – Begins sending e-mails to recipients.

## Demographics

Settings >> Show Settings >> Demographics



1. Separate Values By – The way demographic values are separated in the same field. You can either use a delimiter or used fixed sized demographic values.
  2. Navigation controls allow you to move through your demographic questions.
  3. Add a new demographic question or delete the current demographic question.
  4. Copy/Paste demographics to/from the clipboard. These can be copied in either CSV or Excel format.
  5. Import/Export demographics from/to Excel or CSV format.
  6. Checks your demographic answer IDs, ensuring that they are unique.
  7. Nickname – The name that will be used to identify your demographic question in ShowMaster.
  8. Full Text – The actual question that will be displayed on print-outs.
  9. Badge Field – The badge field that contains the attendee’s answer(s) to this demographic question.
  10. Answer ID – The value that appears on the badges, representing demographic answers.
  11. Description – The description that each answer ID will be expanded to in output files and printouts.
  12. Add/Remove – Allows you to add remove demographic answers.
  13. Clear – Clears all demographic values for the current question.
- Each demographic question will be output in its own column in the output files.
    - o Configure which questions get output in the Output File Formatting Setup tab.
  - Demographics are only available in units with firmware v.3.20 and later.
    - o This firmware must be requested on your contract.

## Web Upload

Tools >> Web Upload

**Web Upload Wizard**

**Branding**

Contractor Name:  (1)

Contractor Web Url:  (2)

Contractor Logo: *Default Contractor Logo*   (3)

Web Url for Show:  (4)

Logo for Show: *Default Show Logo*   (5)

Help Email Address:  (6)

**Upload Account Info**

Customer Code:  (7)

Authorization Code:  (8)

**Current Upload Info**

Download Name:  (9)

Version:  (10)

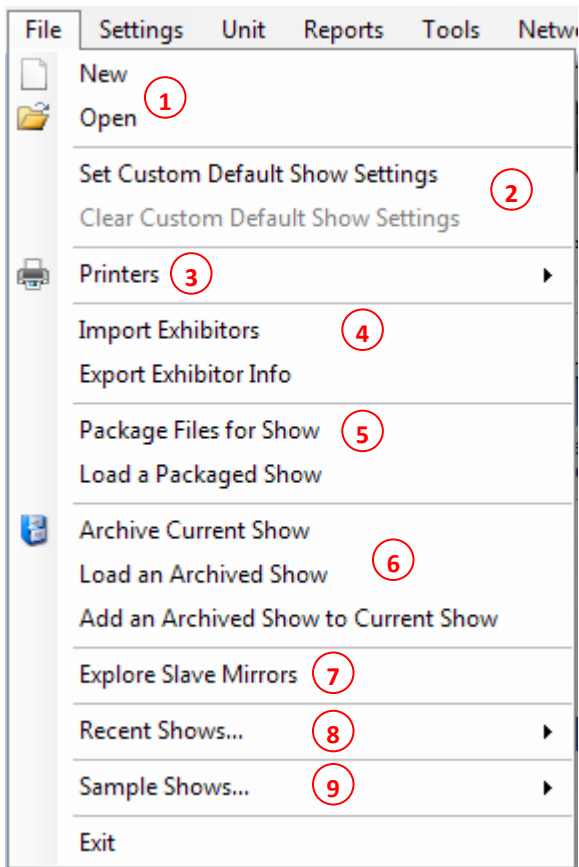
< Back   Next >   Cancel

1. Contractor Name – Your company’s name.
  2. Contractor Web URL – Your company’s web site URL.
  3. Contractor Logo – Your company’s logo. (Default Logo: ExpoTools)
  4. Web URL for Show – The show’s web site URL.
  5. Log for Show – The Show’s Logo. (Default Logo: ExpoTools)
  6. Help E-Mail Address – The address that can be used by Exhibitors when assistance is needed on the site.
  7. Customer Code – The alpha-numeric code given to you by ExpoTools.
  8. Authorization Code – The 6-digit code given to you by ExpoTools.
  9. Download Name – A name for the current upload.
  10. Version – The version of the upload.
- If the download name changes, but the version stays the same, then the site information will be overwritten with the new data. If the version changes, then an extra copy of data will be added to the site.
    - o You can upload as many times as you like. The information will simply be updated.
  - You must add special tags to your receipts for exhibitors to know where to look for their data.
    - o [Username] – The exhibitor’s web upload username.
    - o [Password] – The exhibitor’s web upload password.
    - o [Web Upload URL] – The site path to the web upload site.

### Test Account Details

Customer Code:        guest  
Authorization Code:    113408

## Miscellaneous

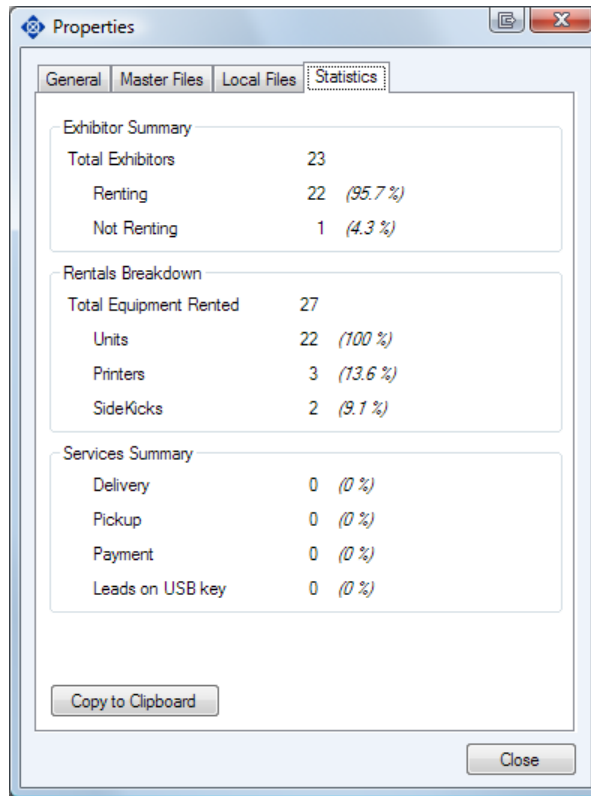
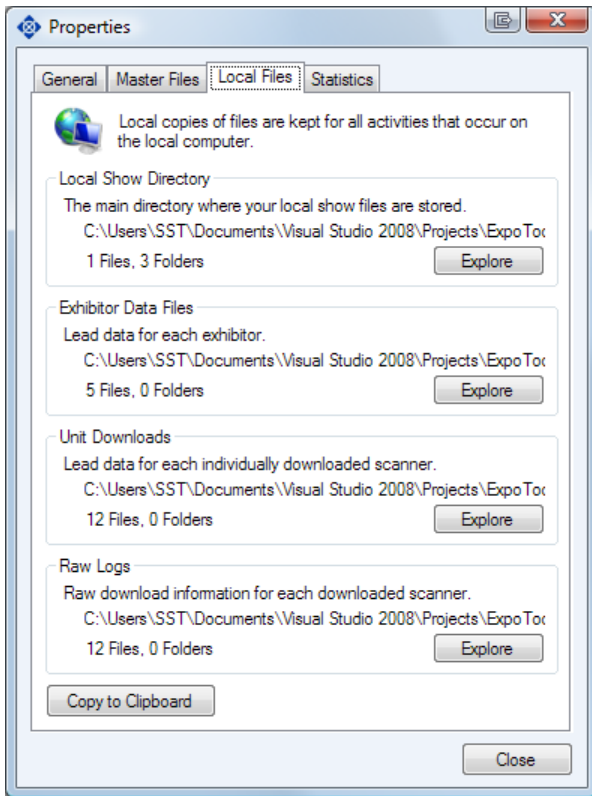
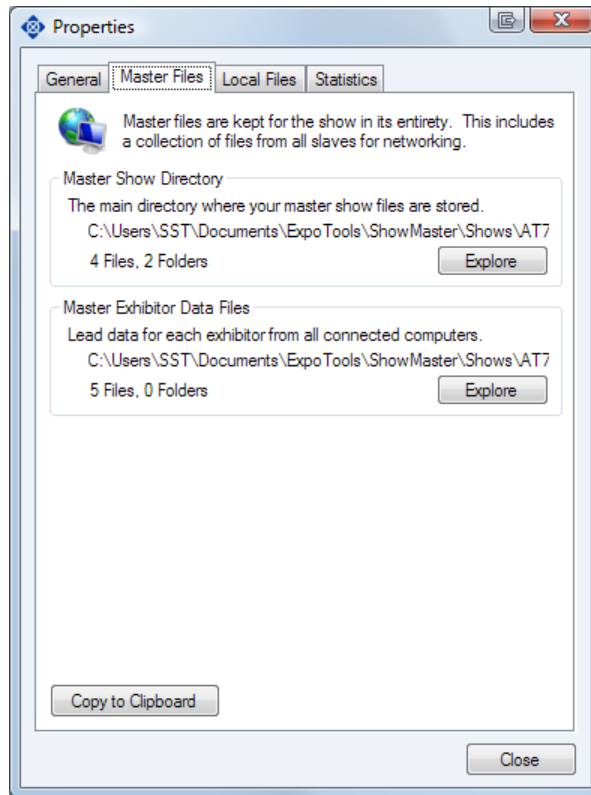
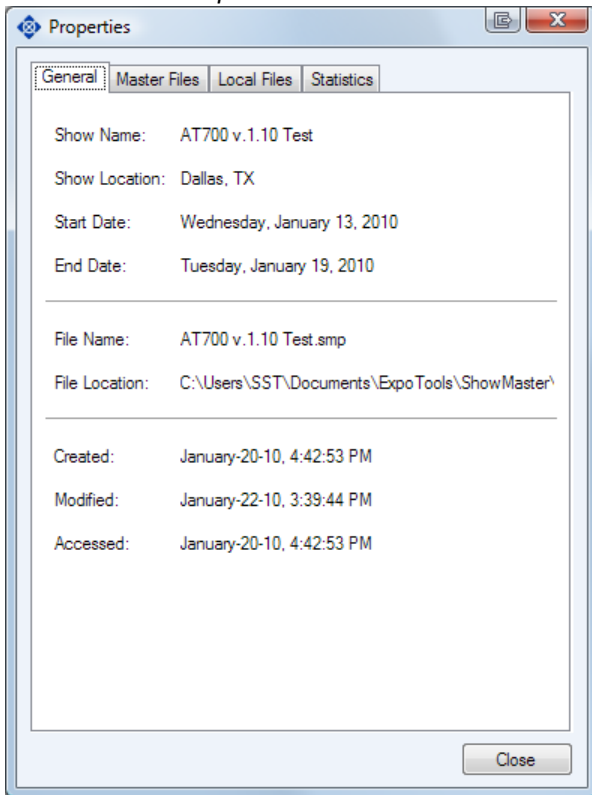


1. Create a new ShowMaster show or open an existing one. ShowMaster files have the extension .smp, but are linked to many other files.
2. Set the current show's settings as your default show settings. These settings will be used when creating a new show in ShowMaster. Clear Custom Default Show Settings will clear any custom show settings you may have set.
3. Printers – Select the printer that you wish to use throughout ShowMaster. By default, your computer's default printer is selected.
4. Import Exhibitors – Allows you to import exhibitors into ShowMaster via Excel or CSV (Comma Separated Values) file.
5. Package Files for Show – Allows you to package all show files before a show for easy transport to the show location.
6. Archiving saves all show files (including downloaded leads) into a neatly packed file that can later be loaded.
7. Explore Slave Mirrors – Explore where Slaves have saved their show data by clicking here. ShowMaster automatically saves local show files of slave computers to this directory.
8. Recent Shows – A list of recently opened shows.
9. Sample shows that can be used for testing out the features of ShowMaster.



# Show Properties

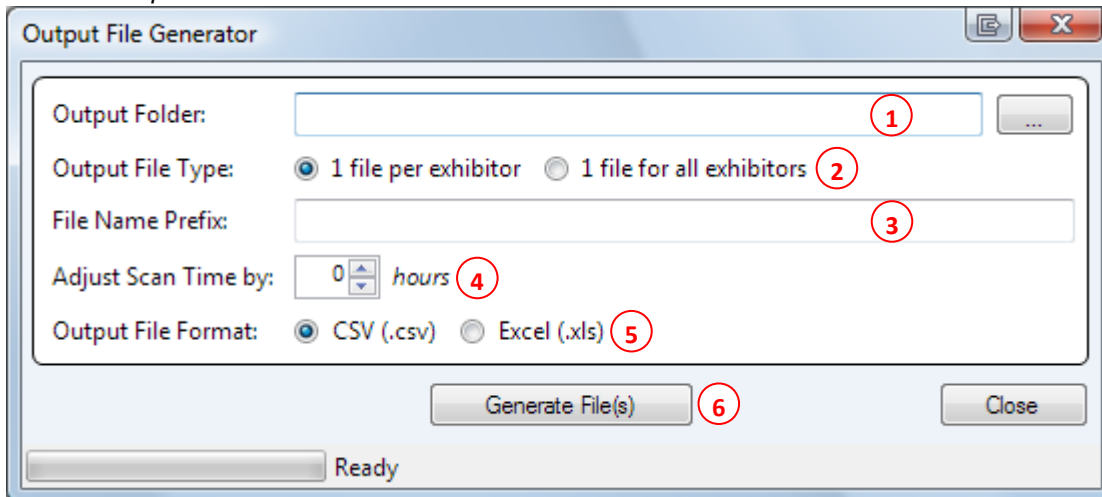
Tools >> Show Properties



Displays the location of all important ShowMaster files.

## Output File Generator

Tools >> Output File Generator



The screenshot shows a dialog box titled "Output File Generator". It contains the following fields and controls:

- Output Folder:** A text input field with a browse button (three dots) to its right. A red circle with the number "1" is next to the field.
- Output File Type:** Two radio buttons: "1 file per exhibitor" (selected) and "1 file for all exhibitors". A red circle with the number "2" is next to the second option.
- File Name Prefix:** A text input field. A red circle with the number "3" is next to the field.
- Adjust Scan Time by:** A spin box showing "0" and the unit "hours". A red circle with the number "4" is next to the spin box.
- Output File Format:** Two radio buttons: "CSV (.csv)" (selected) and "Excel (.xls)". A red circle with the number "5" is next to the second option.
- Buttons:** "Generate File(s)" and "Close". A red circle with the number "6" is next to the "Generate File(s)" button.
- Status Bar:** Shows "Ready".

1. Output Folder – The folder that will be used to output the generated file(s) to.
2. Output File Type – Select whether to output a single file that contains every exhibitor’s data or output a file for each exhibitor. The latter option will create a file for each exhibitor that has downloaded leads.
3. File Name Prefix – Text that will be pre-pended to the beginning of the output file names.
4. Adjust Scan Time by – You can adjust the scan times of leads if you have set up your scanners/readers with the wrong date/time. This is adjustment up to 24 hours in either direction.
5. Output File Format – The type of output file that will be generated. You can select between CSV (Comma Separated Values) or Excel (2003 Workbook) file formats.
6. Generate File(s) – Starts generating the output files.