

ShowMaster

On-site Management for Lead Retrieval

The screenshot displays the ShowMaster software interface. The main window, titled 'Sample Show 1 - ExpoTools ShowMaster', features a menu bar (File, Settings, Unit, Reports, Tools, Networking, Help) and a toolbar with icons for ShowMaster, a barcode, a printer, a refresh button, and a download button. Below the toolbar, there's a 'View' dropdown set to 'All Exhibitors' and a 'Search for:' field. The main area is a table of exhibitors with columns: Unit Status, Printer Status, SideKick Status, Lead Count, Company, Unit #, Booth ID, Aisle, and Contact. The table lists 17 exhibitors, with some units marked as 'Handed out' (red) or 'Returned' (green). A secondary window, 'Exhibitor Manager', is open, showing details for an exhibitor named Antonio Moreno. It includes fields for Company, Booth #, Contact Name, Email, Address, City, State/Province, Zip/Postal Code, Work Phone #, Work Fax #, Mobile #, Country, Ext. Ref. A, and Ext. Ref. B. There are also sections for 'Scanner' (ESN #33333), 'Customizations', 'Required Services' (with checkboxes for Renting Equipment, Delivery, Pickup, Leads on USB Stick, Payment, Printer, SideKick, Follow-Up On), 'Direct Access' (with checkboxes for Enable Direct Access, Enable Remote Assistance, Enable Real-Time Marketing Email), and 'AT700 Options' (with checkboxes for A700 Required, Notes, Surveying, Editable Qualifiers, Signature Capture, Self-Serve USB, Database Lookup). The 'Ready...' status bar is at the bottom.

Setup, handout and check-in all ExpoTools equipment

Simple one button return and download process

Track contact info, custom setups, booth numbers, deliveries, payments and more

Automatically email leads to exhibitors at the end of an event or post to web

Works standalone or networked

Generates reports for delivery, missing equipment, and more

Can import exhibitor data from other applications

Customizable handout and return receipts using CMP10 or laser printer

ExpoTools ShowMaster allows you to manage all the steps involved in setting up, running and processing lead retrieval for an event. Starting with incoming orders, you can track contact information and other essential things such as payment status, required services and custom setups including qualifiers and email addresses. All information is kept in a single file which you can easily transfer to computers for use at the show.

During handout ShowMaster instantaneously sets up ExpoTools readers for each customer and prints receipts on the spot (optional). ShowMaster tracks all readers using electronic serial numbers making manual paper-based tracking obsolete. All information is kept automatically by the system and allows a variety of reports including who requires delivery, hasn't yet paid, and which units have been or haven't been handed out.

At the end of the show, ShowMaster tracks the units being returned, instantly retrieving the data from the readers and making a copy for the exhibitor. Reports can be generated indicating which units are still missing, making tracking down stragglers quick and easy. If lead data is incomplete ShowMaster can reconcile the database information with the latest registration database before posting to exhibitors. All exhibitor data can be posted directly to the web or emailed quickly and efficiently using the built-in toolset. ExpoTools ShowMaster can generate reports for show management, with information such as leads per exhibitor, periods of high and low activity, etc...

With this comprehensive set of features, ExpoTools ShowMaster allows you to handle all aspects of lead retrieval, from setup to post-show, with one single piece of software.

www.expotools.biz

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Specifications subject to change without notice



ShowMaster

On-site Management for Lead Retrieval

Actions on Handout

Erase unit; Configure for badge; Configure for exhibitor; Enable/disable features; Create printed receipt; Log handout

Actions on Return

Log as returned; Print return receipts; Transfer information from reader; Post data to web & generate exhibitor logins or send via email to exhibitor contact

Available Reports

Requiring delivery, Returned, Handed out, Not handed out; Requiring payment, Incomplete email addresses and more

Compatible Hardware

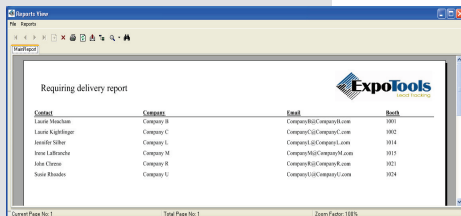
All ExpoTools readers: AT700, BC600, TA600, RF600, RF503, InfoSpot
Other ExpoTools Equipment: CMP10, SideKick, Direct Access

Operating Modes

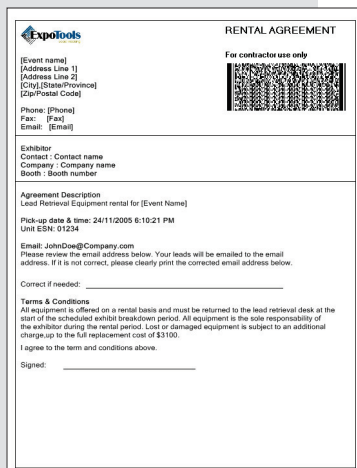
Standalone or Networked

Operating System

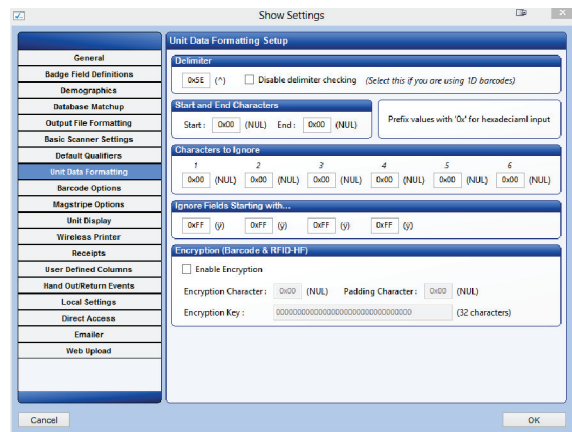
Windows XP, Windows 7



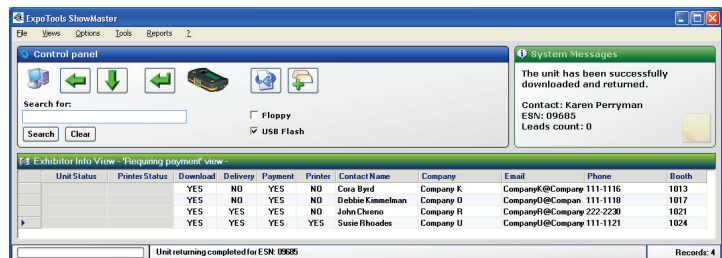
Generate reports
(Delivery Required shown)



Generate Receipts
(CMP10 or Laser printer)



Setup readers for any badge



Select from a variety of views
(Payment Required shown)



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