



## ExpoTools Random Tips

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- Use ShowMaster. Really, it will make your life easier. It is very tightly integrated with the scanners. Download speeds are an order of magnitude faster than anything else and it handles errors more completely than customer created programs.
- You don't have to re-enter all your exhibitors into ShowMaster; it has an import feature that can pull in pretty much any format of CSV file.
- Take your time setting up a show with the ShowMaster wizard. The better a job you do up front, the easier things are at the show.
- Make sure you edit the handout and return receipts so that they reflect your policies and company name. Pay special attention to the website URLs and replacement values to ensure they match yours.
- A number of features are available using the right-click menu. This makes them easy to find but not something that untrained operators or temp staff will bump into.
- Install the software and get networking running *before* you go to the show. Don't try doing all that at the show with exhibitors breathing down your neck. Have a copy of the networking setup doc with you.
- There is a Database matchup feature that lets you add, correct or replace information to/in the scanned leads after the badges have been printed. It is one of the most useful features in ShowMaster, but also one of the least used.
- There is a field built in to ShowMaster that can facilitate cross-referencing the scans with your own internal database. This field is called '*ext. ref A*' and gets added onto each and every scan at the moment of download. It is a good place to put your own order number or reference number – just add it when you import the exhibitor info. If you need a second reference number, there is another one: '*ext. ref B*'.
- You can add extra columns to the ShowMaster exhibitor database when you set up the show.
- Don't assume your computer has Bluetooth just because there is a Bluetooth sticker on it. Even if it does have Bluetooth, you likely won't have drivers loaded. Load them and test Bluetooth back at the office.

- When using the emailer, we have an emergency 'guest' account set up through Gmail, but there is a limit of 500 or so emails that can be run through this per day, and you may not be the first person to use it that day. It's a good idea to create your own Gmail account for cases where/when your own email system is unreachable.
- It is a good idea to plug a BC600 scanner into every USB port on your machine, especially if you have temp staff at the show. This keeps the operating system from installing drivers in the case the operator plugs the scanner into a different USB port than the one you first used.
- When handing out data on USB flashdrives, it's not a great idea to use the exhibitor's own flashdrive for several reasons. First, a lot of these will want to install drivers and software on your computer. They do this for 'product differentiation' but it can wreak havoc with the return process when you have to reboot your computer. Second, a lot of these will contain viruses you'd rather not have.
- When using USB flashdrives, you can speed up the process by plugging each one into your computer *before* the return process, like during the show when things are not as hectic. This will let you spot defective flashdrives and will also pre-discover each one with Windows. This will shave several seconds off the return time.
- You *can* use wireless (wi-fi) to access the internet and at the same time have a separate hardwire (Ethernet) connection running to network ShowMaster. However, you need to change the Windows 'Network metrics' setting so that internet traffic gets routed to the wireless (the usual settings have it going over the hardwire connection). Google 'Network metrics' to see how to do this (it's easy, but you'll want some screen shots to guide you).