

TRAQ-IT Software Newsletter

August 2009

About TRAQ-IT:

TRAQ-IT®, the industry standard in trade show and event management software, offers a Desktop and an Online solution for the exhibit manager. TRAQ-IT allows users to plan, organize, manage and report on all activity without re-entering information into complex spreadsheets. Web access enables coordinators, as well as attending personnel, to communicate 24/7 so lost emails and miscommunication is a thing of the past. With 10 years of customer input, it's easy to see how TRAQ-IT always puts the Exhibitor First™.

Fun at TS2:



TS2 2009 – July 21-22 – Chicago, IL: Our very own Marina Ellis and Eric Schaumburg took Chicago by storm by enjoying the fun activities hosted by the TS2 trade show this past July. They met with potential clients as well as our very own clients such as Northrop Gruman, Thetford and Human Kinetics. Even though the size of TS2 may have been

smaller than years past, Marina and Eric were able to show what TRAQ-IT is all about and the reason why we are at the top of trade show project management. While not busy at the booth, they took part in the annual block party at the Navy Pier and took a potential client out to help her celebrate her 50th birthday!



FAQ of the Month:

Q. I can't seem to attach a file to my TRAQ-IT account. What am I doing wrong?

A. There are two areas in TRAQ-IT where you can upload files

1. Events
2. Inventory

Event Attachments: Every event can have any number of files and Web sites attached to it. The files can be images of graphics used at the event, installation instructions, booth contracts, order forms, links to the Event facility Web site, etc. Each file size can be up to 4 MB. There are specific file extensions that won't work with TRAQ-IT:

- Executable Files (.exe)
- MS Dos Batch Files (.bat)
- MS Dos Command Files (.com)
- JavaScript Files (.js)
- Visual Basic Files (.vbs)
- Active Server Page (.asp)
- ASP.NET Server Page (.aspx)
- ASP.NET Control (.ascx)
- ActiveX File (.ocx)
- Window System (.sys)
- Compressed Zip File (.zip)

The most common error messages are as follows:

- File exceeds the 4 megabytes

- The file you are trying to upload exceeds 4 MB.
 - We are looking into increasing the file size allowance, but no ETA on this.
- Session timeout:
 - For some reason the server was very busy and did not have enough time to save the file before it timed out.

In both of the cases above, click the “Back” button to either try saving again or upload another file.

You must provide a new file name for each attachment.

From the computer you are logged into TRAQ-IT on, you must have access to the file you want to attach from that computer.

Depending on the size of the file you are trying to attach and the amount of traffic on the TRAQ-IT server, it might take a couple of minutes to upload the file. The page might not look like it is doing anything, but it is. Please do NOT click the “Back” button or any other button during this time. The page will refresh and you will be taken back to the attachment overview screen.

When you go to the attachment overview screen and you see the words (File not found), this means that we could not find the file for this attachment. Please try to remove the attachment and re-add it. If that doesn't work, contact TRAQ-IT so we can solve this issue.

The file name can contain any character (we prefer you do not use special characters in the name but it is not enforced. Basically the same rules that apply to a windows file system apply to our file name as well.

Inventory Attachments: Kits, containers and displays allow only one (1) attachment per piece of inventory.

Each Item in the Inventory section can have an unlimited number of attachments but you can have only one (1) thumbnail image for each item. By checking the “Is Thumbnail” check box you are indicating that this attachment is the thumbnail image. The file types must be .gif, .jpg and .png.

Tip of the Quarter:

Staying in the theme of my last newsletter I thought I would give you another budget tip on how to save money.

TRAQ-IT has a report called Vendor Expense report. With this report you can list all vendors or just specific ones you want to look at in detail. If one vendor is getting more money than you would like you can then do research on other vendors like the one you ran the report on and do cost comparisons to see if you could be saving more money using another vendor. That would really please your boss in the extensive research and reporting you gave to them if you were looking at switching vendors for the new year.

Recent Online Enhancements:

Block Transportation – TRAQ-IT has enhanced the *Transportation* section of the system, creating new features and functionality for our users. TRAQ-IT has added the ability to create Block Transportation and it works a lot like our *Block Lodging* in that you can create reservations for buses, cars, taxis and limo services to pick up large groups at one time.

This new section will appear on the **Personal Itineraries** to help your event staff plan their how and when they will get from the hotel to the conference, from the conference to a reception or dinner and then back to the hotel.

To start the process of *Block Transportation* let's begin in the **Account Profile** section. You will be able to create default vehicle types and assign how many people will be in each vehicle type. We have created a few already, but feel free to change or delete them or just add to the list.

Adding “Legs” to your Airline Reservation – Sometimes it takes more legs to arrive at the trade show destination and TRAQ-IT is making it easier to add these entries into your TRAQ-IT account. Now when adding legs, we are pre-populating things like arrival and departure dates, arrival and departure cities, making less keystrokes needed for each entry.

Individual Itinerary Report Modified – If airline reservations, lodging or transportation was not scheduled for the trade show staff, the headings will not appear on the report, making staffing think they have missed something.

Updated Excel Reports – The following reports have been updated for a cleaner and easier to read look.

- Event Overview
- Event Schedule
- Event Overview with Booth Info
- Event Calendar

Inventory Thumbnail Images – TRAQ-IT has created a way for you to assign and view thumbnail images for all of your inventory entries including Items, Kits, Containers and Displays. The thumbnail images will show up within the grids containing inventory data.

Items Being Shipped Report with Dimensions – TRAQ-IT has added a new report called Items Being Shipped Report with Dimensions. Once you add weights and dimensions to the Items and Containers section of TRAQ-IT it will now roll over to an inclusive report. Once you run the report you will see how much something weighs and will take the guess work out of material handling and not get overcharged from General Service Contractors.

Updated Note cards – Do you need another note card heading? If you do, you do not need to go back to the Account Profile section to create it. Just click (Add New) in the drop down menu with all your Note Card headings and create one there.

10 New Reports -

1. Inventory Item Report
2. Inventory Item Details Report
3. Inventory Kit Report
4. Inventory Container Report
5. Inventory Container Details Report
6. Inventory Display Report
7. Contact List Report
8. Contact List Details Report
9. Personnel List Report
10. Personnel List Details Report

Date of Birth Field – TRAQ-IT has added a Date of Birth field to the Personal Records section. Airport security is adding this as a requirement to make reservations. Adding Date of Birth to their TRAQ-IT entry will make it faster and easier for trade show managers to get airline reservations for their TRAQ-IT staff.

Fun Facts:

Kansas City, Kansas City, here I come!! A mecca for modern jazz style of the 20s and 30s, Kansas City attracted musicians from across the U.S., thank in part to the city's stable economy. Jazz greats Count Basie, Charlie Parker, Lester Young, Big Joe Turner, Buster Smith and Jay McShann all have musical roots here. In the mid-30s, Kansas City had well over 400 night clubs, cabarets, burlesque houses and dance halls, earning it the nickname "Paris of the Plains."



18th and Vine Historic District is located east of downtown. This neighborhood was once the center of African-American residents of Kansas City. It's known for producing some great jazz performers. Now it houses the American Jazz Museum and the Negro Leagues Baseball Museum.

A couple weeks ago, I was given the great opportunity to join some friends of ours and listen to one of Kansas City's own great musicians, Barclay Martin, at a place called Jardine's. His folk, jazz, pop and bluegrass influence led to a great evening of pure and honest music. We had great seats, right up front. Close enough to touch the bass player! The band consisted of Martin, the lead singer and guitarist (sitting center in the photo to the right), a pianist, drummer and bass player. The restaurant was a very intimate place that gave us closeness to the band making it feel like they were only singing and performing for us.



Check out Barclay Martin on his website at www.barclaymartin.com. You can listen to some of his music and see the folks who make up his group. I had no idea that he was a local musician and only plays in Kansas City. So check them out if you are in town or research your town/city and see what secrets are hidden there.