

TRAQ-IT Software Newsletter

Fifth Edition

January 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™.

Upcoming Events:

Exhibitor Show 2009 – March 23-25 – Las Vegas, NV: We are excited about the upcoming Exhibitor Show 2009 in Las Vegas. Our very own Marina Ellis will be at the show again this year on Monday, March 23rd. So, if you missed seeing her last year or you can't wait to see her again, stop by booth #840 to say "Hello". She can't wait to see everyone!

FAQ of the Month:

Q. How can I get my sales representatives to log into TRAQ-IT instead of calling or emailing me with questions about a show or event that I have already spent time answering in TRAQ-IT?

A. While working at the Cerner Corporation, I could be planning close to 10 shows in a one month time frame. It was almost impossible to keep every detail of each show straight. I had Excel spreadsheets and files piled high on my desk. Then I would get a phone call from a sales representative wanting to know where they were staying for the XYZ show. I would answer that question, but only after I pulled my files and looked on my Excel spreadsheet while they were "patiently" waiting on the other end. Then I would get an email and I would have to stop what I was doing again to look up that information for them.

At that time we sent out a very comprehensive email in which all details were included. I guess my trade show team expected everyone to read these emails since we spent so much time on them. Sad to say that it seemed NOBODY read them.

Time went on and we thought that going to an online system would work best. So we searched around and found TRAQ-IT. It was an answer to our prayers. We had an online comprehensive system to not only keep our shows in ONE location, but also a way to keep track of budget AND notify our sales staff of their upcoming show(s).

I can not say that our sales staff adopted the system like we did or as well as we thought they would. In the beginning we gave them some time to learn the system, but after a while they began to call and email with the same questions about the shows. Didn't we just send them EVERYTHING they ever wanted to know about the show and more?? They got their hotel information, flight information, dress code, show schedule, lead capture information and every single order form and pictures of the booth. So, after another trade show team meeting we decided that we needed to go cold turkey with these guys. No more holding hands on these shows. What did we do?? Whenever we got a phone call or an email, we re-sent them their initial email with their log-in information that we had put together for them. That is it! We didn't answer any more phone questions or emails with the typical answer. We told them we would re-

send them their log-in information to the TRAQ-IT tool and they would find all their answers right there. Easy, right? Yep, it was just that easy. Then, when they actually learned the tool and saw how easy it was to use our phone calls dropped by 90%, even on the weekends at 7 am.

Below is how we sent them email stating that they had been selected to go to an event and represent Cerner at a trade show.

Subject Line (which is created by TRAQ-IT): The Show Name 2009

Congratulations! You have been selected to attend the **SHOW NAME** in **Las Vegas** on **February 5-8, 2009**.

Click the link <https://tqo.traqit.com/> then click the Launch TRAQ-IT link in the middle of the page. Enter your sign-on information which is provided below.

Company ID: ABC10

Username: firstnamelastname (all lowercase) i.e. juliewilliams

Password: lastname (all lowercase) i.e. williams

Click the Personal View icon on the left hand tool bar. Click the Itinerary icon on the top tool bar. You may print your itinerary by clicking the Print button at the bottom of the page.

This link provides the most up-to-date information about this event. Please check back often to make sure that you have the most recent information.

You will be receiving a meeting request shortly for a pre-show call and we will go over details of the show at this time.

Good Luck and have a great show!

Julie Williams
Trade Show Coordinator

Tip of the Quarter:

Can't remember the login URL to your TRAQ-IT account? Just login to our website at www.traqit.com and locate the Client Login button at the top right hand corner of our home page. That link will take you where you need to go.

Recent Online Enhancements:

Booth Inventory Email: You have the ability to email your inventory packing list directly to your email. This will give you a complete and comprehensive list of all your inventory items, kits, containers and displays assigned to your show. You will see the inventory item name, how many you have requested, how those items will be shipped, reservation start and end date and any comments made about that item, kit, container or display. If you assigned a kit, container or display to your event you will notice that the report will display the kit, container or display name and then it will list all the items that have been assigned to those groupings.

Facility Updates: When creating a new event or editing an existing event, you have always had the option to select a facility that has already been created in the system or you could enter a facility manually. When selecting an already existing facility, that information comes from the Account Profile-Contacts section. With our new enhancement, if you change any information in the Account Profile-Contacts section for the facility that you selected for an event, you will notice that those changes have been made to your show on the Event side of the program. **These**

changes will only affect shows that were created after 1/12/09, not to shows that were created prior to 1/12/09.

Facility Report Changes: Due to the new facility updates, you will notice the following reports have been modified:

- Event Logistics
- Event Metrics
- Event Overview
- Event Overview with Booth Information
- Individual Itinerary

Cleaned Up Excel Reports: The following reports have been redesigned in the Excel format to look more consistent and easier to read.

- Airline Itinerary
- Block Housing Listing
- Hotel Listing
- Transportation Itinerary
- Expense Detail with PO Number

Long Organization Names: Since organization names within your company can be long, the following pages in the TRAQ-IT tool have been modified so you can see the entire organization name which makes choosing the correct organization name easier.

- Inventory Icon – View
- Inventory Icon – Schedule
- Inventory Icon – Manage
- Event Info Icon – Booth Icon – Assign Inventory first page
- Account Profile Icon – Action Pages
- Calendar Icon - All 3 tabs

Fun Facts:

Although it is only January and the first day of spring isn't until March 20 (only 51 days away and counting), we are dreaming of warmer weather and being able to open our windows to let the breeze in. To put the convertible top down (if you are so lucky to have one) and let our hair fly in the wind as we cruise around town. Ahhh...oh sorry, I think I am getting carried away. My point is that Kansas City is full of fun ways to get outside and enjoy what beautiful scenery Mother Nature has given to us.

Between the parks and surrounding lakes we will be keeping busy all around town. Our many parks not only offer beautiful landscapes but also some historical stories.

Penn Valley Park – Is home to the Liberty Memorial and it's World War I Museum. It is a 176-acre park and was developed in 1904 on land through which the Santa Fe Trail passed. The grounds are home to commemorative statues such as The Scout, The Pioneer Mother Memorial and The Hiker. With this park, there is fun for the entire family. It also includes a fitness trail, tennis courts and ball fields. The park is a popular spot for concerts and festivals during the summer months.

Swope Park – Is a 1,769 acre park which encompasses the Kansas City Zoo and Sprint IMAX theatre. It also is the home for Starlight Theatre which is our outdoor theatre that seats around 7,795 people. Swope Park is the second-largest city park in the United States. Swope Park is also home to two golf courses; The Lakeside Nature Center; sporting areas for softball, soccer,

rugby, Frisbee and more; horseback-riding trails, picnic and fishing areas and a day camp for kids.

Loose Park – This one is close to my home and my family and I love to visit and play in the open field and play area. There are many ducks and geese to feed and it is the perfect place to take pictures of my family. You see many weddings taking place at the park as well. It was deeded to the Board of Park Commissioners in 1927 by Mrs. Ella Clark Loose. Loose Memorial Park stands as a memorial to Ella's husband, Jacon Leander Loose, a philanthropist active in Kansas City's social and cultural circles. Today, a realistic, eight-foot-high bronze statue of Jacob Loose sets on a tiered pedestal in the northeast corner of the park. This beautiful 74 acre park attracts visitors with the fragrant Laura Conyers Smith Municipal Rose Garden, scenic walking path and cool, relaxing wading pool.



I know some of our clients are lucky enough to come to Kansas City for a trade show so take a few extra days and hang out for a while; we have a lot to offer that I feel even Kansas Citians take for granted.