

TRAQ-IT Software Newsletter

Second Edition

January 30, 2008

About TRAQ-IT:

TRAQ-IT®, the industry standard in trade show and event management software offers both a server-based Desktop and a web-based 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 sales staff and attending personnel, to communicate 24/7 so lost emails and miscommunication are a thing of the past. With 10 years of customer input, it's easy to see how TRAQ-IT always puts the Exhibitor First™.

Success Story of the Quarter:

Our success story comes to us from a client who is a leading multinational developer, manufacturer, and marketer of innovative, life-enhancing medical technologies in the fields of Vascular, Urology, Oncology, and Surgical Specialty products. They plan around 100+ trade shows per year. Here is what they had to say about TRAQ-IT and how it works for them.

TRAQ-IT, to me, is a software/data base program that has "great bones." A great place to store, organize and share data.

Before TRAQ-IT we were storing data on lists and in files, organized but difficult to share. We maintained lists – Lists of events, lists of people attending those events, lists of airline reservations, lists of hotel reservations, lists of booth components being sent to the events, lists of vendors and expenses, lists of budget numbers, etc, etc. And we had files, - Files for each event containing the specifics for the event, i.e. dates, times, places, and of course a copy of each of the final LISTS.

To share the data we sent e-mails – "here is the latest attendee list for the upcoming show." Then two days later we would send an e-mail which stated, "here is the updated, latest attendee list for the upcoming show" and on and on. If there were questions regarding a past show, we had to "find the file."

Life after TRAQ-IT means we now maintain our "Lists" in TRAQ-IT in the "File" for each show. Easily maintained, very organized and so easily shared. It means we have One Place for everyone to go to maintain the "file" on each show and our "Lists" are always current. Mistakes have been minimized, deadlines have been met, information has been shared, and events just run more smoothly.

My favorite "feature" of TRAQ-IT is the open line of communication. Marina is always there, ready and willing to solve any problem, to train and retrain, to help us understand how to use TRAQ-IT to get the results we need. Sometimes our requests are specialized. Marina and the TRAQ-IT TEAM are always helpful with this kind of request as well. The "great bones" of TRAQ-IT can be enhanced to meet our specific needs. This one on one relationship makes TRAQ-IT an invaluable tool.

We have enjoyed working with you and look forward to many more years of successful "Event Planning."

Tip of the Quarter:

Do you have trouble getting your TRAQ-IT reports to pop-up in pdf or excel format? Is your internet pop-up blocker on? An easy way to make sure your reports pull up is to push and hold down the "ctrl" button on your keyboard before you click "run report" and then hold the 'ctrl' button until your entire report shows up in the pop-up screen. This will allow your report to pull up with no issues. Then make sure you use the Adobe tool bar just above title on your report to print and save.

FAQ of the Month:

Q. What is the difference between web-based and server-based programs?

A. *Web-Based:* Web-based programs is an application that is not only accessed via web over a network such as the internet or an intranet, but is also housed on a web-based server. Our web-based application is popular due to the fact that our clients are located throughout the country and the ability to update and maintain our web application without distributing and installing updates or software on potentially hundreds of client computers is a key reason to our popularity and success. TRAQ-IT's web-based services will automatically update your account as well as make sure all enhancements to our software gets distributed at the same time to all of our clients and you don't have to involve your IT department to get those updates. Our Web-based service allows you to view your account information on a secure website whether you are away at a trade show or off-site meeting or in the office or at home.

Server-Based: Server-based programs refer to hardware or software that is located on a server or on your local computer at your company. To run a server-based application you do not have to be connected to the Internet even though it is very slow. It is possible to access most server-based applications over the internet, but you would first have to login to you company network (VPN), next access the computer/server where the application exists and finally start the application. You cannot access a VPN unless the computer you are using has the VPN requirement loaded onto it. To update the program you most often will need to involved IT and update every computer that the program resides on.

Recent Enhancements:

Add-New – You can now create your Facility, Sponsors, Show Managers, General Service Contractors and Exhibit House by clicking the "Add New" selection in the drop down menus. This feature will direct you back to the Contact section in the Accounts Profile area. At that time you would enter your contact information and then hit "Save and Exit" and that will take you right back to the Events page so you can continue entering your event. This will also ensure that you won't have to do double work as this is automatically tied back to your data base.

New Fields in the Staffing Section – Are your associates all over the country? Do you need to know what airport they are departing from? Now it is easier than ever to keep track of your associates and how they need to get to the event they are attending. TRAQ-IT Online now features in the Staffing section of the tool a way to keep that

information up front for easy look-up. Also in the Staffing section the comments field is longer so you can make more notes associated with your booth staff.

Copying an Event From One Year to the Next – Do you do the same show year after year? Now TRAQ-IT is making it even easier to enter your event. Just find the show you would like to copy and click “Copy Event”. The system will then bring up another screen where you can choose from copying your “To Do’s” to copying your “Expenses” and “Budget” and it will now feature copying over your “Note Cards”. Now re-entering all of your notecards as become a thing of the past.

Fun Facts:

I thought it would be a fun idea to highlight the town where our Success Story comes from, Covington, GA. While learning more about where TRAQ-IT is headquartered, is very interesting, I thought it would be a nice way to tell a little more about our client who has been using TRAQ-IT for some time now and learn more about where they come from.

Covington, GA was incorporated in 1822 and was named for General Leonard Covington, a hero of the War of 1812. The city grew with the advent of the railroad in 1845, and in 1864, General Sherman's troops marched through during their March to the Sea. Although the city was looted, several antebellum homes were spared.

In more recent years, Covington has served as the location for filming of over 30 television shows and movies, including *In the Heat of the Night*, the first five episodes of *The Dukes of Hazzard*, *My Cousin Vinny*, and *Friday the 13th Part VI: Jason Lives*.