

TRAQ-IT Software Newsletter

May 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:

HCEA 2009 – June 14-16 – Tampa, FL: The Healthcare Convention and Exhibitor Association (HCEA) is the ONLY organization solely dedicated to improving the effectiveness and quality of all healthcare conventions and congresses, medical meetings and healthcare exhibit marketing throughout the industry. TRAQ-IT will be at this show, please stop by booth #316 to visit with us.

FAQ of the Month:

Q. I can't find the show I just entered into TRAQ-IT. Where is it?

A. If you can't find the show you just entered into TRAQ-IT, check your filter dropdown. It is located on the top right hand corner of your Event Info page directly across from the organization name. The filter dropdown may contain a filter that doesn't meet your criteria that you have set for the show you just created. For best results, change your filter name to NONE and that will give you your entire list of trade shows.

Tip of the Quarter:

We are seeing the effects of the economy and how our clients and companies in our city are adjusting. You might be noticing a 'downsize' in your trade show schedule for the year at the very least. Our marketing managers and the companies we work for like to see us try to save money and to stretch the dollar. Below are a few money saving tips that hopefully will stretch your company dollar and your trade show budget at the same time.

1. *Service Order Deadlines:* You will notice on your service order forms (electrical, cleaning, lead tracking, etc.) there are Early Bird Discounts or Advanced Rates as well as Standard Rates. Along with those words, you will see a date below or it will be in the right hand corner of your order form. If you make payment by those Early Bird Discounts or Advanced Rate dates, you could see an amount of almost 37% in savings. So mark those discount dates in your To Do's for the show in TRAQ-IT. You will be reminded of those deadlines when you log in to your TRAQ-IT account. TRAQ-IT will also send you an email of your reminder and due dates and you will never be late again.
2. *Airline Reservations:*
 - Planning ahead could pay off when you are reserving flights for yourself, your team or other staff members for the trade show you are working on.
 - When you are ready to purchase a ticket, shop online.
 - Start first by comparing ticket prices of competing sellers before selecting a fare. Be sure to double check taxes and fees when booking a flight. Sometimes advertised prices do not factor in the additional cost of taxes and other fees.

- Utilize credit cards that offer reward programs directly related to travel.
 - Ask the airline if it offers travel packages to save money in other areas. For instance, is a rental car or hotel room available at a discount along with the airline ticket.
 - Book early. You can purchase advance ticket discounts reserving 21 days ahead; book even earlier for holiday flights, especially in November and December. Keep in mind that holiday “blackout periods” may prevent you from using frequent flyer miles.
- 3. Shipping Booth Displays and other booth materials:**
- Ship Early. Last minute air-freight can be expensive.
 - Try to ship all freight together in one shipment.
 - Determine the correct weight of the shipment for the material handling form. This will help with not overpaying for material handling.
 - For large booth shipments it’s more cost effective to pay for a ‘truckload’ instead of ‘less-than-truckload’. Depending on the origin and destination cities, the ‘truckload’ rate may be less and there is no off-loading/handling so no risk of damage.
 - Keep freight boxed/crated and skidded to avoid damage. Freight is moved with pallet jacks and forklifts.

Recent Online Enhancements:

Full Size Screen: It was a long awaited for enhancement and it is finally here. TRAQ-IT was very excited to announce in mid-April that we were able to provide our current clients and clients-to-be the ability to work on a full-size screen. Along with our full-size screen, you will see a new look and feel to the program with brighter colors and easier to read fonts.

Edit Event Staff: TRAQ-IT has added the ability to add a new person to your TRAQ-IT account while in your event without having to save, leave your event and go to the **Account Profile** section of the program. You can also edit an existing staff member without leaving the event you are currently working in. When adding a new person to your TRAQ-IT account, while currently in an event, the information will be added to your **Account Profile** section. So the next time you need that person, they will have been entered into your **Account Profile** for your future needs of that person.

Balance Due Report: TRAQ-IT has created a new report for all TRAQ-IT Online accounts called *Balance Due Report*. Now it makes keeping track of expenses easier for each event/trade show by showing you your unpaid balance for each expense and where that payment needs to go.

New Field for the Expense Icon: TRAQ-IT has added a new field in the **Airline Expense** tab. Once you have already entered in your staff with airline information, you can edit that entry and add or update the amount of the plane ticket on this page. Otherwise, you can click the **Go to Expense Details** button and add cost information on a new page.

Event Copy: When copying an event you now have the capability to copy the Airline, Lodging and Transportation expenses too.

New Label Report: TRAQ-IT has created a new report to make your lives a little easier. Do you spend a lot of time writing or typing up your labels for your file folders? For example: Exhibitor 2009, Las Vegas, NV, March 23-25, 2009; TS2 2009, Chicago, IL, July 21-22, 2009. No longer will you need to hand write or use your Microsoft Word program to print labels for your event file folders.

To Do Report: You can now run a calendar view of your **To Do's**. You have the option to choose how you would like to see that calendar. You can view by *Due Date* or *Reminder Date*.

Reminder Page Addition: Does your company have more than one organization tied to your TRAQ-IT account? If so, TRAQ-IT has created a way to look at **To Do's** on the reminder screen to see only your organization's **To Do's** instead of your entire company. To view only your organization's list of **To Do's** just use the drop down menu located directly below the **To Do Reminder** heading.

Fun Facts:



The Kansas City Zoo will be celebrating its 100 year anniversary this 2009 season. The zoo is one of 60 zoos honored in "America's Best Zoos 2008," ranking it the top zoo in the nation to see both chimpanzees and kangaroos. The zoo was ranked number one in the nation for "African Animals and Exhibits." In addition, famed ape expert, Jane Goodall, complimented that the Kansas City Zoo has "one of the finest chimpanzee exhibits in North America."

Every year the zoo puts on their annual fundraising event called Jazzoo. Jazzoo is the Kansas City Zoo's major annual fundraising event raising money to provide food and care for more than 1,000 animals a year and support Zoo education programs, educating more than 47,000 Kansas City children each year. Jazzoo is celebrating its 20th year in 2009. Since its inception in 1990 when it was founded by the Junior league of Kansas City, MO., millions of dollars have been raised to care for the Zoo's animals and education programs. Guests of Jazzoo dress in creative black-tie, meander throughout the Kansas City Zoo on the first Friday evening of June enjoy complimentary adult beverages and food samplings from dozens of Kansas City's finest and most popular restaurants while listening to live bands staged throughout the Zoo.