

# TRAQ-IT Software Newsletter

## First Edition

September 26, 2007

Welcome to the 1st edition of the TRAQ-IT newsletter. Each quarter you will be receiving a newsletter from us that will hopefully add some value to your trade show planning process. Since this is our first one we will welcome any and all feedback about what it is that you would like to see. We hope you enjoy.

### 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 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: (COMING SOON!!)

At TRAQ-IT, we thought it would be a great idea to create a *Success Story of the Month* story for our newsletter. This would give our clients the opportunity to brag a little about their best practices. Where they came from before using TRAQ-IT to how TRAQ-IT works for them and how the tool has saved them time, money and those early morning calls on the weekend. So, if you have a great success story that you would like everyone to hear about, send them my way. We can't wait to see and hear about how TRAQ-IT has worked for you and your team.

### Tip of the Quarter:

Having trouble getting your trade show/event team to use the TRAQ-IT software tool?

Try creating a monthly TRAQ-IT check. Assign a member of your trade show/event team to be the designated point person to execute "TRAQ-IT Check Day". The appointed person will assign members of the team someone else's event/show to check on the tool. That team member will make sure all major components have been entered into the tool. They will report their findings to the coordinator as well as to the team lead/manager. This exercise will ensure that all event coordinators/managers are up-to-date on their event planning process. So, if someone is out sick or out of the office, anyone on the team can go to that event in TRAQ-IT to where the planning process is and/or can answer any questions an internal client may have at the time. Your internal clients won't have to wait for an answer until their coordinator gets back into the office. This makes everyone look good on your team and makes the internal client happy.

### FAQ of the Quarter:

**Q.** I recently hired a new trade show coordinator and need to get them up to speed with the rest of the team on the TRAQ-IT tool. How much will this cost?

**A.** When you purchase TRAQ-IT Software, your training for new associates as well as ongoing training for associates already using the tool is at no cost to you.

### **Recent Enhancements:**

1. There is a new column called "Estimated Amount" that has been added to this page. You can now Estimate and put your Budget in for each expense line item. Also, the Expense to Budget report has been modified to accommodate the new column. There is a New Report called: Expense to Budget Amounts that will capture this information as well.
2. You are now able to add the show acronym for an Event when you are creating the Event.
3. On a block lodging record you are now able to add a confirmation number for each person and they will automatically be confirmed new in the Personal View section and the Personal Itinerary Report.

*Our additions and enhancements to TRAQ-IT Software come from our clients. So please feel free to give us your thoughts and ideas to make TRAQ-IT work better for you and your team.*

### **Welcome to the TRAQ-IT Team:**

**Dan Arnett** recently relocated from Denver, CO to join TRAQ-IT Software. Dan has 19 years of successful sales and operations management experience in a variety of sectors, including technology, banking and medical. Dan has successfully orchestrated and implemented a multitude of strategic and operational initiatives, including: global licensing, channel partnerships and new product development. His previous employment includes industry leaders such as Trans Union, Digital Insight, and First American Credco. Dan graduated from Wichita State University with a degree in Business with an emphasis in Marketing.

**Julie Williams** recently joined the TRAQ-IT organization in September, 2007. She brings with her 7 years of trade show management experience. Julie has successfully managed the planning and execution of more than 200 regional and national trade shows annually and has organized the preparation process through seamless project management, strategic consultation and logistical details. Her previous employment includes industry leaders such as Cerner Corporation and Commerce Bank. Julie holds a bachelor's degree in public relations from Central Missouri State University, Warrensburg, MO.

### **Fun Facts:**

Back in 1899, the American Royal Association started a tradition that is still going strong today. From the American Royal BBQ to the horse shows and bull riding to star studded concerts it is an event that more than 250,000 people attend each year.

The American Royal starts its activities this year by hosting its 82nd Annual American Royal Parade. From floats from area companies to area high school bands, the parade is sure to provide lots of fun and entertainment.

One of the most popular activities during the American Royal is the annual American Royal BBQ. It draws close to 70,000 people to taste and sample BBQ from nearly 500 teams who come from all over the US to participate in the World BBQ Championship.

So if you are in the area from September 29th through November 17th, please stop by the American Royal and see what all the excitement is about here in KC and experience the best BBQ we have to offer. Also, don't hesitate to give us a call and we can bring you into the office to give you a one-on-one consultation or training. We would love to have you here.

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