ExpoTools Demographics

v.1.0

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Requirements

Demographics will run on any type of reader: BC600, RF600, and TA600. Your reader must have firmware v.3.20 or higher to support demographics.

Limitations

Demographics do not get translated on the reader's display – they are simply translated when being sent to a wireless printer or when being displayed in ShowMaster.

When using demographics and an ExpoTools SideKick II device, demographics will not be displayed. Instead, the actual badge field data will be displayed.

Please contact SST for a sample demographics Excel/CSV if you have not received one.

Creating Badges

Demographics allow you to additional information on a badge that would otherwise not fit on a standard-sized barcode. There are different ways of encoding demographics into badges, and we have employed a scheme that is quite flexible.

Demographics for an attendee are usually broken down into multiple categories or questions. Demographic value/answers for *each question* should be placed *in their own badge fields* on the badge.

Since questions may have multiple answers, i.e. a multiple choice question, we have to have some way of telling the reader (and ShowMaster) that there is not a single answer to the question, but multiple answers. There are two ways that you may encode multiple answers in a badge field:

Method 1: Fixed-Size
All possible demographic codes are the same length.

      Ex. 1:   01, 02, 03, …, 10, 11   (size is 2)
      Ex. 2:   AAA, WXH, GGF, 1H2, j_2…   (size is 3)

Method 2: Delimiter **(Recommended)**
Demographic codes are separated using a delimiter *that is different from your badge field delimiter*.

      Ex. 1:   9,12,13,102   (delimiter is ' , ')
      Ex. 2:   A*AA*WXH*GGF*B…   (delimiter is ' * ')

Below is an example of two badges that include demographics values. Both badges use 0x5E (^) as the badge field delimiter. Notice how the demographic values are separated in each badge field.

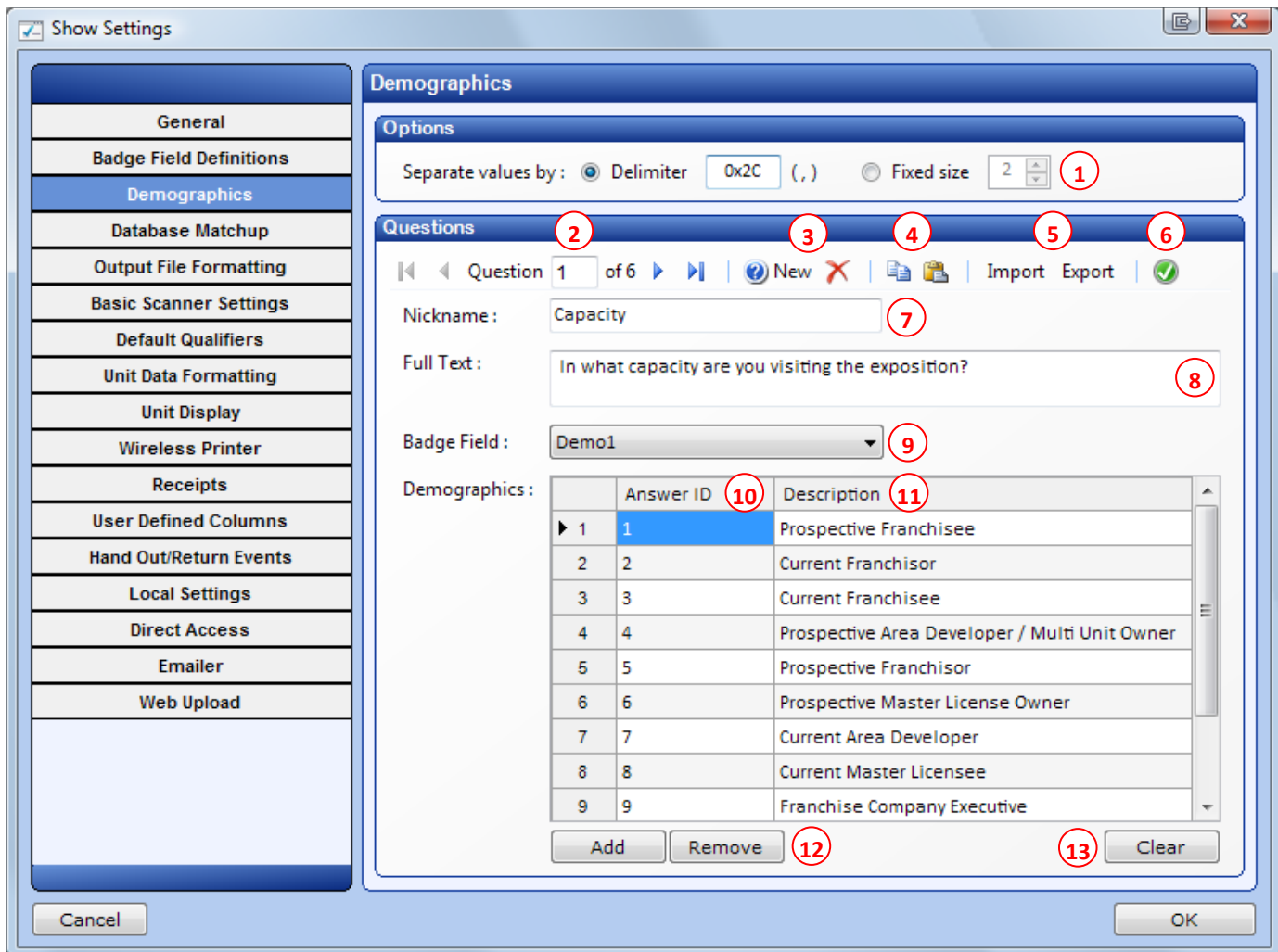*Using 0x2C (,) as a demographic delimiter:*

11111111^Marco^Anania^Specialty Sensor Technologies^4513 Dobrin^St-Laurent^Quebec^H4R 2L8^Canada^514-337-4554^514-337-6006^Marco@specialtysensor.com^7^15^25^32^37^46,48,56,61

Using fixed-size of 2 as delimiter:

11111111^Marco^Anania^Specialty Sensor Technologies^4513 Dobrin^St-Laurent^Quebec^H4R 2L8^Canada^514-337-4554^514-337-6006^Marco@specialtysensor.com^ 7^15^25^32^37^46485661

Note how the demographic value of '7' must be left padded in the above situation.

This delimiter is only used when you specify that the field contains demographics, therefore you can even use a comma (which is recommended) without worrying if one of the other data fields contains commas.
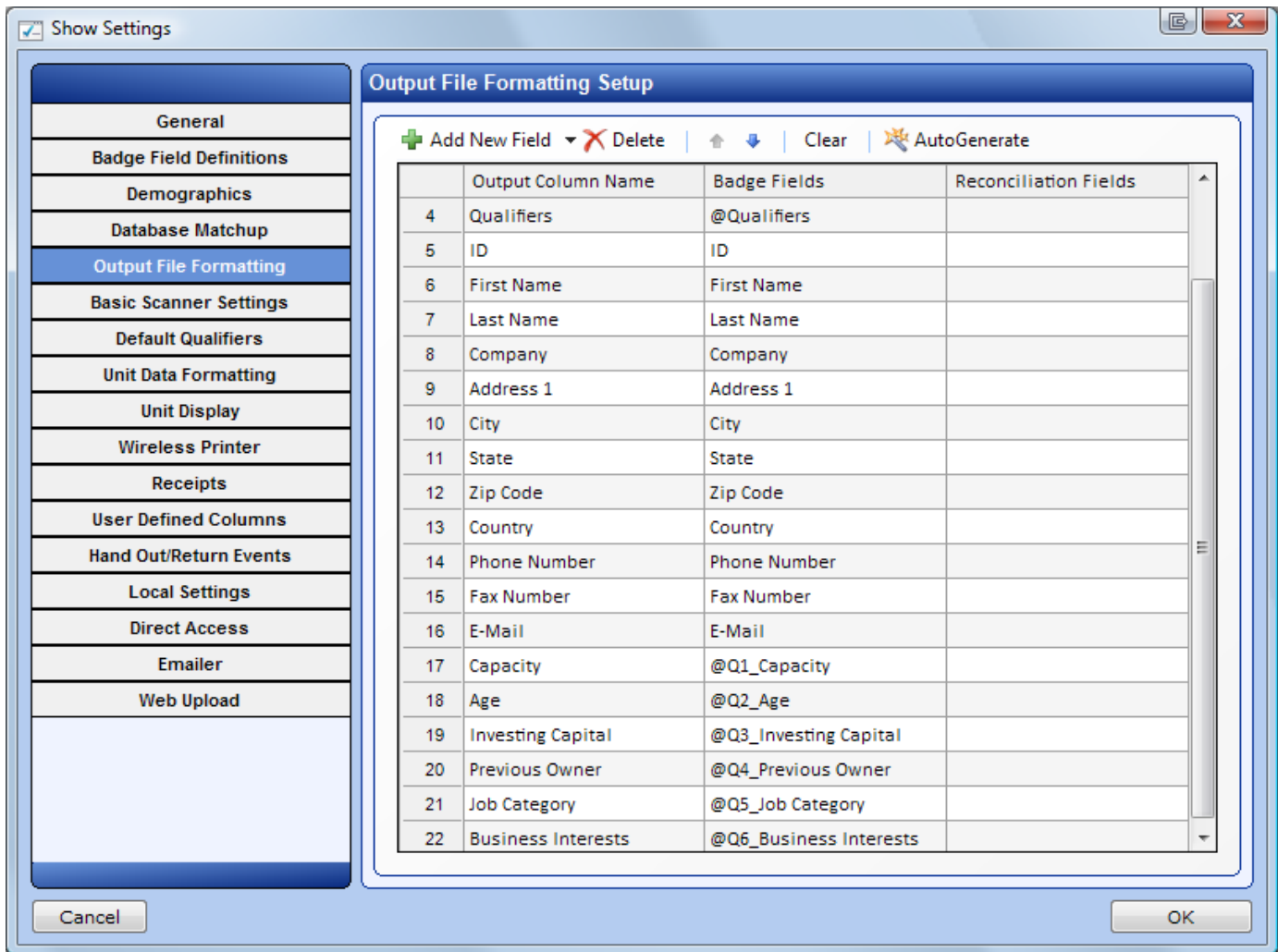
Demographic Setup with ShowMaster

Demographics must be set up in ShowMaster for them to work for your show. Go to *Settings >> Show Settings* in the ShowMaster main screen to get to the Show Settings. Once there, click the *Demographics* tab to bring up the demographics setup. Below is a quick overview of the Demographics setup screen.

1. Separate Values By – The way demographic values are separated in the same field. You can either use a delimiter or used fixed sized demographic values.
2. Navigation controls allow you to move through your demographic questions.
3. Add a new demographic question or delete the current demographic question.
4. Copy/Paste demographics to/from the clipboard. These can be copied in either CSV or Excel format.
5. Import/Export demographics from/to Excel or CSV format.
6. Checks your demographic answer IDs, ensuring that they are unique.
7. Nickname – The name that will be used to identify your demographic question in ShowMaster.
8. Full Text – The actual question that will be displayed on print-outs.
9. Badge Field – The badge field that contains the attendee's answer(s) to this demographic question.
10. Answer ID – The value that appears on the badges, representing demographic answers.
11. Description – The description that each answer ID will be expanded to in output files and printouts.
12. Add/Remove – Allows you to add remove demographic answers.
13. Clear – Clears all demographic values for the current question.

Outputting Demographic Values in ShowMaster

Once you have created all your demographic questions in the demographic setup, go to the *Output File Formatting* tab to set up the output format of exhibitor data files.

If you click the *AutoGenerate* button, you will notice that all badge fields that were linked to demographics will be changed to the format *@Q#_DemoNickname*. This name is constructed using the demographic question's number along with its nickname.

When a reader's data is downloaded with ShowMaster, demographic values will be translated to their corresponding answers. ShowMaster supports multiple choice response by separated each value with the pipe (|) character.

Wireless Printer – CMP10

When a reader (BC600, RF600, TA600) is set up to use demographics, printing on a wireless printer will differ from normal operation. The printer will list print the demographic question along with any applicable answers, each on their own line.   Badge fields that were indicated to contain demographic values will appear as follows:

Ex.   In what capacity are you visiting the exposition?
   - Current Area Developer

What is your age?
   - 30 and under

What is the maximum capital you plan on investing in a franchise?
   - $100,000 - $499,999

Have you ever owned a business?
   - No

What category best describes your job?
   - Technical

What type of business interests you?
   - Advertising/Marketing
   - Business Products and Services
   - General Interest in Franchising
   - Internet/Online Business Services

The badge fields that you wish to print demographics for must be selected in the *Wireless Printer* setup in ShowMaster. The readers will not send responses/data to the printer for any badge field that was not intended to be printed. As for the case with readers, if a demographic value cannot be translated to a full answer, the value will be displayed.

SideKick II

Demographics are not supported with SideKick II devices.