

ShowMaster Equipment Management System

Overview

ShowMaster handles handing out the equipment to the exhibitor, tracking the status of the equipment, getting it back in and downloading all the data.

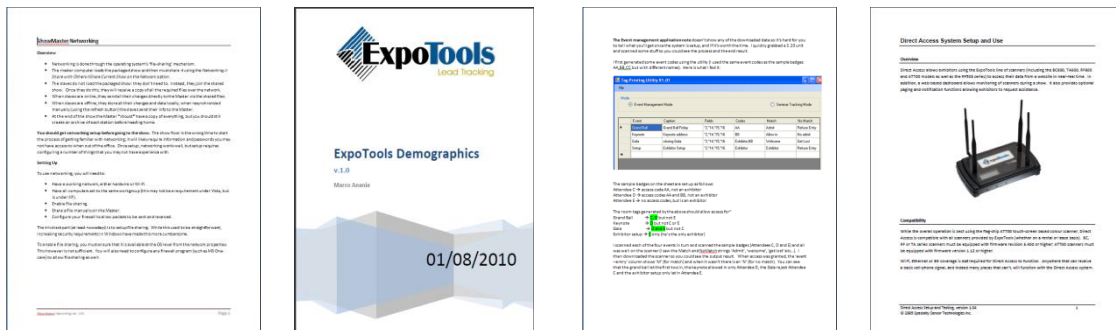
ShowMaster also provides tools to email the data to the customer, post it to a web-portal for download and for managing the real-time 'direct access system'.

It is tightly integrated to the scanners and the equipment it manages and includes feedback and suggestions from literally hundreds of customers. It is extensively field tested (every month it is used to handle thousands of rentals). Download speeds are orders of magnitude faster than user-supplied software and it automatically creates audit trails, backups and redundant copies. In short, it's faster, better and it doesn't lose data. Ever.

Scope

We'll cover basic functions at a show: handing out units, getting them back, swapping out a defective unit and the like. We'll also cover the different tools that ShowMaster provides to manage the customers and equipment, and how to change a few things such as the text in a receipt.

We won't be covering how to expand demographic codes into full text, as this is a more involved topic than time permits. We also won't be covering the special modes that the scanners can be put into, such as surveying, event management, access control or seminar tracking. Each of these is covered by a separate application note that will guide you through the basics. Whenever you're doing something for the first time, it's always helpful to have someone around who has done it before. Feel free to contact us when it comes time to set all this up; just make sure to call us before the show, not from the show. Life is stressful enough...



Assorted Application Specific Documents

Special Note about Event Management

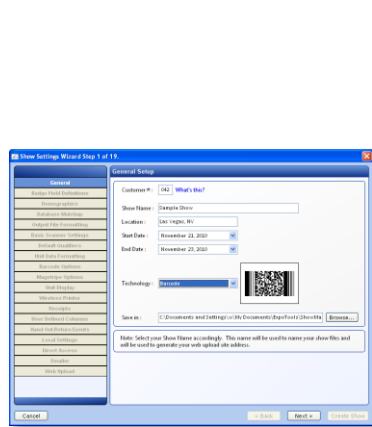
ShowMaster Training Feb 2011
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A word of warning about the event management mode. Using this mode requires more planning and forethought than most others; you need to coordinate the contents of the badges with the events you will be managing, so it is more complicated than any other mode. In addition, the event management document is, in its own right, uniquely difficult to understand. Plan on getting ExpoTools tech support in the loop early on for this.

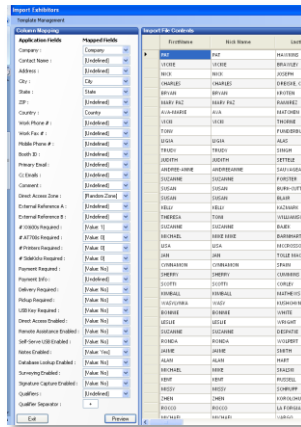
Pre-Show

Special Note

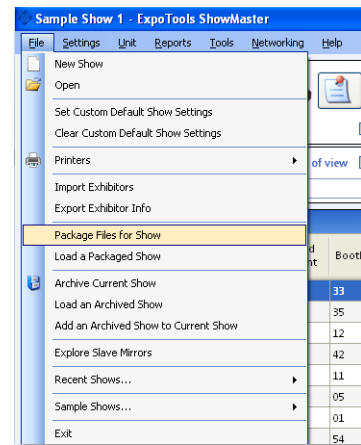
Suffice it to say that on its own, ShowMaster provides an easy way to setup a show. It provides a Show Set-up Wizard that steps you through everything, an extremely flexible import tool that lets you pull in your customer list without re-entering it and a clean, foolproof way to send all that to the people in the field.



The Create New Show Wizard



The Exhibitor List Import Tool



Package a Show for On-Site Personnel

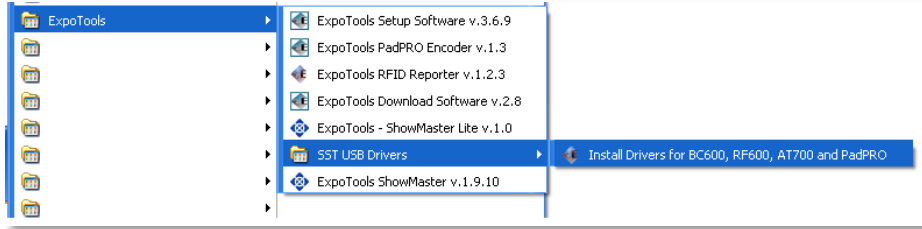
Downloading and Installing ShowMaster

The current version of ShowMaster can be downloaded from the www.expotools.biz/guest website. Note that this website is password protected, so you will need to obtain the current username and password from your appointed internal contact.

ShowMaster changes frequently, so it is a good idea to make sure you have the latest version before any show. It also expires on its own in an attempt to force users to keep current. Although it will convert old files to be compatible with the new version, **do not upgrade once a show is underway!** Once you hand out a unit (even a test unit) you should not change versions of ShowMaster as this can circumvent the automatic file conversion process. If you need to change versions, first create an archive of your show under the old version, and then load that archive with the new version.

Loading the Drivers (note: there are four in total!)

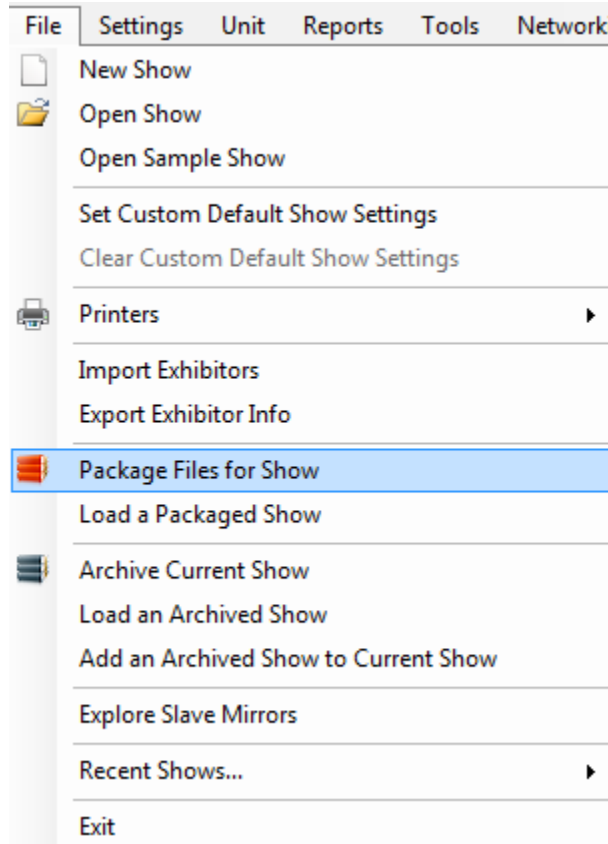
Once installed, ShowMaster will create an 'SST USB drivers' link in the Start menu. Running this will install four drivers (two for the BC/RF600 scanners and two for the AT700 scanners). Do not cancel driver installation, as this will leave you with only half the drivers. This typically needs to be done only once on any computer, but restoring the operating system or rolling back a restore point can require the reinstallation of the drivers.



Installing the Drivers

Package the Show for the World to Use

Once everything is setup, you need to get the file(s) to the people in the field. This can be error prone, but ShowMaster provides a 'Package files for show' option that wraps everything they'll need in the field into one clean, simple object. Send that to the folks in the field, either by email, on a USB stick or an on-line drive (i.e. 'dropbox' or 'livedrive') and they'll have everything they need.



Package a Show to Send to On-Site Personnel

At-the-Show: Basic Functions

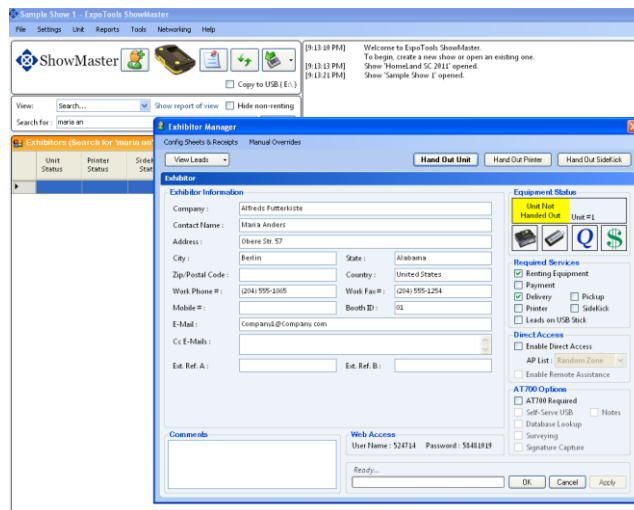
Loading a Packaged Show

At the other end, the person in the field will need to load the packaged show. This will take all the information in the 'package' and copy it to the computer used at the show, verifying the files and making sure everything is there. You will need to tell ShowMaster where to 'unwrap' everything, and this will be the live copy of the show. **The original incoming package is just a way for head-office to send you the show; it's not what you will actually run from.**

Do not copy the stuff inside the packaged show onto your computer or desktop directly, and do not try to send the show to someone by copying the files ShowMaster uses yourself. This can lead to problems and errors, especially if the on-site personnel decide to delete files during idle moments. Use the *package show* and *load package* functions. Also, don't delete the files ShowMaster is using during the show. It's not nice.

Handing out a Unit

Locate the record corresponding to the exhibitor, either by scrolling up and down (slowwww!) or using the speed-search bar. Just keep typing until only one record is in the view, and you should be good to go. The speed-search runs on all fields, so anything can be used as the key.



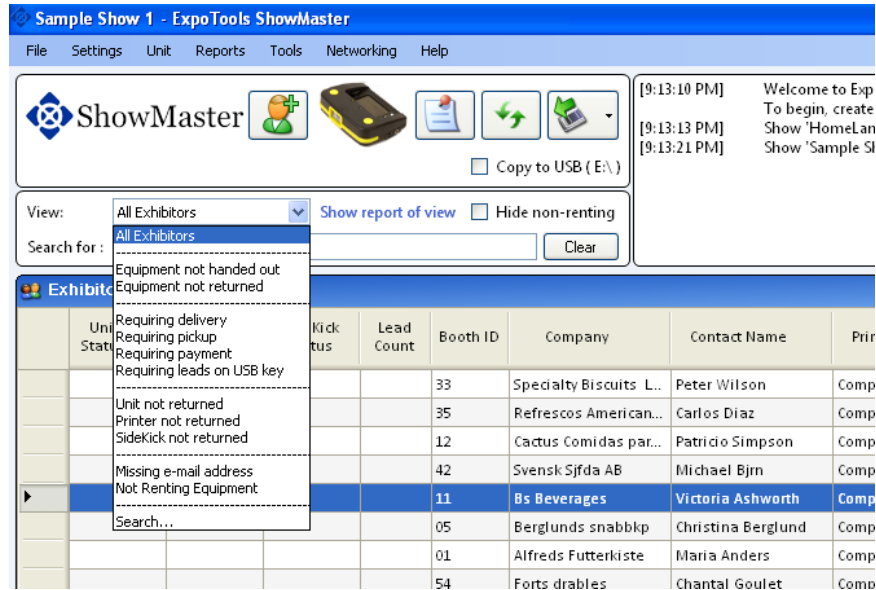
Locating an Exhibitor for Handout using the Speed Search Bar

Double check the information on-screen (especially the email address) and then click 'Hand out unit'. Handout will typically take about 2 seconds.

Tip: You can speed the process by making sure you always have a scanner turned on and plugged into the USB port, as these two steps typically take several times longer than the actual handout process.

Views and why you'll Love Them

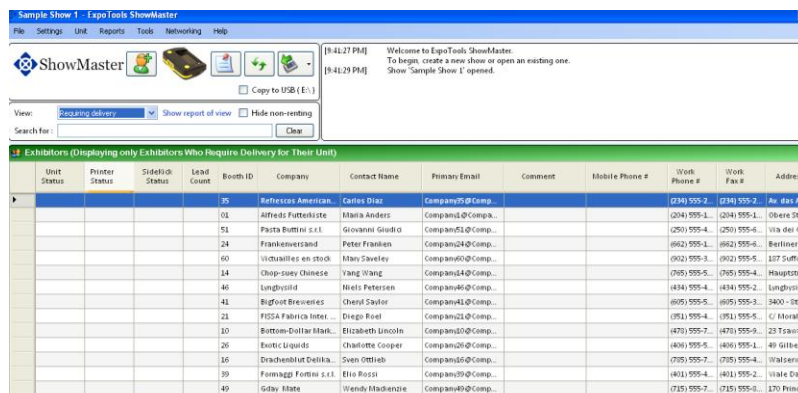
As you are handing out units, there can be a lot to keep track of. Some units require delivery, others may have not paid for the rental yet, while some may need to be harassed to get the equipment back. While you could sort the data in the view to see some of this (just click on the column header), ShowMaster provides a number of views you can use to just see what you're interested in.



Available Views

Each of these views is a simple report that you can call up at any time, although you'll probably notice that most correspond to what will be pre-occupying you most at a certain phase of the show. For example, *Units not returned* is most of interest towards the end of the show, while *units requiring delivery* is most useful at the beginning.

Note that the header changes colour to indicate that you are seeing only part of the customer list.



A view – Requiring Delivery

If you feel the need to create a printed report of a view at any time, you can click on the Show Report of View link, which will create a printable report from the current view.

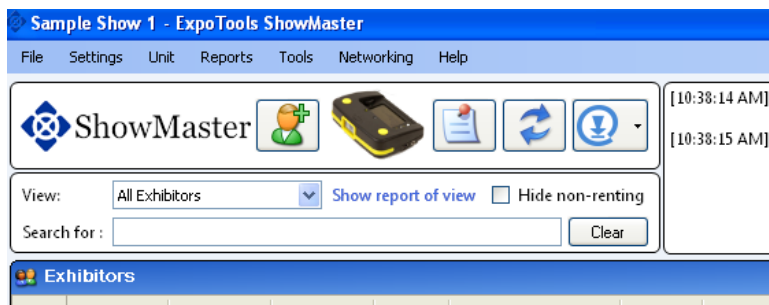
The Renting Filter and why you'll Curse it

Several years ago, a customer commented that he'd like to load not just the list of exhibitors who were renting units, but all the others as well. That way if an exhibitor decided to rent a unit at the show, they wouldn't have to re-enter all the information on-site. They could just pull up the record and proceed from there. Great idea, we added it to the software and all was well. A check-box next to the view selector allows you to hide everyone who isn't renting, and you will typically want to turn this feature on once the show is underway, as anyone not renting by then typically isn't going to at all.

However, it is horribly easy to forget that this switch has been flipped on, and if an exhibitor does show up a few hours into the show to rent a unit it can drive you nuts. Remember to check to see if you're hiding not renting exhibitors.

Returning a Unit at end of Show

Handout is relatively easy at most shows as it takes place over a protracted period. Unit return is where things get hectic as it takes place over a short period of time and people are impatient. Because of this, the download and return process in ShowMaster is highly optimized, literally requiring only that the unit be plugged in and the download+return button clicked. ShowMaster will automatically determine who the unit was handed out to, download the data, create all the required files and check the unit back in. Average download times are around 3 seconds, although this varies with the number of leads.

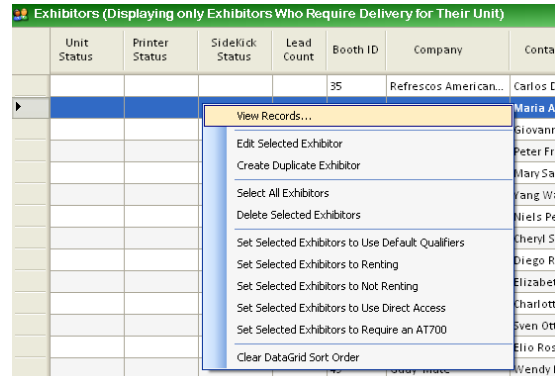
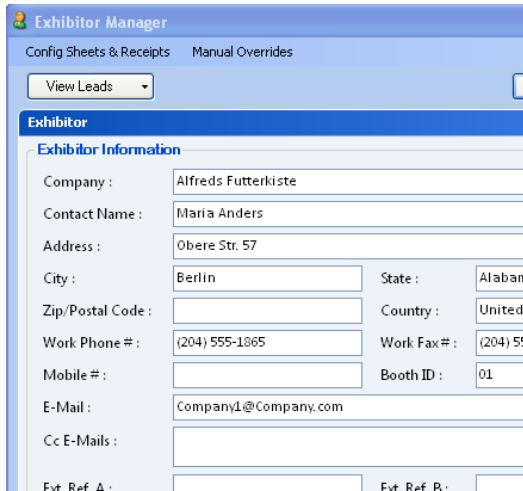


The Download and Return Button

Two things are of note here. First, when returning a unit you do not need to select the customer as you did at handout, since ShowMaster will figure this out on its own. Secondly, you should not use the download+return function if you're just looking to perform a mid-show download for the exhibitor. There is a separate function to perform that task that we'll cover later.

Viewing Leads

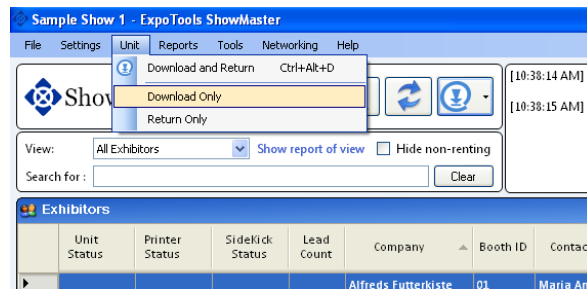
There are two convenient ways you can see the leads associated with any unit once it is downloaded. You can either bring up the customer's full information in the Exhibitor Manager and click the View Leads button, or you can right click the exhibitor in the main view and select view records directly from there.



Two ways of viewing leads: from the exhibitor manager, or from the main view

Downloading a unit during the Show (no Return)

If an exhibitor just wants a quick download of his leads during the show, don't use the download+return option (after all, he's not intending to return the unit). Instead, go to the Unit → Download only option. This will download the data out of the unit but not erase it. Do not use this feature for returning.

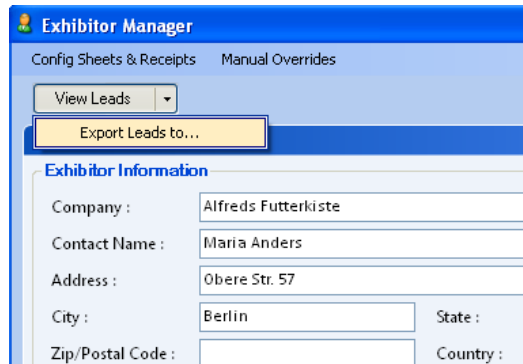


Download, but don't Check Unit back in

There is one thing to note when downloading repeatedly. The lead count shown in the main view will be the total leads downloaded, without subtracting the number of duplicate entries. For example, downloading a unit with 100 leads three times will show 300 leads in the view. Bringing up the records or copying the data removes the duplicates, so the exhibitor will not see duplicates.

Making a Copy of Leads for an Exhibitor

You can also make a copy of exhibitor's leads (for example to a USB key) on demand. Just bring up the exhibitor manager and click the drop down option on the View Leads button to reveal the 'Export Leads to...' option. This will copy his leads directly to any drive you wish.



Handing out Printers

If an exhibitor is listed as requiring a printer, ShowMaster will prompt you to do so after the scanner has been checked out. There are several ways to handle this. One way is to scan the barcode on the printer before disconnecting the USB cable. This will tell ShowMaster which printer is being used, and it will update the scanner with that info. The other way is to type in the first few characters of the printer serial number into the edit box that appears when handing out a printer. ShowMaster will look this information up in the database and tell the scanner which printer is being used as before.

When returning printers, ShowMaster is simply happy to know that one has come back. It does not need to know the serial number.

Post-Show

Checking that Everything is Back

You can use the 'Equipment not Returned' views and reports to help determine which exhibitors have not yet returned equipment. As the units are handed out, their colour changes from white to red, and as they are returned, they change from red to green. You are therefore looking to get the whole board green. Note that if any one piece of equipment is still not returned, the exhibitor will show up in the not-returned report. There are however separate reports for each of the different pieces of equipment (scanners, printers, etc...).

Creating an Archive

During the show, it is a good idea to create backup copies of all the data kept by ShowMaster, and it is imperative to do so once the show is done. This is easily done using the 'Create Archive' option. The archive contains everything you need to re-create the show, including all customer information, edits and data that ShowMaster handled during the event. It is also what you should send to technical support if you experience any difficulties as it allows them to re-create your environment almost completely.

Note that archives take on a special significance when running a networked show.

Advanced Features

Creating an Exhibitor On-site

If an exhibitor needs to rent a unit on-site you can handle this in one of two ways, depending upon how your show was set up. The first way is simply to click on the 'add an exhibitor button' (the guy with the 'plus' sign sticking out of his head) and fill in the required information. This will require that you type everything in from scratch. The easier way is for when the non-renting exhibitors have been imported as part of show setup. When this is the case, you can simply find the exhibitor using the speed-search bar and change the information. Note the ever-forgettable 'hide non-renting' checkbox can haunt you here.

When creating an exhibitor on-site you should pay particular attention to the 'required services' section of the exhibitor's record; people often forget to correctly fill out the direct access, enable notes or assistance request sections.

The screenshot shows a software interface for managing exhibitor records. On the left, there are several input fields, some containing text like 'tes' and '245'. Below these is a password field with the text 'password : 86157507'. On the right, there are three main sections of checkboxes:

- Required Services:** Includes 'Renting Equipment' (checked), 'Payment', 'Delivery', 'Printer', 'Leads on USB Stick', 'Pickup', and 'SideKick'.
- Direct Access:** Includes 'Enable Direct Access' (unchecked), 'AP List' (set to 'Random Zone'), and 'Enable Remote Assistance' (unchecked).
- AT700 Options:** Includes 'AT700 Required' (unchecked), 'Self-Serve USB', 'Notes', 'Database Lookup', 'Surveying', and 'Signature Capture'.

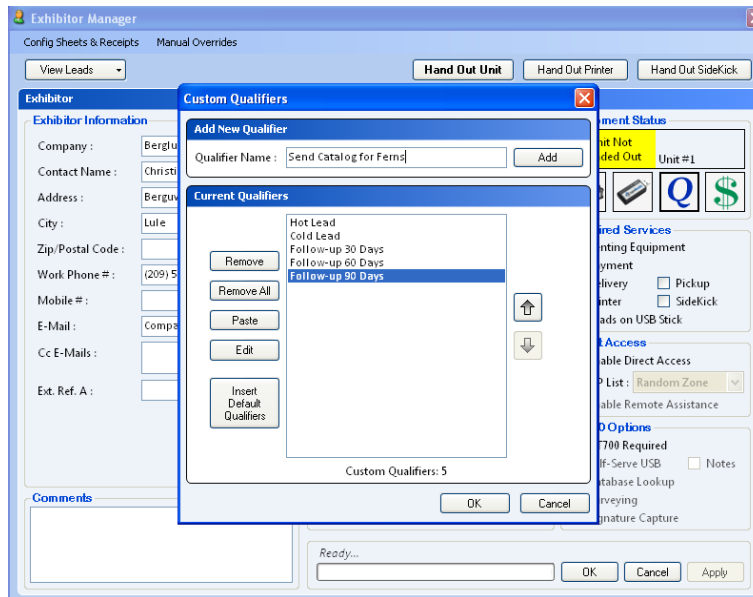
At the bottom right of the form are three buttons: 'OK', 'Cancel', and 'Apply'.

Don't Forget These!

You should also verify their booth number information, as what you have on file will not always be accurate, and that can make finding the laggards at the end of the show difficult.

Modifying Qualifiers On-site

Exhibitors will often realize that they need to change or add some of their qualifiers. You can easily do this in ShowMaster by opening them up in the Exhibitor Manager and clicking on the large 'Q'. This will bring up their current qualifiers, which you can add to, edit or re-arrange.



Editing Qualifiers During the Show

A word of warning here, especially in regards to re-arranging the qualifiers. It is not a good idea to do this if the exhibitor has already scanned data and used qualifiers, as the qualifier that will be stored will be the new one. ShowMaster will warn you of this if you try to modify the qualifiers once the show is underway. In most cases, this is not a problem, but you should keep it in mind.

Another note: if the exhibitor is not using custom qualifiers (which is to say he has been given the default ones) but then wishes to add a few extra, you will need to click on the 'Insert Default Qualifiers' button to instantiate them, and then you can add to them, re-arrange them, etc...

The Show Settings

Almost all of the settings for both ShowMaster and for scanner setup are handled through the 'Show Settings' panels. There is a wizard that drives you through these in a logical manner, and it is intended to be used to setup a show. However, you can also access these directly whenever you need to alter them.

While most of these settings will be handled by the person creating the show, there are times when you will need to modify them. The settings you will need to change most often will be:

- The badge field definitions, which is helpful for when the badge at the show is not what was agreed upon ahead of time
- The output file format, for when someone forgot to include a field in the output file
- The unit display settings, for when the person back at the office provided you with lousy ones.

Of these, the most important ones are the badge field definitions, as everything else derives from them. However, from a usability and user experience point of view, *nothing is more important than the unit display settings*, especially when using the AT700 colour touch-screen scanners.

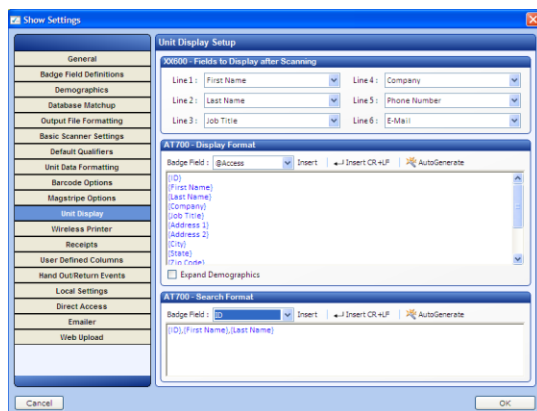
Changing the Display after Scan on Unit

This panel determines which fields will be shown on the scanner immediately after scanning.

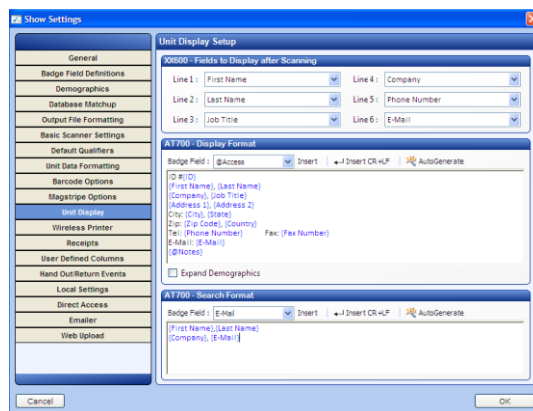
On the BC600 monochrome scanners, there are six lines available on the display. The fields exhibitors want to see are usually the first and last name, company, title, email and telephone. Other fields, such as Postal Code, for example, are useful after the show, but of limited interest immediately after scanning the badge with the attendee standing right there. *While all the information is available to the exhibitor by scrolling up and down, these six fields are the ones they will see without any additional effort, and you should make sure that the information that appears after scanning is useful to the exhibitor.*

On the AT700, things are more luxurious. The display has sufficient room to allow not only for the display of more fields, but also for the inclusion of formatting text. Because of this, the AT700 has its own display format setting. The larger display allows for the grouping of data on-screen, for example the first and last name can be placed on the same line, or the city and state concatenated. This allows for almost all the pertinent data to be available to the exhibitors without requiring them to scroll up and down. The auto-generate button should only be used as a quick way to enter the all the fields, and then you should format them in an intelligent manner. If the people who setup the show did not do this for you, you should fix it before handout begins. **The user experience is almost entirely governed by intelligent use of the display settings.**

Altering this is simple, involving only typing in the text you wish to see verbatim into the edit window itself, and inserting the special badge fields as required. Here is an example of a basic auto-generate display format and of a better one. You can see that the on-screen information is easier to read in the second case.

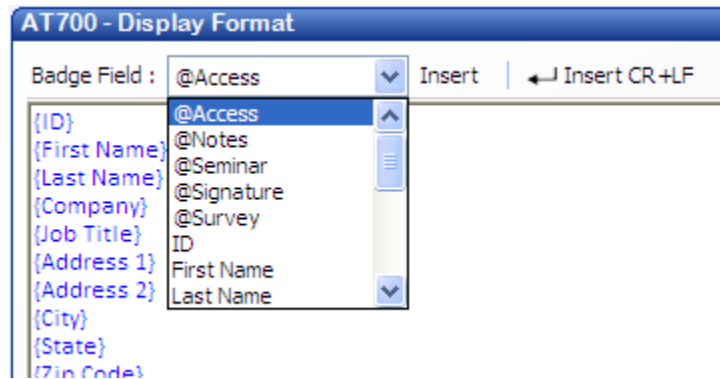


Brain-dead Display Format – yuck



User Friendly Display Format

There are a few extra fields that can be shown on the display that are a little odd because they don't come from the badge per se, they come from the scanner itself. These are prefixed with the '@' symbol, and include the notes the user may enter, the seminar name or access control state. Most of these are only applicable under special circumstances, but it is good practice to embed an '@Notes' field to the end of the display format. This will ensure that the user sees any text they attach as a note on-screen.

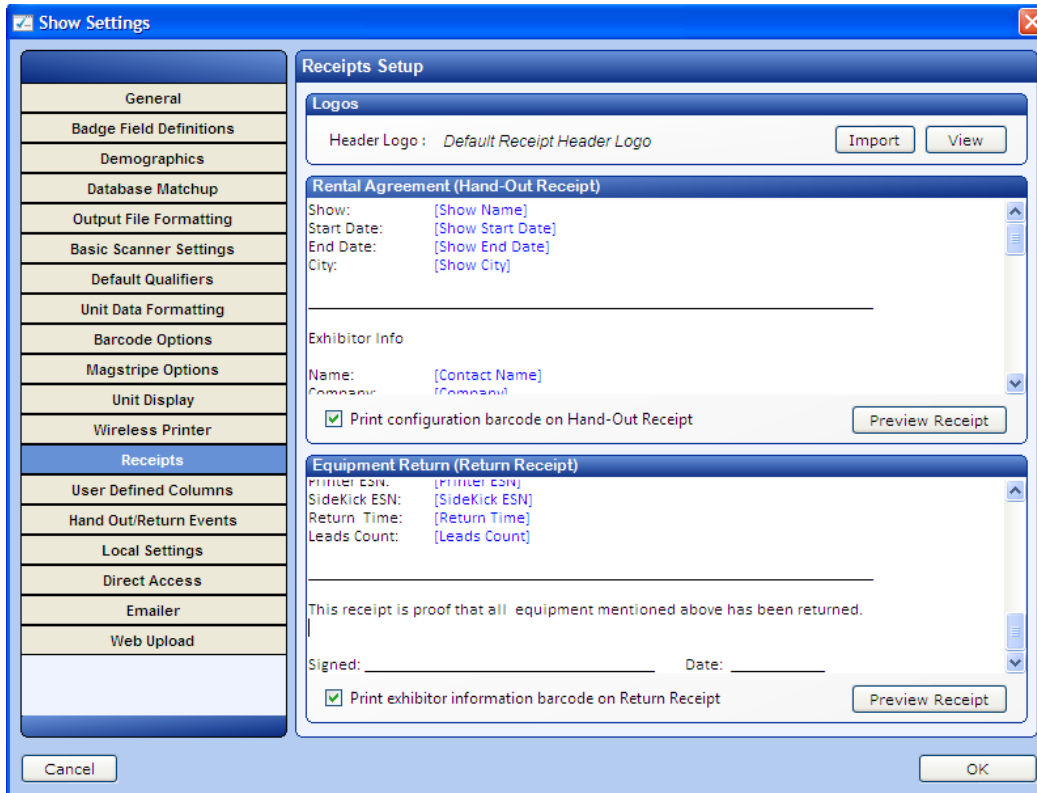


The Scanner Generated Fields

Altering Receipts

ShowMaster incorporates a flexible receipt printing utility that can generate handout and return receipts using a network printer, or optionally (and preferably) using our wireless CMP10 printers. You can setup template receipts that will handle most of your needs as ShowMaster will pull information given to it at setup and incorporate that automatically into the printout. However, on odd occasions you may wish to alter the text printed, or you may need to correct the template to correctly reflect the services you offer. It is important to note that if the show settings are correctly filled out, most of this is handled directly by ShowMaster: tell it as much as you can during setup; it will save you a lot of work later.

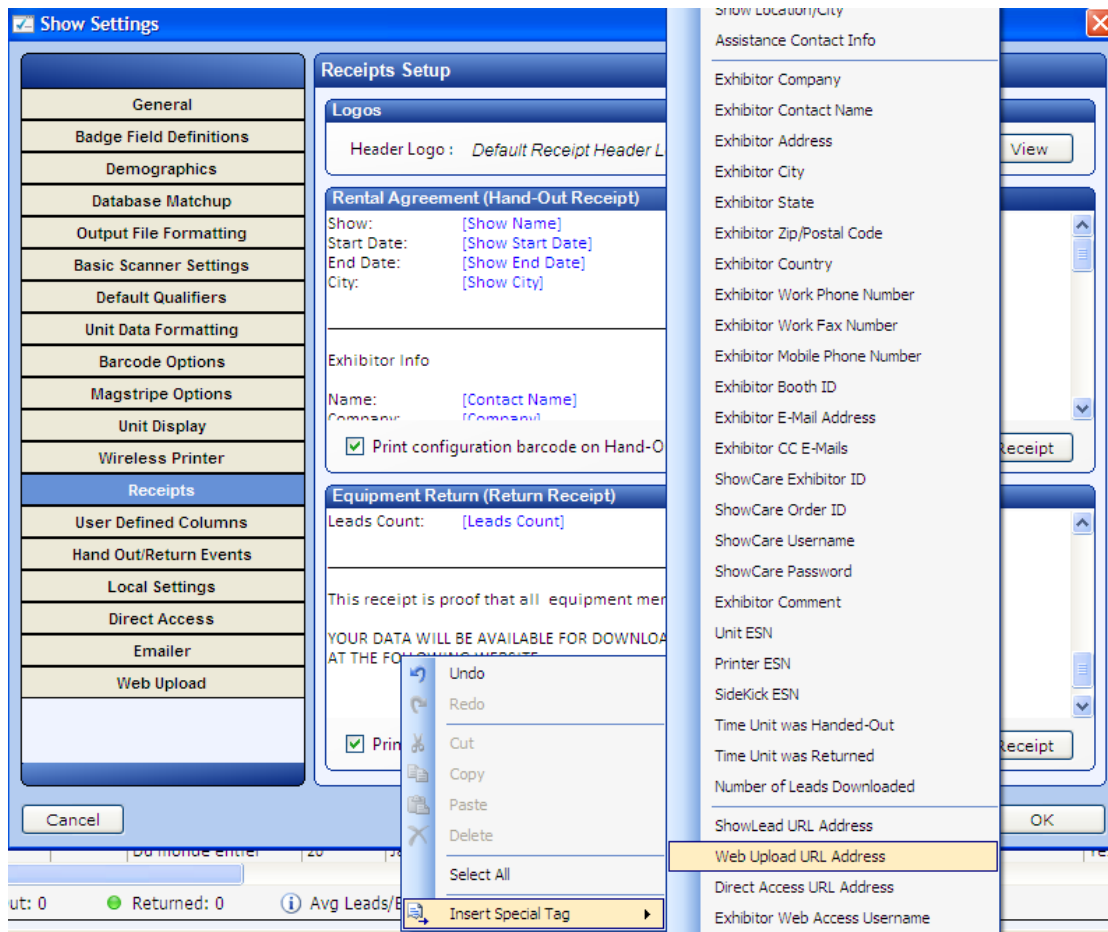
As an example, let us alter the receipt to indicate that the data will be sent to the web-portal after the show. This is not part of the 'standard' return receipt since the system can't know that you will be using that feature (e.g. clicking the web-upload button). Go into the Show Settings panel and locate the receipts section. The top one is the hand-out receipt while the lower one is the return receipt (note that there are separate settings for the CMP10 receipts because they require a different layout, in view of the narrower paper; we'll cover that later).



Modifying the Hand-out Receipt

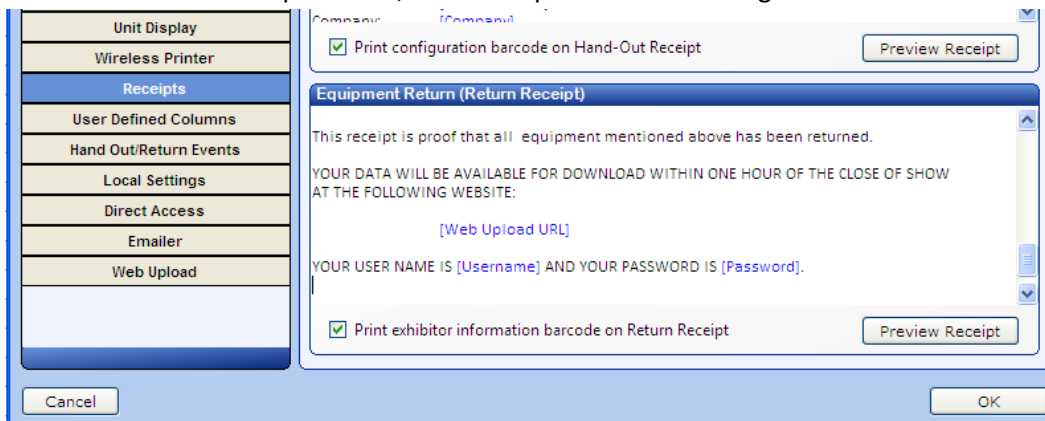
We will add text telling the exhibitor about the web-portal, where it is located and how to login to it. All of this information varies from show to show, and indeed from exhibitor to exhibitor, but ShowMaster will handle that for us provided we embed the correct tags representing the information we want in the appropriate places. These special tags can be accessed by right clicking in the edit pane and picking the right one.

To continue with the example, we start by typing in some fairly uninspired text and, where needed, right click to pull in a tag (to highlight the insertions, all-caps is used in the example, but don't do that in real-life):



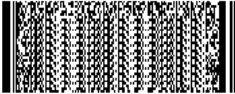

Embedding the Special Tags

You can see some of the fields that ShowMaster can push into the receipts. Note that these can also be used in conjunction with the E-mailer. Repeating the same process to embed the username and password, we wind up with the following:



The Updated Template

When printed, all the information gets filled in, for example, the receipt for the Sample Show customer 'Blondel ...' would look like this:

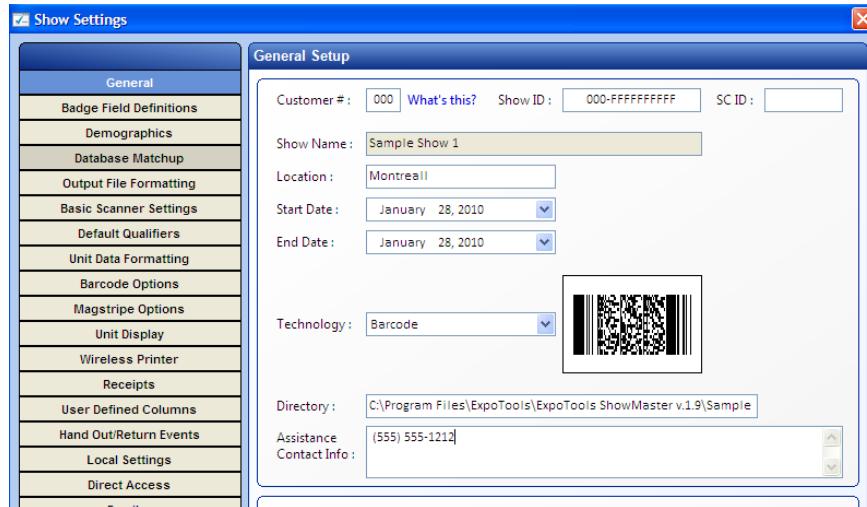
Show:	Sample Show 1	
Start Date:	Thursday, January 28, 2010	
End Date:	Thursday, January 28, 2010	
City:	Montreal	
Exhibitor Info		For Contractor Use Only
Name:	Frdrique Citeaux	
Company:	Blondel pre et fils	
Address:	24 place Kiber	
City:	Strasbourg	
State:	Connecticut	
Zip Code:		
Country:	United States	
Phone:	(860) 555-5342	
Fax:	(860) 555-3214	
Booth ID:	10	
E-Mail:	Company10@Company.com	
Your leads will be sent to the above e-mail address.		
Unit Info		
Unit ESN:		
Printer ESN:		
SideKick ESN:		
Return Time:		
Leads Count:	0	
This receipt is proof that all equipment mentioned above has been returned.		
YOUR DATA WILL BE AVAILABLE FOR DOWNLOAD WITHIN ONE HOUR OF THE CLOSE OF SHOW AT THE FOLLOWING WEBSITE:		
www.expoleads.net/SampleShow2010		
YOUR USER NAME IS 618337 AND YOUR PASSWORD IS 29734889.		
Signed:	_____	Date: _____
		

Sample of Receipts with Fields Filled in

You should keep the handout and return receipts to less than one page, as things don't work well with longer printouts.

Special Note: the Customer Support Cell Phone Number

When ShowMaster prints the handout receipt, it can print an 'in-case-of-problem' number directly. There is a special field that corresponds to this so you do not have to alter the template each time. For this to work correctly, however, you need to enter the cell phone, email address or SMS number you want people to call during the show for assistance. This is located in the very first pane of the Show Settings, and you should ensure that it is correctly filled out when printing a receipt. If it's not, fix it in the General Setup pane, not by editing the receipt itself.



Altering the Assistance Contact Information

Swapping out a Unit

One of the most confusing things for users of ShowMaster is what to do if you need to swap out a unit for an exhibitor. While it is possible to simply exchange the scanner for another one (being certain to also swap the memory cards betwixt the two units), this is not advisable. It is important for ShowMaster to be in the loop for any equipment handed out, so simply exchanging the unit without any interaction with ShowMaster will cause problems later. The problem of course is that you don't swap out units that often, so it is not a procedure that lodges in the mind. To help with this, ShowMaster has an on-screen synopsis of the procedure: the Swap Unit Wizard.

If everything is done correctly, the exhibitor will wind up with a new unit containing all the same scans as the unit that got swapped out, and at the time of return ShowMaster will still know to whom the unit was remitted.



The Swap Unit Wizard

In a nutshell, the procedure is to:

- Open the Exhibitor Manager to the unit that is being swapped out (tip: you can easily find it by searching for the outgoing ESN)
- Invoke the 'swap unit' function
- Turn off the original unit and the replacement units and swap the memory cards between them
- Turn on the replacement unit and 'sync' the memory card with the internal backup
- Connect the replacement unit to ShowMaster and complete the procedure

If you don't run everything through ShowMaster, you'll pay the price at the most hectic time: during the return process. At this point, ShowMaster will see a unit that it has no record of handing out, and will complain and force you to select or create an exhibitor at that moment. The return process is not a good time to start fiddling with stuff – you're better off handling it up front.

Multiple Units

ShowMaster allows for an exhibitor to rent multiple units, but once they are imported into the system, each unit must have its own line item. There are a number of reasons for this, but the main ones are that the units must often be customized differently, so although they are all identical at the time of order, they can start to diverge during the show. Things such as additional email addresses will often get changed in non-uniform ways for the units, and most notably qualifiers will often need to be altered on a per-unit basis.

You can quickly see the different units destined for or handed out to an exhibitor when using the speed-search feature, as it will decimate the view to only the company in question.

If you need to handout an additional unit to an exhibitor, you can readily do so by right-clicking on the exhibitor and choosing 'Create Duplicate Exhibitor'.

	Antonio Moreno Te...	03	Antonio Moreno	Company3@Compa...		Yes
	Around the Horn	04	Thomas Hardy	Company4@Compa...		Yes
	Aux joyeux ecclesiast...	05	Guyline Nodler	Company5@Compa...		Yes
	Berglunds snabbkop	06	Christina Berglund	Company6@Compa...		Yes
▶	Bigfoot Breweries	07	Cheryl Saylor	Company7@Compa...		Yes
	Blauer See			Compa...		Yes
	Blido Comic			Compa...		Yes
	Blondel pre			Comp...		Yes
	Bon app			Comp...		Yes
	Bottom-Dol			Comp...		Yes
	Bs Beverage			Comp...		Yes
	Cactus Com			Comp...		Yes
	Centro com			Comp...		Yes
	Chopp-suey C			Comp...		Yes
	Comrcio Mri			Comp...		Yes
	Cooperativa			Comp...		Yes
	Drachenblu			Comp...		Yes
	Du monde entier	20	Janine Labrune	Company20@Comp...		Yes

Creating a Duplicate Exhibitor

Direct Access

The Direct Access system allows the scanners to upload their data in real-time. It does this through the use of special access points distributed throughout the show floor.

Once setup, you can access data in real-time through the www.expotoolsdata.biz website. Different login codes are provided for contractors, show organizers and exhibitors, each one showing information appropriate to that person.

My Test Show - Montreal
43 scanners, 2189 leads total
Last scan was on Mar 29 at 1:58 PM by Company22

Refresh View: **Overview** | Export Extended Leads

Exhibitor	Booth	ESN	# Scans	Last Seen	AP ESN	Signal	Actions	Requests
Company10		21908	1	05/19/2010 1:04 PM	20324	+00/000		None pending...
Company11		15614	4	08/25/2010 1:28 PM	20327	+00/000		None pending...
Company12		22224	76	05/10/2010 2:32 PM	20320	+00/000		None pending...
Company12		21382	65	03/18/2011 5:26 PM	20099	+00/000		Internet Problem at 4:50 PM
Company13		22057	11	08/27/2010 1:18 PM	20327	+00/000		Urgent Help at 3:46 PM
Company14		22143	200	08/30/2010 7:07 PM	20327	+00/000		None pending...
Company14		22225	23	05/12/2010 2:27 PM	20324	+04/000		None pending...
Company15		15614	9	05/13/2010 1:50 PM	20324	+00/000		Urgent Help at 12:48 PM
Company15		15614	200	08/30/2010 6:27 PM	20327	+00/000		Internet Problem at 3:42 PM
Company16		22213	6	02/10/2011 12:14 PM	20325	+02/000		Help Needed at 3:42 PM
Company17		18489	56	06/02/2010 6:45 PM	20327	+00/000		None pending...

Direct Access Contractor Webview

(allows access to data from all customers at your shows)

Access Point sig - The great outdoor
Unit 1 test Booth: N/A
36 Scans Unit ESN: 22169

Refresh Export Leads Export Extended Leads

Unit ESN	Scan #	Date	Time	Qualifiers	Notes	Badge Data
22169	1	03/30/2011	1:57 PM			77777 Jean-Yves Lemire Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 jy@specialtysensor.com
22169	2	03/30/2011	2:06 PM			77777 Jean-Yves Lemire Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 jy@specialtysensor.com
22169	3	03/30/2011	2:07 PM			66666 Shelley Hawkins Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 shelley@specialtysensor.com
22169	4	03/30/2011	2:08 PM			66666 Shelley Hawkins Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 shelley@specialtysensor.com
22169	5	03/30/2011	2:08 PM			77777 Jean-Yves Lemire Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 jy@specialtysensor.com
22169	6	03/30/2011	2:13 PM			77777 Jean-Yves Lemire Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 jy@specialtysensor.com
22169	7	03/30/2011	2:13 PM			77777 Jean-Yves Lemire Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 jy@specialtysensor.com
22169	8	03/30/2011	2:13 PM			33333 Robert Coronati Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 robert@specialtysensor.com
22169	9	03/30/2011	2:14 PM			44444 Marco Anania Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 marco@specialtysensor.com
22169	10	03/30/2011	2:14 PM			55555 Arnold Marolly Specialty Sensor Technologies 4513 Dobrin St. Laurent Quebec H4R 2L8 Canada (514) 337-4554 (514) 337-6006 arnold@specialtysensor.com

Direct Access Exhibitor View

(just their data)

Synching to Direct Access

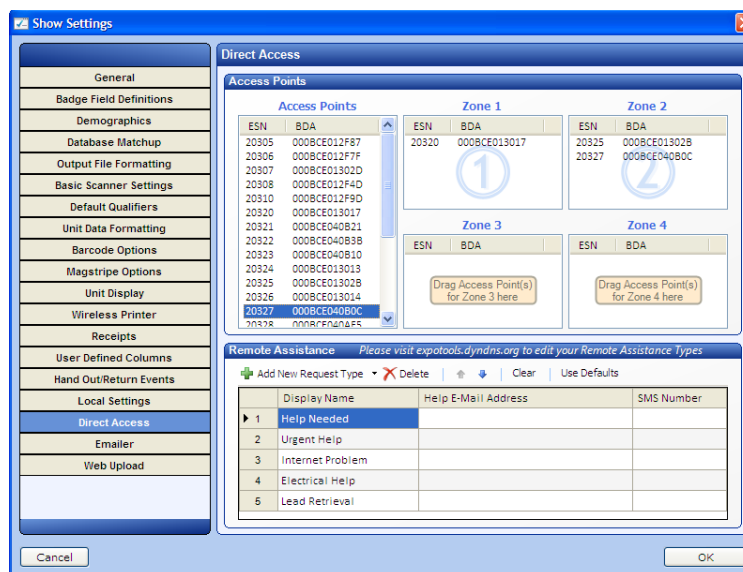
Although not absolutely required, Direct Access and the control panel will work better if you tell our server what to expect (for example, which customers will be using Direct Access). This is easily done by running the Sync-to-Server feature, but note that this must be done from a computer with internet access at that moment. You can re-sync later if you make any changes (such as adding a customer who will be using Direct Access). If you don't run the sync procedure, Direct Access will still work, but you won't have an automatic way to tell if someone who is supposed to be on-line isn't.

Deploying Access Points

Many shows can be handled with just one access point; larger ones will require that the access points be setup in *zones*. The scanners must be told which zone they are in, and this must be done by the person in charge of planning the layout. You cannot use the Direct Access system without some advance preparation and thought, but this is not the responsibility of the on-site personnel. For more information on what is required and how to go about it, please refer to the *Direct Access Setup and Use* document.

On-site personnel will, however, often be required to perform the final step for Direct Access setup: telling ShowMaster the serial numbers of the access points that were shipped to you, and which ones you will be placing in which zones. These are typically not things that will be known to the person planning the Direct Access layout (although you can request the serial numbers of the access points that will be shipped to you ahead of time and perform this step a priori).

Designating which access points will be placed where is a simple drag-and-drop operation. Just find the serial number of the access points and drag them over to whichever zone you will put them in. For very large shows, you can place multiple access points in the same zone, but note this is rather unusual, and you should consult the Direct Access document.

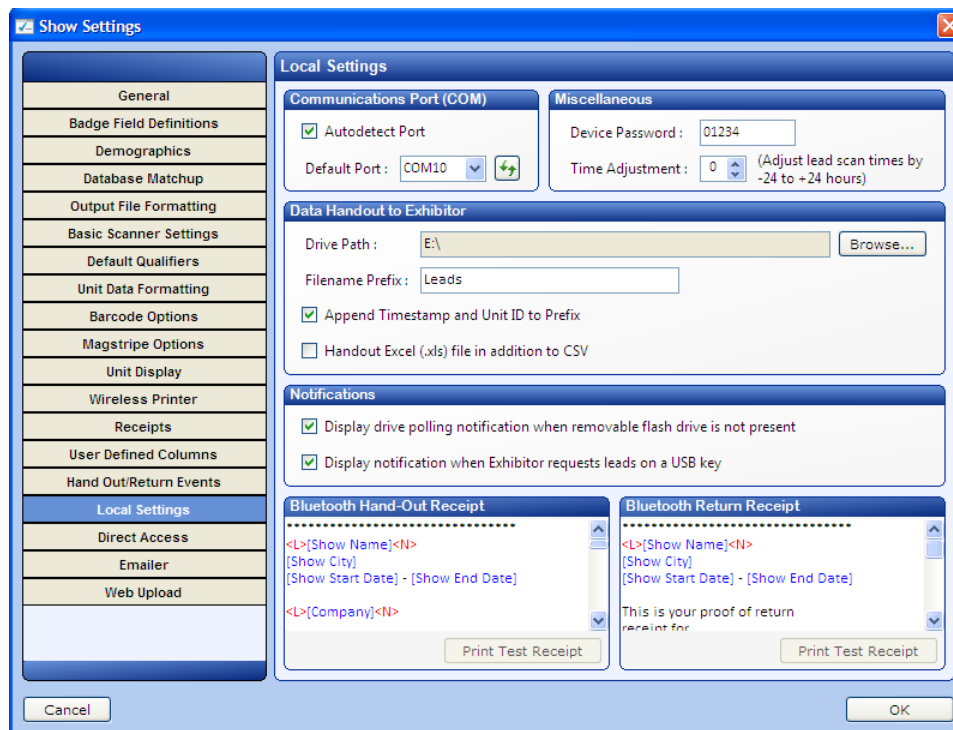


Dragging the Access Points you Receive into 'Zones'

Receipts using Wireless Printers

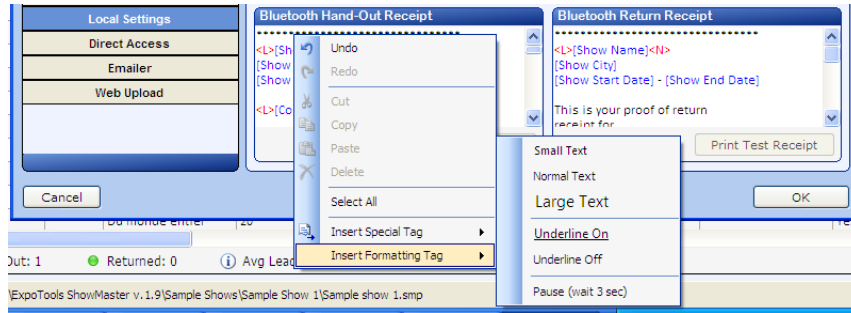
You can generate handout and return receipts using our wireless printers instead of using network printers, which are typically cumbersome and a hassle. The wireless printers have their own receipt format and layout. The advantages of the wireless receipts is that everyone can readily have their own printer right next to them, they are typically faster and more reliable than networked printers and they make multi-part receipts easier.

ShowMaster already has a highly polished hand-out and return receipt that you can use as a template. The wireless receipt templates are a little difficult to find at the moment as they live in the Show Settings → local Settings panel (and not under the 'Receipts' panel as you might reasonably expect).



Accessing the Bluetooth/Wireless Printer Receipt Templates

All the same 'special tags' are available here just as they were in the normal receipts section (just right-click in the text area), but there are a few extra ones that allow for formatting the print-out. These provide for bold, large text and underline, as well as a handy beep/pause function for multi-part receipts.

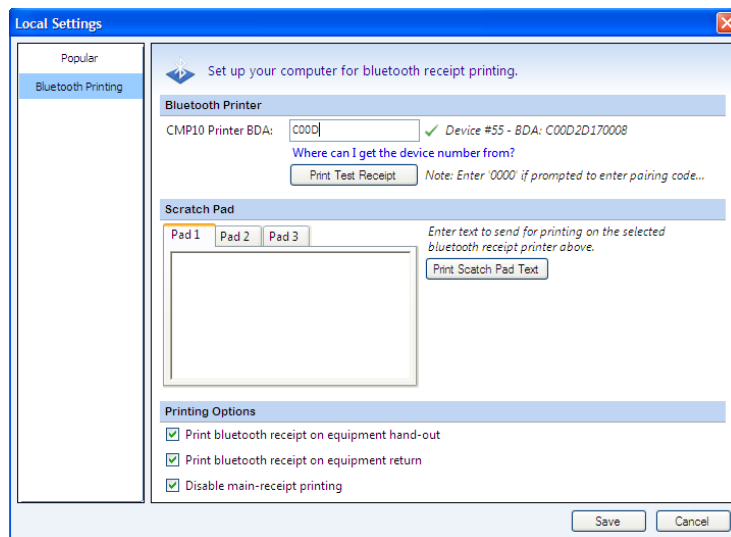


Embedding Tags and Formatting Codes

You will need to have an ExpoTools CMP10 wireless printer for each station that will be using wireless receipt printing, and you will need to tell ShowMaster which printer you are using. You can change them at will, so you don't need to use the same one on the same computer everyday provided you pair them up again. To pair the printer and the computer, just go to the Local Settings → Bluetooth Receipts pane and enter the serial number of the printer you will use. Turn the printer on, and try the 'test receipt' option.

You will probably need to enter the security code used by the printer, which is (as with most Bluetooth devices nowadays) '0000'. You will likely have to re-enter this code periodically throughout the show, for example whenever ShowMaster is restarted or at the beginning of the next day.

You can also choose which receipts you wish to print wirelessly and where they should be printed at this point.



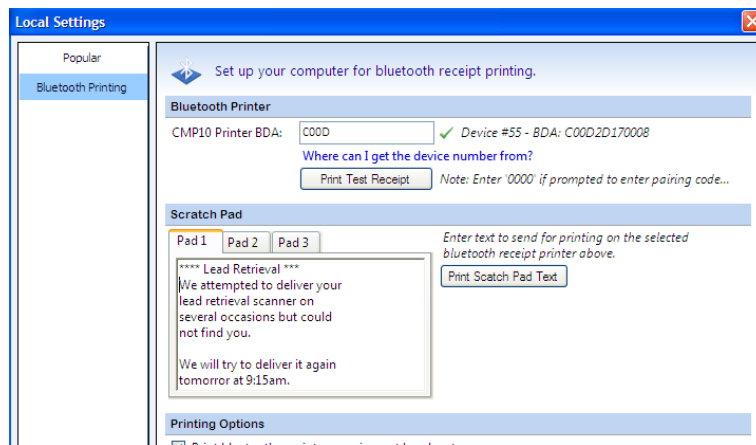
Linking ShowMaster to an ExpoTools CMP10 Printer for Receipt Printing

Troubleshooting Wireless Printing

Make sure that the computer you are using has a Bluetooth interface (as opposed to just a logo on the case) and that it is correctly configured. This last statement hides a multitude of sins, as Bluetooth interfaces require several layers of drivers and software to be useable by the operating system. If you, or your IT department, did not test and configure the interface prior to the show, it most likely will not be functional, and it is difficult to locate all the required elements to configure Bluetooth once at the show.

CMP10 Quick-Print (Scratchpads)

If using the CMP10 printers to generate receipts on-site, you can also take advantage of a handy 'scratchpad' feature that lets you print out little on-the-fly message slips. These are helpful for the same stuff you have to do over and over again, such as customer support numbers or failed-delivery-notices.



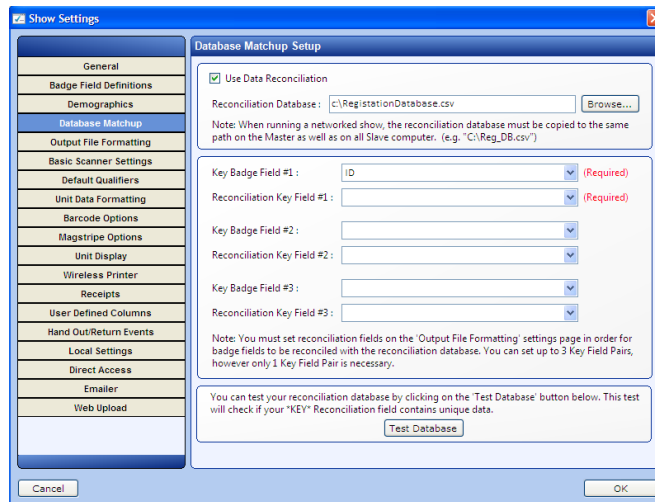
Using the Bluetooth Scratchpad Feature to Nag an Exhibitor

Database Matchup (a.k.a. Reconciliation)

The best feature in ShowMaster is also the least used: Database Reconciliation. This feature allows you to fix any number of problems that occur before or during the show. It takes the data from the scanners as it is downloaded and looks the record up in a copy of the registration database. It then adds or replaces information that is missing or that has been updated, effectively altering the badge without anyone noticing or having to do anything extra. This allows you to handle a number of otherwise sticky situations, such as:

- Having forgotten to put a particular field on the badge (for some reason, Email is the most often forgotten one).
- Having a show manager who wants to put insane amounts of information on the badge (we've seen some that wanted over three thousand characters in the barcode!)
- Dealing with poorly printed 2D barcodes by using secondary (or backup) 1D barcodes
- Updating information to reflect corrections made during the show

There are a couple of things you need to know to use database matchup. To function correctly, ShowMaster must be able to uniquely and absolutely determine what information must be swapped out. Because of this, the registration database that you supply to ShowMaster must not have any duplicate column names. In addition, there must be a unique key that can be matched up between the badge data and the registration database. This should be a simple matter of using the badge ID number, but in practice registration providers are often sloppy with this, and you will often find multiple entries for the same ID number. You can check to see if the key you plan to use is unique with the 'Test Database' button. If it is not, don't despair: ShowMaster allows you to construct a key from multiple fields, such as ID number + first name + email address. You can add more key fields and retest until a unique 'meta-identifier' is constructed.



Setting up the Database Matchup for a Unique Key

This panel only specifies where the registration database is located and how to create the key to match up records. It does not tell ShowMaster what should be added or replaced. That must be done in the output file formatting setting pane (which makes sense as database matchup alters what gets output from the download). The process is the same as the way that you add a piece of data to the output file, but there is an extra option: the '@keep badge info'.

When using Networking, there is an additional constraint: due to its size, the registration database is not automatically copied along with the show settings the way everything else is. Because of this, you must copy it manually onto each computer and it must have the same path and file name. The simplest way to achieve this is simply to call it 'RegDB_nameofshow.csv' and place it in the root of each computer (e.g. the full path would be 'C: \RegDB_nameofshow.csv'.

Networking

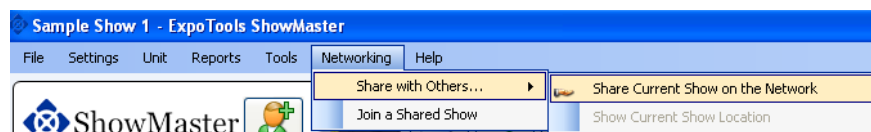
For larger events, you will require more than one handout and return station. ShowMaster allows you to directly network multiple stations in a Master/Slave setup. All stations can see what has been handed

out, as well as the data from any unit. At the end of the show, all the data will be copied over to the Master computer, which will then have a complete record of everything that happened during the show.

Setting up your computers so that networking will function is a difficult task as it requires correctly altering the firewall and network settings of the operating system. There is a separate document that deals with this, but in a nutshell, ShowMaster requires that file-sharing be enabled (and working!) on all computers and that it be allowed to send and receive TCP/IP packets.

To share a show, first load the corresponding package onto the computer that will be used as the Master. It is best not to use a rented computer for this purpose!

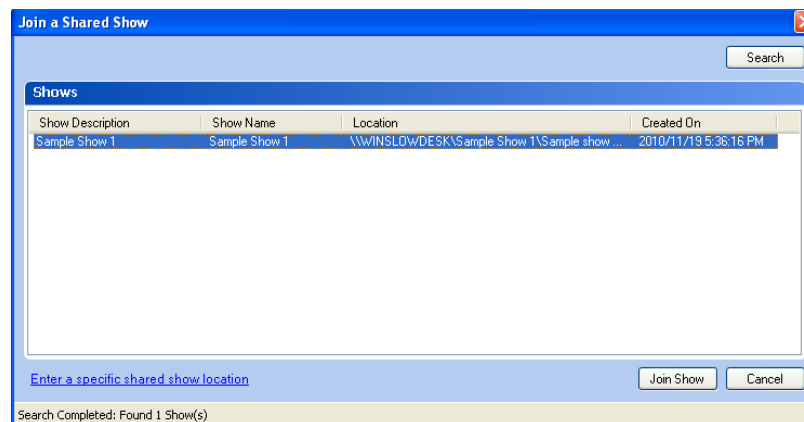
Once the show is up and running, you can share it with others on the network using the 'Networking → Share show with others → Share Current Show' option.



Sharing the Current Show from the Master

This will cause the Master computer to send out a beacon that the other computers can use to locate the show.

To connect to a show that is being shared, start ShowMaster from one of the computers to be used as a slave and click on Networking → Join a Shared Show. The Slave will look for the beacon(s) and, if found, show you a list of available shared shows for you to pick one.



Joining the Shared Show

Note that the beacon uses what are called TCP/IP packets that can be blocked by firewalls or antivirus programs (especially Norton and McAfee; Microsoft OneCare and Security Essentials seem to do a better job). Because of this, the beacon may be getting blocked. If you suspect this is the case, click on the 'Enter a specific shared show location' link and enter the full path name of the Master. If you're not

sure of what that might be (who is?) you can get the address from the Master using the 'show current show location'.

ShowMaster networking handles network outages and disruptions, keeping a list of all updates locally on each Slave. When joining a show, you will need to specify where these local files should be kept, which is exactly what you will be prompted for at this stage.

If a Slave loses network connectivity to the Master, it will run offline. In order to not hammer an already fragile network, the Slave will not try to reconnect to the Master automatically. You must manually attempt reconnection by clicking on the 'refresh' button. **Do not 're-join' the show**, as this will create another local copy and can cause the loss of any un-transmitted data.

At the end of the show, you should check to make sure none of the Slaves have updates that they have not passed onto the Master computer (there is status information displayed in the lower right hand corner to keep you apprised of this). If there are, you must sync the Slave to update the Master station before leaving the show. If the Master station is not available, you will need to make an archive from the Slave for later repatriation (see the 'When Good Networks Go Bad' section of the Networking setup document). It is good practice to make an archive of all the computers at the end of any show for safety.