

Exhibitor's Assistant

The best way to plan and manage your shows and exhibits

Exhibitor's Assistant, is the premiere exhibit and convention planner for all organizations that exhibit in trade shows or conventions. *Exhibitor's Assistant* gives you *all* the tools to effectively plan for the personnel, facilities, equipment, budgets and subcontractors required for both current and future events. You can even create a Milestone Exhibit Schedule for your exhibits for initial construction or refurbishing or a Meeting Milestone Schedule so you can carefully plan the tasks for each meeting.

Exhibitor's Assistant - The Premiere Exhibit & Convention Planner											
Start/Stop		Master Lists				Master Reports					
About the System	Year-End Cleanup	Exhibits/Conventions	Featured Products	Specialties	Budget Items	Meeting Agenda for Current Year	Contractor Bid Approval	Meeting Milestone Schedule	Summary Meeting Information		
Help Me	Utilities	Reps at Meetings	Exhibit Configs	Meeting Class	Holiday Calendar	Exhibit Routing Itinerary-File	Rooming List Letter	Exhibit Construction Schedule	Future Meeting Agenda		
Sample Database	Suggested Improvements	Hotels/Conv. Centers	Exhibit Inventory	Countries/States	Standard Notes	Exhibit Routing Itinerary-Vendor	Rooming List Summary	Meeting Budget Form	Miscellaneous Letters		
Setting Up Passwords	I'm Finished Work	Vendors	Emergency Contacts	Milestone Items	To Do List	Representative's Meeting Info	Client Event Details	Monthly/Yearly Budgets/Actuals	Management Reports		

Exhibitor's Assistant data include the meeting logistics, i.e., the meeting locations, dates, specialty, contact person and web site, exhibit schedule, featured products, literature required, shipping and rerouting information, special events, hotel

reservations, and representative assignments, to name a few. *Exhibitor's Assistant* not only saves substantial administrative time, it provides a logical focal point for all exhibit/convention information you need.

Exhibitor's Assistant Master Lists

With *Exhibitor's Assistant*, you create Master Lists of commonly used items such as representatives, products, hotels, vendors, exhibit configurations and exhibit inventory, so you only have to enter this information **once**.

Exhibit ID Number	Exhibit Description	Configuration Type	Width	Depth	Unit of Meas.	Last Location	Exhibit Value	Value Currency	Weight	Weight Unit of
77P	Special Product Unit	Island	20	20	R	San Francisco, 3/11-3/15/01, Annual AM	100,000.00	Dollars	12000	lbs.
98TT	Multi Product Unit	Peninsula	10	10	R	Chicago, 7/23 - 7/24/01, Genetics Symposium	55,000.00	Dollars	8500	lbs.
MM Island	Corp Display/Rfx & OTC	Modular	15	16	cm	Miami Beach Conv Center, ACP Annual Conference	12,000.00	Euros	2300	KG

Detailed information can be recorded for each event including description, physical size, configuration type, value, space cost, deposit and balance due, critical install and dismantle dates, special services, shipping and rerouting destinations, special services, persons representing the company, and facilities required.

Give your people a concise "picture" of the event with a 2-sided Representative's Information pamphlet that even includes an Expense Report to record their expenses.

Information in this pamphlet includes:

- Convention name and address
- Meeting dates
- Exhibit number, booth and configuration
- Exhibit schedule
- Featured products
- Literature to display
- Personnel exhibit assignments
- Orientation information and attire
- Special notes
- Show Decorator name and contact
- Special events
- Home office personnel attending
- Installation date and time
- Dismantle date and time

The screenshot displays a detailed form for a Representative's Expense Account. Key sections include:

- Show Decorator:** Name: International Exhibits, Contact: John Jones.
- Special Events:** Special Event #1, Location: Nashville, TN, Date: Mon 09/23/01, Time: 09:00 AM.
- Home Office Personnel Attending:** List of personnel including Barbara Bates, Curtis Roberts, Julie Roberts, Gary Gates, and Marsha Marshburner.
- Representative's Expense Account:** A grid for recording expenses from 9/23/01 to 9/25/01.
- Convention Name and Address:** 1st Biotech Meeting of Asia-Pacific Manufacturers, 1234 Sample Street, Raleigh, NC 10687.
- Meeting Dates:** From: Thu 9/14/01, To: Thu 9/19/01.
- Exhibit Schedule:** A table showing dates and times for various exhibit activities.
- Installation Date and Time:** 9/23/2001, 11:00:00 AM.
- Dismantle Date and Time:** 9/23/2001, 09:00:00 AM.
- Notes:** A section for additional remarks.

Features included with *Exhibitor's Assistant*

- ❑ 3-5 minute videos to let you quickly learn how to use it
- ❑ Set up password authorization for each user and whether each individual should have full write, partial write or read only ability for the documents
- ❑ Create a holiday calendar to identify national, company and floating holidays
- ❑ Record your own suggested improvements so we can always provide the exact product you desire
- ❑ Year-End Cleanup to start fresh each year with that year's exhibits and conventions

Budgeting

Establish annual budgets versus actuals for the year defining the budget, actual, balance remaining and recommended next year. You can even define budgets for the individual meetings by item.

Sequence Number	Item	Actual \$ Last Show	Budget \$ This Show	Actual \$ This Show	Recommended \$ Next Show
10	Booth Space	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
20	Exhibit Design	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
30	Exhibit Construction	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
40	Exhibit Services	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
50	Special Graphics, etc.	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
60	Furnishings	\$4,500.00	\$6,000.00	\$6,000.00	\$6,000.00
70	Product Samples	\$54,321.00	\$7,000.00	\$7,000.00	\$7,000.00
80	Demonstration Equipment	\$97,854.00	\$8,000.00	\$8,000.00	\$8,000.00
90	Head Professional	\$11,000.00	\$9,000.00	\$9,000.00	\$9,000.00
100	Prizes, Give-Aways	\$987.00	\$9,000.00	\$9,000.00	\$9,000.00
110	Warehousing	\$11,000.00	\$12,000.00	\$11,000.00	\$11,000.00
120	Refurbishing	\$11,000.00	\$12,000.00	\$12,000.00	\$12,000.00
130	Pre-Show Advertising & Promotion	\$13,000.00	\$13,000.00	\$13,000.00	\$13,000.00
140	Special Literature	\$14,000.00	\$14,000.00	\$14,000.00	\$14,000.00
150	Other Materials	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
160	Expense Accounts	\$16,000.00	\$16,000.00	\$16,000.00	\$16,000.00
170	Group Entertainment	\$85,000.00	\$17,000.00	\$17,000.00	\$17,000.00
180	Attendance Audit	\$18,000.00	\$18,000.00	\$18,000.00	\$18,000.00
190	Miscellaneous	\$19,000.00	\$19,000.00	\$19,000.00	\$19,000.00
200	SUB TOTAL	\$351,475.00	\$190,000.00	\$189,000.00	\$189,000.00
210	Adjustments	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
220	TOTAL	\$371,475.00	\$200,000.00	\$199,000.00	\$199,000.00

Milestone Schedules

Create Milestone Schedules for each meeting or exhibit build or rebuild by item so you are always aware of the status of these critical item,s.

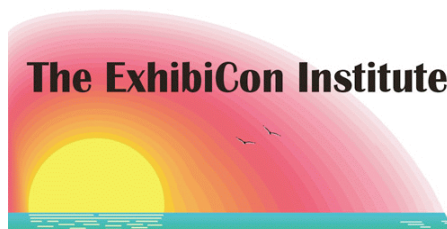
Reports available from *Exhibitor's Assistant* include:

- ❑ Routing Itinerary Instructions - for both your file and a vendor's copy
- ❑ A 2-sided concise Representative's Meeting Information handout containing essential data about the exhibit or convention.
- ❑ Meeting Agenda for Current Year
- ❑ Future Meeting Agenda to plan for subsequent years
- ❑ Client Event Details for the the selected Destination Management Company (DMC)
- ❑ Contractor Bid Approval
- ❑ Rooming list letter and summary
- ❑ Representative's Meeting Information
- ❑ Summary Meeting Information
- ❑ Meeting Budget Form - defining the budget for last show, this show, actual this show and recommended next show
- ❑ Monthly/Yearly Budgets versus Actuals by month
- ❑ Exhibit Milestone Schedule for new construction and refurbishing
- ❑ Exhibit Meeting Schedule
- ❑ Promotional Material Request Letter
- ❑ Miscellaneous letters you can quickly generate such as a request for promotional material
- ❑ Management reports including summaries of meeting budgets, annual meeting list for each representative, meetings attended by month or year, client events and contractor bid approval.

You'll be amazed at the low cost of this comprehensive product.

To obtain a demonstration of *Exhibitor's Assistant* or to get more information about this marvelous tool, simply go to

www.ExhibiConInstitute.com



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