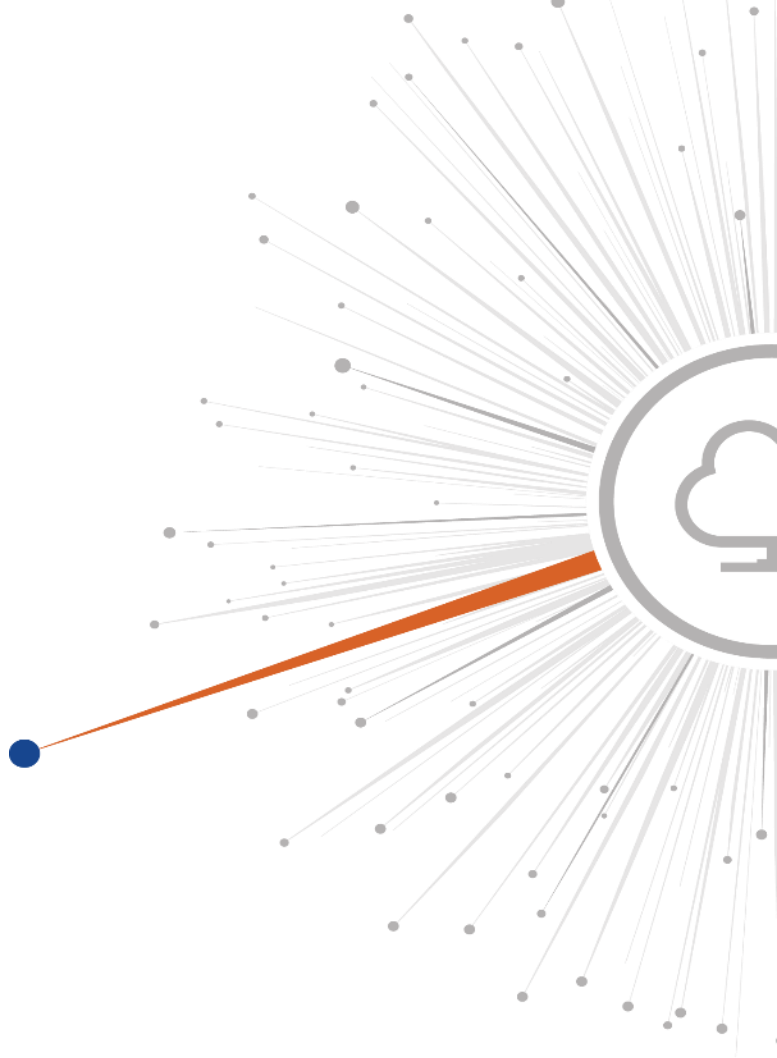




IMAGE 4

# AMI Asset Management Interface

End the questions. Know where your exhibits and collateral are, their condition, and their inventory level.



# ASSET MANAGEMENT

All your Face-to-Face Marketing Assets at  
your fingertips – from exhibits and graphics  
to collateral and branded merchandise.  
Experience the “No Surprises” Trade Show.



IT'S ABOUT THE **EXPERIENCE.**



**30%**  
OF FORTUNE 500  
COMPANIES USE



**115,000**  
EVENTS ANNUALLY



**20%**  
REVENUE  
INCREASE



**187,000**  
PROJECTS



**40%**  
INCREASE IN  
EFFICIENCY



**50+**  
GRAPH TYPES

# HOME PAGE

- ❑ Customize with Corporate Branding
- ❑ Obtain Event-Specific Data or Aggregate Info
- ❑ View Events by Status
- ❑ Collaborate 24/7/365
- ❑ Reminders allow Collaboration and Tasking
- ❑ Manage Inventory in Real-Time
- ❑ Determine, Record and Confirm shipping
- ❑ Manage Freight companies
- ❑ Know specific asset location and returns



[Contacts](#) | [Settings](#) | [Help](#) | [Sign Out](#)

Search:

Home
Calendar | Reporting | Calculators | Resources
Documents | FAQ

Start Project Upload Events Open Recent
Welcome, Lucy Martin Monday, March 21, 2016

On average, professionals spend 50% of their time looking for information.  
 Our Professional Event Management application is a flexible portal in the Cloud for information and communications to every employee.  
 The result is a system that brings together all the resources in the organization to dramatically boost productivity.

Home
Projects | Utilization | Tasks | Staffing | Itineraries | Budgets | Expenses | Blogs | Media Station | Registration

**My Projects**

Project#:

Use Dates

1/1/2016

thru

12/31/2016

Level:

Full

All

Owner:

All

<input type="checkbox"/>	Project#	Project/Event	Site	Space	Owner	Rep	Due Date	Start Date	End Date	Tasks	Staffing	Budgets	Expenses	Att	Note	Copy	Status	
<b>JANUARY 2016</b>																		
<input type="checkbox"/>	#1273	AAOS 2016	Austin, TX	10x10	Multiple	Brown, Maria	1/22/2016	1/22/2016	1/26/2016	4 of 11 Comp.	0 of 10 Conf.	\$19,891.38	\$21,417.55					Complete
<input type="checkbox"/>	#1297	Consumer Electronics Show	Las Vegas, NV	30x30	Multiple	Standard, Stella	1/22/2016	1/22/2016	1/25/2016	1 of 4 Comp.	0 of 13 Conf.	\$160,000.00	\$58,900.00					Evaluation
<b>JANUARY EVENTS: 2</b>																		
<b>FEBRUARY 2016</b>																		
<input type="checkbox"/>	#1327	Powering Onshore Oil & Gas Facilities 2016	Houston, TX	20x20	Europe	Martin, Lucy	2/23/2016	2/23/2016	2/27/2016	9 of 12 Comp.	0 of 10 Conf.	\$46,689.00	\$30,650.00					Confirmed
<input type="checkbox"/>	#1325	2016 Williston Basin Petroleum Conference (WBPC)	Bismark, ND	20x20	South America	Martin, Lucy	2/24/2016	2/24/2016	2/26/2016	9 of 10 Comp.	0 of 6 Conf.	\$49,856.00	\$56,360.90					Active
<input type="checkbox"/>	#1305	Southeast Omega Ideas Expo 2016	Atlanta, GA	10x20	North America	Rogers, Matt	2/24/2016	2/24/2016	2/26/2016	3 of 7 Comp.	0 of 3 Conf.	\$38,450.00	\$33,950.00					Confirmed
<input type="checkbox"/>	#1304	ISAT	Cincinnati, OH	6x6	Multiple	Brown, Maria	2/26/2016	2/26/2016	2/29/2016	6 of 9 Comp.	0 of 8 Conf.	\$40,300.00	\$11,400.00					Submitted
<input type="checkbox"/>	#1083	EXHIBITORLIVE 2016	Las Vegas, NV	20x30	Multiple	Martin, Lucy	2/29/2016	2/29/2016	3/2/2016	11 of 25 Comp.	16 of 23 Conf.	\$154,461.00	\$65,814.00					Confirmed
<b>FEBRUARY EVENTS: 5</b>																		
<b>MARCH 2016</b>																		
<input type="checkbox"/>	#1329	ASME Hydraulic Fracturing Conference And Exhibition	Houston, TX	30x30	South America	Martin, Lucy	3/7/2016	3/12/2016	3/12/2016	9 of 12 Comp.	0 of 15 Conf.	\$86,550.00	\$27,278.99					Active
<input type="checkbox"/>	#1316	ASSE 2016	Austin, TX	10x20	North America	Martin, Lucy	3/11/2016	3/25/2016	3/28/2016	1 of 3 Comp.	0 of 5 Conf.	\$16,500.00	\$4,500.00					Submitted
<input type="checkbox"/>	#1315	Safety In Drilling Conference	Los Angeles, CA	8x10	Multiple	Standard, Stella	3/14/2016	3/12/2016	3/3/2016	1 of 3 Comp.	4 of 4 Conf.	\$8,550.00	\$3,560.00					Confirmed
<input type="checkbox"/>	#1294	Offshore Technology Conference	Houston, TX	20x50	North America	Martin, Lucy	3/21/2016	5/4/2016	5/7/2016	2 of 15 Comp.	10 of 16 Conf.	\$105,450.00	\$44,740.00					Confirmed
<input type="checkbox"/>	#1326	Subsea Tieback Forum	New Orleans, LA	20x20	Multiple	Martin, Lucy	3/22/2016	3/22/2016	3/24/2016	9 of 11 Comp.	7 of 9 Conf.	\$48,270.00	\$27,050.00					Active
<input type="checkbox"/>	#1319	Housewares 2016	Chicago, IL	10x10	Multiple	Standard, Stella	3/30/2016	3/30/2016	4/2/2016	9 of 3 Comp.	0 of 10 Conf.	\$173,700.00	\$1,200.00					Confirmed
<b>MARCH EVENTS: 8</b>																		

IT'S ABOUT THE EXPERIENCE.

# EVENT INFO TAB

- Event information is dynamically added to the database as you type
- Keep track of various deadlines, vendors, and statistical information
- Create Custom Fields to gather data specific to your event program
- The outflow of updated information is made simple with document email functions
- Detailed event schedule
- View all event schedules or display a specific schedule by type

Summary Event Info Shipping Members Tasks Staffing Housing Campaigns Strategy Budgets Expenses Timing Timeline Files Messages Leads Resources Reports Media Station Registration

## EVENT INFORMATION

Event Type:

Event Name:

Event Abbreviation:

Reference#:

Website:

Event Coordinator:

Event Coordinator Phone:

Event Coordinator Email:

Discount Deadline:

Event Start Date:

Event End Date:

Location:

Venue:

Sponsor:

Event Owner:

Booth Space Acquired:

Event Rating:

Status:

Attendees:

Staff Required:

Meeting Date:

EAC Deadline:

### EVENT SCHEDULE

**Sunday, March 01, 2015**

Installation / Booth Setup All Staff Req'd 11:30 AM - 1:30 PM

**Monday, March 02, 2015**

Opening Reception House of Blues 8:00 AM - 9:00 AM

Exhibit Hours 11:30 AM - 3:00 PM

Speaker Session Room 458 1:30 PM - 3:00 PM

**Tuesday, March 03, 2015**

Brian In Booth Conf Room 9:30 AM - 11:30 AM

Exhibit Hours 11:30 AM - 3:00 PM

Speaker Check-in 11:45 AM - 1:00 PM

Mark In Booth Conf Room 3:00 PM - 5:00 PM

Networking Session Late Night Session 5:00 PM - 11:30 PM

**Wednesday, March 04, 2015**

Exhibit Hours 11:30 AM - 3:00 PM

**TOTAL SELLING HOURS: 14.00**

Booth #:

Booth Type:

Booth Space Size:  x

Booth Description:

Booth Cost:

Space Cost:

### EVENT ASSOCIATION

Event Association:

Main Contact:

Phone:

Fax:

Email:

URL:

Additional Contact:

Tax ID:

### EXHIBIT HOUSE

Exhibit House:

Main Contact:

Phone:

Fax:

Email:

URL:

## SEND EVENT

SUBJECT:

## EVENT OVERVIEW

### EXHIBITORLIVE 2016

#### Event Info

Venue: Mandalay Bay Convention Center

Location: Las Vegas, NV

Event Coordinator: Lucy Martin

Event Coordinator Phone: 713.541.2241 x3325

Event Coordinator Email: candance.johnson@exhibitor.com

Sponsor: Trade Show Exhibitors Association (TSEA)

Owners: North America, Europe

Attendees: 5000

Staff Required: 8

Event Start Date: 2/29/2016

Event End Date: 3/2/2016

Booth Size: 20x30

Booth #: 1845

#### Event Association

Hall Erickson Inc

Shelly Rogers

877.394.2114

877.445.9985

shelly@hei.com

www.hei.com

#### Venue

Mandalay Bay Convention Center

3950 S Las Vegas Blvd

Las Vegas, NV 89119

(702) 632-7777

www.mandalaybay.com

#### Labor Contractor

Nuvista

Matthew Little

214-567-3342

matthew.little@nuvista.com

www.nuvista.com

#### Show Contractor

Freeman Companies

Brenda Jones

214-277-0341

Fax: 469-621-5611

freeman@freeman.com

www.freeman.com

#### Notes

Faxed the cc info for booth space. This payment will be broken down into 3 separate payments. See file. Thanks, Liz. Justin needs confirmation by Tuesday. Thanks, Ella

#### Custom Info

Who will be our Main Competitors at Show: Event Management Technology

Is a Hospitality Room Required: Yes

Product Focus: Business Solutions, Diversity, Marketing, Communications

Speaker Name: Jenny Baker

Giveaways: Pens, USB's and iPad raffie

Social Media to Use: Facebook, Twitter, Twitter

Hosting for Event: exhibitor2016

Sponsorship Packages: Gold

#### Event Schedule

**SUNDAY, MARCH 01, 2015**

Installation / Booth Setup 11:30 AM - 4:30 PM All Staff Req'd

**MONDAY, MARCH 02, 2015**

Opening Reception 8:00 AM - 9:30 AM House of Blues

Exhibit Hours 11:30 AM - 3:30 PM

Speaker Session 1:30 PM - 2:30 PM Room 458

# ASSET INVENTORY CATALOG

**INVENTORY CATALOG**




Search:  

IMAGE ZOOM:  0%   DOWNLOAD IMAGE VIEW







**SELECT CATEGORIES:**

- ☐ All Categories
- ☒ Accessories
- ☐ Audio Visual
- ☐ Banners
- ☐ Cases
- ☐ Components
- ☐ Custom Exhibits
- ☐ Equipment
- ☐ Graphics
- ☐ Marketing Materials/Promo Items
- ☐ Nomadic
- ☐ Portable Exhibit Program
- ☐ Unassigned Items


**VIEW ITEMS:**

\*AVAILABILITY BASED ON 5/13/2010 [\[CHANGE\]](#)

**ACCESSORIES COMPONENTS**

	Package	Item#	Product	Description	Size	Retail	Inventory	Available
		#EA-2511	3QH Strut	3QH Connected strut For use with 8' and 10' pop up exhibits		\$51.00	150	
		#EA-2512	Black/ Red Hub Studs	Set of 10 Hub studs for Nomadic pop up system.		\$5.00	150	
		#EA-2547	3QH Front panel	Nomadic Instand fr				
		#EA-2636	3QH End Panel	Nomadic Instand fa				

**ACCESSORIES COUNTERS**

	Package	Item#	Product	Description
			Cafe Counter	Cafe Counter

- ☐ Comprehensive real-time inventory management system
- ☐ Bar coding is available
- ☐ Package items for ease of selection and tracking
- ☐ Add images and attachments
- ☐ Instantly view and print an inventory list
- ☐ Item availability search based on custom dates, outside of a specific event
- ☐ Export inventory list to Excel
- ☐ Link setup instructions, CADs, electrical grids, crating details, and other pertinent data related to the inventory items



IT'S ABOUT THE **EXPERIENCE.**

# RESOURCES TAB

Summary Event Info Shipping Members Tasks Staffing Housing Campaigns Strategy Budgets Expenses Timing Timeline Files Messages Leads Resources Reports Media Station Registration

## RESOURCES

EXCEL PRINT SEND ADD

COMPANY	CONTACT	LOCATION	DEPARTMENT	EMAIL	PHONE	MOBILE	WEBSITE	EVENT ASSOCIATION	EXHIBIT HOUSE	SHOW CONTRACTOR	LABOR CONTRACTOR	NOTE	INVITE	EDIT	REMOVE
<b>Industry Resources</b>															
1. NACE International	David Briggs	Houston, TX		<a href="mailto:dbriggs@nace.com">dbriggs@nace.com</a>	(281) 482-0535		<a href="http://www.nace.org">http://www.nace.org</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
<b>Show Services</b>															
1. GES Global Experience Specialist		Las Vegas, NV	Primary Contact	<a href="mailto:CustomerService@GES.com">CustomerService@GES.com</a>			<a href="http://ges.com">http://ges.com</a>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>				

Search:

**ASSIGN NEW RESOURCES**

Select Categories:

- ☒ RESOURCES
  - ☒ All Resources
  - ☐ A/V/Misc Production House
  - ☐ Associations
  - ☐ Event Staffing
  - ☐ Exhibit House
  - ☒ Florists
  - ☒ Industry Resources
  - ☒ Install and Dismantle Companies
  - ☒ Show Services
  - ☐ Travel

**Resources**

☐ SELECT ALL

SELECT	COMPANY	CONTACT	LOCATION	DEPARTMENT	CONTACT
<b>FLORISTS</b>					
<input type="checkbox"/>	A1 Florists	Frank Curtis	Nashville, TN	Primary Contact	888.635.3
<input type="checkbox"/>	Convention Plant Creations		New Orleans, LA	Primary Contact	
<input type="checkbox"/>	Expo Flora Harmelen B.V.		Amsterdam		0245 0 40
<input type="checkbox"/>	TLC National Convention Plant Services		Rev, GA	Primary Contact	
<b>INDUSTRY RESOURCES</b>					
<input type="checkbox"/>	ExhibitForce	Lisa Higgins	Houston, TX		713.541.2
<input type="checkbox"/>	Hall Erickson Inc	Shelly	Chicago, IL	Long	877.394.2
<input type="checkbox"/>	NACE International	David Briggs	Houston, TX		(281) 482
<input type="checkbox"/>	TradeWind Graphics	Matt Young	Dallas, TX	Primary Contact	845.695.6
<b>INSTALL AND DISMANTLE COMPANIES</b>					
<input type="checkbox"/>	No/Yate	Matthew Little	Dallas, TX	Primary Contact	
<b>SHOW SERVICES</b>					
<input type="checkbox"/>	Amsterdam RAI	Simone Brommer	Amsterdam	Sales	00 31 (0)
<input type="checkbox"/>	Fern Exposition		Cincinnati, OH	Primary Contact	
<input type="checkbox"/>	Freeman Companies	Judith Hammett	Atlanta, GA	Primary Contact	404.665.9
<input type="checkbox"/>	GES Global Experience Specialist		Las Vegas, NV	Primary Contact	
<input type="checkbox"/>	Hargrove Trade Shows		Lanham, MD	Primary Contact	

**ADD ESTIMATE**

BUDGET:

VENDOR:

DESCRIPTION:

PO#:

AMOUNT:

NOTES:

FILE LABEL:

FILE:

FILE LABEL:

FILE:

FILE LABEL:

FILE:

- Create a database of preferred vendors and give access to add estimates/expenses
- Access industry links for ease of planning
- Build a company-wide list of internal resources, including employee and department contact information

# RESOURCES

- ❑ Create a database of preferred vendors
- ❑ Access industry links for ease of planning
- ❑ Build a company-wide list of internal resources including employee and department contact information

RESOURCES

Search:

SELECT CATEGORIES:

RESOURCES

All Resources

☒ A/V Music Production House

☒ Associations

☒ Event Staffing

☒ Exhibit House

☒ Florists

☒ Industry Resources

☒ Install and Dismantle Companies

☒ Freeman Companies

☒ Atlanta

☒ Show Services

☒ Travel

RESOURCES

SELECT COMPANY	CONTACT	LOCATION	DEPARTMENT	CONTACT PHONE	CONTACT EMAIL	TOLL FREE
<b>A/V MUSIC PRODUCTION HOUSE</b>						
<input checked="" type="checkbox"/> ON THE GRIND	CJ Whidmann	Chicago, IL	Primary Contact		cjwhidmann@otg.com	
<b>ASSOCIATIONS</b>						
<input checked="" type="checkbox"/> Offshore Technology Conference		Richardson, TX	Primary Contact		meetings@otcnet.org	
<b>EVENT STAFFING</b>						
<input checked="" type="checkbox"/> ATTACK! Brand Ambassadors	Andrew Loos	Los Angeles, CA	Primary Contact			
<input checked="" type="checkbox"/> CMT Agency	Shelly Justice	Atlanta, GA	Primary Contact	http://www.cmtagency.com/contact/		
<b>EXHIBIT HOUSE</b>						
<input checked="" type="checkbox"/> Sparks		Philadelphia, PA	Primary Contact			
<b>INDUSTRY RESOURCES</b>						
<input checked="" type="checkbox"/> ExhibitForce	Lisa Higgins	Houston, TX		713.541.2241	lisa@ef.com	
<input checked="" type="checkbox"/> Hall Erickson Inc	Shelly	Chicago, IL	Long	877.394.2114	shelly@hei.com	
<input checked="" type="checkbox"/> NACE International	David Briggs	Houston, TX		(281) 492-0535	dbriggs@nace.com	
<input checked="" type="checkbox"/> Tradewind Graphics	Matt Young	Dallas, TX	Primary Contact	845.696.6415		

GRAPHICS PRODUCTION: Image 4 Derek Donohue 800.735.1130 ddonohue@image4.com

Image 4  
7 Perimeter Road  
Manchester, NH 03103  
Derek Donohue  
800.735.1130

## Web Information

[www.image4.com](http://www.image4.com)  
Account: XXXXX  
PW: 12345

IT'S ABOUT THE **EXPERIENCE.**





# REPORTS

Summary Event Info Shipping Members Tasks Staffing Housing Campaigns Strategy Budgets Expenses Timelog Timeline Files Messages Leads Resources **Reports** Media Station Registration

**REPORTS**

- Overview of Event [HTML](#) | [PDF](#)
- Event Expenses [HTML](#) | [PDF](#) | [EXCEL](#)
- Budget/Actual Comparison [HTML](#) | [PDF](#)
- Tasks By Due Date [HTML](#) | [PDF](#)
- Event Schedule [HTML](#)
- To-Do's/Reminder Status [EXCEL](#)
- Staff Overview [EXCEL](#)
- Event Strategy [PDF](#)

## EVENT TASKS/REMINDERS

### EXHIBITORLIVE 2016

**Event Info**

Location: Las Vegas, NV  
 Sponsor:  
 Division:  
 Event Start Date: 2/29/2016  
 Event End Date: 3/2/2016  
 Attendees: 5000  
 Staff Required: 8  
 Booth Size: 20x30

Completed, 44%  
 On Hold, 0%  
 Planning, 8%  
 Active, 48%  
 Waiting, 0%

**Tasks**

DUE DATE	TASK	OWNER	STATUS	COMPLETED
<b>FRIDAY, JANUARY 30, 2015</b>				
1/30/2015	Book hotels Please book hotel rooms for all staff members and labor.	Laura Collins	COMPLETED	
<b>THURSDAY, FEBRUARY 05, 2015</b>				
2/3/2015	Book air travel Please book air travel for all staff members and enter itineraries.			
<b>FRIDAY, FEBRUARY 06, 2015</b>				
2/6/2015	Order Lead Retrieval Please order lead retrieval and see if they have a dev available for Media Station.			
2/6/2015	Order Drayage Please order drayage for booth materials.			
<b>MONDAY, FEBRUARY 09, 2015</b>				
2/9/2015	Order Electrical Please order electrical services and add confirmation to the files tab.			
2/9/2015	Order Internet Please order internet as discussed. We will need Ethernet - no wireless at this show.			

Demo Company Staffing EXHIBITORLIVE 2016 - 1083 Las Vegas, NV (2/29/2016 thru 3/2/2016)										
Confirmed	User Type	Staff Member	Registration Type	Reg. Nbr.	Focus	Office Phone	Extension	Cell Phone	Email	
NO	Staff	Maria Brown	Full Registration			713.555.6365			ned.babine@exhibitorlive.com	
YES	Marketing	Diane Benson	Full Registration	6463	Sales	713.541.2241 x3310		713.331.3333	gwen.hill@exhibitorlive.com	
YES	Sales	James Smith	ID Only	98742	Sales	713.541.2241 x23		713.331.5555	gwen.hill@exhibitorlive.com	
YES	Admin	John Williams	Complimentary Regist	7447234	Booth Lead	343.343.3434 x99		343.399.3004	ned.babine@exhibitorlive.com	
NO	Executives	Robert Williams	Full Registration		Demonstration	978.797.7978		978.797.7978	candance.johnson@exhibitorlive.com	
NO	Marketing	Patricia Jones	Full Registration	634556	Crowd Gatherer				candance.johnson@exhibitorlive.com	
NO	Marketing	Linda Brown	Full Registration	234123	Demonstration	444.432.4546		776.626-8711	ned.babine@exhibitorlive.com	
YES	Marketing	Sarah Turner	Full Registration	634556	Sessions Only	766.696-6069 x4		766.626-8711	ned.babine@exhibitorlive.com	
NO	Labor	Jennifer Davis	Full Registration	23423	Booth Staff				ashwini.nelson@exhibitorlive.com	
NO	Labor	Donald Davis	Full Registration	657341	Labor				ashwini.nelson@exhibitorlive.com	
YES	Labor	Richard Moore	Full Registration	687313	Demonstration			713.555.3333	gwen.hill@exhibitorlive.com	
YES	Sales	Thomas Taylor	Full Registration	657341	Sales	454.432.4546		454.992.4111	ned.babine@exhibitorlive.com	
YES	Marketing	Jason Young	Full Registration	1342312	Booth Demo Team				emily.varenzak@exhibitorlive.com	
YES	Marketing	Kenneth Allen	Complimentary Regist	634523	Demonstration	454.432.4546		766.626-8711	ned.babine@exhibitorlive.com	
YES	Marketing	George Wright	Full Registration	253444	Demonstration	713.541.2241		713.331.3310	emily.varenzak@exhibitorlive.com	
YES	Marketing	Edward Wood	Speaker Pass	899675	Demonstration	224.432.4546		224.412.4218	ned.babine@exhibitorlive.com	
YES	Vendors	Bob Jones	Complimentary Regist	657341	Labor				candance.johnson@exhibitorlive.com	
NO	Sales	Sales Team	Full Registration			512-801-0708				

- Automated reports based on data being entered
- User-friendly navigation to easily access custom reports
- Access aggregate reports for all events in either PDF or HTML format for ease of emailing and viewing
- Ad-hoc reporting tool with Report Builder allows for users to create custom reports based on need

# PROJECTS TAB BY STATUS TYPE

The screenshot shows the IMAGE 4 software interface. The top navigation bar includes tabs for Home, Create a Project, View Projects, Project Calendar, Closed Projects, Canceled Projects, Submitted Projects, Shipped Projects, Returned Projects, Complete Projects, Closed Projects, and Canceled Projects. The main area displays a table of projects with columns for Site, Space, Owner, Rep, Due Date, Start Date, End Date, Tasks, Staffing, Budgets, Expenses, Att, Note, Copy, and Status. A 'COPY EVENT' dialog box is open, showing options to copy project data from a specific event (2017 Williston Basin Petroleum Conference (WBPC)) and select owners (Region, Europe, North America, Pacific, South America). The dialog also includes options to copy various project details like Shipping Info, Tasks, Event Schedule, Staff, Staff Schedule, Budget, Event Resources, Expenses, Attachments, Custom Fields, and Registrations.

- ☐ Filter Projects by Status
- ☐ Access Closed and/or Canceled Projects
- ☐ Use Filters to View Specific Information including date, month, year, employee, etc.
- ☐ Copy Events
- ☐ Export to Excel

# CALCULATORS

- ❑ Determine ROI and ROO based on your actual event data
- ❑ Obtain personal reach and visual reach goals
- ❑ Question indicators specifically explain what information is required to obtain an accurate calculation
- ❑ Apply information to make your next show more profitable

### RETURN ON INVESTMENT

#### RETURN ON INVESTMENT CALCULATOR

1. Number of Qualifiable Leads Generated:	0	?
2. Percent of Leads Qualified that are Most Likely to Lead to Sales:	0 %	?
3. Number of Leads that are Qualified as Expected Sales:	0.00	?
4. Percent of Qualified Leads Expected to Close and Generate Sales Revenue:	0 %	?
5. Total Number of Orders Anticipated:	0.00	?
6. Average Value Per Sale:	\$0.00	?
7. Total Expected Sales Volume from Generated Leads:	\$0.00	?
8. Total Investment in the Show:	\$0.00	?
9. Return On Investment - ROI:	0	?

« CALCULATORS Calculate

## CALCULATORS

### COST PER LEAD

One measure of the value of an event is Cost Per Lead. Quickly and easily determine your cost per lead by entering the number of leads generated in each category (A, B, C) and the total amount invested in the event. The value of an event rises as the Cost Per Lead falls.

### RETURN ON INVESTMENT

Determining Return On Investment is not always easy, especially when sales from an event are not immediately known. By entering the number of leads generated at an event, historical averages, value per sale and total event investment, you can quickly calculate the Return On Investment for an event.

### PERSONAL REACH

As the title suggests, this calculation will help you determine the percentage of event visitors that were personally reached. Personal reach is a measurement of the number of visitors who walk by your exhibit and stop to talk with one of your staffers. The don't have to enter the exhibit to be measured as a personal reach. It is measured every hour the show is open for 10 minutes each hour.

Once you have determined the number of visitors that were personally reached, you can calculate the percentage of visitors reached and the cost per reach. This helps you determine the most effective strategies for reaching more visitors.

### VISUAL REACH

Visual reach is very similar to Personal Reach. Visual Reach is a measurement of the number of visitors who walk by your exhibit and look at your exhibit. It is measured every hour the show is open for 10 minutes each hour.

Simply observe the visitors as they walk by and count the number that look at your exhibit (visitors > leads > revenue). This measurement will help you determine the most effective strategies for reaching more visitors.

### VISUAL REACH

#### VISUAL REACH CALCULATOR

Time	Day 1	Day 2	Day 3
8-9 0	0	0	
9-10 0	0	0	
10-11 0	0	0	
11-12 0	0	0	
12-1 0	0	0	
1-2 0	0	0	
2-3 0	0	0	
3-4 0	0	0	
4-5 0	0	0	
5-6 0	0	0	
6-7 0	0	0	
7-8 0	0	0	
Total 0	0	0	
Total x 6.7	0	0	

Total Show Investment: \$0.00

Total Show Attendance: 0

Visitors Reached: 0

% of Total Audience Reached: 0.00%

Cost per Visitor Reached: \$0.00

## COST PER LEAD

### COST PER LEAD CALCULATOR

?	"A" Leads :	0
?	"B" Leads :	0
?	"C" Leads :	0
Total Leads :		0
Total Exhibit Investment:		\$0.00
Cost Per Lead:		\$0.00

« CALCULATORS

Calculate

### PERSONAL REACH

#### PERSONAL REACH CALCULATOR

Time	Day 1	Day 2	Day 3
8-9 0	0	0	
9-10 0	0	0	
10-11 0	0	0	
11-12 0	0	0	
12-1 0	0	0	
1-2 0	0	0	
2-3 0	0	0	
3-4 0	0	0	
4-5 0	0	0	
5-6 0	0	0	
6-7 0	0	0	
7-8 0	0	0	
Total 0	0	0	
Total x 6	0	0	

Total Show Investment: \$0.00

Total Show Attendance: 0

Visitors Reached: 0

% of Total Audience Reached: 0.00%

Cost per Visitor Reached: \$0.00

# SHIPPING TAB

- Shipping Interface allows for multiple shipments in multiple locations
- Print inbound and outbound shipping labels on Avery Labels
- Ship Inventory Show to Show or to Multiple Shows
- Inbound Shipping Interface to Track Damaged or Missing Items
- Manage Tracking Numbers and vital information and daily schedules

Summary Event Info **Shipping** Members Tasks Staffing Housing Campaigns Strategy Budgets Expenses Timelog Timeline Files Messages Leads Resources Reports Media Station Registration

**SHIPPING INFORMATION** EXCEL PRINT SEND ADD







**SHIPMENT #561890** **ARRIVES: 2/26/2016** **PICKUP: 3/4/2016**

Ship From:	Arrive To:	Pickup From:	Arrive To:
EF Demo Site Branch Location 10550 S. Sam Houston Pkwy W Houston, TX 77071 United States	Mandalay Bay Convention Center Show Site c/o GES Booth# 1045 3950 S Las Vegas Blvd Las Vegas, NV 89119 United States	Mandalay Bay Convention Center Show Site 3950 S Las Vegas Blvd Las Vegas, NV 89119 United States	EF Demo Site Branch Location 10550 S. Sam Houston Pkwy W Houston, TX 77071 United States


Shipped On: 2/19/2016  
Carrier: Team Air  
Method: 7-day  
Tracking#: TA995514  
Shipping Instructions: Shipping direct to show site

Returned On: **Currently Out**  
Carrier: Team Air  
Method: 7-day  
Tracking#: TA1199874  
Shipping Instructions: Team Air will pick up from show site

**Print Label**

	Qty	Item#	Item Name	Category	Sub-Cate
	3	AVIPAD	Apple i(ad	Audio/Visual	iPads
<b>Note:</b>					
	2	DC-MS3-A	Microsoft Surface RT	Audio/Visual	Barcoded
<b>Note:</b>					
	1	AV32TS	ONE WORLD 32" TOUCH SCREEN	Audio/Visual	LCD Touch
<b>Note:</b>					
	90	EFG00	Personal Key Chain	Promotional Items	Key Chain
<b>Note:</b>					
	40	EFG002	Racing Theme Pens	Promotional Items	Pens
<b>Note:</b>					
	2	AV46TS	Samsung 46" touchscreen	Audio/Visual	LCD Touch

Added  
Returned



# DOCUMENTS

## DOCUMENT LIBRARY

See all events by month & year plus download them to Excel.

Document ▼	Category	Sub-Category	Event	Added	Added By	
<a href="#">32 Plasma Purchased Best Buy</a>	Invoices	Stock Purchases		3/10/2010	Jonathan Harris (Standard Edition)	<a href="#">Delete</a>
<a href="#">Marketing Brochures -x9786 Model</a>	Invoices	Stock Purchases		3/10/2010	Jonathan Harris (Standard Edition)	<a href="#">Delete</a>

ADD FILE ➤

- Upload and display documents for all users
- Upload documents and mark them as private
- Group documents by type
- Add web links for easy access

1.

Event:

\*Category:

\*Sub-Category:

\*Label:

\*Document:

Personal: ☐

# UPGRADE FUNCTIONS

# SUMMARY TAB

- View all Event Information at a Glance
- Click the + icon to Add, Edit or View
- Export Event Information to Excel
- Send, Share and Report Information
- Download the Mobile App (iTunes and GooglePlay)

#1083 - EXHIBITORLIVE 2016 LAS VEGAS, NV 2/29/2016 - 3/2/2016

Summary Event Info Shipping Members Tasks Staffing Housing Campaigns Strategy Budgets Expenses TimeLog Timeline Files Messages Leads Resources Reports Media Station Registration

**SUMMARY**

EXCEL PRINT SEND ADD

**CRITICAL PROJECT INFORMATION**

- PROJECT INFORMATION
- PROJECT SCOPE
- EVENT INFORMATION
- INVENTORY LIST
- SHIPPING INFORMATION
- MEMBERS
- MEMBER UTILIZATION
- PROJECT TIMELINE
- PROJECT TO-DO LIST
- PROJECT CALLBACKS
- PROJECT NOTES

**PROJECT WORKFLOW**

- TASKS
- STAFFING
- HOUSING
- FILES
- BLOG

**MEASUREMENT**

- CAMPAIGN
- STRATEGY

**PROJECT FINANCIALS**

- BUDGETS
- EXPENSES
- TIMELOG

**PROJECT FINANCIALS**

BUDGETS

EXPENSES

TIMELOG

ALLOTTED BUDGET: 140000.00 CATEGORY: Select an Item... AMOUNT: 0 NOTE: ADD LINE

	BUDGET CATEGORY	BUDGETED	ESTIMATE	ACTUAL	VARIANCE	VARIANCE %	NOTES	REMOVE
1.	Booth Space	15000.00	0.00	\$13,500.00	\$1,500.00	10.00%	20x30	
2.	Travel	10000.00	9500.00	\$880.00	\$9,120.00	91.20%	Airfare, Hotel and Per Diem	
3.	Show Services	20000.00	\$21,200.00	\$15,684.00	\$4,316.00	21.58%	electric cleaning drayage internet a	

**ESTIMATES**

Accept	Description	Date	By	Vendor	PO Number	Amount	Notes	Files	Edit	Delete
✓	Install, Dismantle, Trash Can and Drayage	2/28/2015 7:28:18 PM	Lucy Martin	Freeman Companies		\$21,200.00	Additional weight for drayage			



# MEMBERS TAB

Summary Event Info Shipping **Members** Tasks Staffing Housing Campaigns Strategy Budgets Expenses Timelog Timeline Files Messages Leads Resources Reports Media Station Registration

**MEMBERS** EXCEL PRINT SEND ADD UTILIZATION

**PROJECT MEMBERS**

<input type="checkbox"/>	Confirm	Type	Team Member	Title	Email	Phone	Staffing	Housing	Del
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Licensed	Benson, Diane	Event Coordinator	gwen.hill@exhibitforce.com	713.541.2241 x3310	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

**ADMIN**

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Admin	Collins, Laura	Administrator	ashwini.nelson@exhibitforce.com		<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Admin	Williams, John	Show Services Assistant - Booth Rep	ned.babine@exhibitforce.com	343-343-3434 x99	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

**EXECUTIVES**

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Executives	Green, Sandra	Managing Director	ned.babine@exhibitforce.com				
<input type="checkbox"/>	<input type="checkbox"/>	Executives	Williams, Robert	VP of Operations	candance@exhibitforce.com				

**LABOR**

<input type="checkbox"/>	<input type="checkbox"/>	Labor	Davis, Donald	ID Services Tech	ashwini.nelson@exhibitforce.com				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Labor	Moore, Richard	Marcom - Northeast	gwen.hill@exhibitforce.com				

**MARCOM**

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marcom	Davis, Jennifer	Marketing Communications Director	ashwini.nelson@exhibitforce.com				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marcom	Mitchell, Betty	Marcom - West	candance@exhibitforce.com				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marcom	Turner, Sarah	Marketing	ned.babine@exhibitforce.com				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marcom	Wood, Edward	Senior Support Staff	ned.babine@exhibitforce.com				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marcom	Wright, George		emily.wright@exhibitforce.com				

**MARKETING**

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing	Allen, Kenneth	Managing Director	ned.babine@exhibitforce.com				
<input type="checkbox"/>	<input type="checkbox"/>	Marketing	Brown, Linda	Marketing Lead - East	ned.babine@exhibitforce.com				
<input type="checkbox"/>	<input type="checkbox"/>	Marketing	Jones, Patricia	Marketing Manager - CTSM	candance@exhibitforce.com				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing	Marlin, Lucy	MarComm Director	candance@exhibitforce.com				

**ADD USER**

User Type:

First Name:  Address:

Last Name:

Title:  City:

Manager:  State:

Employee#:  Zip Code:

Country:

Office Phone:  Ext:  Email:

Cell Phone:  Text Message:

Fax:  Notify By:

- Collaboration with all project members
- Unlimited team/project members
- Staff, vendors, and more, can have limited views
- Define user types for ease of sorting
- Quickly add new members with their own user profile
- Select members to assign tasks, staffing, and/or housing
- Members can download the mobile app (iTunes and GooglePlay)

# TASKS TAB

Summary Event Info Shipping Members **Tasks** Staffing Housing Campaigns Strategy Budgets Expenses TimeLog Timeline Files Messages Leads Resources Reports Media Station Registration

**TASKS** EXCEL PRINT SEND ADD IMPORT

### 1. GENERAL TASKS

<input type="checkbox"/>	Status	Priority	Owner	Task	Start Date	Est Complete	Timeframe	Due Date	Est. Hours	Act. Hours	Created By	Time	File	Note	Edit	Del	Complete
<input checked="" type="checkbox"/>	COMPLETED		R. Moore	Order New Tshirts EXHIBITORLIVE 2016	1/4/2016		51	1/19/2016	0	0	L. Martin						2/24/2016
<input checked="" type="checkbox"/>	COMPLETED		D. Benson	Q4 2015 - Press Releases EXHIBITORLIVE 2016	10/1/2015		146	1/26/2016	0	2	L. Martin						2/24/2016
<input checked="" type="checkbox"/>	COMPLETED		D. Benson	Approve Staff EXHIBITORLIVE 2016	1/12/2016		43	2/9/2016	0	0	L. Martin						2/24/2016
<input type="checkbox"/>	ACTIVE		D. Benson	MarComm Meeting EXHIBITORLIVE 2016	2/16/2016		8	2/24/2016	3	2	L. Martin						Complete Task
<input checked="" type="checkbox"/>	COMPLETED		D. Benson	Q4 2015 - Press Releases EXHIBITORLIVE 2016	10/1/2015		146	1/26/2016	0	2	L. Martin						Complete Task
<input type="checkbox"/>	PLANNING		T. Taylor														Complete Task
<input type="checkbox"/>	PLANNING		D. Benson														Complete Task
<input type="checkbox"/>	ACTIVE		D. Benson														Complete Task

#### TASK DETAILS

We need to develop a new brochure.

Who to Notify

##### Files

Date	Added By	Type	Description
2/24/2016	T. McDermott	Marketing	Press release Sample added 2/24/2016 by T. McDermott

[View History](#)

##### Notes

Date	Added By	Note
10/7/2015	D. Benson	I'm still working on this but this should get you started.

[Add Note](#)

##### Time

Hours	Entered	Entered By	Note	Billable
2	10/7/2015	D. Benson	Press Release development	0

[Add Time](#)

- Quickly update task status or click to complete
- Set due dates and meet deadlines
- Create task lists to import automatically or as needed
- Completed tasks are date-stamped
- Scheduled reminders are sent by email
- View automated status report
- Task recipients have the ability upload files and add notes
- Task recipients may log job hours which display under the TimeLog tab
- Create milestones for the timeline
- Assign the same task to multiple members

Summary										Event Info										Shipping										Members										Tasks										Staffing										Housing										Campaigns										Strategy										Budgets										Expenses										Timelog										Timeline										Files										Messages										Leads										Resources										Reports										Media Station										Registration									
USER TYPE		EST HOURS		EST RATE		EST COST		ACT HOURS		ACT RATE		ACT COST																																																																																																																																																																																											
ADMIN		0.00		\$0.00		\$0.00		3.00		\$0.00		\$0.00																																																																																																																																																																																											
MARKETING		0.00		\$0.00		\$0.00		4.50		\$0.00		\$0.00																																																																																																																																																																																											
Hours Description										Performed By		Entered		Status		Rate		Cost		Billable																																																																																																																																																																																			
0.5 Negotiated better show mgmt. rate.										L. Martin		2/27/2015 10:18:27 AM		PLANNING		\$0.00		\$0.00																																																																																																																																																																																					
2 Met with the Team before signing contract										L. Martin		10/7/2015 10:57:18 AM		PLANNING		\$0.00		\$0.00																																																																																																																																																																																					
2 Press Release development										D. Benson		10/7/2015 11:32:50 AM		Completed		\$0.00		\$0.00																																																																																																																																																																																					
										TOTALS:		4.5				\$0																																																																																																																																																																																							

- ADD TIME

Marketing

1.5

☒ Standard

☐ Overtime

☐ Double Time

NOTES:

Review marketing layout for new e-literature

☒ Not Billable

ADD TIME



# BUDGETS TAB

- ❑ Create custom budget categories and import directly into expenses
- ❑ Import budget categories based on event type
- ❑ Download to Excel
- ❑ Vendor Access to add estimates/quotes
- ❑ View dynamic budget vs. actual reports based on expenses paid
- ❑ Add notes to pertinent budget items
- ❑ Allocate budgets by division
- ❑ Generate reports in HTML, Excel and/or PDF format for ease of emailing and viewing data

The screenshot displays the 'BUDGETS' tab in a software application. The main interface includes a navigation bar with tabs like Summary, Event Info, Shipping, Members, Tasks, Staffing, Housing, Campaigns, Strategy, Budgets, Expenses, Timelog, Timeline, Files, Messages, Leads, Resources, Reports, Media Station, and Registration. The 'BUDGETS' tab is active, showing a table with columns: BUDGET CATEGORY, BUDGETED, ESTIMATE, ACTUAL, VARIANCE, VARIANCE %, and NOTES. The table lists items like Booth Space, Travel, and Show Services.

An 'ADD ESTIMATE' modal is open, showing fields for BUDGET (Show Services), VENDOR (Freeman Companies), DESCRIPTION (Booth Cleaning), PO# (331451), AMOUNT (560.85), and NOTES (Booth cleaning for 4 days. 40x40 booth). It also has fields for FILE LABEL and FILE, each with a 'Browse...' button.

A 'BUDGET VS. ACTUAL BREAKDOWN' report for 'EXHIBITOR/LIVE 2016' is shown. It includes an 'Event Info' section with details like Location (Las Vegas, NV), Sponsor (Trade Show Exhibitors Association (TSEA)), and Event Dates (2/29/2016 to 3/2/2016). A bar chart compares Budgeted (\$160K) and Actual (\$128K) amounts. Below the chart is a table of 'Event Items' with columns: BUDGET CATEGORY, BUDGETED, ACTUAL, VARIANCE(\$), VARIANCE(%), and DESCRIPTION. The table lists various items like Booth Space, Travel, Show Services, Sponsorship, Marketing Materials, Freight, Exhibit Design, Registration, Entertainment, Labor, Drayage, Sponsor Concert, Sponsor Workshops, and Client Appreciation Dinner, along with their respective budgeted, actual, and variance values.

# EXPENSES TAB

Summary	Event Info	Shipping	Members	Tasks	Staffing	Housing	Campaigns	Strategy	Budgets	Expenses	TimeLog	Timeline	Files	Messages	Leads	Resources	Reports	Media Station	Registration
EXPENSES																			
TOTAL: \$65,814.00										TOTAL DUE: \$51,814.00									
TOTAL ALLOCATED: \$55,597.00										% ALLOCATED: 84.48%									
Add New Expense																			
BOOTH SPACE																			
Expense Category	Date	Reminder	Amount	Paid	Remain	Vendor	Invoice#	PO#	Receipt#	Receipt Date	Entered By	Alloc. %	Alloc	Check	Pay	File	Edit	Del	
1. Booth Space	1/30/2015		\$13,500.00	\$5,000.00	\$8,500.00				8645564	10/21/2015		100.00%							
Notes: Paid Visa # 82354																			
Payments: 10/20/2015 - \$5,000.00 paid by Lucy Martin using Check (8764)																			
5/12/2015 - Check requested for \$125.00 by Lucy Martin																			
			Budgeted	Estimated	Actual	Variance	Variance%	Paid	Remain										
SUB-TOTALS:			\$15,000.00	\$0.00	\$13,500.00	\$1,500.00	10.00%	\$5,000.00	\$8,500.00										
CLIENT APPRECIATION DINNER																			
Expense Category	Date	Reminder	Amount	Paid	Remain	Vendor	Invoice#	PO#	Receipt#	Receipt Date	Entered By	Alloc. %	Alloc	Check	Pay	File	Edit	Del	
1. Catering	1/30/2015		\$5,000.00	\$0.00	\$5,000.00							0.00%							
2. Entertainment	6/26/2015		\$3,500.00	\$3,500.00	\$0.00	Band and More	1bc56				Lucy Martin	150.00%							
Notes: By Lucy Martin - Paid AMEX Card on 10/19/15																			
Payments: 7/22/2015 - \$3,500.00 paid by Lucy Martin using Credit Card (cj amex 0909)																			
3. Furniture Rental			\$2,400.00	\$0.00	\$2,400.00	CMT Agency													
4. Audio Visual	12/21/2015		\$4,500.00	\$4,500.00	\$0.00	Freeman Companies													
Notes: By Lucy Martin - 20 x 20 stage with 3x3 video wall backdrop																			
Payments: 12/16/2015 - \$4,500.00 paid by Lucy Martin using Credit Card (qj)																			
			Budgeted	Estimated	Actual	Variance	Variance%	Paid	Remain										
SUB-TOTALS:			\$5,000.00	\$0.00	\$15,400.00	(\$10,400.00)	-208.00%	\$8,000.00	\$7,400.00										

- Schedule payment reminders to meet all discount deadlines
- Enter type of payment for easy reconciliation of all charges
- Import budget with the click of a button
- Receive and approve staff expenses
- Determine expense allocations
- Download to Excel or view dynamic reports in HTML or PDF format
- All expense entries are date-stamped

## EXHIBITORLIVE 2016

### Event Info

Location: Las Vegas, NV

Sponsor:

Division:

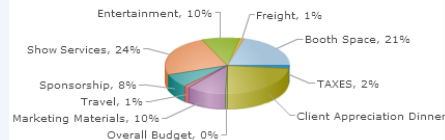
Event Start Date: 2/29/2016

Event End Date: 3/2/2016

Attendees: 5000

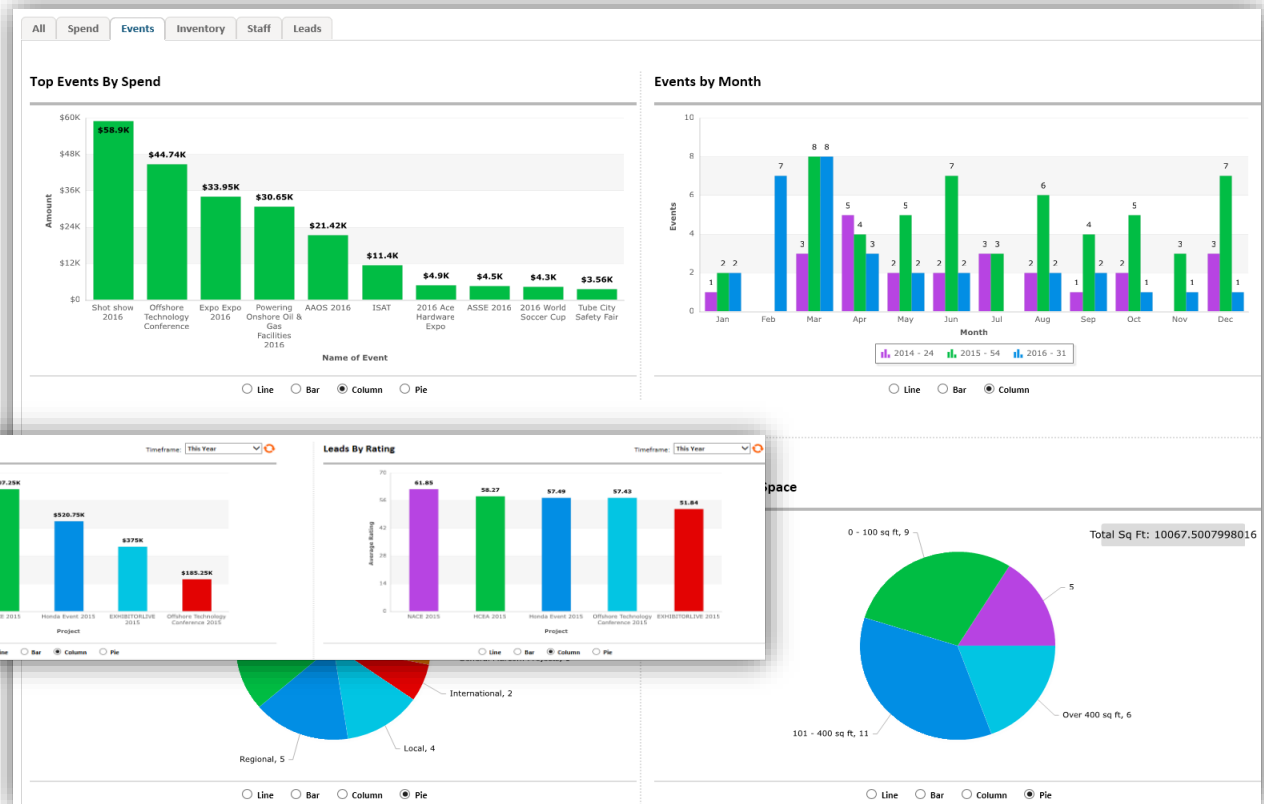
Staff Required: 8

Booth Size: 20x30



# EVENT MEASUREMENT DASHBOARD

- Real-time business intelligence
- Allocate budgets according to performance and not last year's budget
- Filter by spend, events, inventory, staff, and leads or filter by ALL
- View by month, quarter, year-over-year, and more
- Analytics improve Business process
- Accountability



# MESSAGES

- Record events and ideas as individual posts
- Comment on existing notes
- View all notes for each event in one place
- As users share info, the messages are date/time stamped

**ADD MESSAGE**


Met with entire team today to discuss expectations at ExhibitorLive. We walked through goals and objectives for the event. Everyone is pumped!

ADD MESSAGE


SummaryEvent InfoShippingMembersTasksStaffingHousingCampaignsStrategyBudgetsExpensesTimelogTimelineFiles**Messages**LeadsResourcesReportsMedia StationRegistration

EXCELPRINTSENDADD


**MESSAGES**

**Task: MarComm Meeting**  
Assigned To: Diane Benson  
Created By: Lucy Martin  
Due: 2/24/2016

**Lucy Martin** Set up Marcomm meeting with group and will send invite to all.  
3/16/2016 11:20:25 AM

























**Lucy Martin** Sent invites to team.  
3/22/2016 9:28:45 AM

Comment

**Task: Need Design for 20 x 30**  
Assigned To: Bob Jones  
Created By: Lucy Martin  
Due: 1/29/2016

**Lucy Martin** Received marketing material for design.  
3/14/2016 11:25:13 AM [Comment](#)

HomeInsert



# SURVEYS

- Build a survey library and import surveys to specific events
- Automated technology designed for pre-show and post-show audits of staff and exhibit performance
- Easy to read charts and graphs are automatically generated from the information gathered by the survey
- Determine response format by selecting text areas, dropdown responses, plus other styles to obtain specific information
- Create mailing lists for staff members, clients, and prospects

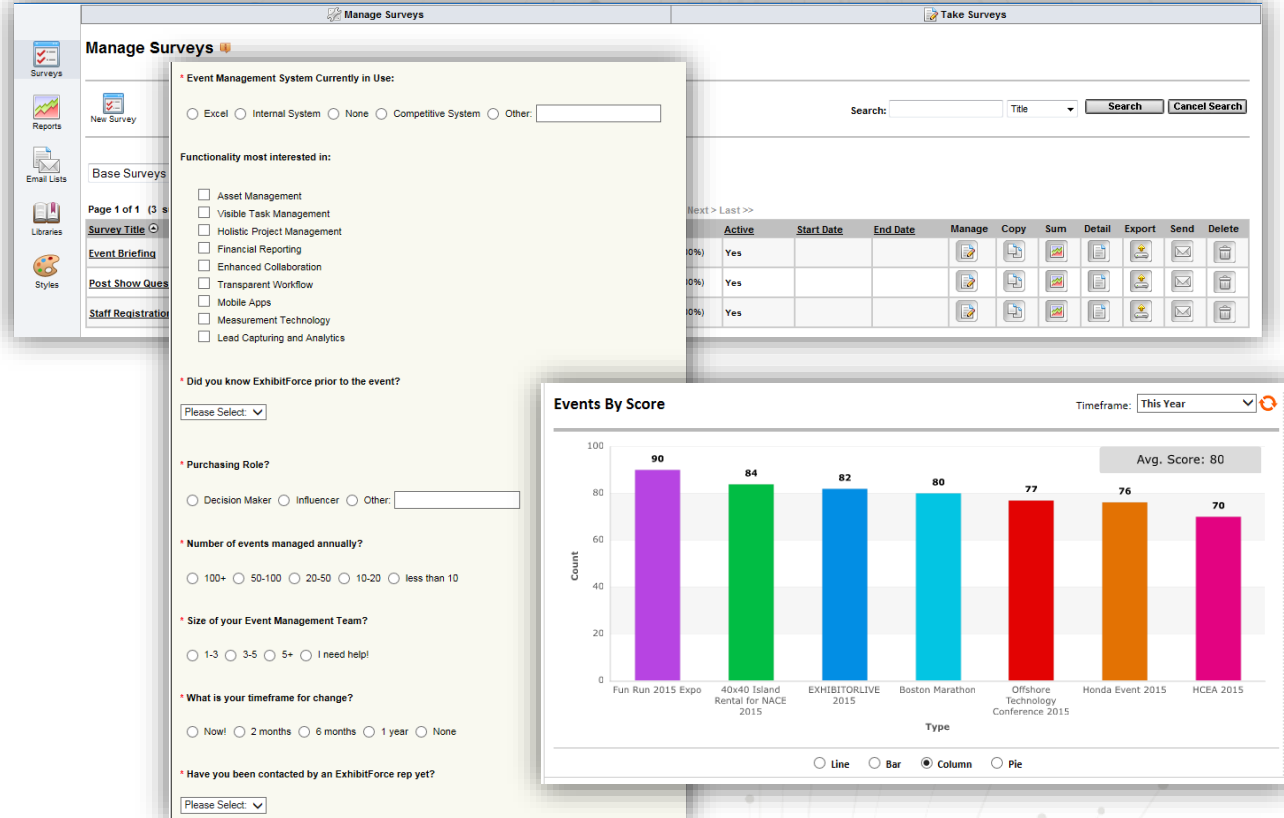






IMAGE 4

**603.644.0077**

[sales@image4.com](mailto:sales@image4.com)

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IT'S ABOUT THE **EXPERIENCE.**