

Online Exhibit Asset Management

Manage Your Exhibits 24/7



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Home Page

Our system allows you to save time by quickly tapping into all event-related information in one centralized location. With Evo's Online Exhibit Program Management, you can:

- Check on inventory availability and location
- Organize trade show schedules, graphics, properties and records
- Communicate show schedules and information
- Access historical information on events including layout, costs and show details
- Support established best practices and processes in client and event management
- Manage the total cost of your events



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Create Event Upload Events Open Recent Welcome, Jonathan Harris (Standard Edition) Wednesday, June 16, 2010

WELCOME TO ONLINE EXHIBIT MANAGER!

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

My Events

Event#: Timeframe... 1/1/2010 thru 12/31/2010 Level: Full All Owner: None

Event#	Event	Site	Space	Division	Rep	Ship Date	Event Start	Event End	Return	Att	Note	Web	Copy	Status
MARCH 2010														
#1322	Event Marketing Summit 2010	Las Vegas, NV	20x20		Mary Brown	3/7/2010	3/15/2010	3/17/2010	3/23/2010					Confirmed
#1336	International Security Traders Expo	Las Vegas, NV	20x20		Jonathan Harris (Standard Edition)	3/10/2010	3/15/2010	3/17/2010	5/5/2010					Active
#1345	Housewares International	Stamford, CT			Jonathan Harris (Standard Edition)	3/21/2010	3/26/2010	3/28/2010	4/2/2010					Active
MARCH EVENTS: 3														
APRIL 2010														
#1332	Off Shore Oil Exploration Cmnj	Shreveport, LA	20x20	Multiple	Jonathan Harris	4/5/2010	4/10/2010	4/11/2010	4/16/2010					Submitted
#1351	Lunch Symposium on Obesity	Las Vegas, NV			Mary Brown (Personal Edition)	4/4/2010	4/13/2010	4/15/2010	4/21/2010					Active
#1396	Lunch Symposium on Depression	Las Vegas, NV		Multiple		4/7/2010	4/13/2010	4/15/2010	4/21/2010					Pending
#1358	2010 Industrial Sales Show	Houston, TX			Jonathan Harris (Standard Edition)	4/10/2010	4/15/2010	4/18/2010	4/23/2010					Submitted
#1321	Boston Open Source 2010	Boston, MA	10x10	Central	Smith, John	3/12/2010	4/16/2010	4/16/2010	4/21/2010					Confirmed

- Obtain Event specific data or Aggregate Info
- View Event Status
- Custom Corporate Branding
- Collaborate 24/7/365
- Comprehensive real time inventory management system
- Web access allows users to instantly communicate and exchange information in real time
- Access Upcoming Events and Event History on-the-fly
- Easy copy format for next year's events including inventory with just one click
- Attach Files to specific Events



Event Details



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Start by Creating an Event

CREATE EVENT
Create Event

Order Process Create Event Select Items Confirm Items Order Form Confirmation

CREATE EVENT

Event Type:

Event Name: REQUIRED

Is this event **PENDING**?

Event Abbreviation:

Internal Reference #:

Event Location: REQUIRED

Event Dates: thru REQUIRED

Your Name: REQUIRED

Your Email: REQUIRED

Owner: Full Access Only
 One Owner
 Multiple

- Enter basic information about the event
- Create and keep track of tentative events
- Setup according to company structure (i.e. Regions, Business Units, Cost Centers, etc.)

Step 1: Select Items for Event

Order Process Create Event **Select Items** Confirm Items Order Form Confirmation

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

SELECT ITEMS: *AVAILABILITY BASED ON 6/20/2010 - 7/3/2010

BANNERS SCROLLING BANNERS

Package	Items#	Product	Description	Size	Retail	Inventory	Available	Add
		Manchester Banner	Scrolling Banner		\$0.00	5	0	Not Available

BANNERS STANDING BANNERS

Package	Items#	Product	Description
		Manchester Banner	Standing Banner
		Standing Banner	Standing Banner

CURRENT ITEMS:

QTY	ITEM	DEL
1	Manchester Banner	

CONTINUE

ADD **ADD**

Enlarged item view:

- Easy as 1, 2, 3 to reserve inventory
- Customized Categories and Sub Categories for ease of viewing
- Comprehensive real-time inventory management system
- Items reserved based on event dates and allows for shipping out/in bound
- Enlarged item view



Step 2: Confirm Items

CONFIRM ITEMS

Please verify the items you have selected.



PLEASE CONFIRM THE ITEMS THAT HAVE BEEN SELECTED FOR THIS EVENT. USE THE BUTTONS BELOW TO "SELECT ITEMS" OR "CONTINUE" TO THE ORDER FORM.

BANNERS				
Qty	Item	Retail	Ext	Del
1	 Manchester Banner	\$0.00	\$0.00	

Displays will ship via Air Freight to and from destination. Please allow 10 business days before arrival date or a \$75.00 rush charge will be added. For questions or changes, please contact our Project Management Dep. at (877) 609-6111 or via email at info@exhibitforce.com.

« SELECT ITEMS

CONTINUE »

- ☐ Confirm items selected for the event
- ☐ Select additional Items if needed

Step 3: Order Form

COMPLETE ORDER
Please complete this form to process the order.

Order Process: Create Event → Submit Items → Confirm Items → **Order Form** → Confirmation

CONTACT INFORMATION:

Contact Name: [Text] Billing Contact Name: [Text] JIM JOHNSON
 Event Owner: Full Access Only One Owner Billing Address: [Text]
 Admin Billing Address: [Text]
 Email: [Text] City: [Text] Region: [Text]
 Phone: [Text] State: [Text] ZIP Code: [Text]
 Fax: [Text] Country: [Text] United States

EVENT INFORMATION:

Event Name: [Text] Desktop System: [Text]
 Event Code/Number: [Text] OS: [Text]
 Event Location: [Text] Las Vegas, NV
 Booth #: [Text]
 Booth Size: [Text]
 Booth Space: [Text]
 Services Ordered By: [Text]
 Install Scheduled By: [Text]

Show Designer: [Text] Select a Designer... Event Mgmt: [Text] Select Event Management...
 Designer Contact: [Text] Main Contact: [Text]
 Contact Phone: [Text] Phone: [Text]
 Contact Email: [Text] Email: [Text]
 Contact URL: [Text] URL: [Text]

Labor Contractor: [Text] Select a Contractor...
 Contact: [Text]
 Contact Phone: [Text]
 Contact Email: [Text]
 Contact URL: [Text]

OTHER INFORMATION:

Show Services Requested:

- Catering
- Reception
- Booth
- Sound
- Load/Unload
- Show for Web-Cast
- Signage

Who will be your main contact at Show Site?
 Additional Needs or Requests:
 [Text]

Specialty to Install:
 Please specify: [Text]

Are Floor Coverings Needed?
 No Yes

Are Internal Connections Required?
 No Yes

EXHIBITOR INFORMATION:

Material Arrival Date	8/24/2010	Time	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Material Ship	8/20/2010	Time	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Booth Ship Date	8/20/2010	Time	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Event End Date	8/20/2010	Time	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Material Ship Date	8/20/2010	Time	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Material Ship Date	8/20/2010	Time	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

SHIPPING INFORMATION ONE WAY [CHANGE DATES](#)

SHIPMENT #1 SHIP: 4/20/2010 ARRIVES: 4/24/2010

1ST LEG

Arrive To:

- Location: [Text] Select a Location...
- Deliver To: [Text] Select a Deliver To...
- City: [Text]
- Booth: [Text]
- Address: [Text]

Notes: [Text]

2ND LEG PICKUP: 6/28/2010 RETURN: 7/3/2010

Pickup From:

- Location: [Text] Select a Location...
- Send From: [Text] Select a Send From...
- City: [Text]
- Booth: [Text]
- Address: [Text]

Notes: [Text]

SPECIAL INSTRUCTIONS

[Text]

PROJECT FILES

No Files Attached

[ADD FILE](#)

EMAIL NOTIFICATIONS

CC: [Text]

CC: [Text]

CC: [Text]

CC: [Text]

CC: [Text]

CC: [Text]

[GO BACK](#) [SAVE/QUIT](#) [COMPLETE](#)

- Keep track of various dates, deadlines, vendors, and statistical information
- Evo Exhibits can tailor this order form based on your program needs
- Evo Exhibits can create Custom Fields for you to gather data specific to your event program
- Save and exit the event at any time

Order Confirmation

ORDER CONFIRMATION



YOUR ORDER HAS BEEN SENT FOR CONFIRMATION.

AN EMAIL NOTIFICATION HAS BEEN SENT TO YOU FOR REVIEW. IF YOU DO NOT RECEIVE YOUR EMAIL NOTIFICATION WITHIN THE NEXT HOUR PLEASE CONTACT US AT (877) 609-6111.

- View confirmation of your order
- Receive an email with the order summary

Aggregate Data

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 front fabric panel.		\$180.00	30	
	#EA-2636	3QH End Panel	Nomadic Instand fabric end panel.		\$145.00	30	

ACCESSORIES COUNTERS

Package	Item#	Product	Description	Size	Retail	Inventory	Available
		Cafe Counter					

Evo Exhibits will manage your inventory, and are pleased to offer:

- Comprehensive real-time inventory management system
- Ability to package items for ease of selection and tracking
- Images and attachments that show additional details
- Instantly view and print an Inventory List
- Download Inventory List to Excel
- Add documents such as setup instructions, CAD's, electrical grids, crating details and other pertinent data related to the inventory items



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Event Calendar

EVENT CALENDAR

See all events in calendar format.

View All Owners
 Specify By Owner

April 2010							1	2	3
S	M	T	W	T	F	S			
				1	2	3			
4	5	6	7	8	9	10			
11	12	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30				
May 2010							4	5	6
S	M	T	W	T	F	S			
						1			
2	3	4	5	6	7	8			
9	10	11	12	13	14	15			
16	17	18	19	20	21	22			
23	24	25	26	27	28	29			
30	31								

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Detroit Auto Exposition - 2010 Trans-atlantic-3/20	Detroit Auto Exposition - 2010 Off Shore Oil Exploration Omni Boston Alternative Energy Exposition
Detroit Auto Exposition - 2010 Off Shore Oil Exploration Omni Boston Alternative Energy Exposition	Detroit Auto Exposition - 2010	Lunch Symposium on Depression 2010 Acme Industrial Expo Lunch Symposium on Obesity	Lunch Symposium on Depression 2010 Acme Industrial Expo Lunch Symposium on Obesity	Lunch Symposium on Depression 2010 Acme Industrial Expo Lunch Symposium on Obesity	Boston Open Source 2010 2010 Acme Industrial Expo 2010 industrial Sales Show	2010 industrial Sales Show
2010 industrial Sales Show	Event Marketing Summit 2010 International Security Traders Expo	Event Marketing Summit 2010 International Security Traders Expo	Event Marketing Summit 2010 International Security Traders Expo	Event Marketing Summit 2010 International Security Traders Expo	Housewares International Cake Fest	Housewares International
Housewares International					New Build/20x20 fot Tradeshow Rental Event ABC George Event	

- The input of event information will dynamically create an Event Calendar
- Access details of the specific event by clicking the Event Name
- View events by month, by year or in a list format.
- Quickly tap into event history
- Immediately view event conflicts

Calculators

CALCULATORS

COST PER LEAD

One measure of the value of an event is Cost Per Lead. Quickly and easily calculate the value of a lead by entering the number of leads generated in each category (A, B, C) and the total event investment. 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 the value of a lead is not immediately known. By entering the number of leads generated at an event and total event investment, you can quickly calculate the Return On Investment.

PERSONAL REACH

As the title suggests, this calculation will help you determine the percentage of visitors personally reached. Personal reach is a measurement of the number of visitors that personally reached your exhibit. 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 and the event attendance, you can calculate the percentage of visitors reached and the cost per reach. Over time, this measurement will help 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 that 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 the exhibit. The number of visitors that look at the exhibit is to attract visitors (visitors > leads > revenue). This measurement will help you determine the most effective strategies for reaching more visitors.

COST PER LEAD

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:		
6. Average Value Per Sale:		
7. Total Expected Sales Volume from Generated Leads:		
8. Total Investment in the Show:		
9. Return on Investment - ROI:		

LEAD CALCULATOR

"A" Leads :	0
"B" Leads :	0
"C" Leads :	0
Total Leads :	0

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	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

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	0	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

- 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

Resources

RESOURCES

Search:

SELECT CATEGORIES:

- All Resources
- Find Events
- Industry Resources
- Preshow Registration Show
- Training and Consulting
- Travel Resources
- Hotel Registration Sites

RESOURCES

SELECT	COMPANY	CONTACT	LOCATION	DEPARTMENT	CONTACT PHONE	CONTACT EMAIL	TOLL FREE
<input type="checkbox"/>	Center for Exhibition Industry Research (CEIR)			Primary Contact			(972) 687-9242
<input type="checkbox"/>	CitySearch			Primary Contact			
<input type="checkbox"/>	CyberEXPO			Primary Contact			
<input type="checkbox"/>	Event Planner			Primary Contact			
<input type="checkbox"/>	Event Source			Primary Contact			
<input type="checkbox"/>	Exhibitor	Joe Sylvester	Las Vegas, NV	Event Relations	435-879-9786 Ext. 12	joesyl@exhibitor.com	1 - 800 - 347 - 7564
<input type="checkbox"/>	Exhibitor Magazine			Primary Contact			
<input type="checkbox"/>	Expedia			Primary Contact			
<input type="checkbox"/>	EXPOGuide			Primary Contact			
<input type="checkbox"/>	International Association of Conference Centers			Primary Contact			
<input type="checkbox"/>	International Training and Management Company	Barry Siskind	Toronto	Primary Contact	(416) 783-5200	barry@siskindtraining.com	(800) 358-6079
<input type="checkbox"/>	Meeting News			Primary Contact			
<input type="checkbox"/>	Meeting Planners International (MPI)			Primary Contact			
<input type="checkbox"/>	Starwood(Sheraton)Staff Registration Site	Gladys Jones	Baltimore, MD	Reservations	6454-484-4948	gladysj@starwood.com	800-454-3938
<input type="checkbox"/>	The Meeting & Event Planning Center			Primary Contact			
<input type="checkbox"/>	The Meeting Planners Guide			Primary Contact			

Evo Exhibits can help manage your resources with capabilities listed below

- 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

Documents

DOCUMENT LIBRARY

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

Document	Category	Sub-Category	Event	Added	Added By	
32 Plasma Purchased Best Buy	Invoices	Stock Purchases		3/10/2010	Jonathan Harris (Standard Edition)	Delete
Marketing Brochures -x9786 Model	Invoices	Stock Purchases		3/10/2010	Jonathan Harris (Standard Edition)	Delete

ADD FILE

- Upload and display documents for all users
- Upload documents and mark them as private
- Group documents by type