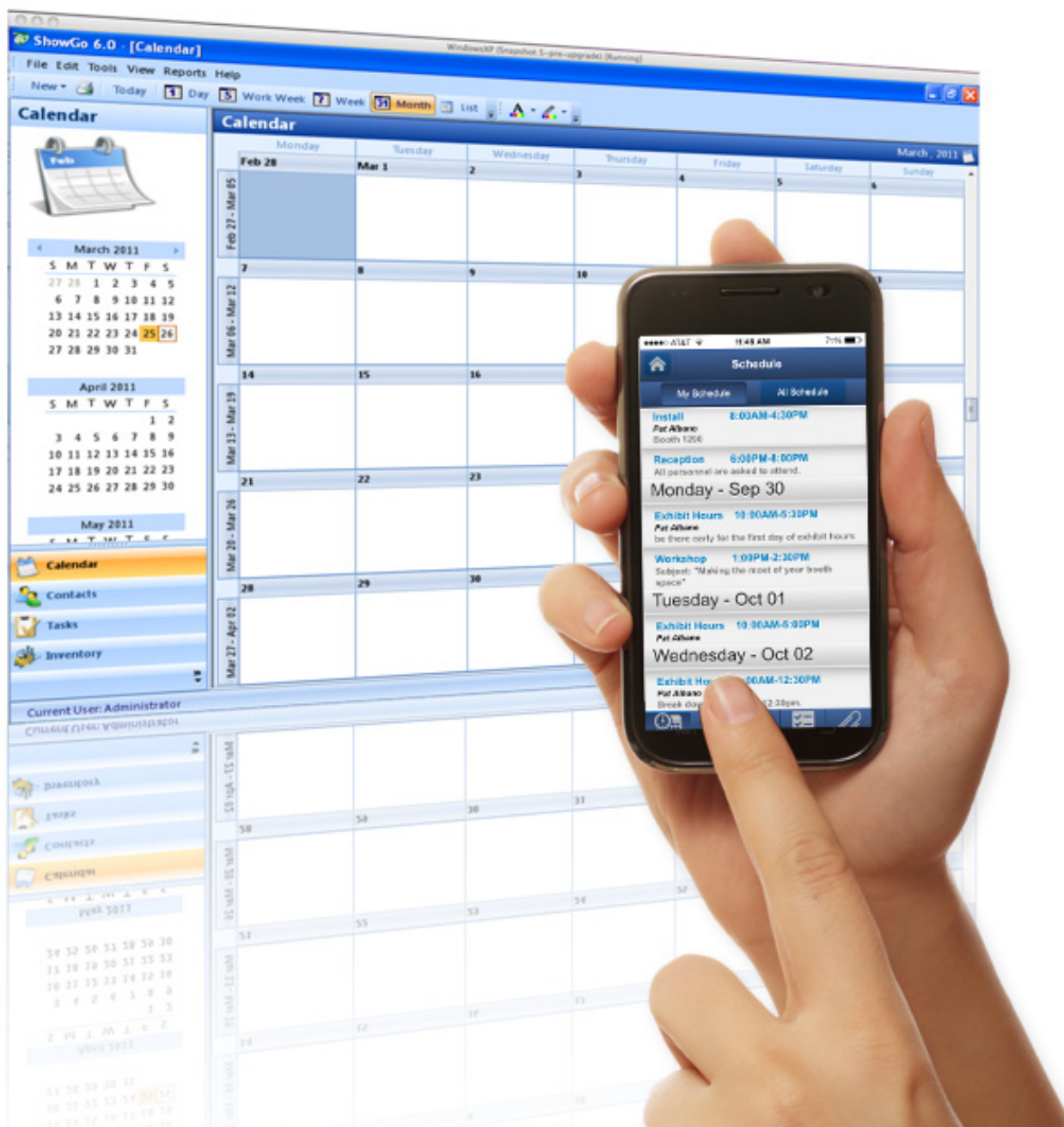




Trade Show Management Software

Plan, Manage, Report, Analyze



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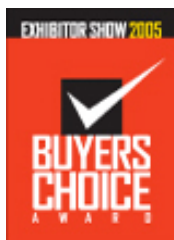
A Complete Planning Solution for your Trade Show Program

ShowGo is designed with the coordinator in mind, integrating all of your key trade show management tasks into a single, centralized and easy to use solution, empowering every employee to communicate, collaborate and excel over the complete event life cycle.

Made by Exhibit Coordinators for Exhibit Coordinators

ShowGo handles all the logistical details of planning for and exhibiting at trade shows. It is the easiest trade show software solution to learn & use. This award-winning software allows trade show managers to work the way they want to work. Now with ShowGo Mobile, users get vital trade show information when and where it's most convenient for them, on their phone & tablet.

ShowGo has more awards than any other product:



ShowGo - Features

General	Included
ShowGo VirtualAssistant - Import Exhibitor Kits directly into your ShowGo Database	✓
Hybrid Technology - Power of Software & the Connectivity of the Internet	✓
ShowGo Mobile App - Easily communicate with personnel	✓
Hosted on your network or ours	✓
Trade Show / Exhibit Planning	
Calendar and Event List	✓
Schedule people, property and resources	✓
Time-Saving Event Duplication Wizard	✓
Exhibit Management	
Enhanced Asset tracking / Inventory Management module	✓
Task and Event Timeline Management	✓
Document Management	✓
Financials	
Robust Financial Module with Currency Converter	✓
Manage Multiple Business Units & Budgets with Ease	✓
Budget Templates	✓
Reporting	
50+ Preloaded & Customizable Reports	✓
Extensive ROI Reporting & Marketing Modules	✓
Links with Outlook, Exports Data to Excel, PDF & Word	✓



ShowGo - Benefits

Speed – Since the software resides on your computer and the data is in the cloud, ShowGo works much faster than other web-based options where each click requires a browser refresh. Faster performance than any other system - this means you get more done!

Single Source of Data – All data is stored in a single location. Simultaneously accessible by multiply parties. Limited views are also accessible to assigned personnel for viewing online.

Robust Software – Like other robust software programs used daily in business (Outlook, QuickBooks, Excel, etc.), ShowGo is software based to handle the robust nature of event management.

Secure Data – Keep your budget, expense and marketing plans secure and backed up every 5 mins automatically and kept for 14 days with ShowGo's hosted solution.

Powerful Reporting Engine – ShowGo allows users to run 50+ reports that can be customized to convert the data into valuable information so they can make needed decisions. Print, export or attach reports as PDF, Word or Excel.

Time Saving – A lot of data is pre-programmed in drop-down lists; tasks, budget and expense items, airports, airlines, convention centers, major cities and many vendors, ROO equations, etc.

Efficient – Wizards and Templates built into the software eliminate redundancy and make trade show planning more efficient.

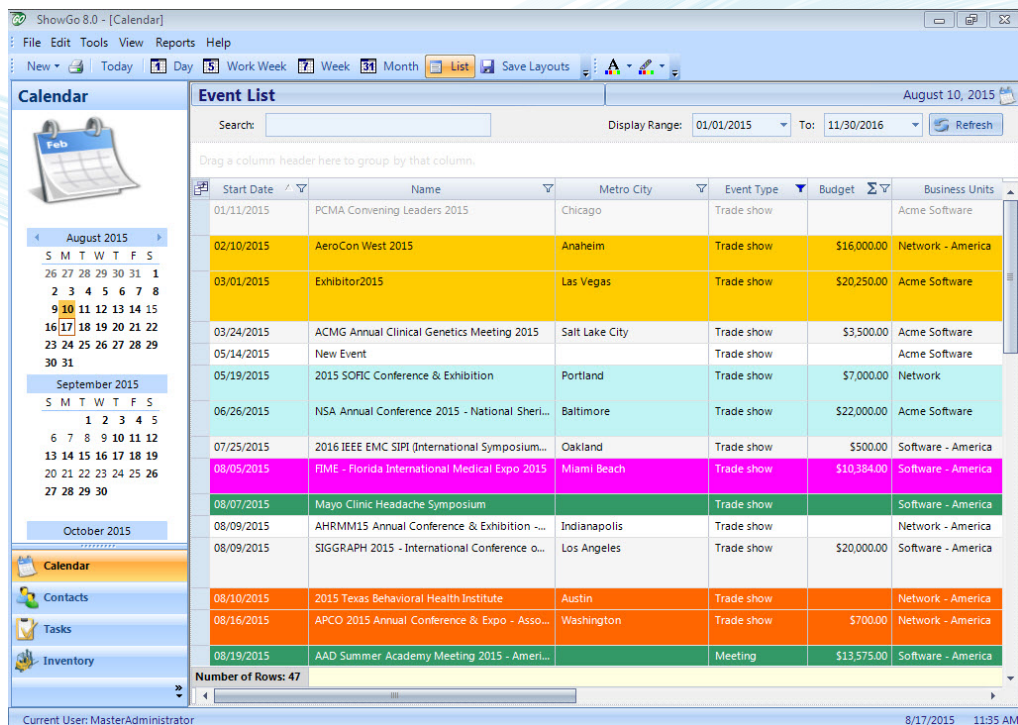


ShowGo - Modules

Master Event Calendar - Manage your entire event schedule in a single location to increase efficiency and productivity making all aspects of your next event a success.

Tasks - Manage your trade show timeline from start to finish. Assign personnel, roles and responsibilities. Jumpstart your planning with task templates, manage and monitor task status through to completion. Role over all tasks from a previous and have show adjust the dates for you.

Scheduling - Create Master Show Schedules and itineraries. Keep staff well-informed of exhibit hours, pre-show briefings, roles and responsibilities via itinerary reports and the ShowGo Mobile app.



Start Date	Name	Metro City	Event Type	Budget	Business Units
01/11/2015	PCMA Convening Leaders 2015	Chicago	Trade show		Acme Software
02/10/2015	AeroCon West 2015	Anaheim	Trade show	\$16,000.00	Network - America
03/01/2015	Exhibitor2015	Las Vegas	Trade show	\$20,250.00	Acme Software
03/24/2015	ACMG Annual Clinical Genetics Meeting 2015	Salt Lake City	Trade show	\$3,500.00	Acme Software
05/14/2015	New Event		Trade show		Acme Software
05/19/2015	2015 SOFIC Conference & Exhibition	Portland	Trade show	\$7,000.00	Network
06/26/2015	NSA Annual Conference 2015 - National Sheri...	Baltimore	Trade show	\$22,000.00	Acme Software
07/25/2015	2016 IEEE EMC SIPI (International Symposium...	Oakland	Trade show	\$500.00	Software - America
08/05/2015	FIME - Florida International Medical Expo 2015	Miami Beach	Trade show	\$10,384.00	Software - America
08/07/2015	Mayo Clinic Headache Symposium		Trade show		Software - America
08/09/2015	AHRMM15 Annual Conference & Exhibition ~...	Indianapolis	Trade show		Network - America
08/09/2015	SIGGRAPH 2015 - International Conference o...	Los Angeles	Trade show	\$20,000.00	Software - America
08/10/2015	2015 Texas Behavioral Health Institute	Austin	Trade show		Network - America
08/16/2015	APCO 2015 Annual Conference & Expo - Asso...	Washington	Trade show	\$700.00	Network - America
08/19/2015	AAD Summer Academy Meeting 2015 - Ameri...		Meeting	\$13,575.00	Software - America

Contact Management - ShowGo's fully integrated Contact module enables you to easily store and locate contact information for all your trade show vendors, contacts and employees.

Financials - Manage events from a financial perspective. Compare budgets and expenses in real-time. Create a budget from past show expenses and increase or decrease based on past historical analysis.

Inventory - Complete inventory tracking system that streamlines management of your trade show assets into a single, integrated solution. Efficiently manage every stage of the inventory lifecycle so you know your assets will arrive at the right place, at the right time.

Return on Objectives - Measure and evaluate the success of your trade show using pre-defined and customizable metrics and ROO equations.

Notes & Attachments - Manage and store documents in a single location. Organize and streamline your paperwork with folder system, keeping your files easily accessible.

ShowGo - Reports

Administrative	Included
Attachments	✓
Budget Templates	✓
Business Units	✓
Task List	✓
Task Template	✓
Contact Report	
Contacts	✓
Event Management	
Alerts	✓
Badge Requests	✓
Event Overview	✓
Event Schedule	✓
Tasks	✓
Tasks by Week	✓
Tasks Chart	✓
Financial	
Analyzer	✓
Budget by Date / Budget by Event	✓
Budget vs Expense by Date / Budget vs Expense by Event	✓
Budget vs Expense Matrix	✓
Expenses by Date / Expenses by Event	✓
Invoices by Date / Invoices by Event	✓
Payments	✓
Inventory	
Inventory Detail	✓
Inventory History	✓
Inventory List	✓
Inventory Management	✓
Shipping Labels	✓
Marketing	✓
Marketing	✓
Scheduling	
Activities Calendar	✓
Itinerary by Event, Itinerary by Personnel, Itinerary by Personnel with Map	✓
Schedule of Events, Schedule of Events by Personnel	✓
ShowGo Labs	
Dashboard	✓
Inventory Availability	✓
Staffing Availability	✓

ShowGo - Additional Solutions

available with ShowGo's hosted solution

ShowGo VirtualAssistant

ShowGo VirtualAssistant extracts vital trade show data from the exhibitor manual of upcoming events into the user's ShowGo database.

- **Accurate** - VirtualAssistant will provide accurate, up-to-date and error free information
- **Verifiable** - All event data uploaded to the event database will be checked and verified
- **Economical** – By entering the data for a user, it's like a new team member has been added at a fraction of the cost
- **Timely** - Up-to-date information is readily available when needed
- **Simple** – Once the event has been updated, the user can simply open the event and the data is ready and waiting, saving hours of data entry per event
- **Complete** – Each event will have the most up-to-date information. Users will also be notified when any new information is entered for that event.

ShowGo Mobile

Automatically update Sales Reps via their mobile phone. Fully integrated with ShowGo software, ShowGo Mobile makes your trade show data accessible anytime, anywhere, at no additional cost.

- **Single Source of Data** – Coordinators have one place to update their information. Sales Rep and Personnel have one source to view their scheduling information, confirmation numbers, arrival/departure dates, booth info, etc. – everything in one centralized location
- **Communicate with ease** – ShowGo Mobile is available at no additional cost to the user or their organization
- **Seamless Integration** – ShowGo Mobile is fully integrated with ShowGo Software. All information is automatically synced with the master database
- **Accessible Everywhere on Multiple Devices** – ShowGo Mobile is accessible anywhere, anytime on iPhone, iPad, or Android phones and tablets.

ShowGo Connect

ShowGo Connect makes your trade show data accessible anytime, anywhere via your web browser. Provides access to all ShowGo Reports available from ShowGo.

- **Accessible** – Access information anytime, anywhere from any computer without a download
- **Flexible** – Report generation with the click of a button, export to many popular formats (PDF, Word, Excel)
- **Communicate with ease** – Email reports to anyone in the world whether they use ShowGo or not
- **All Access** – Secure, web application that is a cross-platform, cross-browser, mobile accessible, delivering critical updates quickly and easily.
- **Seamless Integration** – Fully integrated with ShowGo software, all information is automatically synced with the master database
- **Pre-formatted Reporting** – Generate and customize 50+ pre-formatted reports with a built-in report generator
- **Control** – Delegate report access and privileges based on user's credentials

ShowGo - Competitor Feature Comparison

Function	ShowGo	The Other Guy....
Single Solution	ShowGo's seamless integration of the users most common tasks provides an ease of use and flexibility not found in any other product on the market today.	Rigid, inefficient design
Copy and Paste	With ShowGo's Hybrid Technology, you can copy any number of rows from any screen and paste it in an email, Word doc, etc.	Being web-based, you can't copy and paste rows at all.
Emailing Reports	You simply click Email Report and ShowGo opens your Outlook, attaches the report (PDF, Word or Excel) to a new email message and automatically addresses it to everyone at the event.	To email a report you must generate the report, save it to your hard drive, open Outlook, attach the document and send.
Outlook Integration	It goes out via your regular Outlook and immediately populates your calendar. Simple as that!	Meeting Requests are sent out via ExhibitForce's email system with an appointment file as an Attachment - recipient must open the attachment & save it in their Outlook in order to add the event to their calendar. Also, there is limited info in their appointment.
Drop-Down Lists	Enter the Contact only once, and it will be displayed throughout the software saving time and increasing accuracy.	For an event you have to enter a company, address & phone number 4 times - for the Venue, Hotel, Vendor (Invoices), and Shipping.
Field Choices	You can select the fields you want to see, then Group, Sort and Filter on any column.	You have no choice of fields on screen - very rigid - no flexibility in how to view the data.
Assigning Personnel to Events	Enter all the information in the Schedule section without ever leaving the form.	The Event Schedule workflow is very cumbersome. You can't assign Personnel to Activities on the Activities screen. This must be done on a separate screen.
Date Field default Date	ShowGo's Smart Date Technology defaults all date fields to the Event Date so you don't have to click forward 9-12 months on each date field.	Each date field starts on today's date, not on the Event Date like ShowGo. This adds up to 10 extra clicks per date field.



“ShowGo helps us collaborate multiple business unit activities into a single database so we can report across the board. The budget vs. actual reporting sheds light on year-to-date financial information with ease.”

Steve Lowe,
Director Trade Shows & Special Events
Honeywell

Honeywell

ShowGo - References/Testimonials

Glenda Brungardt - Hewlett-Packard (970) 898-9295 glenda_brungardt@hp.com	Edie Rodetsky - Tyler Technologies (972) 713-3770 ext 113123 edie.rodetsky@tylertech.com
Cynthia Crank - SanMar Corporation (206) 727-6410 cynthiacrank@sanmar.com	Dustin Miller - Honeywell dustin.miller@honeywell.com

Love ShowGo for budgeting. Makes my job so easy.”

Glenda Brungardt, Tradeshow/Event Manager **Hewlett-Packard Company**



.....

“ShowGo is invaluable for keeping on top of all the details and logistics with trade show planning. It keep(s) everyone on the same page and on-time”.

Bob Milam, Trade Show Manager, CTSM **TradeShow Bob**

.....

“ShowGo has been the best software tool we have purchased in years! ShowGo has allowed us to streamline our tradeshow projects and the reporting systems have cut down our budgeting process to 2 days verses 2 weeks. The support and service that is provided by Seattle Software is first class.”

Patricia Beagen Roche, CMP Event/Tradeshow Manager **Bio-Rad Laboratories**



.....

“[ShowGo] has been a tremendous help in organizing and getting the proper information over to our reps. Not to mention the features to create reports and export reports to excel and pdf formats. It has been a great tool to use. And now with Showgo Connect, my reps have access to collect whatever information is listed for the show they are scheduled to attend ahead of time and accessible via the internet.”

Lori Guaderamma, Marketing Event Coordinator **Apperson Print**



.....

“I’ve been using ShowGo for about 2 years and I like it. Plus their customer support is outstanding!” “You’re truly one of the nicest Vendors I’ve ever worked with.”

Yvette Lee, CTSM Sr Trade Show and Event Specialist **ESET**



ShowGo - Technical Specifications

ShowGo's hosted solution (utilizing Microsoft Cloud) enables corporate exhibit managers and their colleagues instant access to all their vital trade show management data from any internet connection.

Accessible Anywhere - Access your data anytime, anywhere there is an internet connection. Seattle Software now guarantees 99.99% uptime (through Microsoft's Azure's SLA).

Ease of Use - No need to involve your IT dept during Installation. Let Seattle Software be your IT team. Get up and running immediately with no red tape.

Immediate Upgrades - Since the client's IT team is not involved, our team can deploy upgrades quicker allowing the hosted client to immediately take advantage of the latest upgrades.

Reduced costs - Since there is no server cost and maintenance on the client's network the cost of Seattle Software's data hosting is much lower than having the client store the data. Also, with economies of scale, our support team can manage and maintain client's connection and data at a lower cost than their internal IT department. Lower costs equals better value.

Security - Your database is protected, backed up and secure. Only designated people within your organization with the correct credentials can view and/or edit the data.

Client	
Hardware	<ul style="list-style-type: none">• PC compatible (2.3Ghz processor)• 8GB Memory• 5 GB of disk space
Software	<p>Operating systems supported: Windows 7, 8, 10 all editions including 64-bit</p> <ul style="list-style-type: none">• .NET Framework 4.6.1
Software Compatibility	<p>Microsoft Office:</p> <ul style="list-style-type: none">• Office 2010 and Office 2013• Adobe Acrobat Reader• Internet Explorer 10+• Chrome• Firefox
Database	
Hosted Database	<ul style="list-style-type: none">• SQL Server Database hosted by Microsoft Cloud• Backup created every 5 minutes and kept for 14 days• Triple replicated – Your db is replicated on 3 separate servers. If one fails, we will automatically point it to the second db without you even noticing or having to do anything, then a new 3rd db will be created• Regular maintenance: 24/7 Access• Disaster/Data Recovery, Security, Continually Monitored
Non-Hosted Database	<ul style="list-style-type: none">• Microsoft SQL Server 2014 Express with Advanced Services

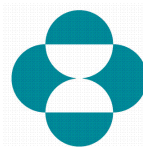
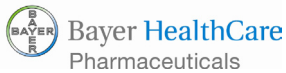


“ShowGo is EXTREMELY easy and user friendly. This worked perfectly for me because in the beginning I didn’t have time to begin a long learning session, just to use the software. It has made my life so much easier and everyone else loves the information I can produce (from the reports). My budgeting is so much easier and I can see at a glance what is coming up. Tech support and customer service from Seattle Software is the best I’ve ever seen.”

Wendy Gillespy
Marketing Communications Manager
King Systems

KING SYSTEMS
CORPORATION

ShowGo - Clients Include



ShowGo - Pricing

HOSTED

\$90

month / user
\$1080 Annually

+

\$997 one-time license fee per user
(reg. \$1995)

NON-HOSTED

\$60

month / user
\$720 Annually

+

\$997 one time-license fee per user
(reg. \$1995)

Additional Solutions include

- ShowGo Mobile - Mobile App
- ShowGo Connect - Web based / Read Only
- ShowGo VirtualAssistant - Exhibitor Kit Entry
- Automatic Report Delivery

Installation type

- Local Installation
- Data managed on your hard drive or local network
- Your IT has full control over data

Support, Training, Upgrades

- 7 AM - 7 PM PT, 7 days/wk support, including
- Phone / Email Support,
- Upgrades and Updates
- Unlimited Training

Support, Training, Upgrades

- 7 AM - 7 PM PT, 7 days/wk support, including
- Phone / Email Support,
- Upgrades and Updates
- Unlimited Training

Database

- Microsoft Azure utilizing MS Cloud
- Data Backup created every 5 minutes and kept for 14 days
- Regular maintenance: 24/7 Access

Database

- Microsoft SQL Server 2014 Express w/ Advanced Services or your SQL server
- Security controlled by your internal IT

ShowGo - Customer/Technical Support

ShowGo is backed by responsive support in the form of a world-class call center, and other resources. All calls and emails into Support are routed to a full-time, US based support staff and will automatically route to back-up staff, second level support staff and account managers. This ensures you get the quickest response time.

Phone or Live Support
Support 206-286-7677 ext 3
7 am to 7 pm PT 7 days a week

Email Support:
support@seattlesoftware.com

Each and every Seattle Software Client is important to us. If you ever have a question or issue, your dedicated Support Team will take the necessary steps to make sure you're taken care of as quickly as possible. We're here to help you get the most out of the software and the best experience possible.

Closed:
New Years Day
President's Day
Memorial Day
Fourth of July
Labor day
Thanksgiving (Thursday & Friday)
Christmas (24th-26th)

ShowGo Training

To help our customers improve their software proficiency, we offer a variety of training options. Training is unlimited and at no cost to the user's organization. Contact a ShowGo Customer Service Rep for more information.

ShowGo Videos

Check out how and why ShowGo is the best trade show management software solution for you, go to:
www.seattlesoftware.com/softwaredemo.html

- [ShowGo Overview Demo](#) (approx 13 min)
- [ShowGo Overview Demo](#) (approx 3 min)
- [ShowGo Mobile](#) (approx 1:30 min)
- [ShowGo Event Duplication Wizard](#) (approx 2:10 min)
- [ShowGo Virtual Assistant](#) (approx 2:10 min)

About Seattle Software

Founded in 2000, Seattle Software Corporation (dba ShowGo Software) is a privately held corporation registered in Washington state that provides the most innovative and cost effective trade show management software products on the market. ShowGo, Seattle Software Corporation's premiere product, is the single point of collaboration for multiple stakeholders to access and manage all logistics surrounding industry trade shows. Seattle Software Corporation has been awarded four very distinguished awards for ShowGo from the trade show industry.

ShowGo has won four major trade show industry awards, two for its premiere product ShowGo: the Buyer's Choice Award at EXHIBITOR Show and Runner-up for the Best New Product at TS2, a third, the EXHIBITOR2013 Buyer's Choice Award for its ShowGo Mobile product and a fourth, the EXHIBITORLIVE 2015 Buyer's Choice Award for its ground-breaking new service ShowGo VirtualAssistant.

Seattle Software Corporation continues to set the bar in developing software that utilizes the latest technology while maintaining an unprecedented ease of use.

Contact

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