



Automated Trade Show Services for Wholesale Distributors

ShowRight is an automated trade show service designed specifically for wholesalers who are looking to enhance the value of their trade show. ShowRight allows wholesalers to eliminate the manual ordering process while ensuring the accuracy of the orders placed at shows.

ShowRight's simplified ordering system allows show exhibitors to capture show orders through an automated software program. At a ShowRight trade show, each booth is equipped with an easy to use touch screen that is customized with the exhibitors unique show deals. To create an order, the ShowRight PC needs to acknowledge that a customer is present; this is done by inserting a customer specific floppy disc/USB drive into the

PC. Once the ShowRight PC registers a customer is present, the exhibitor can access their show deals. To place an order, simply enter the quantity desired in the appropriate cell with the corresponding ship date. Once the order is complete, the order is converted into Excel format. A copy of the order is saved to the PC for the vendors records and to the floppy disc/USB drive for the buyers records. (If a paper copy is desired, printers are available)

At the end of the show, both the exhibitor and the buyer has an electronic record (Excel data file) of the orders that were placed at the show.

ShowRight eliminates the manual ordering process

✓ **Increase sales**

✓ **Eliminate the manual ordering process**

✓ **Increase the accuracy of sales data**

✓ **Ensure the execution of show deals**

Purchasing and shipping information is accessible directly after the show

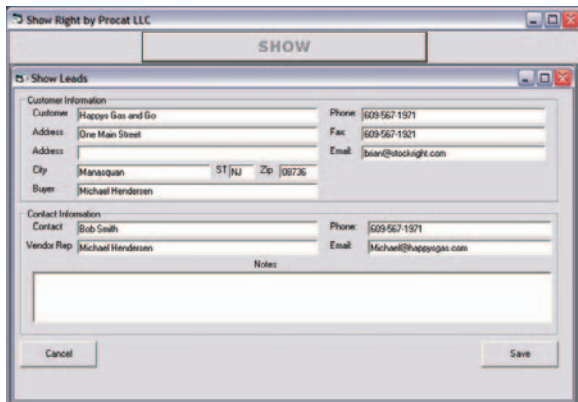
Item	Description	Pack	Size	Unit of Sale	Price	Allow	04/26	05/03	05/10
405668	ALMOND JOY	36	COUNT	BOX	7	75			
073482	BREATHSAVERS 6 BOX DISPLAY	144	DSP144	DSP	05	4.00			
237529	BURBLE YUM SPRIGLES COUNTER	72	DSP72	DSP	10	4.00	5		
415547	CARMELLO CADEURY	36	COUNT	BOX	7	75			
507442	HERSHEY PEGAG PROMO WITH RACK	90	SPECIAL	DSP	80	6.00		9	
349564	HERSHEY TO GO SHIPPER DISPLAY	144	DSP144	DSP	50	4.00			
496708	HERSHEY ALMOND	36	COUNT	BOX	7	75	10		
488124	HERSHEY MILK CHOCOLATE PLAIN	36	COUNT	BOX	7	75			5
315276	HERSHEY SMORES	36	COUNT	BOX	7	75			
298265	JOLLY RANCHER BUSTER PAK	12	COUNT	BOX	7	75			

SHOWRIGHT FEATURES

- * Automated Show/Point Dollars
- * Automated Prize Calculations
- * Independent or Chain Ordering
- * Portable Documentation of Commitments
- * Flexible Reporting
- * Customized Features to match your show process
- * 3 Level Reporting
 - Wholesaler
 - Vendor
 - Buyer

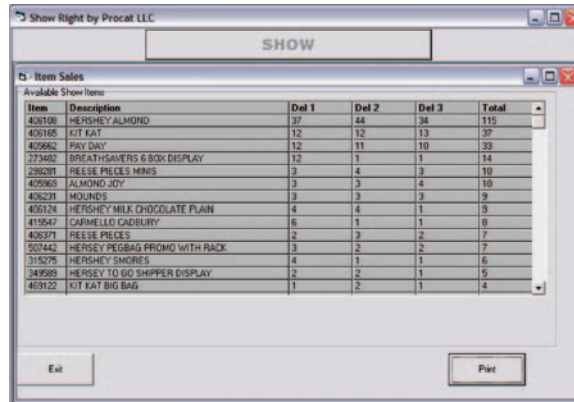
PROCAT Management Services
 300 Railroad Ave. Suite A, Hammonton, NJ 08037
 p. 609-567-1900 f. 609-567-1921
www.show-right.com

KEY FEATURES



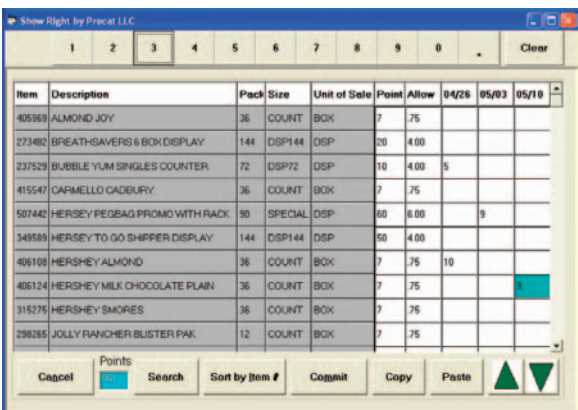
Track Show Leads

The leads function provides an easy to use method of capturing show leads. Vendors can capture contact info as well as keep notes for each account. Vendors can export show leads to Excel at any time during the show.



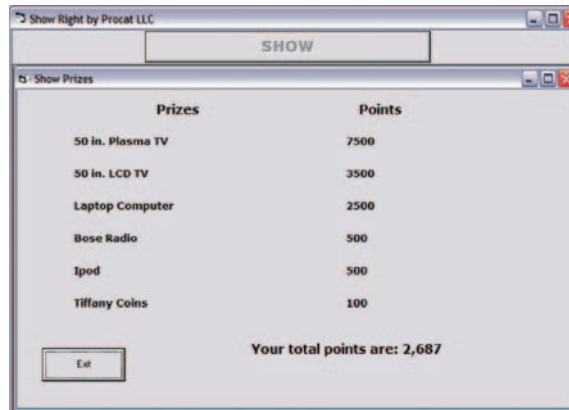
Item Sales Report

The Item Sales Report provides vendors with a real time report of show sales. A listing of sales will be calculated and displayed by item number.



Customized Order Entry Screen

Each booth's customized item list is entered into the ShowRight Order Entry Screen prior to the show. The order entry screen can be customized to meet your show requirements (ex. Show Dollars, Show Points, Vendor Allowance, etc.).

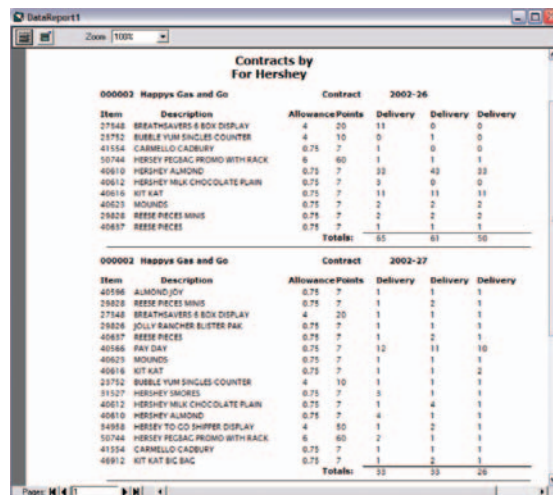


Prize/Show Points Calculator

The Prize/Show Points Calculator is customized to the requirements of your show. The Calculator provides buyers with a real time calculation of show points earned for prizes dollars earned.

For more information please contact:

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Contracts by Customer Report

Each vendor has the ability to generate a real time report that displays show sales with totals by customers.