

How to Setup Your Exhibitor Emails

Easy as 1-2-3

For Assistance and Technical Support
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Welcome!

X•Press Exhibitor Emails is a FREE program that wraps your unique message in the event brand and allows you to invite your prospects and clients to the event with a special offer from show management. This manual walks you through the entire process and shows how to retrieve results from your campaigns.

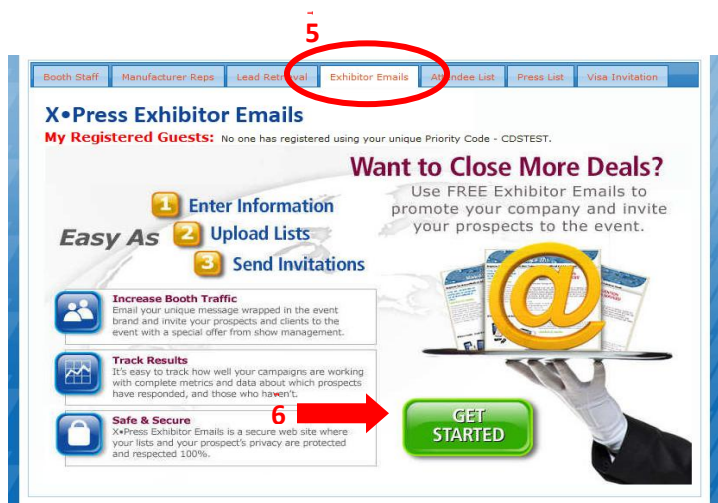
Getting Started	1
Easy as 1-2-3	2
Step 1 – Company Info	2
Step 2 – Email Lists	3
Step 3 – Campaigns	5
Campaign Stats	7

Getting Started

1. Login to the Event Exhibitor Registration Site
2. Select your company name from the drop down menu
3. Enter your company password
4. Click “Continue”



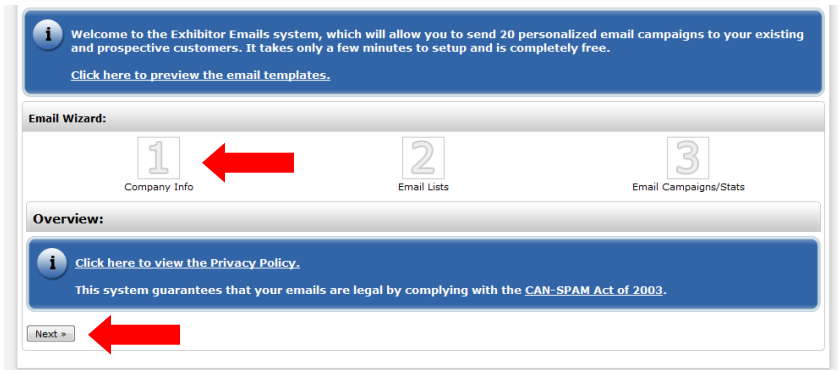
5. Select the “Exhibitor Emails” tab
6. Click the green “GET STARTED” button



Easy As 1-2-3

Setting up your complimentary email campaigns is an easy three step process. Enter your company information, upload your email lists and create your email campaigns.

1. Click the Number 1 or the “Next” button on the Exhibitor Emails launch page to get started.



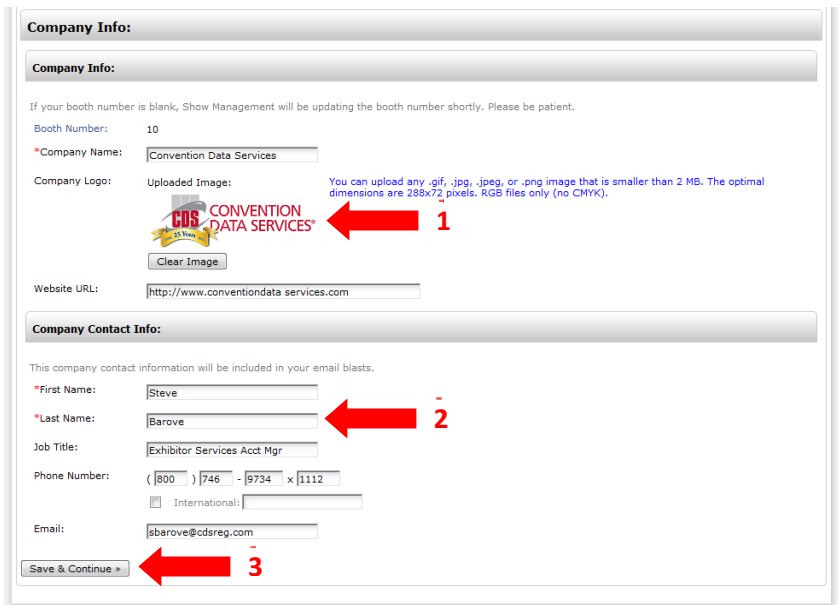
1 – Company Info

Your booth number and company name will prefill in the form fields.

1. Upload your company logo graphic

Logos can be gif, jpg, or png files. Oversized images will resize automatically to the program’s maximum width or height
2. Enter information in the remaining fields for your company and contact information
3. Click the “Save & Continue” button

Required fields are indicated with a red asterisk ().*



2 – Email Lists

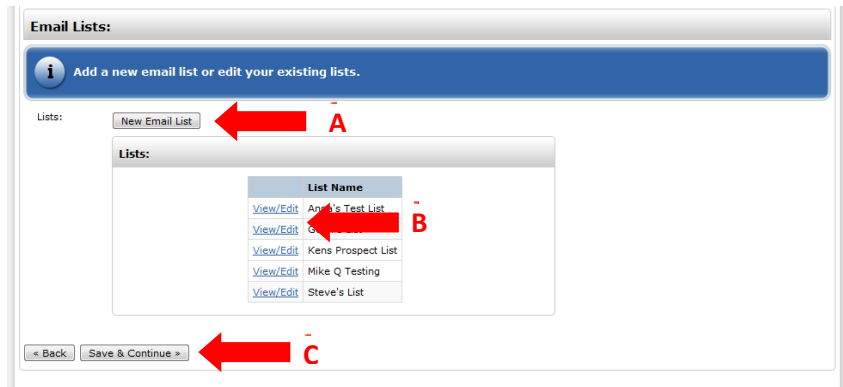
Saving your company information or clicking the Step 2 graphic at the top of any page opens the Email Lists screen. You can add multiple email lists, each list can have any number of emails. Emails can be sent to more than one list in a single campaign.

A. Click the “Add Email List” to add a new list

OR

B. Click the “View/Edit” link in front of an existing list name to make changes

C. Click the “Save & Continue” button after your done editing email lists



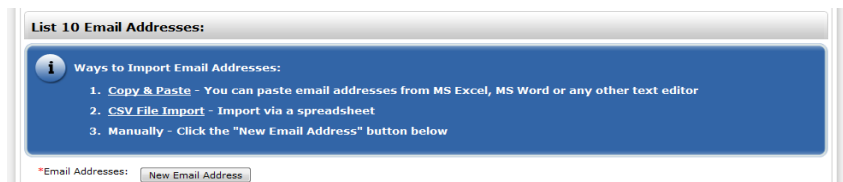
Clicking “Add Email List”

1. Enter a name for the list
2. Click “Continue to Edit Emails”



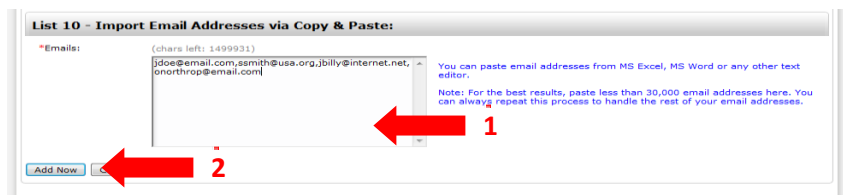
3 Ways to Add New Lists

- Cut and paste emails (*preferred method*)
- Use an Excel template
- Type emails



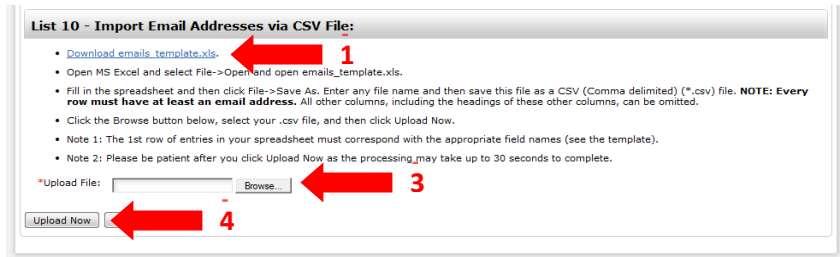
Cut and Paste Emails

1. Paste emails separated by commas or semicolons, or in columns from a spreadsheet into the text field
2. Click the “Add Now” button



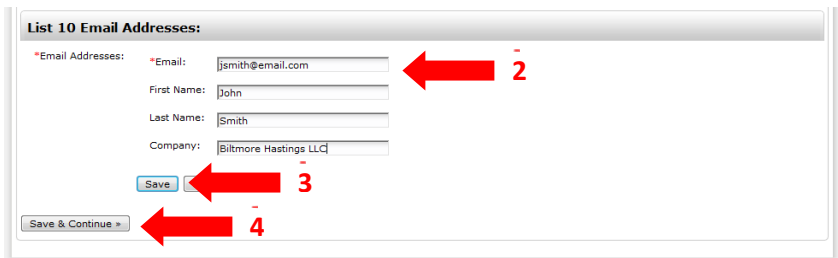
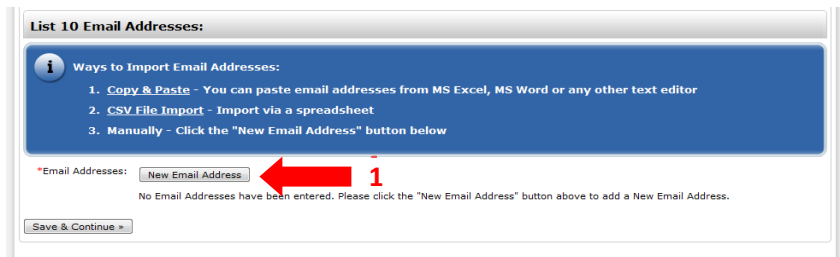
Use an Excel Template

1. Click “Download emails_template.xls” to download the template spreadsheet
2. Enter the list information into the spreadsheet fields
3. Browse for the file and upload it
4. Click the “Save Now” button



Type Email Addresses

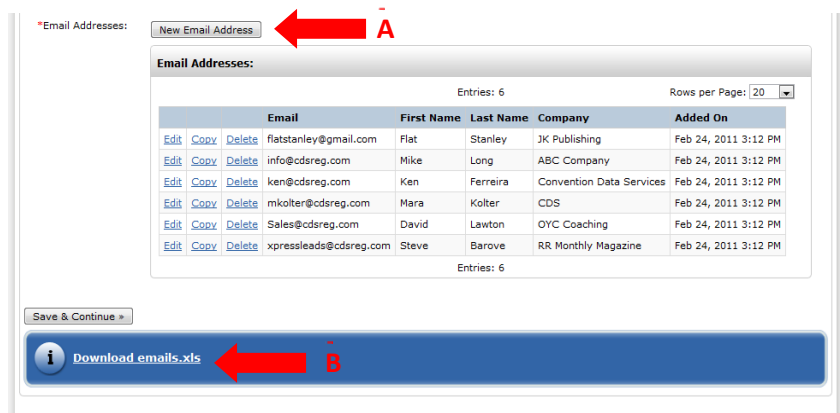
1. Click the “New Email Address” button
2. Enter the email, contact’s name and company
3. Click “Save” to continue entering emails
4. Click “Save & Continue” to return to the Email Lists main screen



Clicking “View/Edit”

In the edit view the emails in the selected list are show with edit, copy and delete links for each address.

- A. New emails can be added to any list by clicking the “Add Email” button above the grid.
- B. Export the list by clicking the “Download emails.xls” link.



3 – Email Campaigns/Stats

Step 3 of the process allows you to create, schedule and track your email campaigns. Each exhibitor is allowed three email campaigns.

There is a grid listing the email campaigns that you have created. Campaigns that have been sent can be copied and results displayed. New campaigns can be edited, copied and deleted—up to the time that the campaign is sent.

A. Click the “New Campaign” button to add a new email campaign

OR

B. Click the “Stats” link for a campaign to see results

OR

C. Click “Edit,” “Copy,” or “Delete” to change an unsent campaign

Email Campaigns:

Add a new email campaign, edit a pending campaign or review a campaign that has already been sent.

New Campaign

Campaigns:

	Product Name	Send Email On	Email Stats	New Registrants	Already Registered	Not Registered
Copy	XPress LeadApp	Feb 2, 2011 1:30 PM	Stats			2
Copy	XPress LeadApp	Feb 28, 2011 9:00 AM	Stats	0	0	12
Edit Copy Delete	X*Press Exhibitor Emails	Jul 1, 2011 9:00 AM	N/A	N/A	N/A	N/A

Entries: 7

« Back Save & Continue »

Total Registrants Using Your VIPCode: 3

Note: The "Already Registered" and "Not Registered" values are estimates as a recipient can receive an email at one of the recipient's email addresses and use another email address when the recipient actually registers.

Clicking “New Campaign”

1. Add email lists to the campaign by highlighting a list in the first field on the left and clicking the “Add” button
2. Enter your company and promotional information in the fields provided
3. Upload a graphic as a gif, jpg or png file
4. Enter a date and time for the campaign to be sent
NOTE: If date is unknown, select a future date and adjust later.
5. Select one of the templates for your email campaign from the drop down menu

Email Campaigns:

Add a new email campaign, edit a pending campaign or review a campaign that has already been sent.

Campaigns: Create your email blast by entering the content into the form fields below.

*Send to Lists: Lists: Send to Lists: You can add additional Email Lists on Step 2.

From Email: You can hold Ctrl to select multiple lists simultaneously.

*Email Subject:

Custom Greeting: (chars left: 433)

Product Name:

Product Description: (chars left: 322)

Product Website URL:

Product Image: You can upload any .gif, .jpg, .jpeg, or .png image that is smaller than 2 MB. The optimal dimensions are 288x216 pixels. RGB files only (no CMYK).

*Send Email On: / / : Eastern Standard Time

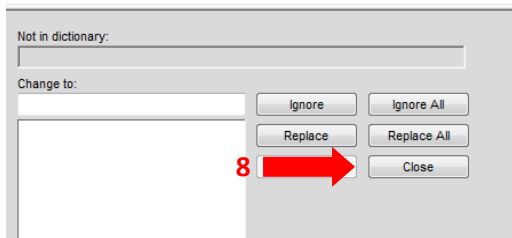
*Email Template:

- Review your template in the preview window
- Click the "Save" button to save your information and template choice

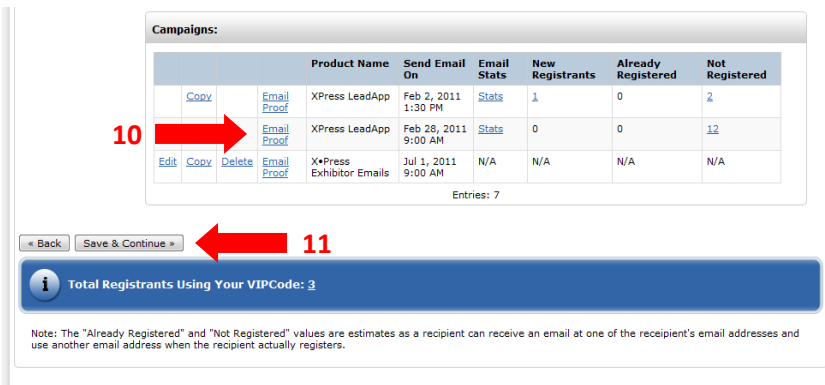
The Spell Checker will open in a new tab



- Correct any spelling mistakes and click the "Close" button
- Click the browser tab to return to your campaigns



- Click the "Email Proof" link next to your campaign name to send yourself and others a copy of the campaign
- Click the "Save and Continue" button to complete the campaign setup



Campaign Stats

The list of email campaigns on Step 3 displays basic results in the grid. Stats include the number of new attendees who registered (people who registered because of your campaign), attendees who were already registered (people who registered before your campaign was sent) and those who have not registered.

Stat Definitions

New Registrants – Attendees who registered as a result of your email campaign

Already Registered – Attendees who received your email, but were already registered for the event

Not Registered – The number of recipients of your email who have not registered for the event

Sends – Emails successfully sent to recipients

Bounces – Emails that were rejected for any reason, e.g. not an email, email doesn't exist, etc.

Clicks – A list of links in your email campaigns and the number of times each was clicked

A. Clicking the “Stats” text link for a campaign opens the reporting interface in a new browser tab.

B. The number of attendees who registered across all of your campaigns is shown in the blue bar at the bottom of the page. Clicking the attendee number opens a list of the registrants.

	Product Name	Send Email On	Email Stats	New Registrants	Already Registered	Not Registered
Copy	XPress LeadApp	Feb 2, 2011 1:30 PM	Stats	0	0	2
Copy	XPress LeadApp	Feb 28, 2011 9:00 AM	Stats	0	0	12
Edit Copy Delete Email Proof	X*Press Exhibitor Emails	Jul 1, 2011 9:00 AM	N/A	N/A	N/A	N/A

Entries: 7

« Back Save & Continue »

Total Registrants Using Your VIPCode: 3

Note: The "Already Registered" and "Not Registered" values are estimates as a recipient can receive an email at one of the recipient's email addresses and use another email address when the recipient actually registers.

Stats – Summary

The Summary interface shows:

- Email subject line
- Campaign status
- Start and end dates and times
- Count of unique opens
- Count of unique clicks
- Count of bounces

Summary Sends Bounces Clicks Preview

Summary

The following stats are calculated in real-time except for the bounce stats, which are calculated twice a day. Typically, it takes a few days for the stats to settle, but the opens and clicks can increase for as long as the user retains the email.

Email Subject: Lead Retrieval and Attendee Lists

Status: Done

Start Date: Feb 2, 2011 1:38 PM

End Date: Feb 2, 2011 1:38 PM

Email ID: 54615

Sent:	3
Unique Opens:	1 → 33% of Sends
Unique Clicks:	1 → 33% of Sends
Bounces:	1 → 33% of Sends

Stats – Sends

The Sends interface shows:

- Recipient’s email address
- Times opened
- Date of first opening
- Date of last opening
- Count of clicks
- First click date
- Last click date
- Campaign send date

Summary | **Sends** | Bounces | Clicks | Preview

Sends

Email Subject: Lead Retrieval and Attendee Lists
 Status: Done
 Start Date: Feb 2, 2011 1:38 PM
 End Date: Feb 2, 2011 1:38 PM
 Email ID: 54615

Page: 1 Results: 1 - 3 of 3 Rows per Page: 20

To	Opens	First Open	Last Open	Clicks	First Click	Last Click	Sent On
test3@formfields.com							2011-02-02 13:38:58
test4@goexposoftware.com							2011-02-02 13:38:58
test5@goexposoftware.com	2	2011-02-07 15:49:17	2011-03-24 22:35:46	3	2011-02-02 13:40:24	2011-02-02 13:42:48	2011-02-02 13:38:59

Page: 1 Results: 1 - 3 of 3 Go to Page: Go

Stats – Bounces

The Bounces interface shows:

- Recipients email address
- Bounce details or the returned error message from the email account

Summary | **Sends** | **Bounces** | Clicks | Preview

Bounces

Email Subject: Lead Retrieval and Attendee Lists
 Status: Done
 Start Date: Feb 2, 2011 1:38 PM
 End Date: Feb 2, 2011 1:38 PM
 Email ID: 54615

Page: 1 Results: 1 - 1 of 1 Rows per Page: 20

To	Bounce Details
test3@formfields.com	User unknown

Page: 1 Results: 1 - 1 of 1 Go to Page: Go

Stats – Clicks

The Clicks interface shows:

- The link name, e.g. “Click here to register.”
- The link URL
- Count of times clicked
- Each links percentage of the total click count

Summary | **Sends** | **Bounces** | **Clicks** | Preview

Clicks

Email Subject: Lead Retrieval and Attendee Lists
 Status: Done
 Start Date: Feb 2, 2011 1:38 PM
 End Date: Feb 2, 2011 1:38 PM
 Email ID: 54615

Page: 1 Results: 1 - 1 of 1 Rows per Page: 20

Link Name	URL	Clicks	% of Total Clicks
Click here to register.	https://www.xpressreg.net/register/nabs041/start.asp	3	100

Page: 1 Results: 1 - 1 of 1 Go to Page: Go

Download Stats

A link to download stats as and Excel file appears at the bottom of each stats page.

[Download clicks_54615.xls](#)

For technical support, please contact:

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