

# SUPERZOO SUPER SEARCH EXHIBITOR VISIT PLANNER INSTRUCTIONS

## Prepared by: GPS for Pet Businesses

The SuperZoo Super Search Exhibitor visit planner is designed to make your time on the show floor more efficient and more productive. Of course, you should take the time to visit the new product area and walk the whole show. When you do so, the enormity of our growing industry will be readily apparent. Every business can improve. If you are a retailer, what sections of your store are not doing as well as you hoped and need a “facelift” or conversely, what areas are growing and need products to fill additional space. Manufacturers could be looking to find distributors to handle their products or just looking to “check out” the competition. There is always something! Use the Super Search SuperZoo Exhibitor Visit Planner to plot your “trip” on the show floor – whether your needs are simple or complex, this tool truly is a GPS for your pet business.

### DETAILED INSTRUCTIONS FOR SUPERZOO “SUPER SEARCH” EXHIBITOR VISIT PLANNER

With the visit planner you can conduct up to 5 separate and distinct product category searches simultaneously with consolidated results produced in booth # order to facilitate your “journey”. I suggest that you print out these instructions for your first search. I think that you’ll soon see that the process is as simple as 1...2...3.

1. First: Review the attached category overview sheet and decide in advance what category options that you want to search for. This will greatly facilitate your work.
2. Now open the Excel file. There are 2 tabs – **If you are prompted, click on enable Editing and Macros.**
3. The Top of the sheet is for entering your searches. There are also 5 buttons which automatically perform:
  - a. Execute Search – When you have entered your criteria – Click and your search will happen!!
  - b. Alpha Sort – This sorts the exhibitors in Alpha Name order – for the whole list or just your “results”. Often it is easier to review a list of exhibitors grouped by name rather than location.
  - c. Booth # Sort. Once you have finalized your visit list, click this tab and the list will be put in Booth # order to facilitate your work on the show floor. Like the “Alpha” This tab also works at any time.
  - d. Clear Criteria – To the right of sheet. Automatically removes all criteria (1’s) in rows 3 through 7.
  - e. Clear Column D10>>>> – Automatically removes all of your exhibitor U Pick ‘em entries (1’s)
4. Now let’s input your search or searches. Find cell number “C3”. Type in a **CAPITAL “Y”** to activate your first search. The cell will appear in bright green. It’s now an **active search** of the input on that row. **If there is an “N” in the cell, the search in that row is inactive.**
5. Now type a “1” in the corresponding cell(s) of the category or categories that you want included in your first search. When you enter a “1”, the cell will turn green. (If you enter something other than “1” the cell will turn red.) **PLEASE NOTE:** Putting in more than one “1” in a row produces an “AND” search. If you select both “reptiles” and “catnip” the sheet will only show exhibitors that offer both reptile food and/or supplies **AND** catnip – if there are any. **Do Not Put anything in Column “D” at this time. This “You pick ‘em” column may be used later if you would like to edit down the search results even further – a FINAL list.**
  - a. **NEW Feature:** When you enter a “1” in the product category search area, that cell turns green. **NOW**, the corresponding cell for every exhibitor stocking this category will also turn green. Most exhibitors offer a variety of product categories beyond what you’re searching for. When you produce your final list(s) and are working the show, this new feature will quickly show you exactly what you’re looking for in each booth that you visit.
  - b. Note: Any row with an active “Y” search (green) with no “1” in any category column (“D” through “BA” ) will generate the entire exhibitor list – regardless of any other specific searches in other rows. Except for the green “Y” there will be no colored cells in the row. Use this to reset/start over.
  - c. Note: Any row with an inactive “N” search (red) will produce no results even if categories are selected with “1’s” in the row. **Red & Green in the same row...review your choices!**
6. Now assuming you have additional searches, go to the next row. Enter a **CAPITAL “Y”** to activate the search for this row.

7. Now as above, enter a “1” in the category or categories you also want to look for. Each row is an “**OR**” search. When you “execute” the sheet will produce a list of exhibitors that answers either search 1 “**OR**” search 2.... or 3 or 4 or 5...depending on your number of active searches.
8. You can stop now or continue to produce up to 5 separate searches all consolidated into a single result.
9. When you’re ready to go, click on “EXECUTE SEARCH”!!
10. Your list will appear on the sheet immediately below the search criteria section. It is produced by hiding the exhibitor rows that don’t fit any of the search criteria.
  - a. By the way, at the bottom of your combined search results, subtotals of the number of exhibitors in each category column will be generated. Ex: 42 Total Exhibitors, 30 Reptile, 12 Catnip, etc.
  - b. If the search results list seems doable (ex above: 42 visits) or if you want to keep it to view each booth on the floor and decide then whether to visit...you’re done! Skip to step 14 – printing.
  - c. If you would like to review and personally prioritize or “edit down” the search results go to step 11.
11. If you want to personally prioritize or reduce the number of exhibitors in your search results to produce your “Final” plan...this where the “U pick ‘em” column comes into play. Go to the top of the sheet in the search criteria section. Look at columns “D3 through D7”. Enter a 1 in all of your active searches. **(If there is a “Y” in the “C” column (green), put a “1” in the “D” column – which will also turn green.)**
12. Now review the exhibitors in your actual search results. Remember you can review the list sorted by “booth # or Alpha – click on the correct button if you need to change. Every time you see an Exhibitor that is a “must” visit, put a “1” in the “D” column of that row. (These “1” entries also turn the cells green... or red (nonfunctional) if you entered something besides a “1”)
  - a. The total row at the bottom will add them up as you go, in case you’re trying to “hit a number”.
  - b. If you change your mind, just remove the “1”. (Cell loses all color as it is now a “0”).
  - c. Now you have a choice to make.
    - i. If you want to print the whole list with your pre-show priorities showing as “1” on the sheet, just skip to step 14.
    - ii. If you want to cut down the list to show **only** your “pick ‘em” exhibitors, go to step 13.
13. Just go up to the “EXECUTE SEARCH” button and click on it. Your final list will be generated immediately. Go on to step 14 - printing.
14. The sheet is formatted to print – landscape on letter size. Change the sort order (Name or #) if you want. The type is small, but legible. Check the print preview to make sure that it is OK. You can switch to legal and increase the size to make it easier to read ...or you could also hide some irrelevant columns and increase the size of the print or perhaps even switch to portrait. Whatever works for you.
15. You now have a “hard copy”. To save an electronic version, you really have 2 choices.
  - a. Save the whole file under a different file name. - **BE SURE TO SAVE AS A MACRO ENABLED FILE. THE NEW FILE WILL BE FULLY FUNCTIONAL.**
  - b. Save as a PDF. **AN ELECTRONIC VERSION OF WHAT IS FORMATTED TO PRINT – NOT FUNCTIONAL.**
  - c. If you copy and paste to another Excel sheet.- May be able to print but **FILE WILL NOT FUNCTION.**
16. **To start a “new” search.** Remove the “1’s” by backspacing...or Just go back to the right of the search area click on the **CLEAR CRITERIA button** to remove all the old criteria in Rows 3>7. (If you used the “U pick ‘em” option in Exhibitors, Click on the **CLEAR COLUMN D10>>>> button.**) Now you can activate the necessary search rows, enter new criteria and EXECUTE.
17. **If you just want to go back to a full exhibitor list, you have 2 choices.**
  - a. Clear all the cells as indicated above. Enter/keep a “Y” in “C3” only. Put/keep an “N” in cells “C4>C7”. Then click on the “EXECUTE SEARCH” button.
  - b. Put/Keep an “N” in cells “C3>C7”. Click execute search. This will produce the full exhibitor list again without removing your search criteria. You can then edit your categories and activate a new search.

## Some Insights for Your Review of the Categories

1. The data entered for each exhibitor for product categories is based upon on more than 1100 website reviews and internet searches. Is it 100% accurate...no, but it is very close.
2. The product categories defined by “type of animals” indicated for each exhibitor is highly accurate.
3. Searches for Horse, Small animals, Birds, Fish and reptiles are not product category specific. They just indicate that the exhibitor has food and/or supplies for that particular type of animal. If you are searching for products for these animals just enter “1” in animal type – no subcategories.
4. The subcategories like food, beds etc. only refer specifically to the exhibitor having these items for dogs and/or cats. Note: Ex: If they carry crates for dogs and reptile items they may have reptile cages.
5. Note: Both the animal type and the detailed dog & cat product categories are included for distributors who are known to carry them so they will also appear in the search results.

As usual, the instructions are more complicated than the actions. Review the categories on the next page.

Make your choices then go back to step 1. A page and a half of instructions often comes down to:

1. Activate the search row with a CAPITAL “Y”
2. Indicate what you are searching for with a “1” or “1’s”
3. Click on “EXECUTE SEARCH” button and you’re ready to print or save for use on your tablet or phone!

### It’s as easy as 1, 2, 3!...or as complex as your needs.

Consider this Example Scenario: You want to see a list of all exhibitors that feature either Catnip or Reptile products. Your show time is limited so you want to personally cut the list down to 25 of your choosing. You would like the list for review to be in alphabetical order...because it’s easier to keep them straight. However, you want the final, final list to show only your choices...and in booth number order because it will be easier to “work the show”. Can the Super Search do that??? .....Actually, it’s easy... DO THIS:

1. Open the Super Search file
2. Add a “Y” in cell “C3”; Also in row 3, add a “1” to cell “P3” Reptiles
3. Change “N” to “Y” in cell “C4”; Also in row 4, add a “1” to cell “AF4” Catnip
4. Click on Execute Search
5. Add a “1” to cells “D3” and “D4”
6. Click on the “ALPHA SORT” button. Now review your alphabetized list of exhibitors.
7. Put a “1” in the “D” column of all exhibitors that you want on your “final” list.
8. When you’re done, click on Execute Search
9. This “final” list is in “alpha” order. Click the Booth # Sort button. You’re ready to print!
10. To get back to “start”:
  - a. You can simply close without saving and re-open or...
  - b. Clear all the “1”s that you inserted in the search criteria columns and the “D” column with the appropriate “clear buttons”. Be sure to leave a “Y” in “C3”. Change the “Y” in “C4” to “N” .....and click on Execute or...
  - c. Change the “Y” in both C3 and C4 to “N”...and click on Execute. This will get you back to the full exhibitor list but won’t clear your existing search criteria.

**CAUTION!! DO NOT ALTER THE FILE STRUCTURE....OR COPY AND PASTE THE SHEET!! THE COPY WILL NOT FUNCTION!...YOU CAN “SAVE AS” THE ENTIRE FILE WITH A NEW FILE NAME!**

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# EXHIBITOR PRODUCT CATEGORIES – AN OVERVIEW

<b>U Pick 'em</b>	<b>"U Pick 'em"</b>	This is an optional column only used when one wants to narrow the search results by personal editing. See the instructions for details.
<b>SUPERZOO SPECIAL SECTION</b>	<b>Natural</b>	Natural Products of all kinds
	<b>Rodeo Drive</b>	Boutique, fashion...style
	<b>Critter Alley/Aquatic</b>	The focus is Live Animals and/or Aquatic products
	<b>Groomers</b>	All exhibitors are focused on groomers and grooming products
	<b>1st Time</b>	Exhibitors making their first appearance at SuperZoo
<b>EXHIBITOR TYPE &amp; TYPE OF ANIMAL</b>	<b>Media, Org</b>	Trade Media, Industry Organization, Non-Profits
	<b>Distributor</b>	Wholesale seller - usually of a variety of brands and a multitude of product categories. In the list they are identified by type of animal and product category - just like a manufacturer.
	<b>Bus Services Rtl/Mfg</b>	POS systems, store design, packaging, etc. Products generally not for re-sale. Customers: Retailers & Manufacturers.
	<b>Gift/Gen Mdse</b>	These are primarily gift items or exhibitors which have not identified the product category
	<b>Fish</b>	Sell aquatic animals, food or products
	<b>Reptile</b>	Sell reptiles, food and/or products
	<b>Bird</b>	Sell birds, food and/or products
	<b>Sm Animal</b>	Sell small animals, food and/or products
	<b>Horse</b>	Sell equine products and/or food
	<b>Cat</b>	Sell cat products and/or food
	<b>Dog</b>	Sell dog products and/or food
	<b>THESE SUB-CATEGORIES REFER TO DOGS AND/OR CATS</b>	<b>Books, Mags</b>
<b>Clothes, Costumes</b>		Pet clothes, costumes and related accessories
<b>C&amp;L Harn Acc</b>		Collars, leads, harnesses and accessories - could be for training, control, fashion or even medical use.
<b>ID Tags</b>		Tags specifically for identifying the pet.
<b>Food</b>		Product specifically designed as the primary diet of the animal.
<b>Feeding Acc</b>		Bowls, watering systems, storage, mats - accessories associated with feeding.
<b>Treats</b>		Edible & digestible products not designed to be the primary diet. Natural bones to manufactured treats
<b>Rawhide</b>		Processed beefhide. Edible but not digestible.
<b>Toys</b>		It's about fun - solo, interactive, etc.
<b>Exercise, Agility</b>		Products designed to provide specific exercise and agility training.
<b>Catnip</b>		Catnip sold alone
<b>Scratching</b>		Products designed to provide scratching areas. Can be disposable or longer lasting.
<b>Furniture</b>		Can be furniture to provide rest space but can have scratching surfaces - more substantial than just scratching.
<b>Tie Out &amp; Contain</b>		Generally stakes, chains and cable "tie out" - but includes electronic fences. - Containment
<b>Beds Mats</b>		Beds and mats. Designed for sleep & rest. - Includes mats for crates.
<b>Doors/Gates</b>		Stand alone or to be inserted into existing doors.
<b>Carriers Crates</b>		From fabric to metal. Designed to transport or contain the animal. Also includes cages.
<b>Car Safety, Acc</b>		Generally associated for use with the pet in autos - harnesses, barriers, seat covers, steps.
<b>Houses, Kennels</b>		Traditional houses, kennels, exercise pens.
<b>Litter</b>		Litter for use with waste management.
<b>Litter Acc</b>		Scoops, boxes, etc for use with litter
<b>Dental</b>		Products specifically designed for dental health
<b>Meds, Supp</b>		OTC medical devices, medications, vitamins, food supplements
<b>Flea &amp; Tick</b>		Products associated with controlling/treating fleas & ticks.
<b>Groom Tool</b>		Grooming tools, baths, dryers, smocks, etc.
<b>Shampoo</b>		Pet shampoos
<b>Stain &amp; Odor, Clean</b>		Products designed to deal with pet related stain & odor problems
<b>Wipes</b>		Cleaning wipes for use on pets
<b>Train pads, diapers</b>		Disposable pet training pads & diapers - also cloth diapers to be used with pad inserts
<b>Waste Pickup</b>		Scoops, pickup bags, artificial turf and accessories - designed to deal with waste pickup
<b>Electronic</b>		Product has an electronic powered element - invisible fence, gps tracker, etc.
<b>Track, Monitor</b>		Product that tracks the whereabouts of the pet or allows remote monitoring.