



Trade Show Support Guide

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Quick Hits

These are things you need to know in order to start off strong at the trade show.

Read through this guide before you come to the show!

Uniform:

Gray Spikeball Shirt with yellow Spikeball Lettering



Look good, feel good, [sell good].

The old mantra is just as true for Spikeball trade shows

If you need this let us know.

Every day of the show: wear this!

Keep track of:

- Sets sold
- Sets given away
- Sets sold for cash
- Sets sold with checks
- Sets and amounts if any discounts given
- Total amount of cash and checks

Apps you'll need:

- Filemaker Go 16 (Pg. 11)
 - Reporting about the show
- Payable (Pg. 13)
 - Getting reimbursed for the show

Booth Tidiness:

Just as much as we want you to look good, we want our booth to look good too. If something looks cluttered or messy we don't want that. **Make sure you leave a couple feet between the edge of the Spikeball Wall and the end of the booth on the side of the TV. This way you can put your personal belongings there hidden from sight from everyone passing by.**

Need to Knows:

Booth Videos (Pg. 4)
 Shopify PoS (Pg. 5)
 Set Up Guide (Pg. 8)

During the show place all cash and checks you receive in the waist pack that came in the tradeshow kit.

***Remember:

Spikeball is covering gas, food, lodging, parking, tolls, and any other expenses incurred on this trip. Please keep all receipts or take a legible picture so you can get reimbursed after the event. Thanks.

Trade Show Videos

We show some awesome videos at our trade-shows to help customers see how much fun people have with Spikeball®! It really helps them understand the game and can lead to an easier sale!

We need you to follow these instructions so you can play them at the event!

You will receive a USB with pre loaded videos on there.

-Plug the USB into the tv and select the USB Media in put and play the video. You'll be good to go.

In the case that something goes wrong with the USB:

- You will need a laptop and HDMI cord. If using an older Mac, you may need a lightning to HDMI dongle or adapter as well.
- You will need to download these videos:
<https://www.dropbox.com/sh/or0i0tx87j2pc10/AAB2jjXXr7aghZw7uBO5TM0Ga?dl=0>

-Retail Reel

-Play Anywhere

-How to Play

-GoPro Spikeball

-Top 10 Rallies

-Bird's Eye View of Roundnet

-Marsh Jr. High

-USA Spikeball Top 5 Plays

-Central Park Long Rally

-Spikeball CrossFit

-Join The Movement

-Top 8 Teams

- Once downloaded, add the videos to a playlist in iTunes or WMP. Now you can loop the videos and switch between them with ease!

Shopify Guide

Processing Orders at Tradeshows

iPad Password is **6541**.

Shopify PoS App Pin is **1123**



In the **Shopify App**:

- Make sure the iPad is charged up and the **Shopify PoS swiper** is connected.
- Please go to settings ----> General. See the list and click on “assign location” Select the location you are currently at. i.e. “ACA New England”
- Please go to settings ----> General. See the list and click on “PoS fulfillment” Select the slider to be Blue so that sets are “always fulfilled”
- You now should be ready to start selling products so you will want to go to the “Products” tab.

Situation # 1 – When selling sets on location (NOT shipping)

1. Select “Add Customer” and “Create Customer” - Add their First Name, Last Name, Email.
2. Select “Add Address” **Input a “1” in Address field and input the customers ACTUAL City, State and Zip fields. *This is incredibly important.***
3. Always make sure that the “Accepts Marketing” “Tax Exempt” Sliders are selected and highlighted to be Blue. This makes it so we can send them a receipt at the end of the sale.
4. Click “Save Customer” . Now the customer is created.
5. Choose the product you are selling. I.E. “Combo Meal” “Pro Set” “Glow Balls”
6. If you need to add multiple sets, select the product on the right side in the “cart” section and select the quantity of sets desired.
7. Select the price on the bottom right of the “cart” section. Swipe credit card. If it gets declined, try again. If not working, try to enter in the card number manually. **If paying with **cash** – Select “Pay With”, select “Cash”, enter amount, select “Mark as Paid”**
 - *If paying with **check** -- do exactly as you would with cash. Have customer make check out to “Spikeball Inc.”**
8. Once payment is complete, it will ask the customer to sign with finger. Select “Submit Signature”. Once signature is verified, it will ask you to email the receipt. Their email should be in the field and you should just have to click “Send” .
9. The sale is now complete. To start another sale, Create a new customer and repeat. :)

Situation # 2 – When selling set and shipping it to customer (Not handing set to customer)

1. Select “Create Customer” Enter their First Name, Last Name, Email
2. Select “Add Address” Enter their Street Address, City, State, and Zip.
3. ***Double check with customer to make sure all information is **correct**.***
4. Now the customer is created, Choose the product you are selling. I.E. “Combo Meal” “Pro Set” “Glow Balls”
5. **IMPORTANT** Select the “3 Dots” on the very top right of the cart section. Make sure to “**DESELECT**” Mark as fulfilled. We do not want this set to be fulfilled because the warehouse will fulfill it once it is shipped.
6. Select the price on the bottom right of the “cart” section. Swipe credit card. If it gets declined, try again. If not working, try to enter in the card number manually. Once payment is complete, it will ask the customer to sign with finger. Select “Submit Signature”
7. *If paying with **cash** – Select “Pay With”, select “Cash”, enter amount, select “Mark as Paid”* *If paying with **check** -- do exactly as you would with cash. Have customer make check out to “Spikeball Inc.”*
8. Once payment is complete, it will ask you to email the receipt. Their email should be in the field and you should just have to click “Send”. The sale is now complete. To start another sale, Create a new customer and repeat. 😊

Discounts

1. To give a discount on a set simply click on “Add Cart Discount” once you have added the product to the card.
2. You can then choose whether it’s a cash or percentage discount, add the amount, then click done.

Refunds

*Contact Event Coordinator if this is needed.

Video Walkthrough: <https://www.youtube.com/watch?v=K8ONNLn0HLY>

Mail Chimp Subscribe



1. Open “MC Subscribe” on iPad.
2. Click the “+” to Create a New List. Or Click Replicate List in setting mode.
3. Select the list you want to add. Example “Pennsylvania AHPERD 2016”
4. Click “Edit Form” - You will now be able to edit the form by touching the text and using the options in the top right to modify your selection.
5. Select the title text with your finger. It should say “Banana Co.” Click the text editor in the top right corner and edit the text to have this format: Event Name and Year – Example – “CrossFit Games 2016”
6. Select the subtext below the title that says “Sign up to receive 50% off a Banana” Click the text editor in the top right corner and edit the text to say this. “Sign Up to Win a FREE Spikeball® Set!!!”
7. Click the “Settings Cog” in the top right corner. Make sure the “Single Opt In” is selected.
8. You can change the color of the text and background to make it stand out easier and even add a Spikeball themed photo for the background as well.
9. Click the check mark in the top left corner – Click Done.
10. Now you can see all the forms that have been created, select the one you just made and click it.
11. You should now see the form with the correct title and text and someone should be able to enter their first name, last name, and email to subscribe. Give it a test to make sure it works.
12. You are all set! Just keep the iPad on this screen and present it with the “Sign Up To Win A FREE Set” sign when at the booth. You can easily switch between the MC Subscribe and Shopify apps to make a sale and then go back to collecting emails.

Video Walkthrough: <https://www.youtube.com/watch?v=O7Xolt4eqll>

Contests

- If you want to send contests to the mailing list, contact logan@spikeball.com
- Include in email:
 - Title of Contest
 - What the contest is
(e.g. First one to come to our booth and do 3 pushups wins a set)
- We suggest you do at least 1 contest per day

Booth Setup Guide

1. Find registration, get your badges and find your booth in the exhibit hall. Be sure to ask what is the best way and place to drop off stuff for your booth.
2. Find the outlet in your booth. Plug in the power strip/extension cord (located in TV case). The last thing you want is to set up the whole booth then realize that you need power, but can't find the outlet.
3. If there is flooring, place yellow and black tiles alternating throughout the whole booth before setting anything else up. Make sure the floor is clean to start off the show.
4. Hang the Spikeball back wall (located in the TV Case). Make sure the logo is facing the right direction. The point on the Spikeball S logo should be facing the top left.
5. Open the cases of sets and start assembling the Spikeball wall. Stagger boxes all facing the same way. "Curve" the corners so that there are boxes on the sides of the booth as well. (Save some Spikeball Master Case Boxes in case you do not sell out and need to ship sets back to Spikeball).
6. Remove the following items from the TV Case or box that they were shipped in: stickers, infographic cards, curriculum, TV/screws, screw driver, contest signage.
7. Place the Spikeball Sleeve/Glove on the Trade-show Case. (See Trade Show case section for case contents.)
8. Place the TV (see TV set-up below) on the Trade-show Case or on the table facing the side where more people will be coming at the booth. If TV is on table, stack TV on 4 Spikeball boxes to raise it up to eye level.
9. Power strip and extension cords should be behind boxes and/or out of sight.
10. 2 Spikeball sets all set-up. 1 with a ball in front of booth pushing into aisle that you can demonstrate on. 1 with legs folded in leaning against the back wall of the booth.
11. 1 Spikeball set broken down and on the ground so they can see it goes into individual parts. Place neatly in front of TV case.
12. Hang empty Spikeball bags on side poles of booth so they can see that it fits in the bag.
13. Put stickers, curriculum, and infographic cards out for display in front of TV. Both sides of infographic cards should be visible.
14. If you have a presentation, use the presentation time sign in the TV case. Write the time and location of the presentation or demo on the sign and tape it to the front of the TV case. Be sure to tell people about it as well!
15. Set up 9 boxes all facing the same way in a stack next to the TV case. You will put the "Win a Free set!" sign on top of the boxes with the iPad so that you can collect email addresses.
16. Wear Spikeball gear and wear it proudly.

——— Get the chairs and table out of there! ———

See pictures below for references.

TV Set-Up

1. Use the 8 screws and the screw driver from the supply box to attach the TV stand to the base. Then attach the TV and screw it into the base. Make sure they are tight. Try not to strip the screws. Plug the power cord into the extension cord/power strip. Make sure there is enough slack and it won't be a hazard.
2. If you have an HDMI cord and a computer:
 - a. Plug into HDMI port and select the correct input on the TV. Have the videos in a looping playlist in iTunes. This will be easy to move from one video to the next if needing to show a certain one.
3. If you have a USB stick with videos on it,
 - a. Plug into USB port, use the remote and select media > video > tools > repeat all

Trade Show Case Checklist

Office Supplies

- Pair of small scissors
- Box cutter
- Pens, pencils, sharpie
- Dry Erase Markers w/ Eraser and cleaner
- Screw Driver - Magnetic
- Extra Screws for TV
- Extra batteries for TV
- Rubber-bands
- Clear Packing Tape
- Scotch Tape
- Zip-Ties
- Box to hold all of this in

Other

- Blanket, TV Box, or bubble wrap
- Infographic cards
- Stickers
- Sign up to win a free set! Poster
- Presentation/Demo Sign
- Trade-Show Guides
- Apparel



Post Trade Show Break Down Instructions

- Neatly pack up all materials back into TV case. Please make sure the TV is well secured.
 - Use checklist as to not forget anything! Mark anything that is missing.
- Pack any extra sets back into Master-case boxes and tape them closed with packing tape.
- Work directly with me to get shipping labels for equipment – Logan@Spikeball.com
- Drop off equipment at shipping center or nearby UPS with labels ***Can be FedEx if no UPS is close by.
- *****IF YOU HAVE TO SHIP WITH FEDEX LET US KNOW WE NEED TO SEND FEDEX LABELS**
- Make sure to say thank you to the management as you leave and any friends you made along the way!

Filemaker Go 16

1. Download Filemaker Go 16 to your phone and open it
2. Go to Hosts on the bottom right
3. Click the plus sign on the top right
4. Type in the Host Address: spikeball.fmi.filemaker-cloud.com
5. Save
6. Open the database
7. Enter Log In Info:
 - a. Username: SC
 - b. Password (Case Sensitive): SC17
8. Enter the Event ID you were provided when you were contracted for the event
9. All Event details will be provided within the app
10. During the event you need to monitor the sets you sell under the sets tab
11. After the event you should complete the fields under the Post Event Tab
12. Suggestions for how to make the app more useful for contractors? Let us know!



During the show track the sets you sell via this app! It's important for our numbers!

Thanks!

Filemaker = Trip Itinerary

- Equipment & Inventory
- Shipping information
- Booth #
- Social media
- **Set Tracking** (to be used during the show)
- Event Schedule
- Helpful Resources
- Post Event Information

All of this is found within the Filemaker App, this is a must have for all events that will help expedite post event analysis for both you and us!

Video Walkthrough: https://www.youtube.com/watch?v=NQ_uQCLKO3A

Access FM on a non iOS device

Enter into the browser:
<https://54.191.110.17/fmi/webd>

Username: SC
 Password: SC17

Checks and Cash

Hey! Thanks for taking all the cash and checks at your event! Now it's time to get it off your hands!

Step 1: Deposit cash!

Please take the cash and deposit in into your personal bank account.

Step 2: Write a check!

Please write a personal check for deposited amount and make check out to "Spikeball Inc." In the notes section on the check, please put "name of the show" "cash"

Step 3: Send to Spikeball!

****If you received other checks from customers, please include them!

Include with check(s) a note that is printed or very neatly written with this information:

Event Name:

Date:

Total Amount in Envelope:

Detail of what the cash is for

Example: There is \$440 in checks for 10 sets total. 9 sold at \$45 and 1 sold at \$35.

Please send stamped envelope with checks and note to:

Spikeball Inc.

P.O. Box 3784

Chicago, IL 60654

*****During the show place all cash and checks you receive in the waist pack that came in the tradeshow kit.*****

Someone needs to be wearing that the whole show.



Payable

Contractors



This guide will help you in the signup process if you have any questions.

<https://payable.com/support/what-do-my-contractors-see-when-they-sign-up>

To start the process of being able to be paid through Payable...

- Receive invite to Payable through email. Click "Sign Up"
- Create a login with first name, last name, email and a password
- Input your basic tax information – Choose "**Individual**" for Business Type
- Input your w9 information – Full Name, Social Security Number, DOB and Home Address
- E-sign the w9
- Submit your banking information so we can send you money via direct deposit
- Choose your tax records delivery preference
- You are all set to get paid!

!!!Once you sign up, you only enter reimbursement!!!

DO NOT ENTER EVENT PAYMENT INFO

Reimbursement Process for Contractors

To get reimbursed for your expenses, please follow these instructions closely...

-Here is a video tutorial to help! - <https://youtu.be/hgp3T1iD9VU>

*******You will do this process for EACH INDIVIDUAL RECEIPT*******

- Take legible pictures of each receipt individually that show the total cost of purchase
- Login to Payable
- Select the "Work" tab at the top of the page
- Select the blue "Reimbursements" Work Type and click "Add Reimbursement"
- Enter the amount spent in the "\$" box at the top left
- ***Do not change the date or time*****
- Make sure your name is selected in the first dropdown menu
- Select the correct "Service" type the matches the purchase you made
- Example – If you paid for gas, you select the "(R) Fuel" Service Type
- **For Reimbursements – You will only select a service that has the "(R)" in front of it**
- Put the event name in the "Notes" section. i.e. "Alabama AHPERD"
- Please make sure that each submission has the same event name in the notes section.
- Once all receipts are entered in, Payable will lump together and submit 1 reimbursement payment to your bank account.
- You are all set to get reimbursed!

If you have any questions about the payment or reimbursement process, please direct your questions to Logan@Spikeball.com - Thanks!

Future Events

-Want to be the first to know about an event and offer to work on it without us reaching out to you individually?

-Send an email to logan@spikeball.com and we'll review the events you've worked and approve you for our Contractor Forum.

-The Forum is run through Basecamp 3 and is a place where we as a company will post work opportunities and you will have a chance to work them. It's a more open format than us reaching out to you individually.

-The more events you work and the more revenue you generate at events the better contractor rating you earn and the more events you have available to work.

Level 1: Assist at local shows

Level 2: Assist at local shows with preference and lead shows if needed

Level 3: Lead Local shows or assist at larger shows if needed

Level 4: Lead any show anywhere. If we can't find someone local to run a show we may fly you.

-To work your way up, keep an eye out for every event opportunity that comes your way. The more you work the more we notice, and the more chances you have to work your way up!



Basecamp®