SuperZoo 2022 Super Search Exhibitor Visit Planner - Quick Start Guide

First: When you download the Excel file, Remember to Enable Editing & Macros!

The SZ 2022 Super Search Exhibitor visit planner is designed to make your time on the show floor more efficient and more productive. With the Super Search you can conduct up to 5 separate and distinct product category searches simultaneously with consolidated results produced in booth # order to facilitate your "journey". There are detailed instructions for reference and to help you understand the nuances of the tool. However, it is really very simple so let's get started. **Here is the Dashboard where you set up your searches.** ↓

SEARCH EXHIBITORS		SZ SECTION							ANIMAL/EXHIBITOR TYPE											DOG and/or CAT PRODUCT CATEGORIES																																			
EXHIBITOR SEARCH ALL RESULTS ARE COMBINED	EXHIBITOR SEARCH	<< "U Pick 'Em" LIST	Natural & Health	Specialty & Lifestyle	Aquatics/Animals	Feed & Farm	Groomers	International	Emerging Brands	Media, Org	Distributor	Bus Services Rtl/Mfg	Gift/Gen Mdse	Fish	Reptile	Bird	Sm Animal	Horse	Cat	Dog	Books, Mags	Clothes, Costumes	C&L Harn Acc	ID Tags	Food	Feeding Acc	Treats	Rawhide	Toys	Exercise. Agility	Catnip	Scratching	Furniture	Tie Out & Contain	Beds Mats	Doors/Gates	Carriers Crates	Car Safety, Acc	Houses, Kennels	Litter	Litter Acc	Dental	CBD	Meds, Supp, Devices	Flea & Tick	Groom Tool	Shampoo	Stain & Odor, Clean	Wipes	Train pads, diapers	Waste Pickup	Electronic	Track, Monitor
EXECUTE SEARCH ← 4																																																						
Booth # Sort / Alpha Sort																																																						
Must have "Y" to activate; Then enter "1" in column>>	Y																											1																											
To Add/Chge "N" to "Y"; Then enter "1" in column>>	Y																									1																													
Note: "N" even with "1's" will generate no results	Y																													1									1															
Note: Multiple "1's" in a row mean AND - Must have all	N																																																					
Note: A "Y" with no "1"s brings up the whole list	N																																																					

5 1 8 ← 1 2 → 3 7 ↓ < Clear Criteria Clear D10 >>>>

On the dashboard, the first things to note are the numerous category columns. There are 7 separate floor sections, 11 different Exhibitor or Animal Types and 33 Dog and/or Cat Product categories. You can search exhibitors for any combination of these.

Let's take a specific example running 3 simultaneous searches for several Dog/Cat categories:

- Toys
- Treats
- Catnip & Litter (Must sell both)

Now referring to the Dashboard, let's take it by the numbers:

#1. This column is where you activate each search. Type in a "Y" (Cells C3>C7 will auto-capitalize) This search "line" becomes active.(cell turns **green**) In our example we are running 3 searches, so we have 3 **"Y"**s.

#2. Now we enter a 1 in the correct column for each search line. Search Line 1: Toys; Search Line 2: Treats.

#3. In Search Line 3 we want exhibitors that sell both Catnip and Litter, so we put a 1 in both of these columns.

#4. Now we just "click" the Execute Search Button. The searches are done simultaneously, and the results combined into a single list in alphabetical order.

#5. If you would like to view the list in Booth # order, just click the Booth # Sort.

#6. You can switch the list back to an alpha view by clicking the Alpha Sort Button.

#7. To Clear all your search categories and start a new search, click the Clear Criteria Button. Then click Execute (#4) again and you will be back to the full list

Note: Any Search Line with a Y and no 1's in any column will always deliver the entire list regardless of what is selected in other lines. Change the Y back to an N in unused search lines. **Now a sample of the results:**

SZ 2022 Booth #	SUPERZOO 2022 EXHIBITOR LIST	EXHIBITOR SEARCH	<< "U Pick 'Em" LIST	Natural & Health	Specialty & Lifestyle	Aquatics/Animals	Feed & Farm	Groomers	International	Emerging Brands	Media, Org	Distributor	Bus Services Rtl/Mfg	Gift/Gen Mdse	Fish	Reptile	Bird	Sm Animal	Horse	Cat	Dog	Books, Mags	Clothes, Costumes	C&L Harn Acc	ID Tags	Food	Feeding Acc	**Treats**	Rawhide	**Toys**	Exercise. Agility	**Catnip**	Scratching	Furniture	Tie Out & Contain	Beds Mats	Doors/Gates	Carriers Crates	Car Safety, Acc	Houses, Kennels	**Litter**	Litter Acc	Dental	CBD	Meds, Supp	Flea & Tick	Groom Tool	Shampoo	Stain & Odor, Clean	Wipes	Train pads, diapers	Waste Pickup	Electronic	Track, Monitor
4370	COMPANY A	Y																			1									1																									
7266	COMPANY B	Y								1											1							1																											
1570	COMPANY C	Y		1																1	1					1		1				1																								
3679	COMPANY D	Y												1	1	1				1	1			1				1			1																									
5106	COMPANY E	Y													1	1	1	1	1	1	1							1	1	1		1	1	1		1		1			1	1	1	1	1	1	1	1	1	1	1	1			

Company A – Has Toys Only; **Company B** has Dog Treats Only and is also a "Startup"; **Company C** is on the list for Treats and also has Catnip, but no Litter. This is not unusual as Catnip is often a Treat; **Company D** has Treats & Toys. **Company E** has both Catnip and Litter and in fact, actually has it all!

Note: The Super Search highlights your search categories, so you know "why you are there". However, it also shows all categories that are available. Some might "pique" your interest while you are visiting the booth.

You can review the exhibitors alphabetically then put the list in Booth # order to make it easier to "work". The Super Search also allows you to "cut down" the list during your review. (Pg 2; Point #11 - **"U Pick 'em"** in Detailed Instructions) But First, I suggest that you "play" with the Super Search to get a "feel" for the tool, and then review the Detailed Instructions. With your "play" experience, the detailed instructions will become a "quick read" and a valuable reference. You'll soon be "up to speed" on the full capabilities of Super Search. Good Luck and Good "Hunting" at SZ 2022.

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