

THE TWO BEST WAYS TO MANAGE YOUR SALES LEADS

MATERIAL WORLD NEW YORK 2007

Two "2-D" Barcode Sales Lead Systems will be available for rental at this year's Show. These easy to use Systems will provide you with complete records of every prospective customer who visits your booth...quickly and easily. Please order the System that works best for you.



EXPO! Data Terminal

Scan the inquiring attendee's barcode, right thru the badge holder, with the Barcode Scanner. Then select standard or customized 'Action Desired' annotations ('Hot Lead!', 'Send Literature', etc.) Or, use the optional keyboard. The attendee's complete mailing and demographic record plus the selected 'Actions Desired' quickly print out... on wide paper for extra sales notations.

And, your Sales Leads are automatically transferred to the provided USB Memory Stick. Remove the Stick at your convenience (it's yours) to import the data to your own computer system's database; an instruction booklet is included for your convenience.

Standard 110 volt electrical service is required in your booth.



Lead-Stick

Attach the **Lead-Stick** and Barcode Scanner to your own PC. MAC is not supported. Two USB ports are required. No software installation or Internet connection is required. This is a Plug-and-Play application. The Program can run in the background of your current application so no need for a dedicated PC.

Scan the inquiring attendee's barcode, right thru the badge holder, with the Barcode Scanner. Then answer the optional sales lead qualifier questions, or input notes to an open text field. The attendee's complete registration record plus sales lead qualifier information and notes are saved to the **Lead-Stick** and automatically copied to your computer's C: drive.

The Admin Menu will enable you to display a list of your sales leads; demographic reports, and directly export the sales leads file in an Excel format.

The **Lead-Stick** is yours to take with you after the Show.

Lead-Stick does NOT include a print out of your sales leads.






Systems are reserved in advance by completing the proper Order Form and returning it to Expo Logic with payment. **A limited number of Systems may be rented on-site, at a higher cost, subject to availability, so reserve your System NOW!** Pick up (or rent) your System at Sales Lead Services, usually located next to Exhibitor Registration. There will be an additional charge if you change from one System to another on site. Expo Logic staff will be on hand continuously during the Show to demonstrate and service these Sales Lead Systems. Please advise if intended usage is other than sales lead retrieval in your booth during standard exhibit hours. All orders are confirmed by fax or email. For more information:



EXPO LOGIC
 Exposition Solutions Made Simple
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 PH (610) 328-7572 FX (530) 688-4912

Lead Retrieval System ORDER FORM
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Save time & money by ordering Expo! online at www.myexpoleads.com

Item	Description	Rate	Qty	Total
 Expo! Terminal	Requires standard 110v electric service in booth. Includes: USB Memory Stick of sales leads with standard qualifiers ("Hot Lead", "Send Salesman", etc.) via separate scan sheet, plus a wide paper printout for extra notes. Additional/Replacement USB Memory Sticks @ \$15.00/each.	<u>Before 9/17/07:</u> \$265.00/System <u>After:</u> \$315.00	_____	\$ _____
 Qualifiers	Customized sales lead qualifiers via a scanned annotation sheet. Attach list of desired annotations with your order. - Maximum of 30 Custom Annotations - Limit of 50 Characters/Annotation	\$95.00/Set Advance Order Only <u>Before 9/17/07</u>	_____	\$ _____
 Keyboard	Type personal notes or other annotations onto your sales leads. Will appear on print out and Memory Stick.	<u>\$25.00/Keyboard</u> Advance Order Only <u>Before 9/17/07</u>	_____	\$ _____
 Delivery & Pickup	Our staff will deliver, set-up, and train your staff during show set-up. And pick up your badge reader(s) after the show closes. Call us (484/625-4312) to schedule an appointment for delivery during show set-up.	\$125.00/Booth Advance Order Only <u>Before 9/17/07</u>	_____	\$ _____
 Insurance	Protection from lost, stolen or damaged equipment. Please see full details by visiting www.myexpoleads.com/insurance	\$45.00/System	_____	\$ _____

Contact Information

Company		Contact	
Street Address			
City		State	Zip
Phone		Fax	
Email			
Cell Phone Number (for onsite)		Booth Number	

Payment Information

Credit Card		Check	
<input type="checkbox"/> Amex <input type="checkbox"/> Visa <input type="checkbox"/> Master Card		Check Number:	Total Amount Due:
Credit Card Number			Expiration Date
Name as it appears on card		Signature	

TERMS: It is understood the above named Company is responsible for the pick-up; proper use, safeguarding, and prompt return of the Badge Reader(s) in his/her possession and is also liable for any loss or damage. Your credit card imprint will be required on-site if rental payment is made by check or cash. **Badge Readers must be picked up at Sales Lead Services adjacent to Exhibitor Registration, if you are not signed up for 'Delivery & Pick-up'.** They must be returned within one hour after the close of the Show. If our Staff has to pick up your Badge Reader you will be charged \$100.00. **Refunds will not be made for unclaimed equipment or if above Company decides not to use their ordered service.** Cancellation Policy/Charge: Up to 2 weeks before Show opening date - \$50.00/Order.

