

Lead Retrieval Order Form

Safety 2008

June 9-12, 2008

Las Vegas Convention Center, Las Vegas, NV

Contact Name/Title _____ Booth # (Required) _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Country _____ Phone _____

Check (payable in U.S. funds to: CompuSystems, Inc.) Visa MC Amex

Credit card deposit required for all rentals. Card will not be charged unless unit is damaged or not returned on time.

Card Number _____ Expiration date _____

Cardholder Name _____ Cardholder Signature _____

Check here if the above contact information is for an Exhibit House OR Installation and Dismantling Company.

Check here if your company produces or manages a trade show.

Discount Pricing Deadline: 05/09/08

Pre-show Order Deadline: 05/23/08

ORDER ONLINE AND SAVE:

www.compusystems.com/order

Fax credit card orders to: 708.344.4444

Mail orders to: CompuSystems, Inc., P.O. Box 6271,
Broadview, IL 60155-6271, USA

For assistance (inside the U.S.) call toll-free: 866.600.LEAD (5323)

For assistance (outside the U.S.) call: +1 708.786.5565

*You will receive an order confirmation 5-7 days
after your order has been processed.*

I, and my employer, understand and agree that the following late fee will be charged to the credit card used for deposit. If the CompuLEAD unit is returned damaged, or has not been returned to CompuSystems, the fee will be \$1500. If the Unit is subsequently returned to CompuSystems, the fee may be reduced by CompuSystems. We, not CompuSystems or Show Management, are responsible for the proper use and safekeeping of each CompuLEAD unit rented. The CompuLEAD Mobile quantity is limited and provided on a first come, first served basis.



No refunds after 05/23/08.

CompuLEAD Products

	Early Bird Thru 04/25/08	Advanced Thru 05/09/08	Standard After 05/09/08	Number of Units	Cost
1 CompuLEAD Desktop II (Requires 110v AC Circuit)\$275 Includes electronic leads and printed leads	\$300	\$325	_____	\$ _____	(01,103)
2 CompuLEAD Mobile (No Electricity Required)\$375 Hand-held device. Includes electronic leads	\$400	\$425	_____	\$ _____	(13)
3 CompuLEAD Desktop Pro (Requires 110v AC Circuit)\$400 PC-enabled desktop device with LEADlink Plus! software rental (one show only) Requires PC or laptop w/USB port and CD Rom drive	\$425	\$450	_____	\$ _____	(72)
4 Additional Services					
a) Custom Lead Qualifiers (See page 2).....\$ 60	\$ 70	\$ 80	_____	\$ _____	(05/18)
b) Custom Surveys (For CompuLEAD Desktop II only--see page 2).....\$ 85	\$ 95	\$105	_____	\$ _____	(06)
c) External Keyboard for electronic note taking (For CompuLEAD Desktop II only).....\$ 75	\$ 85	\$ 95	_____	\$ _____	(03)
d) Delivery and Pickup.....\$ 80	\$ 80	\$ 80	_____	\$ _____	(08)

Subtotal \$ _____

Sales tax (7.750%) \$ _____

Grand total \$ _____



Custom Lead Qualification Options

Qualify your prospects in ways that are unique to your company with our lead customization options. Simply provide us with your customizations electronically via Microsoft Word or Excel and we will program them into your CompuLEAD device. After recording a badge, you will have the option to enter the qualifications of your choice.



2805 S. 25th Ave.
Broadview, IL 60155-4531 USA
PH: +1 708-786-5565
FX: +1 708-786.5574

Sample Survey

The Big Show June 6-9, 2005 Lead #000	
Badge No. 109805554 John Michael Smith Sales Manager ABC Company Chicago, IL 60606 USA PH: +1 312-555-5555 EM: jsmith@xyz.co	06 JUN 05 11:28 FX +1 312-555-5550
VISITOR PROFILE	
Buyer More than 3000	Manufacturer \$5,000,000
SURVEY	
1) Product Interest [] Product A <input checked="" type="checkbox"/> Product B [] Product C	2) Buying Time Frame <input checked="" type="checkbox"/> Immediate [] 3-6 Months [] 1 Year +
3) Magazine Subscription Offer <input checked="" type="checkbox"/> Yes, I am interested in receiving a free subscription to the ABC Magazine	
Signature: <u>John M. Smith</u>	

} Areas for lead customization }

- Questions with multiple answers
- Up to 35 characters per line, including spaces, and up to 50 lines of information
- Survey data IS NOT provided electronically
- This option IS NOT available for CompuLEAD Mobile

Sample Custom Qualifier

The Big Show June 6-9, 2005 Lead #000	
Badge No. 109805554 John Michael Smith Sales Manager ABC Company Chicago, IL 60606 USA PH: +1 312-555-5555 EM: jsmith@xyz.co	06 JUN 05 11:28 FX +1 312-555-5550
VISITOR PROFILE	
Buyer More than 3000	Manufacturer \$5,000,000
CUSTOM LEAD QUALIFIERS	
01 Product Sample 03 Time Frame 1-3 Mnths	02 Budget \$1-3 Mil 04 Sales Rep: John
COMMENTS (area for hand written comments)	

- Create up to 99 custom qualifiers, 21 characters per line including spaces
- Qualifier data is provided electronically

Frequently Asked Questions

Q. What format will I receive my leads?

When electronic leads option is selected/provided, leads are provided in Excel CSV (comma separated variable) format. This makes it easy to import your leads into virtually any contact management software.

Q. Do your lead retrieval devices require electricity?

Our CompuLEAD Desktop II and Desktop Pro products both require 110v AC Circuit, but our CompuLEAD Mobile does not; it runs on a rechargeable battery that is provided with your rental.

Q. Why do I have to provide my credit card when I pay by check?

We need your credit card information for a product security deposit. We will not charge your card, unless the product you rent is not returned or is returned damaged.

Q. Do your lead retrieval devices have the capacity to program my own custom qualifiers?

Yes. You can create either a survey or custom lead qualifiers. See samples above for more information.

Q. Am I purchasing or renting the CompuLEAD products?

Renting. The charge is a rental fee, for one show only. The leads you collect at the show belong to you.

Place Your Order Online:
Post-Show Follow-Up Services (broadcast e-mail, mailing label formatting) are **FREE!**

Lead Retrieval Products

from the industry leader

Maximize your sales opportunities with powerful lead retrieval products



CompuLEAD Desktop II® ▶

- Read attendee badges with simple drop and record design
- Automatic lead printout
- Leads contain full contact information
- Complete with unlimited lead report paper
- Complete with 10 standard lead qualifiers
- Create custom lead qualifiers or surveys (*addl. charges may apply*)
- Electronic leads included
- Compact footprint: only 10.25" W x 7.875" D x 3.75" H

BuyerConnect

FOLLOW-UP SERVICES

Included **FREE** with online orders!



◀ CompuLEAD Desktop Pro®

- Electronic copy of leads automatically transferred to your PC
- Edit your prospect's contact information as you scan the badge
- View, edit, or sort your entire prospect list at any time
- Add unlimited notes to your prospect's record
- Create extensive product lists and unlimited survey questions
- Create unlimited lead qualifying descriptions
- Export sales leads to external memory as often as you like
- LEADlink Plus! Lead management software included
- CompuLEAD Desktop II included for badge scanning

Computer not included in rental

CompuLEAD Mobile® ▶

- Read attendee badges without removing badge from holder
- Capture leads anywhere with lightweight handheld device
- Leads contain full contact information
- No electricity required – save money on electrical drops
- Complete with 10 standard qualifiers
- Create custom lead qualifiers or surveys (*addl. charges may apply*)
- Leads provided electronically (*daily or following show*)
- Compact: only 1.6" H x 4.5" L x 1.8" W



4 Easy Ways to Order

online	www.compusystems.com/order
fax	708.344.4444
mail	CompuSystems, Inc., P.O. Box 6271, Broadview, IL 60155
phone	708.786.5565 or TOLL-FREE 866.600.LEAD (U.S. only)



Make the most of your show experience!

- Capture Sales Leads Quickly & Effectively
- Develop High Quality Sales Leads
- Turn Qualified Leads Into Sales

Just select the CompuLEAD product that best fits your needs:



FEATURING THE LATEST DATA COLLECTION & MANAGEMENT TECHNOLOGY!

Enhance your show investment with any of these available options*:

- Custom Lead Qualification and Surveys
- Product Delivery & Pick-up Service
- Sales Lead Follow-Up Services
- External Keyboard for Electronic Note-taking (for CompuLEAD Desktop II only)

Features & Options

	CompuLEAD Desktop II	CompuLEAD Desktop Pro	CompuLEAD Mobile
Automatic lead printout	■	optional	
Ten standard lead qualifiers	■	■	■
Custom lead qualifiers	optional	■	optional
Leads contain visitor demographics	■		■
Receive leads in electronic format	■	■	■
Access electronic copy of leads any time	■	■	
Print extra copies of your leads any time	■		
Wireless, cord-free unit that does not require electricity			■
Light-weight unit that fits in the palm of your hand			■
Electronic copy of leads automatically transferred to your PC		■	
Edit prospects contact information as you scan badge		■	
View, edit and sort entire prospect list at any time		■	
Add electronic notes to records	optional*	■	■
Create extensive product lists with up to 3 levels of organization		■	
Create custom survey questions	optional*	■	
Free technical support - pre-show, onsite, and post-show	■	■	■

Computer not included in rental of CompuLEAD Desktop Pro

Online orders include FREE BuyerConnect services:

- View and print leads from online listing
- Send broadcast html e-mails to all your leads
- Formatting for mailing labels (Avery)

For detailed product specifications, visit our web site:

www.compusystems.com/exhibitorinfo



LEADING THE TRADE SHOW
INDUSTRY SINCE 1976

COMPUSYSTEMS, INC.

2805 South 25th Avenue
Broadview, IL 60155
Phone: 708.786.5565 Fax: 708.344.4444

E-mail: compulead@compusystems.com
www.compusystems.com

*Additional charges may apply – see your show order form.
Product information subject to change without notice.

BuyerConnect

Post-Show Promotional Services

Continue interacting with attendees beyond the show!

BuyerConnect® ▶

Utilize CompuLEAD lead recording devices and take advantage of **BuyerConnect** immediately following the show — **attendees** can reach **you**, and **you** can reach **attendees!** The benefits of BuyerConnect are available **only for exhibitors who utilize CompuLEAD lead recording devices.**

By having their badge scanned at booths with a CompuLEAD device, BuyerConnect allows Attendees to...

- Get **FREE** access to a list of the exhibitors they visited at the show
- Get contact information for all booth visits
- Continue to interact with participating exhibitors after the show is over

By using a CompuLEAD device to scan attendee badges in their booth, BuyerConnect allows Exhibitors to...

- View and print leads — for **FREE!**
- Follow up with a broadcast e-mail to all their leads
- Print mailing labels from their list of leads
- Continue to interact with attendees after the show is over!



To get the benefits of BuyerConnect, you must first have a CompuLEAD lead recording device working in your booth. After the show, simply visit our BuyerConnect web site at www.compusystems.com/buyerconnectexh If you misplaced your receipt #, please contact a customer service representative at **708.786.5565.**



In the attendees' own words...



BuyerConnect
Exhibitor Contact Information For:
2006 Fancy Foods Show
10/24/2006 - 10/27/2006

Click on the exhibitor name to view their contact information.

Exhibitor	Address	Phone
ADRIANO INTERNATIONAL, INC.	100 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111
ALFA	200 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111
ALFA	200 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111
ALFA	200 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111
ALFA	200 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111
ALFA	200 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111
ALFA	200 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111
ALFA	200 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111
ALFA	200 W. 10TH ST. MILWAUKEE, WI 53233	Phone: (414) 224-1111 Fax: (414) 224-1111



Here's what attendees are saying about **BuyerConnect**

- "I just accessed my personalized list of exhibitors whom I visited at the Fancy Foods show at the Javits Convention Center last month in NY and I wanted to just take a moment to say how incredibly helpful this service is! I hope that you will do the same for next year. Thanks so much!"
- Jennifer Clements, Pretty Gifted
- "Great idea. And it gives us all the information we need."
- Jim Thomas, Collier County Summer Food
- "Thank you for using technology to help us have a link with booths we visited."
- Laura Pinyan, Pacific Health
- "WELL DONE!"
- Allan Levine, Gourmet Merchants Intl.
- "What a nice surprise and pleasure to be able to review the companies I made contact with during the Fancy Food Show in NYC. Thank you for the service, much appreciated."
- Chatham Kitz, Chatham's Fine Chocolates
- "This was very helpful. Thanks."
- Debbie Cohen, Optimum Online



708.786.5565
exhibitorsales@compusystems.com | www.compusystems.com

