

### LEAD MANAGEMENT SERVICES

#### Complete Lead Management Suites at 10% Savings

PORTABLE



(actual unit may vary)

#### X-Press LeadPalm Suite Mobile lead management system

- X-Press LeadPalm - portable, handheld survey system
- Great for moving around large booths
- 20 Custom Sales Lead Qualifiers
- DITP - pre-show Delivery and post-show Pick Up Service

Early Advance\*  
Expires 4/06/07

Late Advance\*  
Expires 5/04/07

Onsite\*\*  
After 5/04/07

QTY

TOTAL

\$450

\$530

\$640

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PC-BASED



#### X-Press LeadKey Suite PC-powered lead management system

- X-Press LeadKey install-free pc-based system
- Custom Sales Lead Qualifiers - create a survey kiosk
- DITP - pre-show Delivery and post-show Pick Up Service
- You must supply your own laptop or desktop pc

\$430

\$500

\$595

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Requires Windows 2000 or higher (w/ USB support) IE v. 5.5 or higher, two (2) USB 1.1 connections. Sorry, not compatible with Macintosh.

BASIC



#### X-Press LeadPro Suite Basic lead management system

- X-Press LeadPro basic system
- 20 Custom Sales Lead Qualifiers
- DITP - pre-show Delivery and post-show Pick Up Service
- Requires 120 volt AC outlet

\$375

\$445

\$545

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#### NO REFUNDS ON ADVANCE ORDERS

\*Advance orders must be received on or before deadline.

\*\*Onsite orders limited due to availability.

#### Individual Lead Retrieval Systems

##### X-Press LeadPalm - Mobile Lead Capture System

Portable system captures leads on the fly.

\$350

\$400

\$450

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##### X-Press LeadKey - PC System

Capture leads on your own laptop or desktop pc. (Sorry, not compatible with Macintosh)

Requires Windows 2000 or higher (w/ USB support) IE v. 5.5 or higher, two (2) USB 1.1 connections.

\$325

\$365

\$405

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##### X-Press LeadPro - Basic System

Provides both a printed and electronic version of your leads. Requires 120 volt AC outlet.

\$270

\$305

\$345

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#### X-Press Extras

##### Custom Sales Lead Qualifiers

Available for all systems. See X-Press Extras Order Form to complete your order.

\$75

\$95

\$130

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##### In-Booth Delivery, Installation, Training & Pick Up (DITP)

See X-Press Extras Order Form for additional information.

\$75

\$95

\$130

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##### X-Press Email/Fax Service

Timely, effective, post-show follow-up of your sales leads in 3 business days.

\$195

\$235

\$275

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WHAT PROMPTED YOU TO ORDER?:  Sales Representative  Exhibitor Manual  Order Deadline Email  Event Web Site

CONTACT

COMPANY: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_  
BILLING ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
EMAIL:† \_\_\_\_\_ BOOTH#: \_\_\_\_\_

†All orders will be confirmed by email.

PAYMENT

METHOD  MC  VISA  AMEX  CHECK (SEE ARTICLE 2 & 4 ON BACK)  
CARD NUMBER: \_\_\_\_\_  
NAME ON CARD: \_\_\_\_\_  
EXPIRATION DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_  
SIGNATURE: \_\_\_\_\_

TOTAL (US dollars)	=
SHOWCODE	<b>MEDL057</b>

Make checks payable to:  
Convention Data Services, Inc.  
107 Waterhouse Road, Dept. 210  
Bourne, MA 02532.  
"Convention Data Services" will appear  
on your credit card statement.

#### Authorization

Your signature denotes acceptance of the Terms and Conditions on both pages of this order form and is required prior to processing.

SIGNATURE†: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

†Required for all orders.

## Terms & Conditions

- 1) Convention Data Services, Inc. hereinafter called "CONTRACTOR" agrees to the delivery of services as specified and is to be rendered in a timely and professional manner according to standard industry practices. All equipment and software remains the sole property of CONTRACTOR. In the event of strikes, electrical power failures, accidents and/or occurrences beyond the control of CONTRACTOR or customer, all deposits and fees shall be returned.
- 2) The method of payment shall be in United States dollars and submitted with the order for service. CONTRACTOR will only accept checks drawn on banks located in the United States of America or certified funds.
- 3) Advance orders must be received on or before deadlines and paid in full. Orders received without payment or after the discount deadlines will be charged at the appropriate published price based on order deadline dates. SERVICES WILL NOT BE RENDERED UNTIL PAYMENT IN FULL IS RECEIVED. No refunds on advance orders.
- 4) ALL ORDERS PAID BY CHECK REQUIRE A \$500.00 SECURITY DEPOSIT. This deposit may be either a) paid by check and will be returned 4-6 weeks after the event - or - b) secured by a valid credit card (account will not be charged except in the event of insufficient funds, a check that has the incorrect amount or as noted in #5 below).
- 5) The customer agrees to return any equipment to CONTRACTOR in the same condition. The customer agrees to the immediate payment, upon request by CONTRACTOR for all damages or loss of equipment, except such as may result from normal operation thereof; and the customer acknowledges and understands that the applicable replacement cost is as follows: X●Press LeadPro Unit: \$2,000.00; X●Press LeadKey: \$500.00; X●Press LeadPalm: \$2,000.00; Barcode Scanner: \$1,000.00; Unit Power Adapter: \$25.00; Carrying Case: \$50. The customer authorizes CONTRACTOR to charge the credit card provided \$500.00 for failure to return the equipment within two hours after the official hall closing. The customer also authorizes CONTRACTOR to charge the credit card the replacement cost indicated above for either the failure to return the equipment or for any damaged equipment.
- 6) Customer is responsible to pay all applicable Federal, State or Local taxes. If the applicable tax rate is different from the published rate at the time of placing the order, then Contractor may adjust the tax due by the customer accordingly. If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exempt Certificate for that state. Please submit this certificate with order, otherwise tax will be charged to your order.
- 7) CONTRACTOR'S liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR.
- 8) Customer agrees to return all equipment to CONTRACTOR'S service desk within two hours of the show closing and must obtain a written receipt for the equipment. EQUIPMENT LEFT IN THE EXHIBIT AREA IS THE RESPONSIBILITY OF THE CUSTOMER.
- 9) It is agreed that the governing law pertaining to this contract will be the laws of the State of Massachusetts, with venue exclusively in Barnstable County.
- 10) No partial refunds will be allowed onsite should exhibitor fail to meet the system requirements stated on the front of the order form for advance X●Press LeadKey orders. Exchanges will be permitted, subject to availability.

### X-Press Extras Order Form for customizing X-Press LeadPalm and X-Press LeadPro

#### USE THE LEADKEY CUSTOM FORM TO CUSTOMIZE YOUR LEADKEY (PC) ORDER

This X-Press Extras Order Form must be completed and submitted when ordering CUSTOM SALES LEAD QUALIFIERS. CUSTOM SALES LEAD QUALIFIERS are included with the **X-Press LeadPalm Suite** and **X-Press LeadPro Suite**. \*Otherwise please be sure to indicate the appropriate quantity and price on the Order Form. Please fax completed worksheet and order



**CONTACT** COMPANY: \_\_\_\_\_  
 CONTACT NAME: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_ BOOTH#: \_\_\_\_\_

#### How it works:

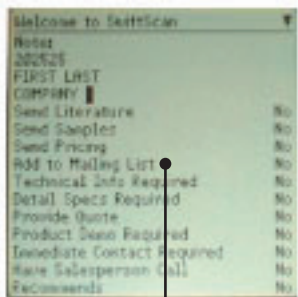
For the **X-Press LeadPro**, you will be provided with a sheet of qualifiers with a barcode corresponding to each qualifier. After the attendee's name badge is scanned, you can then scan the barcode for each desired qualifier. Qualifiers are saved electronically with each record.

For the **X-Press LeadPalm**, your Custom Sales Lead Qualifiers will appear on the screen below the contact information after you scan the attendee's badge. You can scroll down and check the desired qualifiers.

### Custom Sales Lead Qualifiers

Please indicate your Custom Sales Lead Qualifiers below. You may specify a total of 20 Custom Sales Lead Qualifiers; maximum 22 characters (including blank/special characters). Practical Tip: List your most frequently used qualifiers first. Orders with custom sales lead qualifiers must be placed at least five business days before the event.

1	_____	11	_____
2	_____	12	_____
3	_____	13	_____
4	_____	14	_____
5	_____	15	_____
6	_____	16	_____
7	_____	17	_____
8	_____	18	_____
9	_____	19	_____
10	_____	20	_____



STANDARD SALES LEAD QUALIFIERS	
1234	1234
Send Literature	Have Salesperson Call
1234	1234
Send Samples	Recommends
1234	1234
Send Pricing	Final Say
1234	1234
Add to Mailing List	Makes Purchase Decision
1234	1234
Technical Info Required	Partial Interest
1234	1234
Detail Specs Required	Purchase in 30 days
1234	1234
Provide Quote	Purchase in 3 months
1234	1234
Product Demo Required	Purchase in 6 months
1234	1234
Immediate Contact Required	Ready to Purchase
1234	1234
Immediate Need	Order Placed at Show

SAMPLE CUSTOM SALES LEAD QUALIFIERS	
1234	1234
Model A	Buy 30 days
1234	1234
Model B	Buy 60 days
1234	1234
Model C	Just Looking
1234	1234
Model D	John Smith
1234	1234
Windows XP	Jennifer Anderson
1234	1234
Linux	Michael Johnson
1234	1234
Send Catalog A	Hot
1234	1234
Send Catalog B	Medium
1234	1234
Send Catalog C	Cold
1234	1234
Immediate Need	ASAP

## X-Press LeadKey Extras Order Form (part 1 of 2) for customizing X-Press LeadKey (PC)

### USE THE X-PRESS EXTRAS ORDER FORM FOR LEADPRO AND LEADPALM ORDERS.

This X-Press LeadKey Extras Order Form must be completed and submitted when ordering CUSTOM SALES LEAD QUALIFIERS. CUSTOM SALES LEAD QUALIFIERS are included with **X-Press LeadPalm Suite**. \*Otherwise please be sure to indicate the appropriate quantity and price on the Order Form. Please fax completed worksheets along with your order form to 508-759-4238.



**CONTACT** COMPANY: \_\_\_\_\_  
 CONTACT NAME: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_ BOOTH#: \_\_\_\_\_

**X-Press LeadKey**

**CDS**  
CONVENTION DATA SERVICES

Please verify your information is correct and edit as necessary:

First Name	Last Name	Title
JOHN	SMITH	PRESIDENT
Company Name	Address 1	Address 2
ABC COMPANY	123 MAIN STREET	BOX 1
City	State	Zip Code
BOSTON	MA	02111
Country	Phone	Fax
UNITED STATES	1234567890	1234567890
Email	URL	
JSMITH@ABC.COM		

EXIT      Back      Send      NOTES

### Question 1: select one response, if "yes" then select all that apply from sub-question

Q: \_\_\_\_\_

A: 1) Yes  
2) No

Q: \_\_\_\_\_

A: 1) \_\_\_\_\_  
 2) \_\_\_\_\_  
 3) \_\_\_\_\_  
 4) \_\_\_\_\_  
 5) \_\_\_\_\_  
 6) \_\_\_\_\_  
 7) \_\_\_\_\_  
 8) \_\_\_\_\_  
 9) \_\_\_\_\_  
 10) \_\_\_\_\_

### Question 2: select one response

Format:  single choice radio buttons     multi-choice check boxes

Q: \_\_\_\_\_

A: 1) \_\_\_\_\_  
 2) \_\_\_\_\_  
 3) \_\_\_\_\_  
 4) \_\_\_\_\_  
 5) \_\_\_\_\_  
 6) \_\_\_\_\_  
 7) \_\_\_\_\_  
 8) \_\_\_\_\_  
 9) \_\_\_\_\_  
 10) \_\_\_\_\_

### Question 3: select one response

Format:  single choice radio buttons     multi-choice check boxes

Q: \_\_\_\_\_

A: 1) \_\_\_\_\_  
 2) \_\_\_\_\_  
 3) \_\_\_\_\_  
 4) \_\_\_\_\_  
 5) \_\_\_\_\_  
 6) \_\_\_\_\_  
 7) \_\_\_\_\_  
 8) \_\_\_\_\_  
 9) \_\_\_\_\_  
 10) \_\_\_\_\_

**X•Press LeadKey Extras Order Form (part 2 of 2) for customizing X•Press LeadKey (PC)**

This X•Press LeadKey Extras Order Form must be completed and submitted when ordering CUSTOM SALES LEAD QUALIFIERS. CUSTOM SALES LEAD QUALIFIERS are included with **X•Press LeadPalm Suite**. \*Otherwise please be sure to indicate the appropriate quantity and price on the Order Form. Please fax completed worksheets along with your order form to 508-759-4238.



COMPANY: \_\_\_\_\_  
 CONTACT NAME: \_\_\_\_\_  
 BOOTH#: \_\_\_\_\_

**Question 4: select one response**

Format:  single choice radio buttons  multi-choice check boxes

Q: \_\_\_\_\_

\_\_\_\_\_

A: 1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_

**Question 5: open text field**

Q: \_\_\_\_\_

\_\_\_\_\_

A: open text field

**In-Booth Delivery, Installation, Training & Pickup (DITP)**

**Delivery and Installation:** A representative from your company must be available to sign for receipt. Deliveries are usually conducted the day before the show opens. Please report to the Lead Management service desk before the official hall opening to schedule a convenient delivery time. We cannot guarantee a delivery time within one hour of the show opening. CDS will transport the X•Press LeadPro, LeadKey and/or LeadPalm to your booth, determine the appropriate setup location, and provide complete installation.

**Training:** CDS will provide in-booth instruction to your exhibit staff and will address any specific needs you might have. CDS will be available at the Lead Management service desk throughout the show to provide additional training and support if needed.

**Pickup:** CDS will pick up the X•Press LeadPro, LeadKey and/or LeadPalm within one hour after the close of the show. A representative from your company must be available to sign for receipt.