

LEAD RETRIEVAL ORDER FORM
TEXAS WOODWORKING SHOW 2007
MARCH 7 -9, 2007
MARKET HALL AT DALLAS MARKET CENTER – DALLAS, TX



Defining the Lead...

Submit order to: American Exposition Technologies
 1150 E. Stanford Ct., Anaheim, CA 92805
 FAX: 714 634-9016 PHONE: 800 490-9941

CLICK HERE TO ORDER ONLINE NOW!!!

<https://www.expobadge.com/OMQA/?OrderCode=904134>

| Lead Retrieval Equipment | If ordered by: February 7, 2007 | If ordered after February 7, 2007 | Quantity | Total Price |
|--|--|--|---------------------|------------------------|
| ExpoBadge Lead Print System includes scanner and printer. Select this option if you just want a paper copy of your leads and qualifiers. Electricity required: <1amp; 110V required. | \$245.00 | \$275.00 | | |
| ExpoBadge All-In-One- System includes scanner and printer. Select this option if you want your leads on paper as well as an electronic version of them at the end of the show. Electrical; <1amp; 110V. | \$340.00 | \$370.00 | | |
| GO WIRELESS!!! (Add on to the LeadPrint & All-In-One only) Select this add-on option if you want a mobile device, and still get a print out of each lead! Electricity Required; <1amp; 110V. | \$75.00 | \$95.00 | | |
| ExpoBadge Mobile e-Lead - Battery operated hand-held scanner that fits in your pocket! Leads delivered electronically at the end of the show. | \$210.00 | \$260.00 | | |
| ExpoBadge Mobile e-Lead + A lightweight Portable Data Terminal that combines a graphic display and keyboard to create the smallest full-featured bar code lead retrieval information terminal in the industry. | \$295.00 | \$325.00 | | |
| NEW! ExpoBadge Network This exciting option offers multiple scanners wirelessly connected to a printer (2 scanners included or add as many as you like!). Capture lead data anywhere within 200 feet of your booth without needing to be attached! Data delivered electronically at the end of the show. (Electricity Required; <1amp; 110V) | \$630.00 | \$660.00 | | |
| Additional Scanner(s) (add-on only) Track productivity and motivate your sales people by giving each one a scanner! Add this option to any of the products list above and give everyone flexibility. | \$100.00 | \$120.00 | | |
| NEW! EXPOBADGE INSTANT LEAD (add on only to Expobadge Mobile e-Lead or Expobadge Mobile e-Lead +) Have your leads accessible in real time! Add this option to the Expobadge Mobile e-Lead to access to your lead files via a web-site immediately. | \$100.00 | \$150.00 | | |
| Post Show Marketing Opportunities Don't let those leads go to waste! Use this customized Federal CAN SPAM Act Compliant marketing campaign to follow up on these valuable leads! Opt-in/out and subscription management, reporting on open and forward rates, on-line profile and short interest questionnaire, database cleansing. | \$480.00 | \$530.00 | | |
| LeadWare® Professional™ - Universal tradeshow software that captures lead information Windows based PC. Customizable interface, branching questions, product menu with images. View, print or export your leads instantly. Includes automated e-mail fulfillment. Network ready. Includes scanner for this event. | \$500.00 | \$550.00 | | |
| NEW! Portable USB Flash Drive: USB 2.0 memory device. Leads will be downloaded to your Flash Drive upon return of equipment. | \$100.00 | \$125.00 | | |
| Delivery, Setup and Training: AET will set up the equipment and train all staff. NOTE: There is no charge if equipment is picked up at the service counter. | \$95.00 | \$125.00 | | |
| Personalized Action Codes: Create action codes specific to your company's needs. | \$65.00 | \$95.00 | | |
| Additional Rolls of Paper: Each roll records approximately 100 leads. | \$17.00 | \$22.00 | | |
| Accounting Use ONLY Auth/Check #: | Federal Tax ID# | 33-0890066 | Grand Total: | |

Pick-up only-print name and onsite cell

Exhibitor Information

Company Name: _____ Booth #: _____
 Contact Name: _____ On-Site Cell Phone #: _____
 Address: _____ City: _____
 State: _____ Zip: _____ Phone: _____ Fax: _____
 E-Mail (Leads will be sent to this e-mail address, if applicable): _____

Payment Information

VISA AMERICAN EXPRESS MASTERCARD **CHECK (Make payable to AET)**

Credit Card Number: _____ Exp. Date: _____

Card Holder Sign Here: **X** _____ Card Holder Name: _____

By signing this document you authorize AET to charge your credit card. If you do not receive an electronic confirmation of your order within 2 business days, please contact us immediately to verify that we have received your order.

Terms & Conditions

All equipment ordered must be picked up at the service desk prior to the start of the show, unless you have ordered Delivery & Setup. Failure to pick up equipment does not entitle you to a refund. All equipment must be returned to the service desk within 1 hour of the close of the show to avoid additional charges. A non-refundable charge of \$1500.00 will be applied for equipment not returned to AET at the close of the show. **There is a \$75 fee for all cancellations. All cancellations must be submitted in writing 48 hours prior to the start of the show and there are no cancellations or refunds after this time. There is no refund on paper.** AET will not be held responsible for the type or amount of data provided to exhibitors by show management.



Defining the Lead...

EXHIBITOR SALES LEAD RETRIEVAL SYSTEM TEXAS WOODWORKING SHOW 2007

EXPOBADGE MOBILE E-LEAD



EXPOBADGE MOBILE E-LEAD +



EXPOBADGE LEAD PRINT



One of the most important decisions you will make in your planning for exhibiting at the **TEXAS WOODWORKING SHOW 2007** is how you will record a prospective customer's information. The way in which you plan to record this important information may determine the manner in which these very lucrative sales leads are handled after the show.

Show Management has decided to provide attendee with a badge that will allow every exhibitor to capture this important information electronically in their booth. By taking a moment to look over the enclosed information you can assure yourself the method you select to take leads at this year's expo will be the best method based on your needs.

The basic unit available for rent is a scanner/reader. This reader can be used by itself or attached to a printer. In its simplest form, the exhibitor aims the code reader at the barcode on the attendees badge and the name and company information of the attendee is captured by the reader and/or printed on paper. The exhibitor may also choose to aim the barcode reader at a sheet of paper where pre-programmed "Action Codes" (Example: Call Immediately, Send Samples, Send Literature) are stored and then printed or saved with each record. In addition, you may choose to personalize these "Action Codes" to reflect your own qualifying needs by adding custom phrases such as a model number or specific product name.

American Exposition Technologies is providing a system with options which take in to consideration the various needs and capabilities of all exhibitors. By selecting the **ExpoBadge Mobile e-Lead Code Reader**, you are getting the basic scanner with your leads on disk or emailed at the end of the show. By selecting the **ExpoBadge All in One**, you are getting the basic scanner attached to a printer, which will give you your leads on paper and disk or email. Choose **ExpoBadge Lead Print** if you want leads on paper only. Upgrade the ExpoBadge Lead Print or All in One to wireless mode for a small fee. In wireless mode, the hand held scanners will communicate to the ExpoBadge Printer from a distance of up to 300 feet. Feel free to move about your tradeshow booth without being concerned about cables or wires. The **ExpoBadge Network** consists of one printer, two mobile e-Lead Scanners, and a Bluetooth modem that allows data to be transmitted wirelessly to the printer with leads on disk or email at the end of the show. Add as many **Mobile e-Lead Code Readers** to the **Expobadge Network** as you want.

NEW! Have your leads accessible in real time over the web! Choose **ExpoBadge Instant Lead** if you or your staff back home want to see the leads real time!

If you have any questions concerning any of the products or services being offered for lead collection please feel free to call us at 800-490-9941. We will make certain your questions are answered promptly.

Order Early and take advantage of the preshow discount!

Deadline date for discount is February 7, 2007

**EXPOBADGE
LEAD PRINT**



A handheld scanner and printer combination, the ExpoBadge LeadPrint provides a lightning fast print out of the attendee's contact information. Great to write on, staple to an order form, enter names in a drawing, or just to take immediate control of your leads. Choose this option if you only want your leads on paper. Add an additional ExpoBadge Mobile e-Lead for all your staff!

OR

If you want your leads electronically as well (diskette or e-mail), order the **ExpoBadge All-In-One**.

**EXPOBADGE MOBILE
e-LEAD**



Small, handheld scanner, that works just like a laser pointer. This unit stores all your leads in its internal memory, giving you a convenient, portable, wireless form of lead storage that you can take with you wherever you go during the conference. Walk the show floor, scan speakers and participants in educational sessions, or take contact information at a client dinner. Select this option if you just want your attendee leads in electronic format.

**EXPOBADGE MOBILE
e-LEAD +**



A lightweight Portable Data Terminal that combines a graphic display and keyboard to create the smallest full featured bar code lead retrieval information terminal in the industry. At the end of the show all leads and qualifiers are downloaded to disk or e-mailed (in ASCII comma delimited format).

EXPOBADGE NETWORK



A first in lead retrieval from American Exposition Technologies! Let multiple users go mobile but still have the ability to print your leads! Have two scanners connected wirelessly to a single printer. Capture leads anywhere, anytime and have them print! Your leads will also be delivered electronically.

LeadWare®Professional™



Take control of your data with LeadWare® software. Using your computer, LeadWare reads badges universally allowing you to apply a single-sourced product to all shows. LeadWare is the recognized solution for exhibitors that want to maximize results and measure success .

ACTION CODE CUSTOMIZATION TEMPLATE

Customize your list of prospect qualifiers to standardize your sales effort and more effectively communicate qualifying information to your sales force in the field or home office

Simply scan the attendee badge with the hand held scanner and then scan the appropriate bar code below the desired action code.

The following is a list of the standard action codes.

- ADD TO MAILING LIST
- CURRENT CUSTOMER
- DISTRIBUTOR
- HAS PURCHASING AUTHORITY
- HAVE SALES REP CALL
- HOT LEAD!
- INQUIRY ONLY
- INTERESTED BUYER
- OEM
- PRODUCT A
- PRODUCT B
- PRODUCT C
- PRODUCT D
- PRODUCT E
- PRODUCT F
- SCHEDULE DEMONSTRATION
- SEND LITERATURE
- SEND PRICING INFO
- VAR
- WANTS PRESENTATION



Please list below your custom action codes. These custom codes will be ready for you when you pick up your reader at the show. (Please type or print legibly, maximum 35 characters per code.)

⊕ Company Name: _____

⊕ Show Name: _____

⊕ Booth Number: _____

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

11 _____

12 _____

13 _____

14 _____

15 _____

16 _____

17 _____

18 _____

19 _____

20 _____



NEW IN 2006!!

American Exposition Technologies and Capture Technologies have teamed up to provide Exhibitors with the most comprehensive lead retrieval opportunities available in the market today!

Have you ever tried a universal software lead retrieval solution? Now is the time to try!.

Take control of your data with Capture Technologies LeadWare® software. Using your computer, LeadWare reads badges universally allowing you to apply a single-sourced product to all shows. LeadWare is the recognized solution for exhibitors that want to maximize results and measure success.



LeadWare® Software Features

-
- Easy-to customize interface
- Unlimited branching custom qualifiers
- Product catalog display
- Instant export of lead file
- Instant and professional reports
- Optional email inquiry fulfillment
- Service Desk On-Site

Use a Dedicated or Shared Computer. Apply Your Brand Graphic or use Blue Default.



Don't Let those Leads go to Waste!!!

68% of companies don't have a post trade show follow up plan!

YOU HAVE THE LEADS NOW WHAT???

Boost Post-Show Response with AET's Follow UP Email

Now that your company has spent plenty of money and countless hours planning for the next trade show, don't let a single lead go to waste. AET will give your company the assurance that the most interested visitors call you first – and fast!

AET's full-service, follow up email is ideal for companies that want to reach all of their qualified leads before starting the one-on-one follow up process. From custom design of your post show email to reporting who opened and responded, this solution is perfect for ongoing communication with your potential customers.

The AET Full-Service, Follow Up Email:

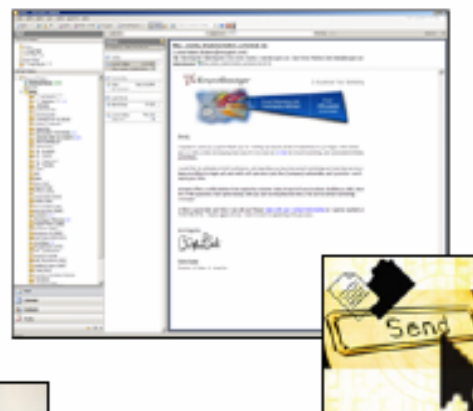
- List management and cleansing
- Custom email design driven for lead generation
- Simple and easy process just approve the creative design
- Email is sent in minutes
- Save time and get results!
- High deliverability directly to your visitor's inbox

Keep the dialogue going after the show and don't let your leads go to waste. With AET's Post-Show Follow Up Email, your company is sure accelerate the communication of your prospective customer base.

1. Collect...



2. Design & Send



3. Follow-Up

