

# Capture, Collect and Manage all your leads... with ease

Maximize the return on your tradeshow investment with X•Press Leads services from Convention Data Services.

Convention Data Services has more than 20 years of experience helping tens of thousands of exhibitors not only collect, but manage qualified sales leads. Our sophisticated and reliable systems, supported by experienced professionals, give you the up-to-the-minute information you need to make every show a sales success.



## X•Press LeadMobile+ Portability with Print Capability

- Portable and handheld
- Scans badges anywhere
- Print your leads to a wireless printer
- Full color display and easy-to-use interface
- Prints complete contact and demographic information
- Leads are also posted online for easy retrieval and management post-event
- Qualifiers can be customized to create a mobile survey system



## X•Press LeadMobile Portability and Versatility

- Portable and handheld
- Scan badges anywhere
- All-in-one device with built in scanner—no cables or cords
- Full color display and easy-to-use interface
- Leads are posted online for easy retrieval and management post-event
- Qualifiers can be customized to create a mobile survey system



## X•Press LeadKey Plug-and-Play PC solution

- Plug-and-play system using your own PC
- No software to install, everything you need is included on the USB flash drive
- Instant access to leads for editing
- Includes convenient Select Random Record feature - great for prize drawings and give-aways
- The application runs in the background, leaving your PC free for demos

**PC System Requirements:** Windows 2000 or higher (w/ USB support), Microsoft .NET Framework 2.0, Two (2) USB 1.1 connections.



## X•Press LeadPro All-in-One Desktop Solution

- Stand-alone, desktop unit
- Instant printout including lead details
- Unlimited paper supply included
- 20 standard lead qualifiers or upgrade to custom qualifiers
- Leads saved to a complimentary USB flash drive
- Leads are also available via an online lead management site
- Requires 120 volt AC outlet

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## X•Press Xtras

Enhancements to make your lead capture system work even better. X•Press Custom Sales Qualifiers and X•Press DITP Service are optional services. Both are included with all of our Package offerings and can also be ordered separately.

### Custom Qualifiers targeted prospecting

Modify the qualifiers that are preloaded on your lead retrieval unit to capture the exact information your sales team needs to close the deal. Identify interests, target products and designate leads to regions or sales people and ensure the success of your follow-up efforts.

#### How it works:

X•Press LeadMobile and X•Press LeadMobile+ - create up to 20 Custom Sales Lead Qualifiers which will appear on a tabbed screen after you scan the attendee's badge. You can scroll down and check the desired qualifiers. For X•Press LeadMobile+ the qualifiers can also be printed with each record.

X•Press LeadKey - program up to 20 Custom Sales Lead Qualifiers that will appear after you scan the attendee's badge. You can then check the desired qualifiers.

X•Press LeadPro - create up to 20 Custom Sales Lead Qualifiers. After the attendee's name badge is scanned, you then scan the barcode for each desired qualifier. Qualifiers are saved electronically with each record.

For your convenience, you can submit your custom codes online with your order or send them to [XpressLeadpro@cdsreg.com](mailto:XpressLeadpro@cdsreg.com).

Go to [www.xpressleadpro.com](http://www.xpressleadpro.com) to get more information and to download a worksheet.



### DITP - delivery, installation, training, and pick-up

X•Press Leads makes using our lead retrieval equipment convenient with onsite DITP—delivery, installation, training and pick-up. Save valuable onsite time and guarantee that your equipment and booth staff are off and running as soon as the show opens.

#### Delivery and Pick-up notes:

When we deliver your system(s), a representative from your company must be available to sign for receipt of the equipment. Deliveries are conducted the day before the show opens from 10:00am - 5:00pm. Please stop by the Lead Retrieval service desk to schedule a convenient delivery time. No deliveries are made on Opening Day of the show. If no one is present when we attempt to deliver your system, you are responsible for picking up your equipment.

Pick-ups will begin approximately 1 hour after the show closes.

### X•Press eBlast post-show email marketing campaign



For fast and convenient follow-up, send your emails through X•Press eBlast, the complete event email campaign solution. Send custom HTML or plain text emails to registrants, attendees and prospects, complete with a personalized greeting and your company's unique message.

Capture, Collect and Manage all your leads... with ease

Turn your leads into customers by keeping in touch using Convention Data Service's X•Press Exhibit Tracker.

## X•Press Exhibit Tracker lets prospects come looking for you

X•Press Exhibit Tracker is an online tool that provides attendees with a list of the exhibitors they visited, as well as links to exhibitor contact information and web sites. Your organization name and web site URL appear in a linked list that puts attendees one click away from your complete contact details. Exhibit Tracker is live immediately following the event while the impression you left on attendees is still fresh in their minds.

Main Exhibit Tracker page lists your company and web site address

Popup window provides complete contact information



**X•Press Exhibit Tracker** is **FREE** with the purchase of CDS Lead Retrieval

## Benefits

- Lengthens exposure to attendees for months after the show
- Increases exhibiting return on investment
- Encourages attendees to contact you directly





## Features

- Personalized email directs attendees to the Exhibit Tracker web site
- Custom page lists exhibitors visited by each attendee
- Exhibitor's name linked to popup with contact information
- Direct link to the exhibitor's web site

**Sign up now and keep attendees visiting your company for months after the show**

**X•Press Leads Packages** ORDER ONLINE - go to [www.XPressLeadPro.com](http://www.XPressLeadPro.com) - show code: **MEDS050**

**Save 10%** Complete Lead Management Packages. Packages include 20 Custom Sales Qualifiers for targeted post-show follow up and X•Press DITP (Delivery, Installation, Training and Pick-up Service).

	EARLY BIRD* expires 4/02/10	LATE ADVANCE* expires 4/30/10	ONSITE** after 4/30/10	QTY	TOTAL
 <p><b>X•Press LeadMobile+ Package - Portability with Print Capability</b> All the convenience and features of the X•Press LeadMobile with the added comfort of printable leads from a wireless printer. View your leads post-show on our X•Press Leads web site.</p>	\$545	\$635	\$745	___	_____
 <p><b>X•Press LeadMobile Package - Portability and Versatility</b> Portable scanner allows you to walk around your booth or use at offsite events. Full color display and easy-to-use interface. View your leads post-show on the X•Press Leads web site.</p>	\$495	\$580	\$690	___	_____
 <p><b>X•Press LeadKey Package - Plug-and-Play PC Solution</b> USB flash drive and included scanner save leads directly to your PC and include everything you need to capture important attendee information. <i>Requires Windows 2000 or greater, 2 USB 1.1 connections and .NET Framework.</i></p>	\$480	\$555	\$660	___	_____
 <p><b>X•Press LeadPro Package - All-in-One Desktop Solution</b> Easy-to-use product for those who want everything in one, simple unit. The built in printer gives instant access to leads and a complimentary USB flash drive stores prospect information. <i>Requires 120V outlet.</i></p>	\$440	\$510	\$615	___	_____

\*Advance orders must be received on or before deadlines.  
NO REFUNDS ON ADVANCE ORDERS.  
\*\*Onsite orders limited to availability.

**Individual Lead Retrieval Products - See product descriptions above**

X•Press LeadMobile+	\$430	\$485	\$540	___	_____
X•Press LeadMobile	\$370	\$425	\$480	___	_____
X•Press LeadKey	\$355	\$400	\$445	___	_____
X•Press LeadPro	\$310	\$350	\$395	___	_____

**X•Press Extras - Optional Services**

<p><b>X•Press eBlast Email Service</b> X•Press eBlast is the complete event email campaign solution. Send custom HTML or plain text emails to prospects, complete with a personalized greeting and your company's unique message.</p>	\$195	\$235	\$275	___	_____
<p><b>X•Press Mailing Labels</b> Make following up on your leads simple with X•Press Mailing Labels. Your leads are merged and printed on peel &amp; stick labels then shipped directly to your office.</p>	\$125	\$125	\$125	___	_____
<p><b>Custom Sales Lead Qualifiers</b> Available for all systems to enhance your post-show follow up. For more information, go to <a href="http://www.XPressLeadPro.com">www.XPressLeadPro.com</a>. For your convenience, you can submit your qualifiers with your online order.</p>	\$90	\$110	\$145	___	_____
<p><b>X•Press DITP Service</b> Delivery, Installation, Training and Pick-up Service. See Terms &amp; Conditions #11 for more information.</p>	\$90	\$110	\$145	___	_____

**CONTACT**

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

*All orders will be confirmed by email.*

**PAYMENT**

PAYMENT METHOD:  MC  VISA  AMEX  CHECK (see sections 2 & 4 of Terms & Conditions)  
 CARD NUMBER: \_\_\_\_\_  
 NAME ON CARD: \_\_\_\_\_  
 EXPIRATION DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_

Subtotal	=
Sales Tax 8.10% (required for ALL ORDERS)	+
<b>TOTAL (US dollars)</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 & Conditions on both pages of this order form and is required prior to processing.

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

## 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. **Checks will not be accepted as payment at the show site.**
- 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 LeadMobile (Symbol MC50): \$2,000.00; X●Press LeadMobile+ BlueTooth Adapter: \$500, X●Press LeadMobile+: Remote Printer (Fujitsu) \$1,000.00; X●Press LeadMobile+: AC Adapter for Blue Tooth Printer \$250; 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 X●Press LeadKey orders. If your computer does not meet these requirements, our onsite representatives will do their best to upgrade your computer. Otherwise an alternate lead retrieval device will be provided subject to availability. No refunds will be granted in these circumstances.
- 11) If you have ordered our Delivery/Pick-up service, there must be a company representative available to receive the equipment. Deliveries are completed the day before the show opens unless otherwise noted. If no one is present in your booth when we deliver your system, you will be responsible for picking up your equipment. Pick-ups are done one (1) hour following the close of the show.
- 12) CONTRACTOR disclaims any responsibility for misuse, loss or power, power surges, and customer adjustments that are not covered in the instructions, acts of God, or any other act beyond the control of the CONTRACTOR.