



Lead Management Order Form

**PBA Beauty Week 2011**  
**COSMOPROF North America**  
 July 31-August 2, 2011 • Las Vegas, NV



**ORDER NOW**

and maximize the  
 impact of your trade  
 show participation.

Order online: <https://exhibitorportal.experient-inc.com>

Access Code: EQPFJL

Final deadline to order prior to show 7/20/11

Exhibiting Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Check if information is for:  Exhibiting Company  Third Party 3rd Party Company (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ Contact Name: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

| SELECT YOUR PREFERRED SYSTEM  | on or before<br>5/18/11  | from 5/19/11<br>to 6/22/11 | after<br>6/22/11 | number<br>of units | TOTAL                |
|---|--|----------------------------|------------------|--------------------|----------------------|
| <b>NEW</b> <b>SWAP</b> - Capture leads on your smart phone anywhere: in the booth, sessions, meetings, events, in the hallway, on the bus - onsite or offsite! Native apps available for iPhone, iPad, Android. Web mobile versions are available for all other internet ready phones. All leads captured are consolidated in your SWAP Portal. | <b>\$450</b> - License and three activations<br><b>\$99</b> - For each additional activation                   |                            |                  | _____              | \$ _____             |
| <b>Optium S400</b>  | \$335  | \$365                      | \$395            | _____              | \$ _____             |
| <b>Optium TS600</b> Survey Option: [ ] None [ ] Standard [ ] Custom   | \$425  | \$460                      | \$495            | _____              | \$ _____             |
| <b>NEW</b> <b>SWAP Activations with Reader Purchase</b><br>Compliment the ability to capture leads on your <b>\$400 or TS600</b> rental by ALSO enabling your staff to capture leads anytime, anywhere on their smart phones. All leads captured are consolidated in your SWAP Portal.  | <b>\$99</b> - For each activation<br><b>special pricing only available with the purchase of \$400 or TS600</b> |                            |                  | _____              | \$ _____             |
| <b>Optium RT1000</b> Survey Option: [ ] None [ ] Standard [ ] Custom  | \$425  | \$460                      | \$495            | _____              | \$ _____             |
| <b>ExpoCard Connect</b> Survey Option: [ ] None [ ] Standard [ ] Custom<br><b>Each additional ExpoCard Connect</b>  | \$450<br>\$300   | \$490<br>\$340             | \$525<br>\$375   | _____<br>_____     | \$ _____<br>\$ _____ |
| <b>Sub-Total</b>  |  |                            |                  |                    | \$ _____             |
| <b>8.1% Sales Tax</b>   |  |                            |                  |                    | \$ _____             |
| <b>System Total</b>   |  |                            |                  |                    | \$ _____             |

SEE NEXT PAGE FOR SYSTEM DESCRIPTIONS AND REQUIREMENTS

**Order confirmation will be delivered via email.**

**Note:** All readers must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

**Terms and Conditions:**

- Orders cannot be processed unless received with payment. Purchase Orders are not accepted. Send check or credit card information with order form.
- All orders cancelled prior to 30 days of the show will incur a \$100 cancellation fee.
- Orders cancelled within 30 days of the show will not be refunded.
- Taxable items and rates vary among states and are subject to change. Please call for exact quote.

| OPTIONS   | on or before<br>5/18/11 | from 5/19/11<br>to 6/22/11 | after<br>6/22/11 | number<br>of units | TOTAL    |
|---|-------------------------|----------------------------|------------------|--------------------|----------|
| <b>Custom Lead Form Printout*</b><br>Call for template (Optium S400 only) | \$125                   | \$135                      | \$150            | _____              | \$ _____ |
| <b>Peel and stick labels</b> (Mailed post show)                           | \$100                   | \$100                      | \$125            | _____              | \$ _____ |
| <b>* QUANTITY SHOULD MATCH THE NUMBER OF SYSTEM UNITS ORDERED ABOVE</b>   |                         |                            |                  |                    |          |
| <b>Options Total</b>  |                         |                            |                  |                    | \$ _____ |

**Preferred System & Options Total**

\$ \_\_\_\_\_

**Indicate payment method:**

- Check** (Must be mailed with order; made payable to Experient)  
 **Visa**  **MC**  **AMEX**  **DISCOVER**

**Fax Credit Card Orders to:**  
**301.694.3286**

Signature: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp: \_\_\_\_/\_\_\_\_

Mail Orders to: Experient • 1888 North Market St. • Frederick, MD 21701

**For Assistance Contact Marie Zinnert**

Call 888.270.8467 or 800.787.0475  
 Email: [marie.zinnert@experient-inc.com](mailto:marie.zinnert@experient-inc.com)  
[www.experient-inc.com](http://www.experient-inc.com)

Showcode: PBA113  
 Promo Code: ORD-KIT-NA  
 (Different from access code at top of page)

**experient™**

# Lead Management Solutions

Don't let the dollars you

spend on exhibiting go to waste!



**SWAP™** is the latest in lead retrieval. Smart phone owners can download an application directly to their phones enabling them to capture leads anywhere: in the booth, sessions, meetings, events, in the hallway, on the bus, etc. Notes can be taken with each lead. Now lead retrieval is no longer limited to the show floor or by show hours.

**All leads captured are consolidated in your SWAP Portal.**



**The Optium™ S400** is the new standard in lead retrieval. This compact, lightweight unit is designed to fit easily on any exhibit booth counter. This unit includes a paper printout, and leads are also instantly captured via an on-board USB drive which allows for quick and easy follow-up. The optional custom lead form printout makes lead qualification a snap. All contact and demographic information is safely backed up in its internal memory.

**Requires electricity.**



**The Optium™ TS600** adds a full color touch screen with easy-to-use onscreen electronic qualification to the Optium product line. The TS600 includes a paper printout as well as an on-board USB drive to instantly capture leads and allow for quick and easy follow-up. Attendee demographic information and survey responses are safely backed up in its internal memory. Standard onscreen qualification is included. If custom questions are desired, please contact our Lead Management Specialist for the custom survey template.

**Requires electricity.**



**The Optium™ RT1000** reader caters to exhibitors who require a mobile method for capturing information and instant access to that data. The RT1000 is a handheld wireless unit that immediately sends leads to a secure, password protected website. Lead follow-up can begin immediately and booth activity can be monitored, in real time, from remote locations. A color screen with a full QWERTY keyboard provides the ability to add custom notes and also allows for easy electronic qualification through a standard or customized survey. If custom questions are desired, please contact our Lead Management Specialist for the custom survey template.

**Battery Powered – No electricity required.**



**ExpoCard™ Connect** For exhibitors that want optimum customization and qualification using their laptop or PC, ExpoCard Connect gives exhibitors the option to use a standard set of key qualifiers or to fully customize an in-depth survey which they can use to qualify each booth visitor. Contact information can be quickly edited for accuracy and the large notes field provides for additional in-depth information capture. Each package includes software, a cable connector and badge reader. Laptops are not included but available under our "Full Service" option - call for details. Please indicate your desired survey level when placing your order. ExpoCard Connect runs off a USB stick and no software installation is required.

**NOTE:** Not all products offered at all shows. For Assistance Call 888.270.8467 or 800.787.0475  
Fax Credit Card Orders to: 301.694.3286 Email: [exhinfo@experient-inc.com](mailto:exhinfo@experient-inc.com)