

# COSMOPROF

## NORTH AMERICA LAS VEGAS

Order online at: <http://sales.eventready.com/CPNA10LeadRetrieval>

July 18-20, 2010

## Lead Retrieval Order Form

**1. Your Information:**

Booth# \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_ On-Site Contact \_\_\_\_\_ Cell Phone ( ) \_\_\_\_\_

**2. Your Order:**

Lead Retrieval Options	EARLY BIRD Until June 11	REGULAR RATE June 12-July 9	ONSITE *Limited Avail	TOTAL
<p><b>*NEW* Expo! RealTimer</b> A lead retrieval handheld like no other: brilliant touch screen color display; captures leads anywhere in REALTIME, even if no badge is present; battery operated, wireless device; appends voice notes to leads; displays product videos; view &amp; download leads on the web instantly.</p>	<b>\$295</b>	<b>\$395</b>	<b>\$495</b>	
<p><i>Add-on - take leads away that same day on a removable SD card.</i></p>	<b>\$25</b>	<b>\$25</b>	<b>N/A</b>	
<p><b>B*Mobile Printer Wireless Bluetooth Printer</b> Lightweight and ultra small size, Easy paper loading , Bluetooth®, infrared and serial interfaces, 3.7V Lithion battery, 120 or 240 VAC adapter, 3 hour charge cycle, Up to 6 paper rolls / charge, RoHS compliant, IP54 compliant</p>	<b>\$65</b>	<b>\$65</b>	<b>N/A</b>	
<p><i>Custom Qualifiers/Action Codes</i></p>	<b>\$125</b>	<b>\$125</b>	<b>N/A</b>	
<p><b>Delivery/Set-Up/Training/Pick Up</b> We do it all!! Just show up and your unit will be waiting at your booth. We will train you and pick up the unit after the event.</p>	<b>\$100</b>	<b>\$100</b>	<b>N/A</b>	



### **3. Payment:**

o **CHECK** – You must fill in credit card info below to be used as a deposit, pending receipt of your check. Your order will *not* be processed if you do not supply valid credit card information.

*Make Check Payable to: Event Ready, 8413 Washington Blvd. Suite100, Roseville, CA, 95678*

o **CREDIT CARD** (Circle Card Type) Amex Visa MasterCard

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### **4. Cardholder Signature:**

By signing below, I am stating that I am authorized to place this order and that I agree to all terms and conditions stated on all pages of this order form. I authorize my credit card to be charged the amount indicated in the total amount above, I further agree to perform the obligations set forth in the Cardholder's agreement with the issuer of the credit card listed above.

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

**Fax Your Order Form To: (916) 782-5570**

You will receive an email confirmation. Please call us if you have not received your confirmation within 7 days.

Event Ready – 8413 Washington Blvd. Suite 100 – Roseville, CA 95678

Questions? Contact: John Lujan at [sales@eventready.com](mailto:sales@eventready.com)

## **TERMS AND CONDITIONS**

1. **Event Ready**, hereinafter called "ER", the Official Event Contractor for Lead Retrieval Services, agrees to provide its Lead Retrieval services to the Customer for the agreed upon fee listed on this order form. The service will include the use of the equipment for the duration of the show. ER will furnish its equipment to the Customer in good working order and the Customer agrees to return the equipment to ER in the same condition.
2. **PAYMENT** shall be in United States dollars and submitted with this order form. ER will accept authorized credit cards (AMEX, VISA OR MasterCard) or company checks drawn on banks located in the United States of America.
3. **SECURITY DEPOSIT:** ER will accept company checks for payment only if a valid credit card number is provided for use as a security deposit. A \$500.00 security deposit must be secured with a credit card to process your order if paying by check. No security deposit is required if paying by credit card.
4. **REPLACEMENT COST FOR LOST OR DAMAGED EQUIPMENT:** Customer acknowledges, understands and agrees that the total cost of replacement for Lead Retrieval equipment will be as follows: \$2,000.00 for the RealTimer unit. Replacement for Equipment Accessories: Cradle: \$150, Cradle Power Supply Cord: \$50, MC70 Battery: 100, Stylus: \$20, Holster/Screen Protector: \$25. Customer agrees to the immediate payment, upon request by ER for all damages or loss of the Lead Retrieval equipment, except such as may result from normal operation thereof. In the event that Customer does not immediately pay its obligation to ER for lost or damaged equipment, Customer agrees to pay ER a weekly rental fee equal to the service fee listed on the front of this order form. This is in addition to the replacement cost of Lead Retrieval equipment.
5. **CANCELLATION OF ORDERS:** Orders cancelled 21 days prior to the start of the show will be subject to a \$50.00 administration fee. Orders cancelled within 21 days of the start of the show ARE NON REFUNDABLE. NO REFUNDS WILL BE GIVEN FOR CANCELLATION OF EVENT, EQUIPMENT NOT PICKED-UP AND/OR NOT UTILIZED BY BOOTH PERSONNEL.
6. **RETURN OF EQUIPMENT:** Customer agrees to return all equipment to ER's service desk within one (1) hour of the event closing, and must obtain a receipt as proof for the return of equipment. ER's equipment must be picked up and returned to the ER service desk in the designated Contractor Service Area. Damaged or non-returned equipment will be charged in accordance with item 4 above. EQUIPMENT NOT RETURNED TO ER'S SERVICE DESK, OR LEFT IN THE EXHIBIT AREA, IS THE SOLE RESPONSIBILITY OF THE CUSTOMER. Should ER, at its option and with no responsibility to do so, recover abandoned equipment, Customer agrees to pay ER a \$100.00 abandonment fee. In no way does this absolve Customer from its responsibility to timely return ER's equipment.
7. **USE OF OTHER DEVICES:** RealTimer is the Official Lead Capture device for this event. Please have your lead capture equipment supplier contact us directly to ensure compatibility if applicable.
8. **GOVERNING LAW:** It is agreed that the governing law pertaining to this contract will be the law of the State of California.

# ATTENDANCE AND LEAD TRACKING SERVICES

## Custom Lead Follow-Up Action Codes Order Form

### What are Follow up action codes?

Easy to use internal follow-up action codes categorize the follow-up activity required after the show to make the most of each show lead. Long after the show is over your lead information will remind you to "send literature," this one is "ready to buy," or "needs demo," "makes purchase decision," etc. Use the 10 generic action codes programmed into the SwiftScan™ or ask for customized codes.

### Your Standard Pre-Programmed Lead Follow-Up Codes...

1.	Email Catalog	2.	Email Literature
3.	Email Quote	4.	Have Salesman Call
5.	Schedule a Demo	6.	Provide Samples
7.	Immediate Need	8.	Purchasing Manager
9.	Has Final Say	10.	Recommends

### To Customize Your Lead Follow-Up Codes...

If the above 10 standard Lead Follow-Up Codes do not meet your requirements, please indicate your Custom Codes below (see order form for fee). You may specify a total of 10 Codes with a total of 35 Characters and Spaces per code. Your Custom Codes will be pre-programmed onto your Lead Retrieval Unit.

1.		2.	
3.		4.	
5.		6.	
7.		8.	
9.		10.	

### Exhibitor Information:

Show Name	Booth #	Date
Company	Contact Person	Title

Event Ready  
 Federal Tax ID# 77-0332145  
 8413 Washington Blvd, Suite 100, Roseville, CA 95678  
 Phone: 800-555-5155  
 Visit us @ [www.eventready.com](http://www.eventready.com)



# LEAD RETRIEVAL SERVICES

## What is Lead Retrieval?

Lead Retrieval is a vital tradeshow service that is essential to your success. All attendees visiting the show floor will have a name badge with a barcode. This barcode contains all of their vital contact information as well as any demographic data. Our Lead Retrieval Systems decode the barcode and store the information electronically for your follow-up use.

## Why do I need a Lead Retrieval System?

**Convenient for your sales team and your prospects**-enables your sales people to quickly and easily capture your prospect's information without making them fumble for a business card or writing their information down. Organize your leads into one location and track those important buyers that visited your booth.

## Expo! RealTimer - Handheld Lead Retrieval Terminal

Session tracking in real-time...nothing delivers like **Expo! RealTimer**, a handheld session tracking, access control and lead retrieval terminal. RealTimer gives event organizers the ability to collect data and generate reports on the fly.

This means that they can act to produce the results that they want, rather than react to situations that could have been avoided. It means that show management, whether in the next room or a continent away, can have its finger on the pulse of an event.

Battery power and light weight lead to big savings: no power outlet is required, freight costs are low. The **Expo! RealTimer** scan engine is outstanding, the display's color and resolution exceptional, the unit's operation intuitive, all of which make using **Expo! RealTimer** a breeze. There is even an on-screen tutorial video.

Leads can be carried away from an event on **Expo! RealTimer's** removable SD (Secure Data) card. The SD card can then be inserted into a computer's SD port and the records can be stored locally or can be uploaded to the Web.



**EXPO! Ultra is a self-contained desktop lead retrieval terminal** that has the features most desired by exhibitors: removable memory in the form of a USB stick; a 4-inch wide printer.

In addition to the USB stick, data can be stored on a removable SD card. Additional back-up is provided by the unit's internal memory (128 MB standard expandable to one GB). Finally, we preserves all data for 6 months as the ultimate backup.



Event Ready uses the most reliable and advanced lead retrieval system in the industry. Hassle free, fast, accurate, easy to use and gives you immediate access to your leads. Important show data is easily imported into popular contact management programs for timely follow-up during and after the show.