



HAMPTON ROADS

**INDUSTRIAL & FACILITY
MAINTENANCE SHOW**

Lead Tracking

The EZ❖TRAC™ Way

**EZ❖TRAC™ Scanning System from ExpoTrac
makes your lead tracking easier than ever!**

- No Electricity Required

- Lightweight & Portable - hand-held scanner does not take up any booth space

- Quick and Easy - Takes only seconds to scan each prospect

- Multiple units can be merged into a single report

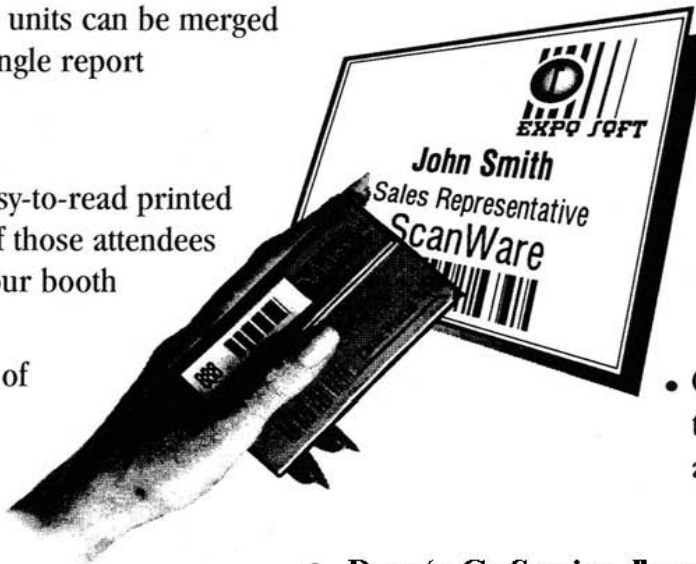
- Visual and audible recognition of a successful scan

- Receive an easy-to-read printed report daily of those attendees who visited your booth

- Leads available on USB Memory Stick for easy transfer to your database

- No small slips of paper to lose

- Custom Comment Booklet allows you to jot down notes for specific attendees, and link them to the lead report



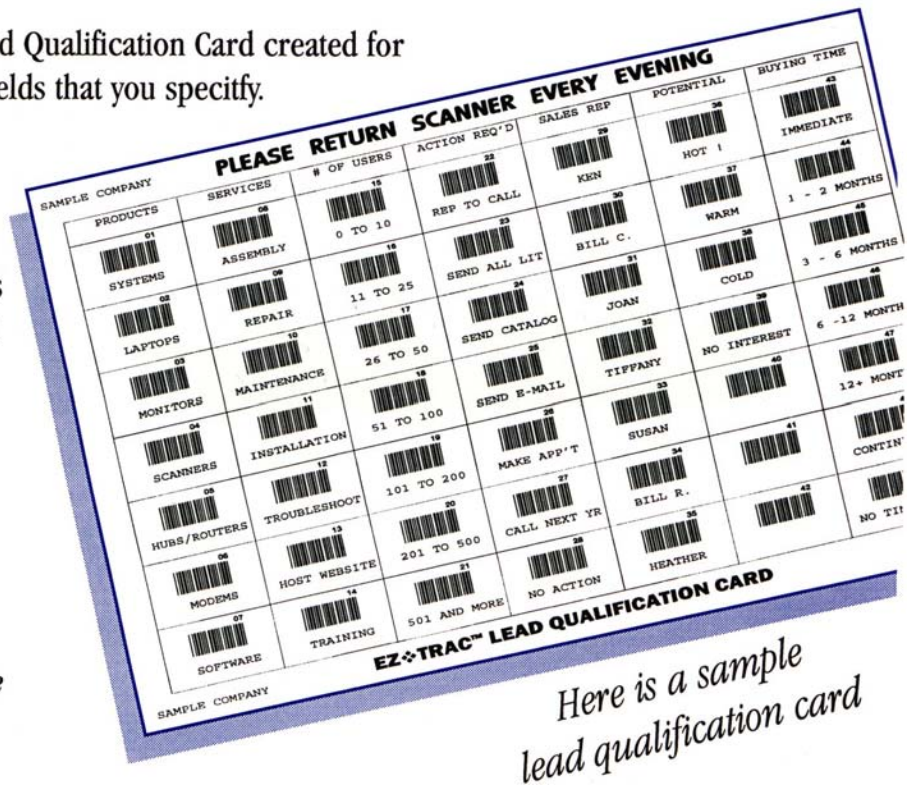
- Drop 'n Go Service allows you to receive your leads via email a few days after the show, in Excel or comma-delimited format

- Our unique Lead Qualification Card provides 49 lead qualification fields for you to customize *at no additional cost!*

- Customized and laminated Lead Qualification Card created for your company, with only the fields that you specify.

- After scanning the attendee's badge, you then scan the fields on the Lead Qualification Card that pertain to that attendee.

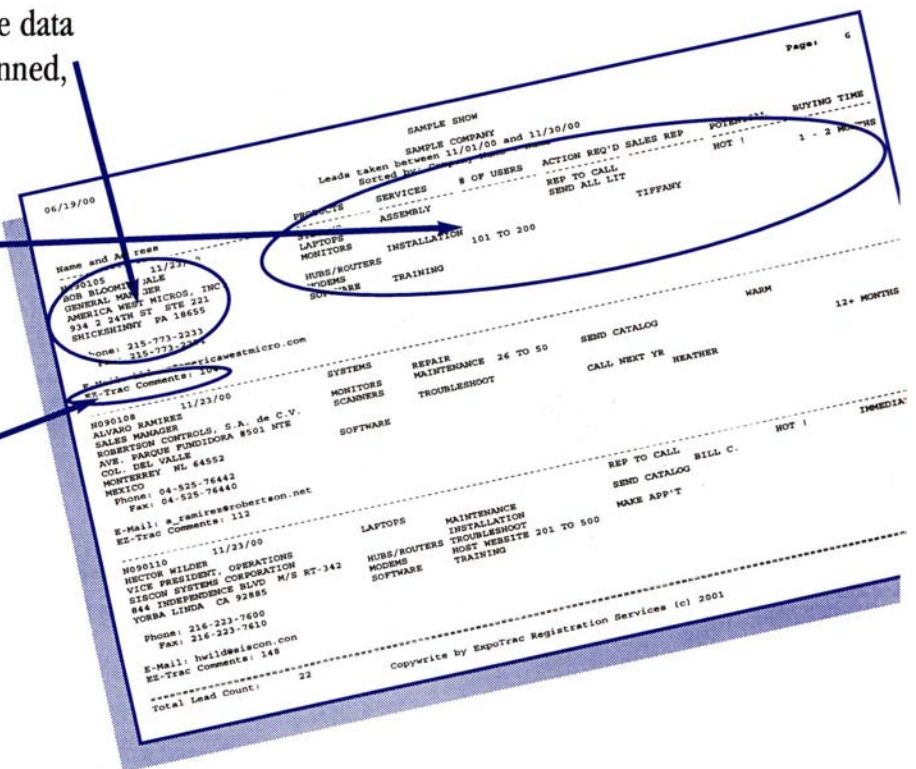
- We will be happy to assist you in defining your Lead Qualification Card, just give us a call!
There is no additional charge for this service.



- Your report will include all the data on the attendees you have scanned,

along with the fields that you have scanned for that attendee from your customized Lead Qualification Card,


















































and the link to any notes you made for that attendee in your Custom Comment Booklet.



Lead Qualification Card *(Included with scanner rental at no extra charge)*

In the numbered boxes below, please fill in any products, services or comments you will use to qualify attendee leads. These descriptions should be relative to your business and must not exceed 12 characters in length.

While scanning attendees at the show, you will be able to use this information to better qualify the customers needs.

| | | | | | | |
|---|---|---|--|---|---|---|
| 01  | 08  | 15  | 22  | 29  | 36  | 43  |
| 02  | 09  | 16  | 23  | 30  | 37  | 44  |
| 03  | 10  | 17  | 24  | 31  | 38  | 45  |
| 04  | 11  | 18  | 25  | 32  | 39  | 46  |
| 05  | 12  | 19  | 26  | 33  | 40  | 47  |
| 06  | 13  | 20  | 27  | 34  | 41  | 48  |
| 07  | 14  | 21  | 28  | 35  | 42  | 49  |

EZ❖TRAC™ LEAD RETRIEVAL ORDER FORM



HAMPTON ROADS
**INDUSTRIAL & FACILITY
 MAINTENANCE SHOW**

Wednesday, May 9, 2012
 Virginia Beach Convention Center
 Virginia Beach, VA

PLEASE FILL OUT ALL INFORMATION COMPLETELY - TYPE OR PRINT - PAYMENT MUST ACCOMPANY ORDER

COMPANY: _____ BOOTH #: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

ORDERED BY: _____ TITLE: _____

E-MAIL: _____

| SERVICES AVAILABLE | QUANTITY | UNIT COST | TOTAL |
|---|----------|-----------|----------|
| EZ❖TRAC™ BAR CODE SCANNER SYSTEM (One scanner for entire show, personalized laminated lead qualification card, and Custom Comment Book to record notes. Drop 'n Go Service included - all leads emailed within 3 business days after the show.) | _____ | \$ 139.00 | \$ _____ |
| LEAD LIST ON USB FLASH DRIVE (CSV FORMAT) (One time service - all scanned leads provided at end of show) <i>Email for lead file, if different from above email:</i> _____ | _____ | \$ 39.00 | \$ _____ |

SAVE - Order by April 13 and take \$40 off your order!

TOTAL COST: \$ _____

METHOD OF PAYMENT

CHECK (#: _____)

CARD NUMBER: _____ EXP DATE: ____/____

 PRINT NAME AS IT APPEARS ON CARD

 SIGNATURE OF CARDHOLDER

Send to: ExpoTrac, PO Box 1280, 1296 Park East Dr, Woonsocket, RI 02895

Phone: (401) 766-4142 Fax: (401) 765-6677 Federal ID #: 05-0436117

Final reports not picked up on-site will be mailed within 3 business days after the show via first class mail, unless Drop 'n Go Service is selected where the emailed file will be the final report.

Please review the terms and conditions, as your order indicates agreement with these terms.

TERMS AND CONDITIONS

1. ExpoTrac agrees to perform lead retrieval / data collection services to the customer for the agreed upon fee, as listed on the front of this agreement. The service will include use of a bar code scanner and the processing of the collected information, or master report services.
2. The method of payment shall be in United States dollars, and must be submitted with the order for service. ExpoTrac will accept for payment the following: Checks drawn on banks in the United States of America; Certified checks or money orders; valid American Express, MasterCard, or Visa charge cards. Except as provided in Paragraph 4 below, any payments to ExpoTrac will not be refunded for any reason. ExpoTrac reserves the right to hold all collected data until the fee for services is paid in full.
3. ExpoTrac will furnish the equipment to the customer in good working order, and the customer agrees to return the equipment to ExpoTrac in the same condition received excepting normal wear and tear. The customer agrees to the immediate payment, upon demand by ExpoTrac, for all damages or loss to ExpoTrac's equipment, except such as may result from the normal operation thereof. The customer acknowledges and understands that the total replacement of each bar code scanner will be \$500.00USD. The customer agrees to the processing of payment for lost scanners on the credit card shown on the front of this agreement; or if payment is made by check, to the immediate payment for the loss.
4. ExpoTrac will use all reasonable care in handling the information collected by the scanner, however, ExpoTrac SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF SUCH INFORMATION, FOR ANY REASON, ARISING FROM OR RELATED TO EXPOTRAC'S EQUIPMENT. EXPOTRAC'S SOLE LIABILITY FOR DAMAGE FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL FEE PAID FOR THE SERVICES PROVIDED BY EXPOTRAC.
5. Customer agrees to return all equipment to ExpoTrac's service desk at the conclusion of the show, and obtain a written receipt for the equipment. Equipment left in the exhibit area, lost, or stolen is the responsibility of the customer, pursuant to Paragraph 3. Customer acknowledges that they are responsible to obtain all equipment at the ExpoTrac service desk located in the registration area, equipment **will not** be delivered to the customer's booth.
6. It is agreed that the governing law pertaining to this contract will be the laws of the State of Rhode Island and the United States of America.
7. Customer agrees that it is purchasing the data collection service for its own use, and that it will not resell for any reason the information or output generated by this service. The customer will be held liable for any incidental damages caused by the resale or improper use of this information.