

# How do you recognize your **new #1 client?**

With **complete prospect profiles** captured with **X•Press Leads**.

A simple scan gives you the contact and demographic information to identify your ideal prospects. Make your exhibiting efforts pay off with the small investment that yields huge returns.

## **X•Press Lead Family** Solutions for every exhibitor

### **X•Press LeadMobile**

- Portable and handheld
- Scans anywhere
- Full color display
- Optional Bluetooth printer



### **X•Press LeadPro**

- Stand-alone, desktop unit
- Instant printout
- Unlimited paper supply
- Complimentary USB flash drive



*LeadPro requires  
120 volt AC outlet*

### **X•Press LeadLite**

- Easy to use—point click to scan
- Complete lead information
- Post-show online lead access



*Leads are available 1 business day post-event at [www.xpressleadpro.com/leads](http://www.xpressleadpro.com/leads), no additional charge. All orders include onsite & post show tech support.*

## **X•Press Extras** Tools that save time and increase sales

### **X•Press DITP**

Save time onsite with DITP—Delivery, Installation, Training and Pickup, at your booth

- Saves time
- Guarantees proper setup
- Staff training

### **Custom Qualifiers**

Target ideal prospects for your organization.

- Customize qualifying questions
- Identify customer interests
- Simplify your follow-up

### **Email Blasts**

Use X•Press Email Blasts for effective follow-up while your company is fresh in your prospect's minds.

- Personal greetings
- Highlights your unique message and brand
- Fully formatted HTML

### **Mailing Labels**

Preprinted crack-n-peel labels make post-show mailing a breeze.

- Easiest way to mail materials
- Expedite your mailing
- Works for any type of mailing






**Not everyone will have a business card, Everyone will have a name badge to scan. Don't miss a single prospect!**

## Save 10% Complete Lead Management Packages Include:

- the Lead Retrieval System
- 20 Custom Sales Qualifiers for targeted post-show follow up and
- X•Press DITP (Delivery, Installation, Training and Pick-up Service to your booth).

**EARLY\*** thru 12/16/11    **ADVANCE\*** thru 01/18/12    **STANDARD\*\*** after 01/18/12

	QTY				TOTAL
 <b>X•Press LeadMobile Package - Portability &amp; Versatility</b> Portable scanner allows you to walk around your booth or use at offsite events. Full color display and easy-to-use interface. <i>Leads can be saved to an SD card onsite for an additional cost</i>	<input type="checkbox"/>	\$495	\$580	\$695	_____
<b>Bluetooth Printer</b> - Add a Bluetooth Printer for hardcopy leads printout. One per unit	<input type="checkbox"/>	+\$70	+\$80	+\$90	_____
 <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 complimentary USB flash drive stores prospect information. <i>The X•Press LeadPro does require electricity</i>	<input type="checkbox"/>	\$430	\$505	\$605	_____
 <b>X•Press LeadLite Package - Simplicity and Portability</b> Easy to use - just point at the badge and click to scan. Complete Lead Information - name, contact information, demographics and more. <i>DITP only</i> . Does not include Custom Sales Lead Qualifiers. <i>View your leads post-show on the X•Press Leads web site.</i>	<input type="checkbox"/>	\$200	\$240	\$295	_____

### Individual Lead Retrieval Units ~ Please see product descriptions above

<b>Individual X•Press LeadMobile</b> - features listed above without the DITP and Custom Qualifiers	<input type="checkbox"/>	\$370	\$425	\$480	_____
<b>Add a Bluetooth Printer</b> - One per unit, <i>available for LeadMobile Only</i>	<input type="checkbox"/>	+\$70	+\$80	+\$90	_____
<b>Individual X•Press LeadPro</b> - features listed above without the DITP and Custom Qualifiers, Includes USB	<input type="checkbox"/>	\$300	\$340	\$385	_____
<b>Individual X•Press LeadLite</b> --features listed above without the DITP	<input type="checkbox"/>	\$135	\$160	\$185	_____

### X•Press Extras - Optional Services (prices listed below are per unit)

<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 your leads, complete with a personalized greeting and your company's unique message. ~ <i>this is a post-show service</i>	<input type="checkbox"/>	\$195	\$245	\$290	_____
<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 to peel & stick labels then shipped directly to your office. <i>International orders, additional shipping charges will be applied.</i>	<input type="checkbox"/>	\$135	\$135	\$135	_____
<b>X•Press Custom Sales Lead Qualifiers</b> Available for all systems to enhance your post-show follow up. Target ideal prospects for your organization. For your convenience, you can submit your qualifiers with your online order. - <i>20 lines with a 22 character limit</i>	<input type="checkbox"/>	\$95	\$115	\$150	_____
<b>X•Press DITP Service</b> Delivery, Installation, Training and Pick-up Service. Ensure your booth staff learns tips to maximize results.	<input type="checkbox"/>	\$95	\$115	\$150	_____

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

**Questions?**  
 Please contact Steve Barove  
 1-800-746-9734 ext. 1112  
 1-508-743-0112  
 sbarove@cdsreg.com

**ORDER ONLINE;**  
**www.xpressleadpro.com**  
 Use Show Code: **NEGR022**  
**Fax both order pages to:**  
**1-508-759-4238**

Subtotal	=
Sales Tax 6.25% (required for ALL ORDERS)	+
<b>TOTAL (US dollars)</b>	=

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



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CONTACT

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

All orders will be confirmed by email.

PAYMENT

PAYMENT METHOD:  MC  VISA  AMEX To pay by electronic check online, please visit [www.xpressleadpro.com](http://www.xpressleadpro.com)  
CARD NUMBER: \_\_\_\_\_  
NAME ON CARD: \_\_\_\_\_  
EXPIRATION DATE: \_\_\_\_\_ "Convention Data Services" will appear on your credit card statement.  
SIGNATURE: \_\_\_\_\_

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**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) 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 LeadLite Unit: \$500.00; 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.
- 5) 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.**
- 6) CONTRACTOR'S liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR.
- 7) 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.
- 8) 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.
- 9) 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.
- 10) 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.
- 11) 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.

