

YOU CAN'T AFFORD NOT TO COLLECT LEADS

Scan Badges | Download Your File | Follow-Up!



See how your peers are using mobile phones to collect leads.
(Click the button or go to itn-international.com/video_library.html)

Top 5 Reasons Why Scanning Badges is Essential in Today's Economy

1. Generate **REAL RETURN** on your booth investment
2. Empower your sales staff to pursue revenue (and be accountable!)
3. Ask qualified visitors to exchange information – not just take freebies
4. Shorten your sales cycle –with accurate data and planned follow-up
5. "It was a great show" is **NO LONGER AN ACCEPTABLE RESULT**

Insure your investment. Order a scanning device to collect leads.

Besides, TOUCH 'N GO makes it **EASY**

Featured Solution: NFC Mobile Phones

PocketLeads™ is a wireless, battery-powered mobile phone solution with custom survey capabilities and an integrated BCARD reader.



- Customize your questions
- Download your lead file from a secured website 24/7
- Today's latest "Touch 'N Go" RFID technology
- RFID scanning technology is every marketer's dream:
 - Visitor tracking
 - Gift Card functionality
 - Give-away & redemption promotions
 - Voting, surveys, lead qualification
 - Smartposters (real time video and web downloads)

Lead Retrieval/Badge Reader Services Order Form

1. Order online! www.itn-international.com/store
2. Show Code: DVC10
3. Or fax to +1.801.406.0040
4. Questions? exhibitors@itn-international.com or +1.801.676.7933

- Delivery services are not available. All devices must be picked up at our Service Desk on-site. No refunds for units not picked up/not used.
- Orders placed after Pre-Show Deadlines are subject to availability.
- Orders must be paid-in-full 10 business days prior to the show.
- Cancellation or changes are subject to a \$50.00 processing fee.
- For units damaged or not returned, applicable fees will be charged

Exhibiting Company Information

Company Name _____ Booth _____

On-Site Contact Person _____ Title _____

Email (for leads) _____ Mobile _____
Include Country Code

Ordered/Paid By:

Company Name Same _____

Contact Person Same _____

Billing Address _____

City _____ State _____ Zip/Post Code _____

Country _____ Office Tel _____
Include Country Code

Email (for receipt) _____

Check (Payable to ITN International, Inc. in US \$) Check must accompany Order Form. Mail to ITN, 9696 South 500 West, Sandy UT 84070 USA

Visa MasterCard American Express Bank Transfer (+ \$25.00 Transfer Fee. See Terms and Conditions for bank details.)

Card Number _____ Exp. _____

Credit Card Security Code / CCID _____

Cardholder Name _____

By placing this order, you accept the ITN Terms and Conditions.

Signature: _____

Touch 'N Go Solutions	Early <small>(By 01/14/10)</small>	Pre-Show <small>(By 02/11/10)</small>	On-Site <small>(After 02/11/10)</small>	Number of Units	Cost
Solutions*					
• PocketLeads (Mobile phone solution)	\$295	\$325	\$375	_____	\$ _____
• MultiLead (PC software and reader)	\$295	\$325	\$375	_____	\$ _____
• PaperLeads (Desktop terminal with printer)	\$325	\$375	\$475	_____	\$ _____
Options					
• PocketLeads Wireless Printer	\$100	\$100	\$100	_____	\$ _____
• Replacement Coverage	\$75	\$75	\$75	_____	\$ _____
Convenience Services					
• Questionnaire Customization**	\$50	\$50	\$95	_____	\$ _____
• Email Follow-Up Service	\$200	\$200	\$200	_____	\$ _____

* All deliver electronic files that can be downloaded from The BCARD Portal. See details on product flier.

**PocketLeads/PaperLeads Customers: Submit your questionnaire online. A link will appear in your Order Confirmation.

Total \$ _____

Terms and Conditions

All equipment provided by ITN International, Inc. is subject to the following Terms and Conditions:

1) Orders and Deadlines

- a) All orders placed before the Pre-Show deadline **must** be paid-in-full at least 10 business days prior to show date.
- b) Orders after the Pre-Show deadline must be **must** be paid-in-full upon order.
- c) All orders submitted after Pre-Show deadline (including on-site orders) are subject to availability.

2) Payment Terms and Cancellations

- a) Orders with open balances 10 business days before show open will be **cancelled**. Orders can be re-processed for a \$25.00 fee if payment is received within 7 days prior to show open. In such cases, device configuration may be delayed.
- b) Such cancelled orders are subject to on-site pricing if re-order is handled on-site. In such cases, device configuration may be delayed.
- c) If payment received is different from published prices, ITN International will adjust payment amount to the price indicated on Order Form or BCARD Store.
- d) All order revisions placed after the Pre-Show deadline are subject to a \$25.00 processing fee.
- e) No refunds after Pre-Show deadline.
- f) Devices/solutions that are unused or not picked up are **not** refundable.
- g) If your devices/solution is not functioning properly, immediately escalate your issue to the Lead Retrieval Service Desk.
A refund or replacement device will not be supplied if the issue is not escalated to an on-site ITN Representative in a timely manner.

3) On-Site Services and Terms

- a) To ensure a smooth on-site experience, it is advised that you visit the Lead Retrieval Service Desk to pick-up your solution/device one day prior to show-open.
- b) Orders placed on-site may require up to an hour of processing time, therefore it is highly recommended that orders be placed well in advance of the show.
- c) On-site modification(s) or new customization(s) to PocketLeads and PaperLeads devices are subject to a \$25.00/device processing fee, subject to technician availability.
- d) Companies renting or utilizing ITN International products/services agree to comply with any and all Terms of Usage set by Show Management and/or ITN International, Inc. Should Terms of Usage be violated by any party, ITN will be held harmless and reserves the right to terminate services without issuing a refund or compensating parties involved. Further, such violation may result in the non-delivery of leads/scans/data files.

4) Exhibitor Terms of Usage

- a) If any ITN device/solution is misplaced, stolen, or damaged while in the exhibitor's care, the exhibitor shall be responsible for repair costs or a **\$1,200.00** replacement fee (if replacement coverage is not purchased or replacement coverage rules are not expressly followed).
- b) Replacement Coverage Rules:
 - i) The coverage protects the exhibitor from liability of theft or accidental damage to an ITN unit. Exhibitor must report loss or damage to ITN Lead Retrieval Service Desk promptly. To honor coverage policy for units believed to be stolen, exhibitor must file a police/security report and forward a copy to the assigned ITN representative.
 - ii) If any ITN equipment is not returned to Lead Retrieval Service Desk within one hour after show close, it is the responsibility of the exhibitor to return the equipment to ITN at the exhibitor's expense. If any loss of lead information results because equipment was not returned properly, ITN shall be held harmless for any loss of lead information and/or data.

5) Limitation of Liability

- a) ITN International does not guarantee any level of Return on Investment related to the use of ITN products/services.
ITN provides a convenience service that uploads data to a secure website via ITN's mobile cellular network for password protected access by exhibitors. ITN does not guarantee that connectivity will be active at all times. Upon receiving notification of your login information, we recommend that you login to The BCARD Portal site to verify that your data is available. We also recommend that you bring your device(s) to the ITN Lead Retrieval Service Desk each day after show hours so we may export the local data from your device(s). ITN is not responsible for your leads or data if you do not return the device(s) to our Service Desk for any reason (i.e. lost or stolen device), or if you do not notify ITN that your data is not available at our online site.
- b) ITN International shall not be held liable for any unforeseen happenings (i.e. Acts of God, union labor strikes, building or grounds damage, loss of power, travel or work stoppages) that may cause the show to be cancelled or postponed. In any such event, the obligations of ITN International, Inc. for services not rendered shall be terminated and ITN International, Inc. shall be entitled to all payments received.

6) Data Privacy (and European Union and Spanish Data Privacy Laws whereby ITN International, Inc. shall not be held liable for exhibitor's perceived success with respect to desired number leads, booth traffic at European Events)

- a) ITN and the event organizers take the protection of exhibitor and delegate privacy very seriously.
- b) You agree to use of the Lead Retrieval System only within your exhibition area. You represent and warrant that your use of the Lead Retrieval System will adhere to all relevant European Union and Spanish data protection laws when the event is held in Europe.
- c) You agree to indemnify and hold harmless ITN International, Inc. and the event organizers from any claim or demand, including reasonable attorney's fees, made by any third party due to or arising out of your use of the Lead Retrieval Service.

Your order and use of ITN International, Inc. products, services and equipment implies that you have read, understood and agreed to the Terms and Conditions stated herein.

ITN International: Exhibitor Services Department
9696 South 500 West, Sandy, UT 84070 USA

Tel: +1.801.676.7933

Email: exhibitors@itn-international.com

Fax: +1-801.406.0040 or +1.801.676.7901


Online Store: www.itn-international.com/store

LEAD RETRIEVAL SOLUTIONS

ITN provides a full menu of wireless, easy-to-use lead management tools. Our solutions utilize short range RFID technology (known as NFC), leverage the cellular network, and are delivered by the best event team in the business.

“Touch ‘N Go” describes the instant, wireless transfer of data that occurs when a BCARD badge *simply touches* the reader.

MultiLead™




MultiLead™ is an easy-to-use software application that includes a badge reader that connects to your PC computer via USB . The software is easy to configure, allowing you to build a custom electronic lead form quickly on-site. 8 questions are available, each with a maximum of 14 answers. Easily enter notes, sales reps, products and follow up action items. MultiLead is compatible with Windows 2000, XP, Vista* (administrator login required for successful install). **Instant reports can be generated on screen, on demand.** PC not included.


MultiLead Pro™ is ideal for exhibitors who want a visually branded experience and a thoroughly customized electronic lead form (customized by our staff, advance orders). MultiLead Pro is network-ready and web-ready. PC not included. To design a MultiLead Pro custom solution, please contact us.

*When Vista installation is not possible, MultiLead will be substituted with a PocketLeads device.

PocketLeads™



Touchscreen Phone



Keypad Phone

PocketLeads™ software a self-contained, battery-powered mobile phone solution with custom survey capabilities and an integrated BCARD reader. A standard survey is pre-loaded and customization service is available (see Convenience Services, below). As with any mobile phone, a daily recharging protocol is needed and a power supply is provided.

When a BCARD credential touches the reader, the first survey question appears allowing the user to answer questions using an intuitive interface. Notes can be entered and leads can be browsed. During the session, full demographic information from the BCARD will be displayed on the screen for confirmation or editing.

Lead data is always stored locally on the device. When PocketLeads is enabled for wireless communication, data is instantly deposited into a secure website via the WebSend Service. When running standalone, the unit must be returned to the ITN Lead Retrieval Service Desk where data is physically downloaded by ITN staff and automatically uploaded to a secure website.

You will be provided with login credentials to access and download your leads in a standard file format. *This free service is provided by ITN to help exhibitors optimize their event by managing their data effectively.* Please be sure to provide the ITN rep with the email address of the person assigned to access/download your lead file. While on-site, a backup data file on USB key can also be provided on demand.

Two device options are available. Both offer full customization and identical functionality.

- 1) Touchscreen phones (with on-screen keyboard and stylus)
- 2) Keypad phones (compact and lightweight)

Download your lead file from The BCARD Portal during or after the show!

OPTIONAL SERVICES



PocketLeads Customization:
Use our self-service, web-based customization tool at <http://www.bcard.net/es/customizer>. Create up to 10 custom questions (each with up to 10 answers). Your customization instructions must be received by ITN at least one week before show open. We will prepare your custom survey in advance. Your pre-configured device will be available for pick-up at the Lead Retrieval Service Desk. Certain restrictions may apply.

Email Follow-up Service:
Our post-show follow up service delivers a customized, personalized HTML (or plain text) email message to the list you generate at your booth using our device(s). Emails may contain file attachments and embedded URL's driving prospects to your website.

Replacement Coverage:
Protect yourself against liability from theft or accidental damage to an ITN device. You must report loss or damage to the Exhibitor Services Desk before show close. To honor our policy for lost/stolen units, a police/security report must be forwarded to the assigned ITN representative. Contact us for details.