

Lead Retrieval Order Form

Online Order - Visit www.showcare.com/exhibitors for faster results with immediate order confirmation



PhotonXpo 2009
June 02-04, 2009
Baltimore Convention Center
Baltimore, Maryland
CLEO0905S

MAIL OR FAX THIS FORM TO:
 Showcare
 2770 14TH Avenue, Suite 101
 Markham, Ontario Canada
 L3R 0J1
 Fax: 1-905-479-9743
 Customer Service: 1-866-267-2107

EARLY DISCOUNT DEADLINE: May 5, 2009

All prices per unit	Through 05/05/09	05/06/09 to 05/23/09	05/24/09 to 06/04/09	#Units	Total
Showlead Unit (hand-held and battery operated)	\$275.00	\$320.00	\$365.00	_____	\$ _____
Wireless Printer (select check box if req'd)	<input type="checkbox"/> Yes <input type="checkbox"/> No				
Showlead Pro (requires personal laptop/pc)	\$330.00	\$375.00	N/A	_____	\$ _____

Options

Custom Action Codes (up to 30 lines, 22 char.)	\$ 60.00	\$ 60.00	\$ 75.00	_____	\$ _____
Showcare USB Key	\$ 50.00	\$ 50.00	\$ 50.00	_____	\$ _____
End of Show Pick-Up	\$ 50.00	\$ 50.00	\$ 50.00	_____	\$ _____

Grand Total – USD \$ _____

EXHIBITOR and PAYMENT INFORMATION

Company _____ Booth# _____
 Name of Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Ext _____ Fax _____
 Email _____

Visa MasterCard AmEx Check (Payable to Showcare)
 Card Number _____
 Cardholder Name _____ Exp.Date _____
 Signature _____

Important Terms & Conditions

Full payment must be included with order to reserve your Showcare Lead Retrieval Units. Order form will not be processed until full payment is received. Showcare reserves the right to charge correct amount if different from the grand total listed above. The original cardholder must sign all orders paid by credit card.

All orders are subject to a \$50.00 cancellation fee per unit up until 14 days prior to the event where orders are no longer refundable. Unclaimed or unused units are NOT refundable. Your order and usage implies that you have read, understood and agreed to be subject to the detailed terms and conditionals stipulated on the reverse side of this form.

For information call: 1-866-267-2107 or email leads@showcare.com



ShowLead™

TERMS AND CONDITIONS

All orders and usage of Showlead equipment provided by Showcare are/is subject to the following terms and conditions:

A) Orders and Order Deadlines

1. All orders must be paid for in full prior to unit pick-up.
2. Orders received after the stated deadline will be charged at AFTER DEADLINE RATES without exception. The date payment is received shall determine the applicable rate.
3. All items ordered after the order deadlines are subject to availability.

B) Payment Terms and Cancellations

1. Service will be rendered after receipt of full payment by credit card or check.
2. Showcare will revise payment amount if different than total amount on order form.
3. All cancellations prior to the event will be subject to a \$50 processing fee per unit.
4. All cancellations following the first day of exhibit opening unclaimed units will be subject a fee of 50% of the total price of the cancelled units.
5. Unclaimed units or unused orders are not refundable once paid for.

C) On-Site Services and Terms

1. All orders must be picked up from the Showcare counter. It is highly recommended that your company representative(s) pick-up your ordered units one day before exhibit opening to avoid delays.
2. A minimum of one hour or processing time will be required to fulfill on-site orders.
3. On-site modification(s) to or addition of interview survey for existing orders will be subject to a \$50.00 processing fee.

D) User Terms

1. Showcare remains sole owner of each Showlead unit including all the software and hardware at all times.
2. If the above mentioned unit(s) are not returned to the point by the indicated return deadline (within the hour following the end of the show), the User agrees to pay an additional late fee of \$100.00 (one hundred U.S dollars) per day, up to a maximum of \$1750.00 as well as any additional fees incurred by Showcare to retrieve said unit (i.e shipping charges)
3. If any Showlead unit is misplaced, stolen, damaged while in the User's care, the User shall be responsible for said repair costs or a \$1750.00 replacement fee.

E) Increased visibility

1. Showcare does not guarantee and shall not be held liable should the User not achieve overall success of the Exhibit with respect to the expected revenue, expected number of leads, booth traffic, Return on Investment (ROI), profits and attendance by using Showcare's equipment, software or know how.
2. The user and Showcare each agree to indemnify, defend and hold harmless the other party and it's respective successors and permitted assigns, and it's officers, directors, members, agents, employees and/or representatives from and against any claim, action, cause of action, and liabilities including damages and expenses (including court costs and attorney fee's and other fees of professionals) witch may be asserted by third parties arising out of the performance of either party's obligations pursuant to the Services Rendered by Showcare to the User, except for the willful misconduct or gross negligence of the other party.
3. "Force Majeure" shall refer to any cause or event(s) that is beyond the reasonable control of the Showcare or the organizer of the meeting, that could not have been reasonably foreseen and prevented by means reasonably available to it, and that causes the Event(s) to be either canceled or postponed "sine die" and this term shall include but shall not be restricted to acts of God, civil unrest or of the public enemy, acts of the Government, fires, flood, epidemics, strikes, lockouts, curtailment or transportation facilities or service. In any such event of Force Majeure, the obligations of Showcare for services not yet rendered shall become automatically terminated and Showcare shall be entitled to retain all the payments already received.

Your order and usage implies that you have read, understood and agreed to be subject to the terms and conditions stipulated herein.



ShowLead™

Advanced Lead Retrieval Technology!

Published reports show that over 70% of leads captured at events are never followed up on. This is mainly due to an ineffective lead management process, before, during and after the event. That's why we've developed a lead management program that goes far beyond just scanning badges in a booth. In collaboration with key exhibitors, we have designed a solution that manages the process of converting sales leads into customers. Now with the right tools in hand, exhibitors are able to measure event results against objectives in order to justify the investment.

Benefits

✓ Reliability

The **showlead™** system has been tested by thousands of exhibitors across hundreds of events and tradeshows.

✓ Flexibility

With our **showlead™** unit, exhibitors can easily capture leads from anywhere in their booth.

✓ Reduced Costs

Unlike other systems with **showlead™** both the scanning device and the wireless printer are battery-operated so therefore require no additional power in the booth.

✓ Reduced return times

After the event, exhibitors can access their leads online, which means no wasted time standing in line to get their leads downloaded.

✓ Fully supported

Our onsite services team are always available on-site to manage exhibitor training and to provide technical support.

✓ Increased visibility

By using **showlead™** each attendee will receive personalized access to the BoothTracker system after the event. This system allows them to review all of the exhibitors they visited at the event, so they can further analyze their experience or proactively contact a prospective exhibitor.

With the showlead™ lead capture device, exhibitors can ...

Capture attendee information quickly

A simple scan of each attendee's registration badge unlocks the valuable contact, demographic and buying behavior information that's linked to every attendee's badge.

Identify high potential leads

A number of customizable options such as demographic and sales qualification data fields, allow exhibitors to better qualify prospects faster.

Follow-up with prospects faster

Our online web portal allow exhibitors to quickly access, edit, filter, analyze and report on their leads right after the event resulting in a more effective follow-up.

Key features of ShowLead™:

- ✓ Compact, portable barcode scanner allows simple badge scanning
- ✓ Latest technology in imaging recognizes most 1D & 2D symbologies
- ✓ Graphic LCD display to verify scanned data
- ✓ Thumbwheel user interface to enter additional data
- ✓ Connects wirelessly to available Bluetooth portable printer
- ✓ Built-in rechargeable lithium battery
- ✓ Up to 8,000 leads can be stored
- ✓ All scans are date & time stamped
- ✓ Custom Action Codes can be easily added to the device



Contact Us For Details: Ph. 1-866-267-2107 - Email: leads@showcare.com - www.showcare.com