

Order Online: www.myleadretrievalorder.com/iahcsmm

Contact Information (Please Print Clearly)

• Company Name _____ • Contact _____

• Address _____ • City _____

• State _____ • Zip _____ • Country _____ • Email _____

• Tel _____ • Fax _____

• Onsite Contact _____ • Booth Number _____

• Email _____ • Cell Phone _____

Terms & Conditions:

All cancellations received up to 7 days prior to show start date will be subject to \$50.00 administrative fee. No refunds will be issued after this date. All cancellations received within 7 working days prior to the show opening date will be billed at full rental price.

Note: For full Terms & Conditions please read attached document.

Order by Mail or Fax:




Bartizan Connects
 217 Riverdale Avenue
 Yonkers, NY 10705
 Phone: 800-899-2278
 Fax: 914-965-7746

Order Online:

myleadretrievalorder.com/iahcsmm

Thank you for your business! Contact Customer Service at (800) 899-2278 with any questions or comments.

Please Note: View your leads on Bartizan's Website www.LeadsLightning.com, your user ID and Password will be emailed to the Show Contact specified above within 2-3 business days. Data can also be downloaded to a PC. At the end of the show you will leave with all leads captured securely in hand on either a USB Memory Stick or SD/USB Combo Card. All attendees will receive an email a few days after the show containing a list of booths that they have visited, extending your reach after the show. To make the most out of this free listing please log on to: www.leadslightning.com/leadslightning/iahcsmm2010 to provide your info online. Without your complete company contact information, the list sent to attendees will contain *only* your name and booth number.

Options	Order by: March 31, 2010	Order by: April 14, 2010	Onsite	Quantity	Total
Expo! Leads2Go® Handheld PDA unit that saves all saves all leads to an included SD/USB card. No electricity required. 	\$350.00	\$375.00	\$400.00		
Expo! RealTimer® Uploads data in real time on the web. Handheld PDA unit that also saves all leads to an included SD/USB Combo card. No electricity required. 	\$400.00	\$425.00	Not Available		
Expo! Ultra™ Desktop unit. Saves leads to included USB memory Stick, Built-in printer prints leads as you scan, requires electricity. 	\$250.00	\$275.00	\$300.00		
Optional Wireless Printer Use with EXPO! Leads2Go® & EXPO! Realtimer®: Compact, lightweight & fast with an operating radius range of 30 Feet. Prints leads as you scan. Note: One printer needed per terminal.	\$35.00	\$35.00	\$35.00		
Customized Qualifiers Lets exhibitors tag prospects with predetermined actions for a targeted follow up. Please see the attached Custom Qualifier Order Form for additional information.	\$50.00	\$95.00	Not Available		
Booth delivery	\$50.00	\$50.00	Not Available		
Post Show Advertising Opportunities Banner ad space available on post show email and attendee visits website, <i>My Tradeshow Connections</i> . Email is sent to all show attendees. Extends your interaction after the show is over.	120 x 60 (Small Banner) \$189.00	234 x 60 (Half Banner) \$349.00	460 x 60 (Full Banner) \$485.00		
Total:					

Payment method: Visa Mastercard American Express Check# _____

• Card Number: _____ • Expires: _____ • Security Code: _____ • Total: _____

• Name on Card: _____ • Phone #: _____

• Credit Card Billing Address: (if not same as contact information) • Address: _____

• City _____ • State _____ • Zip _____ • Country _____

Bartizan Lead Retrieval Product Descriptions

Expo! Leads2Go® - is a handheld lead retrieval terminal that is capable of more than just capturing leads. This light-weight device has the ability to play video, display images, and even has the capacity to attach a voice memo to a lead record. With these features it is possible to capture and record a lead even if there is not a barcode present. Like all Bartizan equipment, exhibitors can add custom qualifiers that lets exhibitors tag prospects with predetermined actions for a targeted follow up ex: "Hot lead, Follow up asap"



- Gives exhibitors maximum mobility when capturing leads and doesn't require booth electricity.
- Handheld and portable to scan badges anywhere, not just the booth.
- 15 standard built-in sales lead qualifiers.
- Voice Notes.
- Easy CRM Upload. Leads can be easily imported into ACT!®, and Microsoft Excel®, or your favorite spreadsheet or database applications.
- Optional Bluetooth Wireless Printer available.

Expo! RealTimer® - is a wireless handheld lead retrieval terminal that runs Bartizan's Leads2Go® application in real-time, offering live data to your marketing and sales team as it occurs - wherever they are. RealTimer® is the ideal way for show organizers to track session activity.



- Every scan is immediately uploaded to a secure website where your staff back at headquarters can access it 24/7.
- Sales people in the field don't have to wait days or weeks after a show has concluded to begin analyzing their leads - they can begin while the event is still in progress.
- Voice Notes.
- Easy CRM Upload. Leads can be easily imported into ACT!®, and Microsoft Excel®, or your favorite spreadsheet or database applications.
- Optional Bluetooth Wireless Printer available.

Expo! Ultra™ - is a desktop, stand-alone Lead retrieval terminal that automatically saves lead data without downloads or internet access. Leads can be printed or saved to a USB memory stick for transfer to a PC or CRM system. These units have been used by well over a million exhibitors since their introduction and are recognizable to many on the tradeshow floor.



- An intuitive, easy-to-use lead capture device.
- Instant paper print-out with every swipe.
- A table-top unit that requires electricity.
- Paper and USB memory stick included.
- Easy-to-use, no PC required.
- 15 standard built-in sales lead qualifiers.
- Easy CRM Upload. Leads can be easily imported into ACT!®, and Microsoft Excel®, or your favorite spreadsheet or database applications.

Lead Retrieval Comparison Chart



Three Ways to Reserve Service

1. **Order Online:** Fast, Easy & Secure online ordering at: www.myleadretrievalorder.com/iahcsmm
2. Complete the Order Form and **Fax to:** 914-965-7746
3. Complete the Order Form
Mail to: Bartizan Connects
Attn: Lead Retrieval
217 Riverdale Avenue
Yonkers, NY 10705

Features	Ultra™	Leads2Go®	RealTimer®
Desktop	✓		
Handheld		✓	✓
Battery-Powered		✓	✓
Cellular			✓
Wi-Fi Capable		✓	✓
Delivers data as it is captured to the web			✓
Easy Upload to CRM	✓	✓	✓
Touch Screen		✓	✓
Removable Media:			
▪ USB DRIVE	✓		
▪ SD CARD	✓	✓	✓
▪ SD CARD/SD CARD-USB COMBO	✓	✓	✓
Reads Commonly Used Encoding:			
▪ 2 D BARCODE	✓	✓	✓
▪ 1 D BARCODE	✓	✓	✓
▪ MAGNETIC STRIPE	✓	✓	✓
▪ RFID	✓	✓	
Built in Printer	✓		
Wireless Bluetooth Printer		✓	✓
Custom Qualifiers	✓	✓	✓
Voice notes		✓	✓
Built in Camera		✓	✓
On-Device Tutorial Videos		✓	✓
Surveys		✓	✓
Random Prize Drawings	✓		

Customized Qualifying Questions Order Form

• Booth # _____ • Date Ordered _____

• Company Name _____ • Contact Name _____

- If you choose to take advantage of our Custom Qualifiers, please type or print your Custom Checklist below.
- All questions must be statements (i.e. *Send Catalog, need product in 3 months*) or have a range (i.e. *200-500 Employees; \$5 - \$15 million in sales*)
- Qualifiers already come standard with your units but can be replaced with your customized ones.
- Custom codes can include listing different time periods for sales rep. follow-up, list your specific products the leads are interested in, assign sales reps names for immediate follow up or action items.

Please type or clearly print your Custom Questions below
 E-mail: customerservice@myleadretrievalorder.com or Fax: 914-965-7746

We encourage you to take advantage of our custom qualifier codes.

If you choose not to use custom qualifiers for your scanner, your device will come with these standard codes.

1. Send Line Card
2. Send Catalog
3. Send detailed data
4. Send Samples
5. Have Salesman Call
6. Provide Quote
7. Immediate Need
8. Setup Demo
9. End User
10. Distributor
11. VAR
12. OEM
13. Does Purchasing
14. Recommends
15. Final Say

Number	Qualifying Question (limited to 25 characters)
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LeadsLightningSM Directory Information for Attendees

Give your leads a chance to follow up on you. Since you ordered a lead retrieval solution from us, you are eligible to participate in Bartizan's free post show directory. Trade show attendees who have their badges scanned at booths with a Bartizan lead retrieval device get free post show access to the list of the exhibitors they visited at the show. This listing will compile information they've gathered at the trade show to help them make strategic buying decisions. It is available to all show attendees so they can get the information that they didn't have a chance to gather at the show. Attendees love our post show directories and so do exhibitors like you. **It gives you one more touch point...and it's free.** To get the most out of this free listing, it is important to provide accurate and complete information about your company. **Please take a few seconds to update your information.**

Return to: ♦ Email: customerservice@myleadretrievalorder.com ♦ Fax: 914-965-7746

• Online Order # _____ • Booth # _____ • Date Ordered _____

• Company Name _____ • Contact Name _____

- All attendees who have visited your booth and have their badge scanned during the show by a Bartizan lead retrieval unit will receive an email a few days after the show containing a list of booths that they have visited.
- Exhibitors can specify their company and contact information that they would like reflected on this list below.
- **To get the most out this free listing, it is important to provide accurate and complete information about your company. Please take a few seconds to update your information.**
- If an exhibitor does not provide complete company contact information, the list sent to attendees will contain only the exhibitor name and booth number.

E-mail: customerservice@myleadretrievalorder.com or Fax: 914-965-7746

Contact Information (Print Clearly)

• Company Name _____ • Contact _____

• Address _____ • City _____

• State _____ • Zip _____ • Country _____

• Tel _____ • Fax _____

• Email _____ • Additional Company Info (optional) _____

Continue Your Interaction with Attendees After The Trade Show Is Over

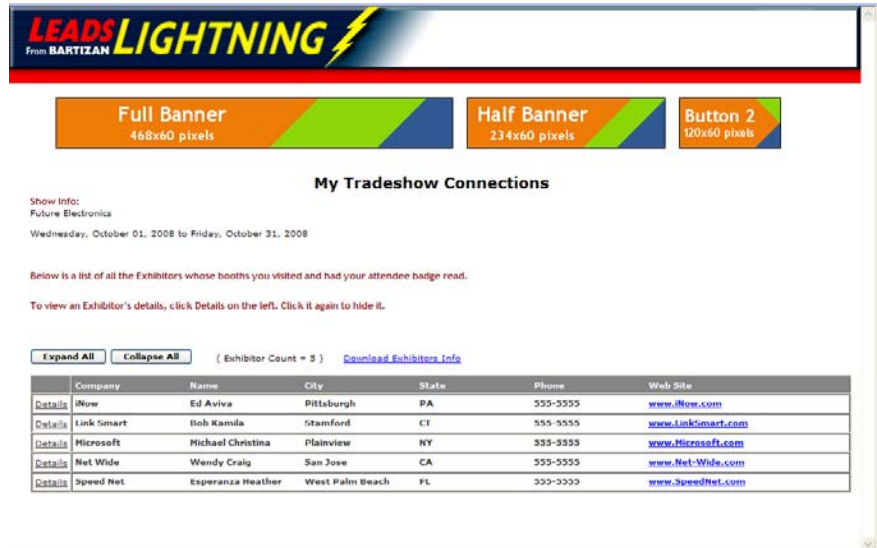
Capture the attention of the attendees with banner advertising on *My Tradeshow Connections*. It ensures that you reach the decision makers that are searching for your services. Drive traffic to your website and generate leads that turn into real business by advertising with us.

Advertising Opportunities on My Tradeshow Connections Results Pages and Post Show Emails

Bartizan developed *My Tradeshow Connections* to provide tradeshow attendees with interactive access to the roster of exhibitors visited.

This listing will compile information they've gathered at the trade show to help them make strategic buying decisions. Attendees can take advantage of this interactive listing immediately following the show.

After the show, Bartizan sends an email invitation to attendees to access *My Tradeshow Connections*. Attendees then click the link in their email invitation to access the information on our website.



LEADS LIGHTNING
From BARTIZAN

Full Banner 468x60 pixels | Half Banner 234x60 pixels | Button 2 120x60 pixels

My Tradeshow Connections

Show Info:
Future Electronics
Wednesday, October 01, 2008 to Friday, October 31, 2008

Below is a list of all the Exhibitors whose booths you visited and had your attendee badge read.
To view an Exhibitor's details, click Details on the left. Click it again to hide it.

Expand All | Collapse All | (Exhibitor Count = 5) | Download Exhibitors Info

	Company	Name	City	State	Phone	Web Site
Details	New	Ed Aviva	Pittsburgh	PA	555-5555	www.flow.com
Details	Link Smart	Bob Kamla	Stamford	CT	555-5555	www.LinkSmart.com
Details	Microsoft	Michael Christina	Plainview	NY	353-3333	www.Microsoft.com
Details	Net Wide	Wendy Craig	San Jose	CA	555-5555	www.Net-Wide.com
Details	Speed Net	Esperanza Heather	West Palm Beach	FL	353-3333	www.SpeedNet.com

Extend Your Reach Twice

Rates include a uniquely targeted opportunity to deliver your message to your most active prospects.

Your ad appears on the post show email *all attendees* will receive, they will also see your ad on the website when they click through.

These targeted and motivated recipients are more likely to respond to these advertisements because they promote a product or service *directly related to their interest*.

Rates – December 9, 2009

Supported Sizes in Pixels are:	Price
120 x 60 (Small Banner) <ul style="list-style-type: none"> ➤ Ad will run for 30 days after the show ➤ Ad will also be placed in the notification email that reaches all tradeshow attendees 	\$189.00
234 x 60 (Half Banner) <ul style="list-style-type: none"> ➤ Ad will run for 30 days after the show ➤ Ad will also be placed in the notification email that reaches all tradeshow attendees 	\$349.00
460 x 60 (Full Banner) <ul style="list-style-type: none"> ➤ This is the most visible ad spot ➤ Ad will run for 30 days after the show ➤ Ad will also be placed in the notification email that reaches all tradeshow attendees 	\$485.00

Supported file formats: JPEG, GIF, BMP, PNG

Why use Lead Retrieval at my show?

We are in an information age and lead retrieval is all about information and the sharing of information. It's more important than ever to capture every solid lead to gain competitive advantage. Use this information to follow-up on leads with mailings, phone calls, and e-mails. Eliminate the usual 30-day lag time taken up by retyping, cleaning up, and following up leads obtained at trade shows to days, even hours, and increase sales. Your leads don't get COLD. After 2 weeks, customers have lost 50% of their interest. Import lead data into ACT, Goldmine, Salesforce.com, Outlook, CRM software, Excel, Word, etc.

Lead retrieval provides critical information that enables exhibitors to quickly identify their best prospects. Attendees are far more likely to receive the information they want in a timely manner when exhibitors use Lead Retrieval.

What is Lead Retrieval?

Capture each potential lead with a simple scan of an attendees badge without worrying about losing business cards or important information discussed.

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 and registration information as well as any demographic data. This information is not available on a business card and you have the insurance that the info is digital form - you won't have to decipher anyone's handwriting. Our lead retrieval systems decode the barcode and store the information electronically for your follow-up use. It organizes your leads into one location so you can track those important buyers that visited your booth.

Why are business cards not enough?

Not every exhibitor realizes that the information contained in encoded form on an attendee badge is much more comprehensive than that which is contained on a business card. A registration form requires that attendees provide specific valuable demographic information, such as the attendee's level of buying authority, the products and services in which they have an interest, their budget for such products, their company's size, etc.

How do I get my leads during and after the show?

Your leads are saved to the internal memory of the device, and are available on a portable USB stick or SD card. So your information is available instantly. You walk away with your leads securely in hand after the show. Your leads are also available online at www.LeadsLightning.com. *LeadsLightning* is our powerful post show lead management software that is available free with your rental.

What file format is the lead file in?

Your lead file is an ASCII, comma delimited file; this format converts easily to Microsoft Excel for easy CRM upload.

How do I know that I have successfully scanned a badge?

You will hear a sound of a beep when ever you have successfully scanned a badge. You will also see the attendee's info on the screen.

Terms & Conditions

Payment Terms:

- All rentals must be paid in advance. Acceptable forms of payment include check or credit card i.e. Visa, MasterCard or American Express. A credit card is also required to be on file for payments made by check. Payment that is outstanding for any reason will be billed to the credit card of record
- All equipment ordered must be picked up at the service desk prior to the start of the show unless you have selected the Delivery option. No refunds will be issued for unclaimed equipment.
- If the Exhibitor orders Booth Delivery of its rental equipment, an Exhibitor's representative must be present to accept and sign for such equipment at the allotted time. No refunds will be given for Booth Delivery if staff is not present to accept the equipment at time of delivery. Equipment will not be left at an unstaffed booth.
- All equipment must be returned to Bartizan's service desk within one hour of the event's closing time. There will be a \$100.00 additional charge to the Exhibitor's credit card for late equipment returns.
- The Exhibitor agrees to return the equipment rented in the same condition it was received. Damages will be charged to the Exhibitor's credit card.
- The Exhibitor agrees to pay Bartizan for rental equipment that is lost or stolen. Lost, missing or stolen equipment will be charged a replacement fee not to exceed \$2,000.00 per unit. The charges will be against the Exhibitor's credit card.
- The Exhibitor must pay applicable Federal, State and local taxes or provide Bartizan with a copy of its sales tax exempt certificate.

Cancellation Terms:

- All cancellations are subject to a \$50.00 cancellation fee. Cancellations made less than 7 days prior to the start date of an event will result in forfeiture of the entire rental fee.

Ownership:

- All rental equipment and licensed software is and remains Bartizan's property.

Limitation of Liability:

- Bartizan bears no responsibility for consequential damages suffered, if any; its liability is limited to the cost of the goods and services it provides in the event that such goods and services fail to perform. Bartizan is not responsible for events beyond its control, such as power failures, erratic electrical power, and Exhibitor's failure to follow instructions or force majeure.

Privacy:

- Bartizan Connects respects the privacy rights of those with whom we communicate. We treat the information that you share with us with care.
- Bartizan Connects collects customer information in order to be able to transact business efficiently and effectively. The information that you voluntarily provide, in addition to making it possible to transact business between us, will be used solely to keep you informed about our products and services. It will not be shared with third parties.

Electronic Communications:

- When you send e-mail communications to Bartizan or visit our website, you are agreeing to allow us to communicate with you electronically. Implicit in this is your consent that all electronically communicated agreements, disclosures and notices satisfy any legal requirement that such communications be in writing.

Trademarks:

- RealTimer®, BadgeMax™, LeadsLightningSM and Leads2Go™ trademarks and associated graphics are the property of Bartizan and may not be used without Bartizan's express consent.