



Go Green and Save \$5 when you order online:  
www.myleadretrievalorder.com/ncss

## LEAD RETRIEVAL ORDER FORM



### 1 EXHIBITOR INFORMATION

Contact Name \_\_\_\_\_ Booth # \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Onsite Cell Phone# \_\_\_\_\_

### 3 MAKE PAYMENT

Visa  Mastercard  American Express

Check# \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_  
Authorized Signature \_\_\_\_\_

(Card holder & signature represents above company and authorizes this credit card to be used as payment for this contract)

### 2 CHOOSE PRODUCT

	ADVANCE Order by: 10/28/2011	ADVANCE Order by: 11/11/2011	Onsite	Quantity	Total
<b>iLeads App</b> for use with Exhibitors own iPhone®, iPad®, iPod touch® or many Droid™ devices <b>Package includes:</b> iLeads lead retrieval app downloaded from the app store, event set-up through unique access code and LeadsLightning <sup>SM</sup> Post Show Management Software. <b>See product sheet for details.</b>	\$170.00 \$89.00 for each additional license	\$180.00 \$99.00 for each additional license	\$190.00 \$109.00 for each additional license		
<b>iPod touch® Rental:</b> <b>Package includes:</b> iPod touch® rental with iLeads lead retrieval app pre-loaded, event set-up through unique access code and LeadsLightning <sup>SM</sup> Post Show Management Software. <b>See product sheet for details.</b>	\$280.00	\$305.00	N/A		
<b>Apple iPad® Rental with iLeads App preloaded:</b> Enhance your booth with an iPad, show off product demos, and then collect leads using iLeads. iPad 16GB Wi-Fi with case: <b>See product sheet for details.</b> <b>Add \$80.00 for 3G service</b>	\$360.00	\$385.00	N/A		
<b>Expo! Leads2Go®</b> Handheld PDA unit that saves all saves all leads to an included SD card. <b>No electricity required. See product sheet for details.</b>	\$300.00	\$325.00	\$350.00		
<b>Expo! Ultra™</b> Desktop unit. Saves leads to included USB memory stick. Built-in printer. <b>Requires electricity.</b> <b>See product sheet for details.</b>	\$250.00	\$275.00	\$300.00		
<b>Expo! RealTimer®</b> Uploads data in real time on the web. Handheld PDA unit that also saves all leads to an included SD card. <b>No electricity required. See product sheet for details.</b>	\$400.00	\$425.00	N/A		
<b>Optional Wireless Printer:</b> Use with EXPO! Leads2Go® & EXPO! Realtimer®: Compact, lightweight & fast with an operating radius range of 30 Feet. Prints leads as you scan. <b>Note:</b> One printer needed per terminal.	\$35.00	\$35.00	N/A		
<b>Customized Qualifiers:</b> 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	N/A		
<b>Booth delivery</b>	\$50.00	\$50.00	N/A		

#### Order by Mail:

Bartizan Connects, 217 Riverdale Avenue, Yonkers, NY 10705  
Phone: 800.899.2278 **Order by Fax:** 914-965-7746

#### Email Order Form to:

[customerservice@myleadretrievalorder.com](mailto:customerservice@myleadretrievalorder.com)

**Online order:** [www.myleadretrievalorder.com/ncss](http://www.myleadretrievalorder.com/ncss)

**Grand Total** \$ \_\_\_\_\_

**Thank you for your business.**

Contact Customer Service at (800) 899-2278  
with questions or comments.

**Please Note:** Upon placing this order you agree to the full Terms & Conditions on the attached document.

All attendees will receive an email a few days after the show containing a list of booths that they visited, extending your reach after the show. To make the most of this free listing please log on to: [www.leadslightning.com/leadslightning/ncss2011](http://www.leadslightning.com/leadslightning/ncss2011) to provide your info. Without your complete company contact information, the list sent to attendees will contain only your name and booth number.

■ **iLeads** - Winner of TSEA's Breakthrough Award and Tradeshow Executive's Innovation Award. iLeads is a new, powerful lead retrieval technology for exhibitors to capture sales leads using an iPhone®, iPod touch® or iPad®. iLeads makes lead retrieval easier to use...even fun. With features such as notes, surveys and qualifiers exhibitors can capture, qualify and manage trade show leads anywhere and anytime - on the show floor, at a social event or in an airport 24/7.



Exhibitors can use their own iPhone®, iPod touch® or iPad®. App downloaded from the app store. Event set-up through unique access code which will be emailed to exhibitor approx four (4) days prior to event

**CAPTURE LEADS:**

- Capture leads anywhere, any time on the show floor or a party.
- Simply enter the unique number printed on each badge - the record is quickly and easily captured.
- Add a note, select a qualifier or ask a survey question.
- Seven standard follow up action codes and four standard survey questions.
- Unlimited number of customized follow-up and survey questions and answers.
- All leads immediately uploaded to secure website for easy retrieval and lead management.

■ **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. Like all Bartizan equipment, exhibitors can add custom qualifiers that let exhibitors tag prospects with predetermined actions for a targeted follow up. Exhibitor will leave the event with all leads in hand on the SD card. User name and password will be emailed to the show contact within four (4) business after the event for viewing your leads on [www.leadslightning.com](http://www.leadslightning.com)



- 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.
- 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. **Requires booth electricity.** Exhibitor will leave the event with all leads in hand on the USB memory stick. User name and password will be emailed to the show contact within four (4) business after the event for viewing your leads on [www.leadslightning.com](http://www.leadslightning.com)



- Instant paper print-out with every swipe.
- A table-top unit that requires electricity.
- Paper and USB memory stick included.
- 15 standard built-in sales lead qualifiers.

■ **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. Exhibitor will leave the event with all leads in hand on the SD card. User name and password will be emailed to the show contact within four (4) business after the event for viewing your leads on [www.leadslightning.com](http://www.leadslightning.com)



- 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.

■ **LeadsLightning<sup>SM</sup>** Links exhibitors with powerful and secure web-based show reporting software, which allows users to identify the best leads in minutes. You can access [www.LeadsLightning.com](http://www.LeadsLightning.com) anywhere, anytime for, by default, up to 6 months after the conclusion of your event. Your data is password protected so only those you authorize will have access.



- Exhibitors can identify the best leads in minutes. They can filter leads and send only the best prospects to sales.

*Customized Qualifying Questions Order Form*

**PLEASE NOTE:** If ordering an iLeads app, iPod touch® or iPad® you will create your own qualifying questions; you do not need to fill this 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](mailto: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.

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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)
1	
2	
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## Basic Features

When exhibitors pay for the event license with the lead retrieval provider, they will be emailed their event code. They enter the code, check the event details and click confirm. They can start collecting and qualifying leads. If exhibitors are renting an iPod touch, it will already be setup with this info – there's no need to take any setup action.

### Steps to Capture and Qualify Leads

- Open iLeads.
- Tap on your Event name.
- Tap New Lead.
- Type attendee's badge number.
- From here, it's easy to add a note, enter a follow up action, or fill out a survey.
- After entering your qualifiers, tap Done – your qualified lead is added to the leads list.



### Modifying an existing lead

- In leads list, tap the lead you would like to modify.
- Tap on Edit.
- Tap Done when you are finished.




**\*\*All leads are uploaded to a secure website so exhibitors can view and manage leads.** Go to:

[www.LeadsLightning.com](http://www.LeadsLightning.com) to access leads using the User Name & Password found on the Services Tab on iLeads.

\*\*Collecting Leads does not require an Internet connection however the iPod must be connected to the internet through a WiFi network to upload your leads to LeadsLightning.com. Bartizan will confirm that all leads have been uploaded to your LeadsLightning<sup>SM</sup> account upon return of your unit to Bartizan Connects.




## Easy to Use Advanced Features - Add custom qualifiers or follow-up actions on the fly.

### Customizing Follow-ups

- Tap Events.
- Tap blue round button with a white arrow to the right of the Event name. 
- Scroll down, Tap on Follow-ups.
- To add a new Follow-up, tap Add a new question, tap Save.
- To edit a Follow-up, tap the question, edit, and tap Save.
- To delete a Follow-up, tap on the  red circle to the left and tap Delete.
- To move a question up or down, tap and hold the  three horizontal bars.
- When you are finished with your customization, tap Done.




### Adding or Deleting Survey Questions and Answers

- Tap blue round button to the right of the Event name. 
- Tap on Survey. Tap Add a new Question. Type the question and tap Save.
- Tap on Add a new Answer. Type the answer and tap Save.
- To delete an answer, tap on the  red circle to the left and tap Delete.
- To move an answer up or down, tap and hold the  three horizontal bars.
- When you are finished with your customization, tap Done.



### Modifying Standard Survey Questions and Answers

- Tap on the question text, make your changes and tap Save.
- To change the question type, tap on the current type, tap preferred type & tap Save.
- To add an answer, scroll down, tap Add a new answer, tap Save.
- To delete an answer, tap the  red circle to the left and tap Delete.
- When you are finished with your customization, tap Done.



## 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](http://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<sup>®</sup>, BadgeMax<sup>™</sup>, LeadsLightning<sup>SM</sup> and Leads2Go<sup>™</sup> trademarks and associated graphics are the property of Bartizan and may not be used without Bartizan's express consent.