CompuSystems
Lead Management

Dear Exhibitor:

CompuSystems, the show's official registration provider, also offers a suite of lead retrieval products and services designed to help you maximize the return on your investment from exhibiting and turn qualified buyers into sales. This comprehensive approach to lead management will connect you with attendees both during and after the show.

Onsite, CompuLEAD lead retrieval products are designed to help you quickly and effectively capture and qualify leads on the show floor. Using lead retrieval to capture sales leads in your booth enables you to qualify leads with follow-up action codes, eliminates hand-keying leads into your database for quicker lead follow up and gives you access to complete demographic information on attendees you wouldn't otherwise receive collecting business cards.

When the show ends, exhibitors that used a CompuLEAD device also have access to BuyerConnect, our premier post show follow-up service. You can send follow-up emails to your lead list, print mailing labels and generate reports to measure ROI – all for FREE!

Use the following order forms to learn more and sign up for these valuable services today. If you have any questions, one of our knowledgeable exhibitor services representatives is standing by to help you place your order.

Have a Great Show!

CompuSystems

Think Big Picture!

Get the most out of your trade show investment! Use our products and services to capture and qualify attendees on the show floor and promptly follow up on your leads when the show ends.

Can you afford not to take advantage of these valuable services?

checklist

- ☐ **Ordered a CompuLEAD lead retrieval device to capture and qualify my sales leads onsite**
- ☐ **Used BuyerConnect to promptly follow up with my sales leads**

ORDER ONLINE
www.compusystems.com/order

For assistance (inside the U.S.)
call toll-free: 866.600.LEAD (5323)

For assistance (outside the U.S.)
call: +1 708.786.5565

LEAD RETRIEVAL OFFICIAL PROVIDER

CompuSystems

CompuLEAD Products

CompuSystems offers a suite of lead management products and services designed to help exhibitors quickly and easily capture and qualify leads on the show floor. Our products read trade show attendee badges and instantly capture comprehensive sales leads. Using lead retrieval enables you to qualify leads with follow-up action codes, eliminates hand-keying leads into your database for quicker lead follow-up and gives you demographic information on attendees you wouldn't otherwise receive collecting business cards.

descriptions

CompuLEAD Mobile Elite

A handheld device with robust surveying and qualifying capabilities. Has a large touch screen and attached stylus. Plus instant online access to sales leads. *Electricity needed to charge unit.*

- QWERTY keyboard for extensive note taking and lead editing
- Complete with 10 standard qualifiers and 4 standard survey questions
- Create custom lead qualifiers or survey questions (addl. charges will apply)
- Optional wireless printer (addl. charges will apply)

CompuLEAD Mobile

Capture leads anywhere with this lightweight handheld device, and quickly read attendee badges without removing badge from holder.

- Leads provided electronically
- Note taking functionality
- Complete with 10 standard qualifiers
- Create custom lead qualifiers (addl. charges will apply)

CompuLEAD Smart

A powerful and easy way to capture sales leads both on and off the show floor – using your own Smartphone! Download the app from your app store after ordering, and activate via a unique access code. *App works with all iPhone, Android with OS Éclair 2.1 and above and iPad devices. One app required per phone.*

- Enter the number found on an attendee's badge to capture their contact information
- Complete with 10 standard qualifiers and 4 standard survey questions or create your own custom qualifiers or survey questions
- Edit lead contact information and add notes
- Instant online access to sales leads (data plan or Wi-Fi required)
- Send electronic literature immediately to your leads right from within the app (addl. charges will apply)

CompuLEAD Desktop

Drop and record design reads attendee badges and instantly prints comprehensive sales lead reports. Requires electricity.

- Complete with 10 standard lead qualifiers
- Receive your leads electronically (addl. charges may apply)
- Create custom lead qualifiers or surveys (addl. charges will apply)
- Optional keyboard for taking notes (addl. charges will apply)

terms & conditions

By completing the Lead Retrieval Order Form, you agree to be held liable for the return of the CompuLEAD unit and its accessories. If the unit is not returned within 1 hour after the show floor closes, a $100 late fee will be charged to the credit card used for deposit. If the unit is not returned or returned damaged, a $1500 replacement fee will be charged. If the CompuLEAD keyboard is not returned a $50 replacement fee will be charged. If the GPRS Modem or Wireless Printer is not returned a $750 replacement fee will be charged. If the snap-on charger for the Mobile Elite is not returned a $250 replacement fee will be charged. If the power cord for the Wireless Printer or Mobile Elite is not returned a $100 replacement fee will be charged. If the unit or accessories are subsequently returned to CompuSystems, the fees may be reduced by CompuSystems. You, not CompuSystems or Show Management, are responsible for the proper use and safekeeping of the equipment.

CompuSystems

CompuLEAD

Lead Retrieval Order Form

Interphex New York 2013
April 23 - 25, 2013
Javits Convention Center, New York, NY

ORDER ONLINE: www.compusystems.com/order | **EARLY BIRD DEADLINE:03/11/13 ADVANCE DEADLINE:03/25/13**

complete packages

best value!

Select a package for everything you need to capture, qualify and follow up with your leads.

	EARLY BIRD	ADVANCE	STANDARD	QTY	TOTAL
CompuLEAD Mobile Qualifier Elite (181) Includes electronic leads, custom qualifiers, instant online lead access, QWERTY keyboard for note taking and lead editing, wireless printer and delivery, setup and in-booth training.*	$595	$665	$740	____	$_____
CompuLEAD Mobile Qualifier (113) Includes electronic leads, custom qualifiers, and delivery, setup and in-booth training. *	$510	$575	$645	____	$_____
CompuLEAD Desktop Qualifier (101) Includes electronic leads, custom qualifiers, and delivery, setup and in-booth training. *	$455	$525	$615	____	$_____

mobile app

	EARLY BIRD	ADVANCE	STANDARD	QTY	TOTAL
CompuLEAD Smart App (173A) Includes instant online lead access. Also includes custom qualifiers and a custom survey if you place your order online. Price is for one show only. Smartphone not included. Data-plan or Wi-Fi plan required. *One app required per phone. App works with all iPhone, Android with OS Éclair 2.1 and above and iPad devices.* *	$285	$310	$340		$_____

a la carte

Select individual products and don't forget to order valuable enhancements (located below).
See product description sheet for more information.

	EARLY BIRD	ADVANCE	STANDARD	QTY	TOTAL
CompuLEAD Mobile Elite (176A)	$455	$505	$565	____	$_____
Wireless Printer for Mobile Elite (177)	+$50	+$55	+$60	____	$_____
CompuLEAD Mobile (13A)	$410	$460	$520	____	$_____
CompuLEAD Desktop (01A, 103)	$350	$405	$485	____	$_____

enhancements

Keyboard (03) Available for CompuLEAD Desktop.	$ 30	$ 35	$ 40	____	$_____
Custom Qualifiers (05, 18, 180) Available for CompuLEAD Desktop, CompuLEAD Mobile, and CompuLEAD Mobile Elite. *	$ 85	$ 95	$105	____	$_____
Custom Survey (06, 179) Available for CompuLEAD Desktop and CompuLEAD Mobile Elite . *	$ 85	$ 95	$105	____	$_____
Delivery, Setup & In-Booth Training (08) Available for all "a la carte" products.	$ 95	$ 105	$115	____	$_____

* Custom Qualifiers and Custom Survey questions must be received at the time your order is placed. Any changes to your qualifiers or survey after your order is processed (either pre-show or onsite) will result in a $50 service fee.

electronic literature

Electronic Literature Solution (EXP) Reduce your cost to exhibit by eliminating the need to print your literature and minimize paper waste! Package includes up to 5 electronic company brochures (PDFs, up to 1 MB each) hosted in BuyerConnect, the attendee post-show follow-up system, as well as available on pre-show Connect*ME* services. If you purchase the CompuLEAD Smart App, your literature can also be distributed to your leads right from within the app. Available for all "a la carte" products and the CompuLEAD Smart App. ***Give us a call us to learn more!***

SELECT

$ 50 ☐ $_____

payment

Contact Name/Title | Company Name | Booth # (Required)

Address

City | State | Zip Code | Country

Phone | Onsite Cell | Fax

E-mail | Alternate E-mail (to receive leads post-show)

Subtotal	$_____
Sales Tax 8.875%	$_____
Processing Fee	$ 15.00
TOTAL	$_____

ALL ORDERS SUBJECT TO A $100 CANCELLATION FEE

NO REFUNDS AFTER 04/05/13
No refunds on CompuLEAD Smart

☐ Check *(payable in U.S. funds to CompuSystems; order form must accompany check)*
☐ Visa ☐ MC ☐ Amex

Credit card deposit **required** for all rentals. If paying by check, credit card will not be charged unless unit is damaged or not returned on time.

By signing this order form, I declare that I have fully read, understand and agree to abide by the Terms and Conditions listed on the product description page.

Card Number | Expiration Date

Cardholder Name | Cardholder Signature

You will receive an order confirmation 5-7 days after your order has processed.

ORDER ONLINE
www.compusystems.com/order

FAX ORDERS TO:
+1 708.344.4444

MAIL ORDERS TO:
CompuSystems, Inc.
P.O. Box 6271
Broadview, IL 60155, USA

FOR ASSISTANCE CALL:
(INSIDE U.S.) toll free 866.600.LEAD
(OUTSIDE U.S.) +1 708.786.5565

Requires 110v AC Circuit.

enhancements

Don't forget these valuable add-ons!

Custom Lead Qualifiers — Qualify your prospects in ways that are unique to your company. This option works just like Standard Lead Qualifiers, except you create and supply us with your own qualifiers. You can create up to 99 custom qualifiers, 21 characters long, including spaces. Simply provide your list of qualifiers when you place your order. **Option for Desktop, Mobile, & Mobile Elite**.

Custom Survey — Survey questions allow you to qualify your prospects and customize your post-show follow-up effort. Simply provide your survey questions with your faxed order, and we will program your survey to print on the paper lead form after a badge is scanned. **Option for Desktop & Mobile Elite**.

Delivery, in-booth setup and training — Have your units delivered direct to your booth. A CompuSystems technician will also set the machines up in your booth and train your staff how to use them.

Keyboard — This valuable option allows you to take electronic notes using the CompuLEAD Desktop unit. Say goodbye to handwriting your notes and hello to keying them in! **Option for Desktop**.

Wireless Printer — This valuable option allows you to print via Bluetooth from a hand-held device. **Option for Mobile Elite**.

BuyerConnect Follow-Up Services

Included FREE with all CompuLEAD rentals

CompuSystems offers premier post show follow-up services for exhibitors *and* attendees. After the show, both exhibitors and attendees will receive a personal BuyerConnect email inviting them to view their contacts and take advantage of a powerful suite of post show follow-up services.

Exhibitors can:

- Easily keep track of the attendees who stopped by their booth
- View and print their leads
- Send broadcast emails to their list of leads
- Print mailing labels from their list of leads
- Create reports based on the following criteria:
  - Lead Ranking
  - Leads Profile
  - Leads by Hour
  - Leads by Geographical Distribution

Attendees can:

- View and download company information for exhibitors they visited
- Send follow-up emails to exhibitor contacts

It's never been easier to follow up with your leads — and it's FREE!

Electronic Literature Solution

Add this option to your order and GO GREEN!

- Reduce printing and shipping costs for the event
- Avoid the literature paper-jam carried around by attendees
- Minimize paper waste and harm to the environment
- Increase your company exposure

The easy and cost-effective way to ensure your information gets into the hands of attendees!

CompuSystems

P.O. Box 6271, Broadview, IL 60155
Phone: +1 708.786.5565 • Fax: +1 708.344.4444
E-mail: exhibitor-support@compusystems.com
www.compusystems.com

Join the CompuLEAD Users Group
LinkedIn

Custom Lead Qualifier Template

All the CompuLEAD lead retrieval units come equipped with ten standard lead qualifiers. For an additional charge, you can choose to create and supply CompuSystems with qualifiers specific to your company using the template below. Simply select the Custom Lead Qualifiers option on the lead retrieval order form, and fax this template to CompuSystems along with your order. Your lead retrieval product(s) will then be programmed with the qualifiers you specified.

You may create up to 99 Custom Lead Qualifiers, up to 21 characters long (including blank spaces).

In addition to letters and numbers, the following characters may be used: dashes, greater than and less than symbols, and plus and minus signs.

01. _____
02. _____
03. _____
04. _____
05. _____
06. _____
07. _____
08. _____
09. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

If you need additional space beyond what this template allows, you may attach a separate sheet of paper to this form continuing the number sequence.

Fax with your order form to: +1 708.344.4444

The following qualifiers come standard with every unit rented:

Standard Lead Qualifiers

Lead Ranking
01 A-Lead
02 B-Lead
03 C-Lead

Follow Up
06 E-mail Info
07 Mail Info
08 Have Rep Call

Authority
04 Influencer
05 Decision Maker

In-Booth Action
09 Gave Literature
10 Gave Demo

Use this template to create your own custom codes, which will replace the standard qualifiers listed above. Please keep a copy for your records.

All qualifiers will be programmed into your lead retrieval unit prior to show start. For CompuLEAD Desktop, the first 40 qualifiers will be printed and placed in a viewing tray onboard the unit; the remainder will be printed and given to you. For CompuLEAD Mobile and Mobile Elite, you will be able to view your list of qualifiers on the unit's screen. For CompuLEAD Smart, you must customize your qualifiers **PRIOR** to activation.

Show Name _____

Company Name _____

Booth Number _____