



## THE BEST WAY TO MANAGE YOUR SALES LEADS! Boston Gift Show March 2011

Dear Exhibitor,

**LeadKey** is our new web-based Sales Lead Management System, available now for rental at this year's Show. Small, light-weight, and very easy-to-use, **LeadKey** will provide you with a complete record of every prospective customer who visits your booth. And, electrical service in your booth is NOT required. On site, your leads are uploaded to our secure Lead Portal with 24/7 password protected access, from any internet connected computer.



### **LeadKey:**

*Compact Size; Light-Weight w/attached lanyard*  
*Virtually instant Barcode acquisition*  
*No need for electrical service in the booth*  
*Long lasting battery can scan over 1,000 leads*  
*Stores over 10,000 leads!*  
*Quick upload of leads from our service desk*  
*Audible and LED confirmation of scan*  
*Every Lead is date and time stamped*

### **Lead Portal:**

*Secure online access to your leads*  
*Intuitive User Interface*  
*Sort leads on any column*  
*Create multiple filters*  
*Export to Excel or CSV*  
*Includes Standard and Custom Sales Lead Qualifiers*  
*Displays up to date sales lead contact information*

### **How Does it Work?**

To record a sales lead, simply scan the 1D barcode printed on the face of the inquiring attendee's badge. Then, select our standard or your own custom sales lead qualifiers. You may also use our KeyNotes wire-bound Pad to match up your notes to the sales lead record on the Portal by scanning the Pad's bar coded page number.

At the close of each exhibit day, OR, at the end of the Show, return your **LeadKey** to our Service Desk in the registration lobby. We will quickly upload your scanned attendee and qualifier data to your own password protected Lead Portal. You can then view, manage and export all your up to date sales lead information anytime, anywhere from an internet connected computer.

### **How Do I Order?**

Reserve your **LeadKey** in advance by completing the attached Order Form and returning it to Expo Logic with payment. Pick up your **LeadKey(s)** at Sales Lead Services, located next to Exhibitor Registration. Expo Logic staff will be on hand continuously during the Show to demonstrate and service the System. Please advise if intended usage is other than sales lead retrieval in your booth during standard exhibit hours. All Orders are confirmed by fax or email.

**LeadKey** is such a convenient way to collect and manage sales leads, take advantage of our multi-unit discount pricing and order a Badge Reader now for each member of your Booth Team! If you have ordered a Badge Reader previously, you may order additional Readers at the discounted price.





You may also order your **LeadKey** online at [www.myexpoleads.com](http://www.myexpoleads.com). Click the 'Order Now' tab, and then enter your Show Code: **bgmar11**.

For more information please contact Teresa Reinmiller: T: 484/625-4312 or [treinmiller@expologic.com](mailto:treinmiller@expologic.com)



**EXPO LOGIC**  
 Exposition Solutions Made Simple  
 820 Park Way, Broomall, PA 19008  
 PH (610) 328-3221 FX (866) 266-5077

**LeadKey**  
**ORDER FORM**  
**Boston Gift Show March 2011**

Description	Rate	Qty	Total
 <p><b>LeadKey</b>            Battery-powered, hand-held Badge Reader for mobile, data collection and management with online access to scanned sales lead data, via Exhibitor's password protected Lead Portal. Includes <u>standard</u> sales lead qualifiers via a separate scan sheet + one <i>KeyNotes</i> Pad. Additional <i>KeyNotes</i> Pads available on site @ \$15.00/each.</p> <p>View, manage, and export your sales lead data anywhere from any internet connected computer. <u>Does NOT include a paper printout of sales leads.</u></p> <p><i>Special Note: To order multiple units, please fax (866/266-5077) or mail your Order Form with payment to above address rather than order online. Or, call 610/328-3221 for assistance.</i></p>	<p><b>On or Before:</b>  <b>3/25/11</b>            \$150.00 for the <u>first</u> Reader;            \$50.00/<u>Each Additional Reader</u></p> <hr/> <p><b>After</b>            \$200.00/<u>First</u> Reader;            \$50.00/<u>Each Additional Reader</u></p>	_____	\$ _____
<p><b>Qualifiers</b>  <i>(Optional)</i></p>  <p><b>Custom Sales Lead Qualifiers</b> via a separate scan sheet. Submit list of desired Qualifiers with your order. Maximum of 30 Custom Qualifiers - Limit of 50 Characters per Qualifier.</p>	<p>\$95.00/Set  <b>Advance Order Only</b>  <b>By: 3/25/11</b></p>	_____	\$ _____
<p><b>Delivery</b> <i>(Optional)</i></p>  <p>Our staff will deliver the Badge Reader(s) to your booth and instruct your staff during show set-up. Call Teresa Reinmiller (484/625-4312) to schedule an appointment for delivery during show set-up. <b>Service for in-booth use only.</b></p>	<p>\$50.00/Exhibitor  <b>Advance Order Only</b>  <b>By: 3/25/11</b></p>	_____	\$ _____
<p><b>Insurance</b>  <i>(Optional)</i></p>  <p>Protection from lost, stolen or damaged equipment. Please see full details by visiting <a href="http://www.myexpoleads.com/insurance">www.myexpoleads.com/insurance</a>.</p>	<p>\$45.00/Reader</p>	_____	\$ _____

**Contact Information**

<b>Company</b>		<b>Key Contact</b>	
<b>Street Address</b>			
<b>City</b>	<b>State</b>	<b>Zip</b>	
<b>Phone</b>	<b>Fax</b>		
<b>Email</b>			
<b>**Cell Phone Number (for onsite contact)**</b>			<b>Booth Number</b>

**Payment Information**

<b>Credit Card</b>		<b>Check</b>	
<input type="checkbox"/> Amex <input type="checkbox"/> Visa <input type="checkbox"/> Master Card		Check Number:	<b>Total Amount Due:</b>
<b>Credit Card Number</b>		<b>Expiration Date</b>	
<b>Name as it appears on card</b>		<b>Signature</b>	

**TERMS:** It is understood the above named Company is responsible for the pick-up; proper use, safeguarding, and prompt return of the Badge Reader(s) in his/her possession and is also liable for any loss or damage. Expo Logic reserves the right to terminate services if above Badge Reader(s) are found to be improperly used. Replacement charge is \$500.00/Badge Reader. Your credit card imprint will be required on-site if rental payment is made by check or cash. **Badge Readers must be picked up at Sales Lead Services adjacent to Exhibitor Registration, if you did not order 'Delivery' services. They must be returned within one-half hour after the close of the Show; if our Staff has to pick up your Badge Reader you will be charged \$75.00. Refunds will not be made for unclaimed equipment or if above Company decides not to use the ordered service. Cancellation Policy/Charge: Up to 2 weeks before show opening date - \$50.00/Order.**