

EZ❖TRAC™ LEAD RETRIEVAL

WE ARE PLEASED TO OFFER YOU 2 OPTIONS FOR *INDIANA INDUSTRIAL & FACILITY MAINTENANCE SHOW*

EZ❖TRAC-I™ HANDHELD BAR CODE SCANNER SYSTEM

- NO ELECTRICITY REQUIRED
- LIGHTWEIGHT & PORTABLE - DOES NOT TAKE UP ANY BOOTH SPACE
- RECEIVE A COMPLETE PRINTED REPORT EACH DAY OF ALL THE PROSPECTS WHO VISITED YOUR BOOTH
- OUR UNIQUE LEAD QUALIFICATION CARD PROVIDES 49 ADDITIONAL PROSPECT QUALIFICATION CODES FOR YOU TO CUSTOMIZE AT NO ADDITIONAL CHARGE
- NO MESSY PAPER FORMS TO LOSE
- MULTIPLE SCANNERS CAN BE MERGED INTO A SINGLE REPORT
- LEADS AVAILABLE ON FLASH DRIVE FOR EASY TRANSFER TO YOUR DATABASE
- OUR CUSTOM COMMENT BOOKLET ALLOWS YOU TO RECORD NOTES THAT ARE LINKED BACK TO THE ATTENDEE'S RECORD



EZ❖TRAC-II™ 2-D BAR CODE SCANNER SYSTEM

MUST ORDER PRIOR TO MARCH 29 TO ENSURE AVAILABILITY

- INTEGRATED UNIT OFFERING AN EASY TO USE LASER "GUN" SCANNER FOR POINT-AND-SHOOT SCANNING
- SMALL FOOTPRINT - ONLY REQUIRES 7" X 11" OF COUNTER SPACE
- THERMAL PRINTER PRODUCES INSTANT RECORD OF ATTENDEE'S INFORMATION, ALONG WITH ANY QUALIFIER INFORMATION YOU ENTER
- ALL LEADS IMMEDIATELY WRITTEN TO A FLASH DRIVE THAT YOU TAKE WITH YOU AT THE CONCLUSION OF THE SHOW
- STANDARD 120V ELECTRICAL OUTLET REQUIRED
- INCLUDES 1 ROLL OF PAPER – ADDITIONAL ROLLS AVAILABLE
- YOU CAN CUSTOMIZE UP TO 20 LEAD QUALIFIER QUESTIONS (SEE ORDER FORM)



FOR EZ❖TRAC-I™ HANDHELD SCANNER SYSTEM USERS

You can design a customized Lead Qualification Card for EZTrac-I at no additional charge – See following page for fill-in form.



- Customized and laminated Lead Qualification Card created for your company, with only the fields that you specify.

- After scanning the attendee's badge, you then scan the fields on the Lead Qualification Card that pertain to that attendee.

- We will be happy to assist you in defining your Lead Qualification Card, just give us a call!
There is no additional charge for this service.

PRODUCTS	SERVICES	# OF USERS	ACTION REQ'D	SALES REP	POTENTIAL	BUYING TIME
01 SYSTEMS	05 ASSEMBLY	15 0 TO 10	25 REP TO CALL	29 KEN	35 HOT 1	43 IMMEDIATE
02 LAPTOPS	06 REPAIR	16 11 TO 25	26 SEND ALL LIT	30 BILL C.	37 WARM	44 1 - 2 MONTHS
03 MONITORS	07 MAINTENANCE	17 26 TO 50	27 SEND CATALOG	31 JOAN	38 COLD	45 3 - 6 MONTHS
04 SCANNERS	08 INSTALLATION	18 51 TO 100	28 SEND E-MAIL	32 TIFFANY	39 NO INTEREST	46 6 - 12 MONTH
05 HUBS/ROUTERS	09 TROUBLESHOOT	19 101 TO 200	29 MAKE APP'T	33 SUSAN	40	47 12+ MONTH
06 MODEMS	10 HOST WEBSITE	20 201 TO 500	30 CALL NEXT YR	34 BILL R.	41	48 CONTIN'
07 SOFTWARE	11 TRAINING	21 501 AND MORE	31 NO ACTION	35 HEATHER	42	49 NO TIT

Here is a sample lead qualification card

FOR EZ❖TRAC-II™ 2-D SCANNER SYSTEM USERS

Your unit is pre-programmed with 20 standard lead qualification codes (see list below). You may order custom programmed lead qualifiers at an additional cost. Please indicate your qualifiers on a separate piece of paper.



STANDARD LEAD QUALIFICATION CODES FOR EZ❖TRAC-II™

- | | | |
|-----------------------------|----------------------------|-------------------------------|
| 1. Send Literature | 2. Send Samples | 3. Send Pricing |
| 4. Add to Mailing List | 5. Technical Info Required | 6. Detail Specs Required |
| 7. Provide Quote | 8. Product Demo Required | 9. Immediate Contact Required |
| 10. Have Salesperson Call | 11. Recommends | 12. Final Say |
| 13. Makes Purchase Decision | 14. Partial Interest | 15. Purchase in 30 days |
| 16. Purchase in 3 months | 17. Purchase in 6 months | 18. Ready to Purchase |
| 19. Immediate Need | 20. Order Placed at Show | |

Lead Qualification Card *(Included with scanner rental at no extra charge)*

In the numbered boxes below, please fill in any products, services or comments you will use to qualify attendee leads. These descriptions should be relative to your business and must not exceed 12 characters in length.

While scanning attendees at the show, you will be able to use this information to better qualify the customers needs.

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49
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TERMS AND CONDITIONS

1. ExpoTrac agrees to perform lead retrieval / data collection services to the customer for the agreed upon fee, as listed on the front of this agreement. The service will include use of a bar code scanner and the processing of the collected information, or master report services.
2. The method of payment shall be in United States dollars, and must be submitted with the order for service. ExpoTrac will accept for payment the following: Checks drawn on banks in the United States of America; Certified checks or money orders; valid American Express, Discover, MasterCard, or Visa charge cards. Except as provided in Paragraph 4 below, any payments to ExpoTrac will not be refunded for any reason. ExpoTrac reserves the right to hold all collected data until the fee for services is paid in full.
3. ExpoTrac will furnish the equipment to the customer in good working order, and the customer agrees to return the equipment to ExpoTrac in the same condition received excepting normal wear and tear. The customer agrees to the immediate payment, upon demand by ExpoTrac, for all damages or loss to ExpoTrac's equipment, except such as may result from the normal operation thereof. The customer acknowledges and understands that the total replacement of each EZ-Trac I bar code scanner will be \$500.00_{USD} and the total replacement of each EZ-Trac II bar code scanner will be \$2,000_{USD}. The customer agrees to the processing of payment for lost scanners on the credit card shown on the front of this agreement; or if payment is made by check, to the immediate payment for the loss.
4. ExpoTrac will use all reasonable care in handling the information collected by the scanner, however, ExpoTrac SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF SUCH INFORMATION, FOR ANY REASON, ARISING FROM OR RELATED TO EXPOTRAC'S EQUIPMENT. EXPOTRAC'S SOLE LIABILITY FOR DAMAGE FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL FEE PAID FOR THE SERVICES PROVIDED BY EXPOTRAC.
5. Customer agrees to return all equipment to ExpoTrac's service desk at the conclusion of the show, and obtain a written receipt for the equipment. Equipment left in the exhibit area, lost, or stolen is the responsibility of the customer, pursuant to Paragraph 3. Customer acknowledges that they are responsible to obtain all equipment at the ExpoTrac service desk located in the registration area, equipment **will not** be delivered to the customer's booth.
6. It is agreed that the governing law pertaining to this contract will be the laws of the State of Rhode Island and the United States of America.
7. Customer agrees that it is purchasing the data collection service for its own use, and that it will not resell for any reason the information or output generated by this service. The customer will be held liable for any incidental damages caused by the resale or improper use of this information.