

ExpoCard™ Lead Management Services



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Experience the ExpoCard Connection With ExpoExchange®...

Since 1991 ExpoExchange has provided the event industry with unsurpassed ExpoCard sales lead management services. Today ExpoCard is the industry standard in lead capture, qualification, and follow-up. ExpoExchange continually adds new products and features to the ExpoCard product suite. These products, options and services are all included in this catalog.

Please take a few minutes to choose the ExpoCard system that best meets your company's needs. For a personal consultation, call 800.787.0475 and work with one of our experienced Exhibitor Marketing Representatives to find the best ExpoCard match for you and to learn how to enhance your lead capture activities with powerful follow-up tools.



ExpoCard is the answer.

HOW TO ORDER

Order Online!
See order form page for details.

To reserve your ExpoCard system, please make your choices from this catalog and either complete the order form on the last pages or order online at the address found on the order form page. Be sure to include payment information, and if you are customizing your lead printout, be sure to complete the custom printout template.



Order cannot be processed unless received with payment.

Purchase orders not accepted.

Please send check or credit card information with form.

We are unable to provide credit or refund for readers not picked-up or utilized onsite.

IMPORTANT TERMS AND CONDITIONS

- Payment **MUST** be included with order to reserve an ExpoCard System.
- A signature **MUST** accompany all credit card orders.
- Custom Printout orders **MUST** include the completed template from the last page of this booklet.
- All orders are subject to a \$50.00 cancellation fee. For refund requests submitted more than 60 days prior to show opening, credits will be offered. No refunds or credits will be given on orders cancelled within 60 days prior to the opening of the show. Mailing services are non-refundable after order is processed.



1.800.787.0475 • www.expoexchange.com

LEAD RETRIEVAL & QUALIFICATION

By inserting an attendee's **ExpoCard** into an ExpoCard System in your booth, you make a permanent record of the visit. Please take a minute to learn about each of our ExpoCard systems and to choose the model(s) that best matches your needs. See the next page for ExpoCard systems with special enhanced features.

ExpoExchange® **ExpoCard Standard**

This tabletop unit electronically reads the attendee's **ExpoCard**, stores the information in its internal memory and provides an immediate printout. By customizing this printout, the exhibitor may specify questions to augment the standard lead data. Exhibitors retain the printout and have the option of transferring the data to a disk, mailing labels or a computer list for easy follow-up.

INCLUDES:

- Immediate one-part printout
- Visitors information stored in memory

OPTIONS:

- **ExpoCard Web**, Disk, Labels, and Lists - Follow-up on your leads fast by ordering your visitors information online or on diskette, labels, or list. (PC disk is available at the show.)
ExpoCard Web leads are available 24 hours after show closes, mailing labels and lists are sent after the show.)
- Custom Printout - Qualify your visitors by adding company-specific questions to your printout.

SPECIFICATIONS

| | |
|-----------------------|--|
| Reader size: | 2 sizes approx.: 13" x 10.5" x 2.5" 11.5" x 12.5" x 3.5" |
| Paper: | One-part (provided) |
| Electricity required: | <1 amp, 110V |
| Memory capacity: | 1,000 leads |
| Paper size: | 3.15" wide |
| Cord length: | 8' |



ExpoExchange® **ExpoCard Mobile**

ExpoExchange **ExpoCard Mobile** is a compact, hand-held, lead collection and qualification system that uses PalmOS technology to quickly and effectively capture and print contact and demographic information. See a demo at <http://demos.expoexchange.com/demo/leadmgt/mobile.html>.

INCLUDES:

- Immediate one-part print-out
- Visitors' information stored in memory

OPTIONS:

- Daily download of leads
- Qualification survey programmed prior to show

FEATURES:

- Portable
- Survey questions and answers pre-programmed by ExpoExchange
- Capture of contact information and show-specific demographics
- Multiple survey question formats including choose one and choose many
- Question branching capability
- Graffiti notes field available for each lead
- PalmOS touch-screen technology with user-friendly architecture
- Disk of leads at end of show

SPECIFICATIONS

| | |
|--------------------|---|
| • Size: | With printer option: 3.25" W x 3" D x 7.75" L Without printer option: 3" W x .75" D x 5.8" L |
| • Weight: | With printer option: 1 lb. 6 oz. Without printer option: 7.7 oz. |
| • Screen: | 160 x 160 touchscreen |
| • Platform: | PalmOS |
| • Batteries: | 2 x AAA alkaline - (provided) Printer: NiMH rechargeable - lifetime 4 rolls paper - estimated 1000 leads |
| • Data Protection: | Automatic fast backup to Flash memory |
| • Order Deadline: | 21 days prior to show |

NEW!
Combines Hand-Held
Technology with Full
Printing Capabilities!



LEAD RETRIEVAL & QUALIFICATION

ExpoExchange® **ExpoCard Connect**

Connect our ExpoCard Standard to your laptop computer running **ExpoCard Connect** for a completely customized lead retrieval tool. Add your own qualification questions and access the data immediately for fast follow-up. See a demo at <http://demos.expoexchange.com/demo/leadmgt/connect.html>.

INCLUDES:

- **ExpoCard Connect** Windows software and installation instructions sent prior to the show
- ExpoCard Standard and connection cable provided at the show

FEATURES:

- Attendee information up-date and edit capability
- Survey questions and answers with branching capabilities
- Multiple survey question formats including choose one, choose many, ranking, numeric or free form
- Notes field available for each lead
- Thumbnail graphic support
- Instant export capability in formats including the TSEA/HCEA standard, comma delimited and dBase
- Multiple reports to analyze leads gathered by day & hour, by demographics and by survey responses
- Network capabilities

OPTIONS:

- Instant e-mail follow-up from your booth
- Full service **ExpoCard Connect** - includes survey programming, laptop, setup and tear down. Call for details.

SPECIFICATIONS

Minimum system requirements:

- Floppy disk drive and CD-ROM drive
- One 9-pin Serial Port
- Windows 95, 98, ME, 2000, NT 4.0 or greater
- 486 or faster processor
- 16 MB RAM for Windows 95, 32 MB RAM for NT or greater
- At least 40 MB of disk space
- IE 3.02 or greater
- One Parallel or USB Port (for CardScan option)



ExpoExchange® **ExpoCard Connect Pro**

ExpoCard Connect Pro full service system combines lead retrieval with interactive touchscreen or flatscreen technologies to help you attract visitors, identify hot prospects, build a qualified target database, capture visitors' interests, showcase products and reward attendees for stopping by your booth. See a demo at <http://demos.expoexchange.com/demo/leadmgt/pro.html>. Call your exhibitor marketing representatives for details.

INCLUDES:

- Multimedia computer system
- ExpoCard Standard
- Custom programming
- Installation and dismantling
- Full system design and support

FEATURES:

- Your company logo and graphics on front screen
- Capture and storage of contact information and demographics
- Customized visitors survey up to 25 questions
- Consolidated database including survey responses
- Post-show visitors information analysis

OPTIONS:

- Graphic **product showcase** allowing visitors to virtually browse product line
- **Secure wireless network** to connect multiple systems within a booth for a consolidated lead database
- **Promotional prize** award capabilities
- Identification of pre-show mailing recipients with **promotion tracker**

SPECIFICATIONS

- **15" Touchscreen/Flatscreen Monitor:** 16 1/4"H, 15 1/2"W, 9"D
- **Computer (desktop):** 4"H, 14.5"W, 15.5"D
- **ExpoCard Standard:** 3 1/4" H, 11 1/2" W, 12" L
- Each system requires 15 amps and a power strip
- Client supplied counter should be 40" high, at least 26" deep
- Access required to PC's either from back of counter or through sliding front panel
- Client supplied **ExpoCard Connect Pro** telephone line in booth (required for Real Time leads option only)
- Client supplied logo in .jpg, .tif, .bmp, or .pps format
- Deadline to order is 45 days prior to the show



New for 2005...

Your Leads on USB Pen Drive

Instead of a floppy diskette, take your leads home with you on a new USB Pen Drive for the ultimate flexibility, compatibility, and convenience.

USB Pen Drives do not require any special hardware or software. After you take your leads home, reuse your pen drive for your own files. The drives are small enough to even carry on your keychain.

Order Your Leads on Pen Drive today!



FREQUENTLY ASKED QUESTIONS

When do I get my disk?

Disks are available onsite when you return your ExpoCard System. The disk making process takes only a minute, and you walk away with your disk and usage instructions.

Can I get my leads online?

Yes. By ordering your **ExpoCard Standard** and leads on disk, you automatically gain access to **ExpoCard Web Lead Analysis**. Upgrade to **ExpoCard Web Lead Management** for even more online tools.

Can I order my ExpoCard System onsite?

A surplus is always shipped onsite. However, models and quantities are not guaranteed and will be available on a first-come-first-served basis.

Do I need to pick up my reader?

Yes. However we do offer booth delivery service for an additional charge. If you choose to pick-up your reader, please bring your mailed confirmation to the ExpoCard Reader Service Desk during set-up hours for faster service.



LEAD MANAGEMENT & PROMOTION

Congratulations! Now that you have chosen an ExpoCard System, you have tapped into the most powerful information source available. But there's more! Below you will find additional products and services to further enhance your exhibit success. Our Exhibitor Marketing Representatives are available to answer any questions about the items found on these pages.

ExpoCard Web



Your leads are available online for the ultimate in flexibility and efficiency in follow-up. ExpoExchange transfers lead data downloaded from your ExpoCard Standard to your own **ExpoCard Web** account. **ExpoCard Web** then automates your communication with prospective buyers via fax or email blast capabilities, all within the convenience of a secure, online environment. Two **ExpoCard Web** options are available.

- *Lead Analysis* - View, filter, print, de-dupe and export your sales leads from the web in any one of four available formats, including the TSEA/HCEA standard.
- *Lead Management* - Enjoy all of the features of *Lead Analysis* plus send broadcast e-mails and faxes to your leads, print labels, and edit your database online.

Leads now on USB Pen Drive or 3½" floppy



All leads captured in ExpoCard Systems are downloaded and available on USB Pen Drive or 3½" floppy. If you require more frequent downloads, ExpoExchange is happy to schedule those at our service desk or in your booth on a daily basis. Your USB Pen Drive or 3½" floppy will be made and handed to you when you return your ExpoCard Reader(s). USB Pen Drive or 3½" floppy are PC compatible and provided in ASCII comma delimited format. Other formats are available upon request. Macintosh disks are mailed after the show closes.

Labels or List of your Leads



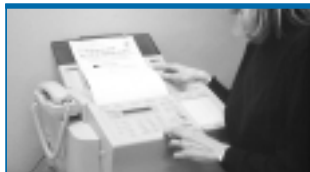
Choose either peel and stick (pressure-sensitive) or cheshire labels of your **ExpoCard** leads to expedite your follow-up mailing efforts. Or receive a hard copy of your leads on a consolidated list printout. We will mail your labels or list to you within 5 business days after show close.

Custom Printout



Add your own qualification questions to the standard responses on the printout. Your customized additions will print following the standard captured information from each **ExpoCard**. These additions will appear only on the printout and will not be included on disk. Be sure to complete the custom printout template located on the last page of this booklet.

Broadcast Fax Services



Reach your contacts with invitations or thank you responses via broadcast fax. Send us your promotional materials or allow us to design them for you.

ORDER FORM

ORDER BY 12/2/05 FOR DISCOUNT
DEADLINE TO ORDER PRIOR TO THE SHOW 12/30/05

ORDER ONLINE: Visit <http://order.expoexchange.com>

Your online access code is RTHDTH.

2006 International



DEFINING TOMORROW'S TECHNOLOGY

January 5-8, 2006
Las Vegas, NV

PRODUCED BY CEA

Step 1: Select your Lead Retrieval System

ExpoCard Standard

Tabletop device with automatic printout.

ON or BEFORE
12/2/05

\$175/reader

AFTER
12/2/05

\$225/reader

UNITS

TOTAL

ExpoCard Mobile

Hand-held lead qualification with built-in printer.

\$225/reader

\$275/reader

* ExpoCard RealTimer Deadline to order Your Leads. Online. Instantly. RealTimer 12/9/05

\$350/reader

\$350/reader

ExpoCard Connect

Each additional **ExpoCard Connect**
Software for reader and laptop interface
Reader and cable included and requires laptop

\$450/reader

\$550/reader

\$250/reader

\$350/reader

ExpoCard Connect Pro

Full-service, in-booth lead qualification kiosk

Call for pricing

Not available

Amount Ordered \$

7.5% Tax \$

Step 1 Subtotal \$

* ONLY OPTION AVAILABLE FOR EXPOCARD REALTIMER IS DELIVERY IN STEP 2

Step 2: Select your Sales Lead Delivery Method

Disk of Leads

USB Pen Drive (Includes Lead Assistant Software)

ON or BEFORE
12/2/05

\$125/reader

AFTER
12/2/05

\$150/reader

Custom Survey (Requires Customization Template)

\$100/reader

\$125/reader

Labels of your leads: Peel & Stick _____ Cheshire _____

\$100

\$125

List of your leads

\$100

\$125

Nightly download of leads on disk at service desk

\$300/reader

\$400/reader

Nightly download of leads on disk in booth

\$500/reader

\$600/reader

Delivery of ExpoCard Readers (does not include pick up)

\$100

\$100

Step 2 Subtotal \$

Step 3: Total Order (Steps 1&2)

Grand Total \$

Step 4: Your Contact & Payment Information

ORDERS CANNOT BE PROCESSED UNLESS RECEIVED WITH PAYMENT. PURCHASE ORDERS ARE NOT ACCEPTED. SEND CHECK OR CREDIT CARD INFORMATION WITH ORDER FORM. ALL ORDERS ARE SUBJECT TO A \$50.00 CANCELLATION FEE. FOR REFUND REQUESTS SUBMITTED MORE THAN 60 DAYS PRIOR TO SHOW OPENING, CREDITS WILL BE OFFERED. NO REFUNDS OR CREDITS WILL BE GIVEN ON ORDERS CANCELLED WITHIN 60 DAYS PRIOR TO THE OPENING OF THE SHOW.

(NOTE: ALL EXPOCARD READERS MUST BE PICKED UP AT EXHIBITOR SERVICE DESK UNLESS DELIVERY OPTION IS SELECTED AND PAYMENT IS RECEIVED.)

Booth# _____

Exhibiting Company _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

ORDERS CONFIRMED VIA EMAIL.

☐ Check (must be mailed with order)
Make checks payable and mail to: ExpoExchange
1888 North Market Street • Frederick, MD 21701

☐ VISA ☐ MC ☐ AMEX ☐ DISC
Fax credit card orders to 301.694.3286

Signature (REQUIRED) _____

Card # _____ Exp. ____ / ____

Show/Source Code **CES061/KRO** Team **6** © 2005



800.787.0475 • 301.662.9400 • FAX 301.694.3286
e-mail: exhinfo@expoexchange.com • www.expoexchange.com

CUSTOM PRINTOUT TEMPLATE

For use when ordering custom printout.

**CUSTOMIZE YOUR PAPER PRINTOUT
TO MANUALLY RECORD QUALIFYING
INFORMATION WHEN USING THE
ExpoCard *Standard*.**

BENEFITS:

- Track contact information in one place
- Use custom printout as an order form
- Communicate qualifying information to your sales force in the field or home office

EXAMPLE: YOUR SALES LEAD PRINTOUT WILL LOOK SIMILAR TO THIS:

* * * * * The BIG Trade Show * * * * *

December 17-18, 2004

09:32:35

ID#001001

PHIL N. BLANK
EXPOEXCHANGE
1888 NORTH MARKET STREET
FREDERICK, MD 21701

Tel: 301-662-9400

Fax: 301-694-3286

(SHOW-SPECIFIC DEMOGRAPHICS LISTED HERE)

(BELOW ARE STANDARD QUESTIONS THAT PRINT HERE.
WHEN ORDERING THE CUSTOM PRINTOUT YOUR QUESTIONS
WILL APPEAR INSTEAD.)

PURCHASING INFLUENCE:

- Final Say
- Recommend
- Specify

FOLLOW UP ACTION:

- ☐ Schedule Meeting
- ☐ Phone Call
- ☐ Send Literature
- ☐ Demonstration

NOTES:

Company Name _____

Show Code (from previous page) _____

Use the space below to custom design your form.
Please send at least one week prior to order form deadline.

**You may use up to 70 lines with 37 characters per line.
If you need more space, please use another page.**

Fax to: 301.694.3286 or mail with your order form.

**A sample of your custom printout will be sent to you for your approval.
First revision is allowed with no additional cost incurred. Please review your customization carefully.**

1888 North Market Street • Frederick, MD 21701

1.800.787.0475 • Fax 301.694.3286 • www.expoexchange.com • exhinfo@expoexchange.com