



# Lead Retrieval Order Form



Fax your order: 916-520-3869

Phone your order: 800-394-5357

Order Online: [www.iplanevents.com/freedomfestLR18](http://www.iplanevents.com/freedomfestLR18)



### iScan Leads

The iScan Leads iPod Touch, is the perfect way to capture your leads! The iPod Touch fits perfectly in your hand and features the iLeads software. Other features include the Apple designed A8 chip and a new 8-megapixel iSight camera with stunning Retina Display. This enables the iPod to take a clear picture of the bar code to capture every single lead easily and quickly. Typing in notes is easier thanks to predictive text capability. iScan Leads - easy, accurate and affordable. All leads will be accessible online the same day or within 1 business day after the show

Rate	Price	QTY
Early Bird (Until 5/18)	\$325	_____
Standard (Until 7/6)	\$425	_____
Onsite (Limited Qty)	\$525	_____

\*Package Deal! Rent 3 Devices at \$325 and Get the 4<sup>th</sup> FREE. Please email or call for this special offer\* Offer ends 5/18



### iLeads (available for iPhone, iPad & Android)

Use the iLeads app on your personal iPhone, iPad or Android device and you'll never have to wait in line to pick up or drop off a lead retrieval device again! With this ground-breaking app, exhibitors can capture, qualify & manage tradeshow leads anywhere using their own Smartphone or iPad. Attach photos, voice notes and written notes to each lead. Send updates right from the tradeshow floor to the home office, customers & prospects. Exhibitors can also check out lead profiles on Google, LinkedIn, Twitter and Facebook. All leads will be accessible online the same day or within 1 business day after the show. **\*One license per order.**

Rate	Price	QTY
Early Bird (Until 5/18)	\$275	_____
Standard (Until 7/6)	\$325	_____
Onsite (Limited Qty)	\$375	_____

\*Package Deal! Rent 3 Licenses at \$275 and Get the 4<sup>th</sup> FREE. Please email or call for this special offer\* Offer ends 5/18

## Optional Product Enhancements (Pre-Order Only)



### Custom Qualifiers / Action Codes

If the 10 standard included Lead Follow-Up Codes do not meet your requirements, you have the ability create up to 10 Custom Codes for your device. **\*For iScan Leads only**

Rate	Price	QTY
Standard (Until 7/6)	\$150	_____



### Delivery / Set-Up / Training / Pick-Up

Onsite contact must be present 1 hour prior to exhibit hall opening. No deliveries will be made 30 minutes prior to the exhibit hall opening.

Rate	Price	QTY
Standard (Until 7/6)	\$100	_____



### Developer's Sample Badge

Event Ready will email you a sample badge displaying the barcode being used at your Conference. The fields contained in the barcode will be mapped to help you with program your personal Lead Retrieval device. The email will also include the delimiter.

Rate	Price	QTY
Standard (Until 7/6)	\$375	_____

**CHECK** — You must fill in credit card info below to be used as a deposit, pending receipt of your check. Your order will *not* be processed if you do not supply valid credit card information. **\*Please print legibly down below. If we cannot read your writing, your order will not be entered.**

**Make Check Payable to: Event Ready, PO Box 1328, Roseville, CA, 95678**

**CREDIT CARD**     Amex     Visa     MasterCard

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_    Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Company Name: \_\_\_\_\_    Onsite Contact Name: \_\_\_\_\_    Booth #: \_\_\_\_\_

Billing Address: \_\_\_\_\_    City: \_\_\_\_\_    State: \_\_\_\_\_    Zip Code: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_    Email: \_\_\_\_\_

Cardholder Phone: \_\_\_\_\_    Onsite Contact Phone: \_\_\_\_\_

By signing below, I am stating that I am authorized to place this order and that I agree to all terms and conditions stated on all pages of this order form. I authorize my credit card to be charged the amount indicated in the total amount above, I further agree to perform the obligations set forth in the Cardholder's agreement with the issuer of the credit card listed above.

Signature: \_\_\_\_\_    Date: \_\_\_\_\_

You will receive an email confirmation. Please call us if you have not received your confirmation within 7 days.

Contact Event Ready – PO Box 1328, Roseville, CA 95678; [lr@eventready.com](mailto:lr@eventready.com); 1-800-394-5357



## Terms & Conditions

1. **Event Ready**, hereinafter called "ER", the Official Event Contractor for Lead Retrieval Services, agrees to provide it's Lead Retrieval services to the Customer for the agreed upon fee listed on this order form. The service will include the use of the equipment or software for the duration of the show. ER will furnish its equipment to the Customer in good working order and the Customer agrees to return the equipment to ER in the same condition. Equipment is defined as 1 ipod, 1 ipod case, 1 ipod charger and 1 electric ipod charging cord.
2. **PAYMENT** shall be in United States dollars and submitted with this order form. ER will accept authorized credit cards (AMEX, VISA OR MasterCard) or company checks drawn on banks located in the United States of America.
3. **REPLACEMENT COST FOR LOST OR DAMAGED EQUIPMENT:** Customer acknowledges, understands and agrees that the total cost of replacement for Lead Retrieval equipment will be as follows: \$2,500.00 for the iPod iScan unit. **Replacement for Equipment Accessories:** Mophie Charging Case: \$300, Juice Pack Supply Cord: \$60, USB Wall Charger for power cord: \$36. Customer agrees to the immediate payment, upon request by ER for all damages or loss of the Lead Retrieval equipment, except such as may result from normal operation thereof. In the event that Customer does not immediately pay its obligation to ER for lost or damaged equipment, Customer agrees to pay ER a weekly rental fee equal to the service fee listed on the front of this order form. This is in addition to the replacement cost of Lead Retrieval equipment.
4. **CANCELLATION OF ORDERS:** Orders cancelled 21 days prior to the start of the show will be subject to a \$50.00 administration fee. Orders cancelled within 21 days of the start of the show ARE NON REFUNDABLE. NO REFUNDS WILL BE GIVEN FOR EQUIPMENT NOT PICKED-UP AND/OR NOT UTILIZED BY BOOTH PERSONNEL.
5. **RETURN OF EQUIPMENT:** Customer agrees to return all equipment to ER's service desk within one (1) hour of the event closing, and must obtain a receipt as proof for the return of equipment. ER's equipment must be picked up and returned to the ER service desk in the designated Contractor Service Area. Damaged or non-returned equipment will be charged in accordance with item 3 above. **EQUIPMENT NOT RETURNED TO ER'S SERVICE DESK, OR LEFT IN THE EXHIBIT AREA, IS THE SOLE RESPONSIBILITY OF THE CUSTOMER.** Should ER, at its option and with no responsibility to do so, recover abandoned equipment, Customer agrees to pay ER a \$100.00 abandonment fee. In no way does this absolve Customer from its responsibility to timely return ER's equipment.
6. **USE OF OTHER DEVICES:** Leads to Go is the Official Lead Capture device for this event. Please have your lead capture equipment supplier contact us directly to ensure compatibility if applicable.
7. **GOVERNING LAW:** It is agreed that the governing law pertaining to this contract will be the law of the State of California

### What is Lead Retrieval?

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 information as well as any demographic data. Our Lead Retrieval Systems decode the barcode and store the information electronically for your follow-up use.

### Why do I need a Lead Retrieval System?

Convenient for your sales team and your prospects-enables your sales people to quickly and easily capture your prospect's information without making them fumble for a business card or writing their information down. Organize your leads into one location and track those important buyers that visited your booth.

### What are Follow up action codes?

Easy to use internal follow-up action codes categorize the follow-up activity required after the show to make the most of each show lead. Long after the show is over your lead information will remind you to "send literature," this one is "ready to buy," or "needs demo," "makes purchase decision," etc. Use the 10 generic action codes programmed into the Leads 2 Go™ or ask for customized codes.

## Custom Lead Follow-Up Action Codes Order Form

### Your Standard Pre-Programmed Lead Follow-Up Codes:

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

### To Customize Your Lead Follow-Up Codes:

If the above 10 standard Lead Follow-Up Codes do not meet your requirements, please indicate your Custom Codes below (see order form for fee). You may specify a total of 10 Codes with a total of 35 Characters and Spaces per code. Your Custom Codes will be pre-programmed onto your Lead Retrieval Unit.

1.	2.
3.	4.
5.	6.
7.	8.
9.	10.

### Exhibitor Information:

Show Name	Booth #	Date
Company	Contact Person	Title

Event Ready - Federal Tax ID# 77-0332145  
 PO Box 1328, Roseville, CA 95678; 1-800-558-5155 Visit us @ [www.eventready.com](http://www.eventready.com)

