



# Lead Management Solutions – Order Form

APEX 2012  
April 15 - 16, 2012  
Exhibition Park, Halifax, Nova Scotia

## STEP 1: ADD EXHIBITOR CONTACT

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

BOOTH NO. \_\_\_\_\_

COMPANY WEBSITE: \_\_\_\_\_

## 3 EASY WAYS TO ORDER

- 1. ONLINE:** (receive instant confirmation)  
<http://www.showlead.com/orders/>
  - 2. FAX:** (905) 479-9743
  - 3. MAIL:** Showcare Event Solutions  
101-2770 14<sup>th</sup> Avenue  
Markham, ON L3R 0J1 Canada
- CUSTOMER SERVICE:** 1-866-267-2107  
[leads@showcare.com](mailto:leads@showcare.com)

## STEP 2: CHOOSE YOUR SOLUTION

	Before March 22, 2012	Beginning March 23, 2012	QTY	TOTAL
<b>ShowLead Essential</b> Showlead badge reader, showlead print, custom sales qualifiers (up to 30 lines).....	\$455	\$545	_____	_____
<b>ShowLead Performance</b> Showlead badge reader, custom sales qualifiers (up to 30 lines), e-blast email service...	\$475	\$560	_____	_____
<b>ShowLead Optimum</b> Showlead Touch badge reader, custom sales qualifiers (up to 30 lines) USB flash drive, e-blast email service, real time direct access to your leads.....	\$635	\$750	_____	_____

## STEP 3: CHOOSE ADDITIONAL OPTIONS




Showlead Badge Reader.....	\$395	\$460	_____	_____
Showlead Touch Badge Reader.....	\$500	\$550	_____	_____
Showlead Print wireless printer.....	\$100	\$125	_____	_____
USB Flash Drive With Unlimited Downloads .....	\$100	\$125	_____	_____
Custom Sales Qualifiers up to 30 .....	\$ 75	\$100	_____	_____
Delivery & Pick-up Service.....	\$100	\$110	_____	_____
Real Time Direct Access Leads (Avail for ShowLead Touch Only).....	\$85	\$110	_____	_____
e-blast email service.....	\$145	\$165	_____	_____

**ORDER TOTAL:** \_\_\_\_\_

\*\*\*\* Onsite orders are based on availability and are NOT GUARANTEED.

(Prices are in CDN Dollars and are inclusive of taxes)

## STEP 4: MAKE PAYMENT

PAYMENT METHOD:        CHECK  
(Payable in US Funds to Showcare)

CARD NUMBER: \_\_\_\_\_ EXP: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

## FOR OFFICE USE ONLY

Order Entered:

Order Processed:

Source Code: PREOF1

Event Code: APEX1204S



[www.showcare.com](http://www.showcare.com)  
1.905.968.3098

**AUTHORIZATION:** (Your signature denotes acceptance of all of the Terms & Conditions on both pages of this order)

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



## Terms & Conditions

All orders and usage of Showlead equipment provided by Showcare are/is subject to the following terms and conditions:

### A) Orders and Order Deadlines

1. All orders must be paid for in full prior to unit pick-up.
2. Orders received after the stated deadline will be charged at AFTER DEADLINE RATES without exception. The date payment is received shall determine the applicable rate.
3. All items ordered after the order deadlines are subject to availability.

### B) Payment Terms and Cancellations

1. Service will be rendered after receipt of full payment by credit card or check.
2. Showcare will correct any miscalculations in the "Order Total" column if different than total amount on the order form.
3. All cancellations made more than 14 days prior to the event will be subject to a \$50 processing fee per unit. No refunds will be considered for cancellations made beginning 14 days prior to the event start date.
4. Unclaimed units or unused orders are not refundable once paid for.

### C) On-Site Services and Terms

1. All orders must be picked up from the Showcare counter on-site. It is highly recommended that your company representative(s) pick-up your ordered units to avoid delays.
2. A minimum of one hour for processing time will be required to fulfill on-site orders, subject to availability.
3. On-site modification(s) or addition of existing Custom Sales Qualifiers will be subject to a \$50.00 processing fee.

### D) User Terms

1. Showcare remains sole owner of each Showlead unit including all the software and hardware at all times.
2. If the above mentioned unit(s) are not returned to the Lead Retrieval Desk at the on-site Exhibitor Service The User agrees to pay an additional late fee of \$150.00 (one hundred fifty U.S dollars) per day, up to a maximum of the unit cost as well as any additional fees incurred by Showcare to retrieve said unit (i.e shipping charges). Replacement Costs:  
Showlead \$1750.00 USD  
Showlead Touch \$2350.00 USD  
Showlead Print \$550.00 USD
3. If any Showlead unit is misplaced, stolen or damaged while in the User's care, the User shall be responsible for said repair costs or replacement fees as indicated in Item 2.

### E) Increased visibility

1. Showcare does not guarantee and shall not be held liable should the User not achieve overall success of the Exhibit with respect to the expected revenue, expected number of leads, booth traffic, Return on Investment (ROI), profits and attendance by using Showcare's equipment, software or know how.
2. The User and Showcare each agree to indemnify, defend and hold harmless the other party and its respective successors and permitted assigns, and its officers, directors, members, agents, employees and/or representatives from and against any claim, action, cause of action, and liabilities including damages and expenses (including court costs and attorney fees and other fees of professionals) which may be asserted by third parties arising out of the performance of either party's obligations pursuant to the Services Rendered by Showcare to the User, except for the willful misconduct or gross negligence of the other party.
3. "Force Majeure" shall refer to any cause or event(s) that is beyond the reasonable control of the Showcare or the organizer of the meeting, that could not have been reasonably foreseen and prevented by means reasonably available to it, and that causes the Event(s) to be either canceled or postponed "sine die" and this term shall include but shall not be restricted to acts of God, civil unrest or of the public enemy, acts of the Government, fires, flood, epidemics, strikes, lockouts, curtailment of transportation facilities or service. In any such event of Force Majeure, the obligations of Showcare for services not yet rendered shall become automatically terminated and Showcare shall be entitled to retain all the payments already received.

**Your order and usage implies that you have read, understood and agreed to be subject to the terms and conditions stipulated herein.**



www.showcare.com  
1.905.968.3098



## Lead Management Solutions

### Connect your sales reps to buyers easier than ever before

Let's face it, exhibiting at events can be a large investment in your organization's future. Often, the lowest expense will bring the greatest reward. A lead retrieval solution will be one of the least expensive components in your showroom, and it will not only help you protect your investment but allow you to measure your return on it. So why not lay the ground work for a successful event by using a solution that can help you connect with buyers in your showroom. No matter how unique your lead management needs are, Showcare has a solution to help you meet your objectives. As the event supplier for lead retrieval, only Showcare products can ensure that you capture complete and accurate information from each visitor to your showroom. A simple scan unlocks the detailed contact information as well as crucial demographic and buying profiles that allow you to identify the hot prospects from the cold.

### Benefits

Access to additional data	Since all solutions are linked to the event registration system, you get access to the most up-to-date registration data, including important demographic details simply not available on business cards or other "third party" systems.
Detailed online reports and marketing tools	After the event, you can access showlead.com to truly manage and measure the success of your leads using our intuitive data filtering tools, feature-rich email campaign manager and full suite of graphical reports.
Easy to use	Each of our badge readers are user friendly and the software portal is both intuitive and powerful.
Flexible and mobile	Showroom mobile badge readers can be customized and are also handheld/battery-operated giving you the freedom to move around your showroom or capture leads from anywhere at the event.
Peace of mind	Our onsite services team is always available on-site to provide the one-on-one training and support in order to make your showlead experience smooth.



[www.showcare.com](http://www.showcare.com)  
1.905.968.3098



## Lead Management Solutions - Products



### ShowLead Badge Reader

mobile badge reader, easy to use, battery-operated, manually assign sales reps & qualifiers

The ShowLead mobile badge reader allows exhibitors the freedom of portability and the security of long battery-life. The simple "point-and-click" design makes it easy for all of your booth staff to become expert users in seconds. It also comes pre-loaded with a list of 10 standard qualifiers and you can choose an optional wireless printer for added flexibility. All leads will be available online at [www.showlead.com](http://www.showlead.com) post event. **Note: This device does not require power.**



### ShowLead Touch Badge Reader

mobile badge reader, color touch screen, note taking, standard sales qualifiers, save leads direct to USB, real time direct access to leads.

The ShowLead touch redefines lead tracking equipment by combining the freedom and portability of a mobile phone with all the power of a laptop. Its intuitive touch screen design allows for simple one-finger navigation of surveys, sales qualifying information or on-screen notes. The ShowLead touch will give you an additional advantage over the competition as leads are pushed immediately online for follow-up while you're still on the exhibit floor. **Note: This device does not require power.**



### Wireless Printer

wireless, battery-operated, immediate printout of leads

A portable wireless printer linked directly to either ShowLead badge readers. Leads are automatically printed with each scan so you can verify contact information or make handwritten notes.

**Note: Only available with the ShowLead + ShowLead Touch badge readers. Printer does not require power.**



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## Additional Products and Services



### USB Flash Drive With Unlimited Downloads

Add a USB flash drive to your Showlead device and we will download your leads at the end of the show.



### Custom Sales Qualifiers

Qualify your leads the way you want to by adding up to 30 custom sales qualifiers to your Showlead or Showlead touch device.



### Delivery & Pick-up Service

Don't want to wait in line? No problem – we will deliver your order to your booth and pick it up at the end of the show. Note: Service requires a company representative to be present in your booth.



### Real Time Direct Access

Direct access transfers the Lead data wirelessly to your secured password protected web portal allowing you to track, manage and follow-up your Leads at anytime.



### E-blast Email Service

Don't struggle trying to send out an email to your valuable leads. Through [www.showlead.com](http://www.showlead.com) you can send out standard or custom designed html emails with impact using our seamless 4 step online wizard.



[www.showcare.com](http://www.showcare.com)  
1.905.968.3098



## Sales Action Codes Lead Management System Rentals

Please fax this form to: 905-479-9743 or email this for to [leads@showcare.com](mailto:leads@showcare.com)

### Standard Sales Action Codes:

The Showlead lead management systems comes with the following standard action codes:

1. Send information
2. Needs technical data
3. Add to mailing list
4. Decision Maker
5. Just investigating
6. Send quote
7. Have rep call
8. Ready to purchase
9. Fax information
10. Special Action required

**Important:** Please complete the following

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Show Name #

\_\_\_\_\_  
Booth #

### Custom Sales Action Codes:

Showlead customers please indicate desired custom sales action codes ( max 21 characters including spaces )

1.		16.	
2.		17.	
3.		18.	
4.		19.	
5.		20.	
6.		21.	
7.		22.	
8.		23.	
9.		24.	
10.		25.	
11.		26.	
12.		27.	
13.		28.	
14.		29.	
15.		30.	



### Choices

- A) 30 Custom Action Codes excluding 10 Standard Action Codes.  
B) 20 Custom Action Codes including 10 Standard Action Codes.

Either Choice allows only 21 characters per line including spaces.

