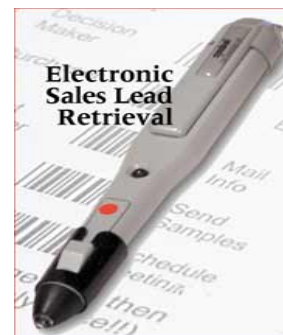


Leads Etc., Inc.

Lead Retrieval Option: Smart Pen **Battery Operated, 1D Barcode Scanner**

Description:



This portable, battery-powered unit enables exhibitors to scan attendee badges capturing important sales lead information from their booth, the show floor or wherever exhibitors encounter interested business prospects.

- A low cost system that requires no venue electricity expense
- Simple and lightweight portable pen
- 26 unique electronic note lead qualifiers to choose from
- Customized data qualification features - create your own electronic sales lead notes
- Daily lead reports are available which help track lead successes throughout an event
- Experienced, Expo Tech representatives onsite to assist with training and data retrieval
- Complimentary final printed report of sales leads is provided at the close of the event
- Email or web-based file containing sales leads available for immediate follow-up with prospects



Leads Etc., Inc. 1600 Providence Highway Walpole, MA 02081-2544
Phone: 877-898-1155 Fax: 508-668-2669

www.revenuemaximizer.com
www.leadsetc.com





**SMART PEN ORDER FORM
EXHIBITOR LEAD RETRIEVAL
Network World – IT Roadmap
Washington, DC
December 13, 2007**

	<u>Price</u>	<u>Qty</u>	<u>Total</u>
Smart Pen Package Includes 1 pen, standard sales qualifiers . and a tablet for written notes Battery Operated.	\$140.00	_____	\$ _____
Additional Smart Pen Packages	\$60.00	_____	\$ _____
Customized checklist for each scanner ordered. Fill out page two of this order form.	\$40.00	_____	\$ _____
Leads Available via Electronic File Formats Password Protected website access to your leads in CSV Excel formats	\$75.00	1	\$ _____
Additional Electronic File Formats	\$60.00	_____	\$ _____
Purchase Loss/Damage Insurance Covers 100% of potential loss or damage to the Smart Pen package* (per machine)	\$15.00	_____	\$ _____
		Total order	\$ _____

Exhibiting Company Name _____		Ordered By _____
Street Address _____		City/State/ Zip Code _____
Booth Number (Must Be Provided) _____		On-Site Primary Contact _____
Office Telephone Number _____		Fax Number _____
Email Address: _____		
<p>Please indicate form of payment:</p> <p> <input type="checkbox"/> Check Enclosed (Payable to Leads Etc., Inc.) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Discover </p> <p>Charges will appear as Leads Etc., Inc.</p>		
<p>Complete both pages of this order form. Mail or fax with payment to: Leads Etc., Inc. 1600 Providence Highway Walpole, MA 02081-2544</p>		
<p>Telephone: 508-660-6785 • Toll free: 877-898-1155 Fax: 508-660-6884 www.LeadsEtc.com</p>		
		_____ Name on Credit card
		_____ Credit Card Number
		_____ Expiration Date
		_____ Authorization Signature

Terms and Conditions:

- All payments in U.S. dollars. No guarantee of on-site availability
- **All orders are subject to a \$50.00 cancellation fee. Unclaimed or unused units are NOT refundable.**
- All equipment ordered must be picked up at the lead retrieval counter prior to the start of the Show.
- If you do not purchase the insurance, a \$400 credit card deposit will be secured for each lead Retrieval System rented. This amount will be billed if the System is lost, stolen or damaged.

Custom Lead Qualifiers

Your Booth #:

Show Name: Network World
Washington, DC
December 13, 2007

Fill in only if it was ordered

Your Custom Lead Qualifiers will allow you to further qualify your booth visitors. Simply scan as many of your custom qualifiers that apply. You can also take specific hand written notes in a note tablet provided.

Instructions: You have **1 line of 20 characters** of space for each qualifier. You can customize all 26 lead qualifiers, but fields that are not customized will be populated with the defaults shown in small print below. If you want to leave a particular qualifier empty, cross the default out and do not enter a qualifier. When completed fax this form and your order form (with custom lead qualifiers selected) to us at: 508.668.2669

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Walpole, MA 02081-2544
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Decision Maker																			
Purchaser																			
Influences Purchase																			
Current Customer																			
Just Looking																			

Immediate																			
This Month																			
Next Month																			
Next Quarter																			
Next Year																			

Phone																			
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Mail																			

Send Samples																			
Schedule Meeting																			
Send Proposal																			

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Leads Etc., Inc.

Lead Retrieval Option:
TechNeat
Wireless, Battery Operated, 2D Barcode Scanner



SwiftScan
BARCODE SCANNER

Description:

The Blackberry wireless platform is the backbone of this handheld system (SwiftScan) which is easy to configure and operate.

- Benefits of wireless technology are:
 - Worldwide access to password protected website
 - Immediate 24 x 7 online access to data and reports
 - View traffic statistics and lead information in real-time
 - Automatic data backup
 - Manager account and password
 - Built-in standard lead qualifiers to streamline sales process
 - Customize qualifiers are available
 - Tag leads for email marketing to engage prospects immediately
 - Expand a record to view in full-page detail
 - Ability to download data from the internet into other software packages
 - Data mine all available fields to create customized reports
 - Online random drawing – creates electronic “fish bowl” to select prize winners
 - Training takes is less than 2 minutes
 - Weight approximately 10.6 oz.
 - Exhibitor support is available during the conference, meeting or tradeshow



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**Wireless Scanner Order Form
EXHIBITOR LEAD RETRIEVAL
Network World – IT Roadmap
Washington, DC
December 13, 2007**



	<u>By 11/29/07</u>	<u>After 11/29/07</u>	<u>Qty</u>	
Wireless Scanner w/Printer Battery operated Your own web account	\$425	\$475	_____	\$ _____
Customized Checklist For each wireless scanner ordered Fill out Page 2 of the order form.	\$ 80	\$ 100	_____	\$ _____
Total Due				\$ _____

Please Type or Print:

Exhibiting Company Name _____	Ordered By _____
Street Address _____	City/State/Zip _____
Booth Number (Must Be Provided) _____	On-Site Primary Contact _____
Office Telephone Number _____	Fax Number _____
eMail address _____	
<p><u>Please indicate form of payment:</u></p> <p> <input type="checkbox"/> Check Enclosed (Payable to Leads Etc., Inc.) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Discover </p> <p>Charges will appear as Leads Etc., Inc.</p>	
<p>Complete both pages of this order form and mail or fax with payment to:</p> <p style="text-align: center;"> Leads Etc., Inc. 1600 Providence Highway Walpole, MA 02081-2544 </p> <p> Telephone: 508-660-6785 ♦ Fax: 508-660-6884 www.LeadsEtc.com </p>	<p>_____</p> <p>Name on Credit card</p> <p>_____</p> <p>Credit Card Number</p> <p>_____</p> <p>Expiration Date</p> <p>_____</p> <p>Authorization Signature Date</p>

Terms and Conditions:

- All payments in U.S. dollars. No guarantee of on-site availability
- **Cancellation Penalty: No refunds will be given after December 6, 2007.**
- All equipment ordered must be picked up at lead retrieval booth prior to the start of the show.
- A charge of \$2000.00 will be applied for any equipment not returned to Leads Etc. Inc. at the end of the show.



**WIRELESS SCANNER
CUSTOMIZED CHECKLIST**
Network World – IT Roadmap
Washington, DC
December 13, 2007

Company Name: _____

Booth Number: _____

Please type or print your Custom Checklist below. All items must be able to be answered with "Yes" or "No". Items on the list are **limited to 18 characters per line.**

<p>Default Checklist - These Items are Complimentary With Wireless Scanner</p> <ul style="list-style-type: none"> • Email Catalog • Email Literature • Email Quote • Have Salesperson Call • Schedule a Demo • Provide Samples • Immediate Need • Purchasing Manager • Has Final Say • Recommends 	<p align="center"><u>Customize your Checklist here!</u></p> <p>Additional Cost of: By 11/29/07 \$80.00 After 11/29/07 \$100.00</p> <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ 9. _____ 10. _____ 11. _____ 12. _____ 13. _____ 14. _____ 15. _____ 16. _____ 17. _____ 18. _____ 19. _____ 20. _____
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