



THE BEST WAY TO MANAGE YOUR SALES LEADS AT 2011 OHIO SAFETY CONGRESS & EXPO

Dear Exhibitor,

LeadKey, the official sales lead management system for this event, is available now for rental. It will provide you with a record of prospective customers who visit your booth via our secure Lead Portal with 24/7 password protected access, from any internet connected computer. Use of any other device requires rental of Expo Logic's Developer Kit; please contact Teresa Reinmiller below.



LeadKey Badge Reader:

- Compact Size; Light-Weight*
- Easy to use with virtually instant Barcode acquisition*
- No need for electrical service in the booth*
- Long lasting battery can scan over 1,000 leads*
- Stores over 10,000 leads*
- Quick upload of daily leads from our service desk*
- Audible and LED confirmation of scan*
- Every Lead is date and time stamped*

Lead Portal:

- Secure online access to your leads*
- Intuitive User Interface*
- Sort leads on any column*
- Create multiple filters*
- Export to Excel , PDF or CSV*
- Includes Standard and Custom Sales Lead Qualifiers*
- Displays up to date sales lead contact information*

How Does it Work?

Scan the 1D barcode printed on the face of the inquiring attendee's badge. Then, scan our standard or your own custom sales lead qualifier barcodes from the provided scan sheets.

Note taking?

Use the included KeyNotes wire-bound Pad. Scan the badge first, write your notes on the Pad, and then scan the page number bar code. The Portal will match up your notes to the sales lead record by page number. Can be used in addition to the above qualifiers.

How Do I Order?

Rent your LeadKey in advance by completing the attached Order Form and returning it to Expo Logic with payment. Take advantage of our multi-unit discount pricing and order a badge reader for each member of your booth team! If you have ordered a badge reader previously, you may order additional ones at the discounted price.

You can also order online at www.myexpoleads.com. Click the 'Order Now' tab, and enter your Show Code: **OHIO2011**

Then What?

Pick up your reserved LeadKey at Sales Lead Services, located next to Exhibitor Registration. Expo Logic staff will be on hand continuously during the Show to demonstrate and service the System. All Orders are confirmed by fax or email.

At any time during each exhibit day (or at the end of the Show) bring your LeadKey to our Service Desk in the registration lobby. We will quickly upload your scanned attendee and qualifier data to your own password protected Lead Portal – and the LeadKey is ready for continued use. Shortly you can login, view, manage and export all your up to date sales lead information from any internet connected computer via a web browser.

For more information please contact Teresa Reinmiller: T: 484/625-4312 or treinmiller@expologic.com

1/7/2011



EXPO LOGIC
 Exposition Solutions Made Simple
 820 Park Way, Broomall, PA 19008
 PH (610) 328-3221 FX (866) 266-5077

**LeadKey
 ORDER FORM**

2011 OHIO SAFETY CONGRESS & EXPO

Description		Rate	Qty	Total
 <p>LeadKey Battery-powered, hand-held Badge Reader for mobile, data collection and management with online access to scanned sales lead data, via Exhibitor's password protected Lead Portal. Includes <u>standard</u> sales lead qualifiers via a separate scan sheet + the <u>KeyNotes</u> Pad for additional note taking.</p> <p>View, manage, and export your sales lead data anywhere from any internet connected computer. <u>Does NOT include a paper printout of sales leads.</u></p> <p><i>Special Note: To order multiple units, please fax (866/266-5077) or mail your Order Form with payment to above address rather than order online. Or, call 610/328-3221 for assistance.</i></p>	<p>On or Before: 3/22/2011 \$225.00 for the <u>first</u> Reader; \$95.00/<u>Each Additional</u> Reader</p> <hr/> <p>After \$295.00/<u>First</u> Reader; \$95.00/<u>Each Additional</u> Reader</p>	_____	\$_____	
	<p>Custom Qualifiers <i>(Optional)</i>  Custom Sales Lead Qualifiers via a separate scan sheet. Email list of desired Qualifiers with your order to Teresa Reinmiller (treinmiller@expologic.com). Maximum of 30 Custom Qualifiers - Limit of 50 Characters per Qualifier.</p>	\$95.00/Set	_____	\$_____
<p>Delivery <i>(Optional)</i>  Our staff will deliver the Badge Reader(s) to your booth and instruct your staff during show set-up. Call Teresa Reinmiller (484/625-4312) to schedule an appointment for delivery during show set-up. Service for in-booth use only.</p>	\$50.00/Exhibitor	_____	\$_____	
<p>Insurance <i>(Optional)</i>  Protection from lost, stolen or damaged equipment. Please see full details by visiting www.myexpoleads.com/insurance.</p>	\$45.00/Reader	_____	\$_____	

Please Fill-in Contact Information

Company		Booth Number	
Street Address			
City		State	Zip
Phone		Fax	
Email			
Cell Phone Number (for onsite key contact)		Key Contact	

Payment Information

Credit Card		Check	
<input type="checkbox"/> Amex <input type="checkbox"/> Visa <input type="checkbox"/> Master Card		Check Number:	Total Amount Due:
Credit Card Number			Expiration Date
Name as it appears on card		Signature	

TERMS: It is understood the above named Company is responsible for the pick-up; proper use, safeguarding, and prompt return of the Badge Reader(s) in his/her possession and is also liable for any loss or damage. Expo Logic reserves the right to terminate services if above Badge Reader(s) are found to be improperly used. Replacement charge is \$500.00/Badge Reader. Your credit card imprint will be required on-site if rental payment is made by check or cash. Badge Readers must be picked up at Sales Lead Services adjacent to Exhibitor Registration, if you did not order 'Delivery' services. They must be returned within one-half hour after the close of the Show; if our Staff has to pick up your Badge Reader you will be charged \$75.00. Refunds will not be made for unclaimed equipment or if above Company decides not to use the ordered service. Cancellation Policy/Charge: Up to 2 weeks before show opening date - \$50.00/Order. (1/7/2011)