

# Lead Management Order Form

**Don't let the dollars you spend on exhibiting go to waste!**  
*Order now and maximize the impact of your trade show participation.*

## RSNA 2009

November 29 - December 3, 2009  
 Chicago, IL

**For discount, order by 10/26/09**  
**Final deadline to order prior to show 11/16/09**  
**Order online:**  
<https://exhibitorportal.experient-inc.com>  
**Access Code: GHCDZH**

### Step 1: Select your preferred system

	on or before 10/5/09	from 10/6/09 to 10/26/09	after 10/26/09	# of units	TOTAL
<b>Optium S400</b> -Instant transmission of leads to an on-board USB Tabletop with printout, includes USB of leads, optional custom lead form printout (requires electricity)	\$310	\$330	\$345	_____	\$_____
<b>Optium TS600</b> -Instant transmission of leads to an on-board USB Tabletop with printout, includes electronic touchscreen qualification, includes USB of leads (requires electricity)	\$425	\$460	\$495	_____	\$_____
<b>Optium M800</b> -Instant transmission of leads to a secure web portal Hand-held, wireless, includes electronic touchscreen qualification (does <b>not</b> require electricity)	\$425	\$460	\$495	_____	\$_____
<b>Legacy Standard</b> -Tabletop with printout, optional custom lead form printout, optional electronic download of leads (requires electricity)	\$145	\$160	\$170	_____	\$_____
<b>ExpoCard Connect</b> -Customizable software package for laptop/PC; includes cable and reader; laptop/PC not included (requires electricity)	\$450	\$500	\$550	_____	\$_____
<b>Each additional ExpoCard Connect</b>	\$350	\$400	\$450	_____	\$_____
<b>ExpoCard Pro</b> -Complete customized lead management system including PC and full onsite support	Call for details				
			<b>Sub-Total</b>	\$_____	
			<b>3.2% Sales Tax</b>	\$_____	
			<b>Step 1 Total</b>	\$_____	

### Step 2: Options

	on or before 10/5/09	from 10/6/09 to 10/26/09	after 10/26/09	# of units	TOTAL
<b>Electronic Download of Leads at Service Desk</b> ; end of show* (for Legacy Standard only)	\$125	\$135	\$150	_____	\$_____
<b>Custom Lead Form Printout*</b> Optium S400 or Legacy Standard only (Call for template)	\$100	\$100	\$125	_____	\$_____
<b>Additional Services</b>					
Delivery of Reader to booth (Post show pickup not available)	\$100	\$100	\$110	_____	\$_____
Peel & Stick Labels (Mailed post show)	\$100	\$110	\$125	_____	\$_____
* <b>Quantity should match the number of units ordered in Step 1</b>					
** <b>Taxable items and rates vary among states and are subject to change. Actual tax will be calculated and charged when order is processed. Please call for exact quote.</b>			<b>Step 2 Total**</b>	\$_____	

### Step 3: Total your order ( Step 1 Total + Step 2 Total)

**GRAND TOTAL \$ \_\_\_\_\_**

### Step 4: Your contact and payment information

Exhibiting Company: \_\_\_\_\_  
 Booth #: \_\_\_\_\_  
 3<sup>rd</sup> Party Company (if applicable): \_\_\_\_\_  
 Check if information is for:  Exhibiting Company  Third Party  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Order confirmation will be delivered via email.

**Note:** All ExpoCard readers must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

#### Terms and Conditions:

- 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 cancellation fee.
- Orders cancelled within 30 days of the show will not be refunded.

#### Indicate payment method:

- Check (Must be mailed with order; made payable to Experient)  
 Visa  MC  AMEX  DISCOVER

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

Card #: \_\_\_\_\_

Exp: \_\_\_\_/\_\_\_\_/\_\_\_\_

**Fax Credit Card Orders to:** 301.694.3286

**Mail Orders to:** Experient  
 1888 North Market St.  
 Frederick, MD 21701

**For Assistance Call 800.787.0475 or 301.662.9400**

**Email:** [exhinfo@experient-inc.com](mailto:exhinfo@experient-inc.com)

**www.experient-inc.com**



Showcode: RSN091 Source Code: KRO

(Different from access code at top of page)

## Optium™ S400

The Optium™ S400 is the new standard in lead retrieval. This compact, lightweight unit is designed to fit easily on any exhibit booth counter. Leads are instantly captured via an on-board USB drive which allows for quick and easy follow-up. The customizable printout makes lead qualification a snap and all lead and demographic information is safely backed up in its internal memory.

**Requires electricity.**



## Optium™ TS600

The Optium™ TS600 adds a full color touch screen with easy-to-use onscreen electronic qualification to the Optium product line. The TS600 includes a paper printout as well as an on-board USB drive to instantly capture leads and allow for quick and easy follow-up. Attendee demographic information and survey responses are safely backed up in its internal memory.

**Requires electricity.**



## Optium™ M800

The Optium™ M800 reader caters to exhibitors who require a mobile method for capturing information and instant access to that data. The M800 is a handheld wireless unit that immediately sends leads to a secure, password protected website. Lead follow-up can begin immediately and booth activity can be monitored, in real time, from remote locations. A full color touch screen also allows for onscreen electronic qualification through customized surveys.



## Legacy 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 (optional). Exhibitors retain the printout and have the option of transferring the data to a USB drive.

**Requires electricity.**



## ExpoCard™ Connect

For exhibitors that want optimum customization and qualification using their laptop or PC, ExpoCard Connect allows exhibitors to fully customize an in-depth survey which they can use to qualify each booth visitor. Contact information can be quickly edited for accuracy and the large notes field provides for additional in-depth information capture. Each package includes software, a cable connector and reader. Laptops are not included but available under our "Full Service" option - call for details.



## ExpoCard™ Pro

Attract visitors, identify hot prospects and let attendees tell you what they need with or without staff assistance! Tell us what you want and we will build the system for you. ExpoCard Pro full service system combines lead retrieval with interactive touch screen technologies and high quality graphics that attract attention, collects valuable data, showcases products and services and automatically generates a highly qualified lead database for follow-up.



**NOTE: Not all products offered at all shows.**  
**For Assistance Call 800.787.0475 or 301.662.9400**  
**Fax Credit Card Orders to: 301.694.3286**  
**Email: [exhinfo@experient-inc.com](mailto:exhinfo@experient-inc.com)**