

A successful exhibiting experience depends on managing sales leads

## CSG EXPOLeads Lead Retrieval Ensures Exhibiting Success

EXPOLeads Lead Retrieval Scanners capture complete contact and demographic information ideal for identifying your top prospects. Make your exhibiting efforts pay off with a small investment that will yield huge returns.

# EXPOLeads



Reduce your carbon footprint STOP collecting business cards

### EXPO LRS Classic

- Quickly scan attendee badges
- Compact and ergonomic
- Holds up to 8,000 scans
- Inclusive standard lead qualifiers (custom are extra)
- Leads contain full contact and demographic information



### EXPO LRS Premier

*Includes all the features of the EXPO LRS Mobile plus:*

- Full color display
- Ability to type in freeform notes
- Store leads on personal USB drive



### EXPO LRS Sidekick

- View & sort leads anytime
- Plugs into your laptop
- Works with LRS Mobile
- Add custom notes easily



### EXPO LRS Mobile App

- Scan or type in Attendee ID
- Review, add notes, qualifiers
- Fill out extended surveys
- Real-time leads list



Leads are also available 1 business day post-event at [www.expodemand.com](http://www.expodemand.com) at no additional charge. All scanner orders include onsite & post show customer support.

## EXPO LRS Rental Options

### Custom Qualifiers

Qualify ideal sales prospects for your organization.

- Customize qualifying questions
- Identify customer interests
- Simplify your follow-up

### Live Leads!

Access lead files online in real-time as they are scanned by booth staff.

- Monitor booth staff performance
- Follow up and qualify leads immediately

### Delivery/Support

Save time onsite with Delivery, Support/Assist, Training and Pickup.

- Saves time
- Staff training
- Ability to message onsite tech staff with scanner

### Mailing Labels

Quickly follow up with your sales leads. All sales leads are printed on labels and mailed to your office.

- Saves time & money
- Simplifies follow up process
- Receive native print file for future mailings

Save time and money by using lead retrieval services

Ordering Help: (301) 576-3093 or [expoleads@cstrategy.com](mailto:expoleads@cstrategy.com)

TO ORDER: [www.ExpoDemand.com](http://www.ExpoDemand.com) or FAX (301) 560-8841






Convention Strategy Group


PO Box 2365, Germantown, MD 20875 | (301) 656-7521 | Fax (301) 560-8841 | [www.ConventionStrategy.com](http://www.ConventionStrategy.com)

**1 Not everyone will have a business card, but everyone will have a name badge to scan!**

**Individual Equipment Rental:**

|   | QTY                      | EARLY<br>thru<br>4/24/20 | ADVANCE<br>thru<br>5/04/20 | ONSITE<br>thru<br>5/17/20 | TOTAL                |
|---|--------------------------|--------------------------|----------------------------|---------------------------|----------------------|
|  <p><b>EXPO LRS Classic - Handheld &amp; Ergonomic</b><br/>Portable scanner allows you to walk around your booth. Battery operated and easy to use thumb wheel allow for quick navigation.</p>                   | <input type="checkbox"/> | \$295                    | \$339                      | \$390                     | <input type="text"/> |
| <b>Bluetooth Thermal Printer</b> - Add a Bluetooth printer for in-booth print out   | <input type="checkbox"/> | +\$75                    | +\$86                      | +\$99                     | <input type="text"/> |
|  <p><b>EXPO LRS Premier - Touchscreen with Keypad</b><br/>Full color touch screen scanner with a full QWERTY keypad allowing freeform note taking on sales leads.</p>  | <input type="checkbox"/> | \$355                    | \$408                      | \$469                     | <input type="text"/> |
| <b>Bluetooth Thermal Printer</b> - Add a Bluetooth printer for in-booth print out   | <input type="checkbox"/> | +\$75                    | +\$86                      | +\$99                     | <input type="text"/> |
|  <p><b>EXPO LRS Sidekick - PC Solution</b><br/>Use your laptop to capture leads using a USB flashdrive loaded with ExpoLeads software program and LRS Mobile scanner. Leads can be saved directly to laptop.</p> | <input type="checkbox"/> | NOT AVAILABLE            | NOT AVAILABLE              | NOT AVAILABLE             | <input type="text"/> |

**EXPO LRS Connect for your iPhone or Android phone!**

|  |                          |                        |       |       |                      |
|--|--------------------------|------------------------|-------|-------|----------------------|
|  <p><b>EXPO LRS Mobile App - Lead Retrieval on Your Mobile Devices</b><br/>Scan or type in attendee badge IDs for real-time lead information. LRS Mobile App features include custom qualifiers and surveys and the ability to work offline to avoid any roaming issues. <i>Leads are available online during and after the event.</i></p> | <input type="checkbox"/> | \$285                  | \$328 | \$377 | <input type="text"/> |
| <b>Additional Licenses</b> - Get a license for each smartphone in your booth   | <input type="checkbox"/> | \$225 for each license |       |       | <input type="text"/> |

**2 Lead Retrieval Rental Packages - See product descriptions above**

|  |                          |               |               |               |                      |
|--|--------------------------|---------------|---------------|---------------|----------------------|
| <b>EXPO LRS Classic Package</b> - LRS Scanner, Delivery/Pickup, Leads on Internet, Custom Qualifiers (if submitted)  | <input type="checkbox"/> | \$392         | \$450         | \$518         | <input type="text"/> |
| <b>EXPO LRS Premier Package</b> - LRS Scanner, Delivery/Pickup, Leads on Internet, Custom Qualifiers (if submitted)  | <input type="checkbox"/> | \$446         | \$512         | \$589         | <input type="text"/> |
| <b>EXPO LRS Sidekick Package</b> - LRS Scanner, Delivery/Pickup, Leads on Internet, Custom Qualifiers (if submitted) | <input type="checkbox"/> | NOT AVAILABLE | NOT AVAILABLE | NOT AVAILABLE | <input type="text"/> |

**3 EXPO LRS Rental Options**

|   |                          |       |       |              |                      |
|---|--------------------------|-------|-------|--------------|----------------------|
| <p><b>Delivery/Training/Pickup/Onsite Support</b><br/>Delivery, Training, Pickup and activation of Request Assistance module allowing for booth staff to page/text the onsite technical staff.</p>  | <input type="checkbox"/> | \$75  | \$86  | \$99         | <input type="text"/> |
| <p><b>Live! Access to Leads in Real-Time</b><br/>This option provides live access to the leads being scanned in the booth. You will be provided with a username/password granting access to a secure Internet portal to view the lead file.</p> | <input type="checkbox"/> | \$85  | \$85  | \$85         | <input type="text"/> |
| <p><b>EXPO Custom Sales Lead Qualifiers</b><br/>Available for all systems to enhance your post-show follow up and target prospects better. Submit custom qualifiers using form in exhibitor kit or when ordering online.</p>                    | <input type="checkbox"/> | \$65  | \$75  | \$86         | <input type="text"/> |
| <p><b>1GB Flashdrive</b><br/>Take home your sales leads immediately by ordering a 1GB flashdrive.</p>   | <input type="checkbox"/> | \$45  | \$45  | \$45         | <input type="text"/> |
| <p><b>EXPO Mailing Labels</b><br/>Make following up on your important leads simple with EXPO Mailing Labels. Your lead file is merged and printed on to peel &amp; stick labels and sent to your office.</p>                                    | <input type="checkbox"/> | \$125 | \$125 | \$125        | <input type="text"/> |
|   |                          |       |       | <b>TOTAL</b> | <b>=</b>             |

Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

**Questions?**  
Contact Sara Capistrant  
301-576-3093  
sara.capistrant@cstrategy.com

**ORDER ONLINE!**  
www.expodemand.com

**NO REFUNDS ON ORDERS  
PLACED WITHIN 2 WEEKS  
FROM START OF EVENT.**  
Early and Advance order  
cancellations will be subject  
to a \$75 cancellation fee.

**Not everyone will have a business card, but everyone will have a name badge to scan!**

All orders include onsite and post event technical support.

**CONTACT**

COMPANY: \_\_\_\_\_  
CONTACT: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
BILLING ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ BOOTH #: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
WEB ADDRESS: \_\_\_\_\_

**Questions?**  
Contact Sara Capistrant  
301-576-3093  
[sara.capistrant@cstrategy.com](mailto:sara.capistrant@cstrategy.com)



**NO REFUNDS ON ORDERS  
PLACED WITHIN 2 WEEKS  
FROM START OF EVENT.**

Early and Advance order  
cancellations will be subject  
to a \$75 cancellation fee.

**PAYMENT**

All order confirmations will be sent by email. **Convention Strategy Group** will appear on statement.  
PAYMENT:  AMEX  VISA  MC  
CARD #: \_\_\_\_\_  
NAME ON CARD: \_\_\_\_\_  
EXP DATE: \_\_\_\_\_ CCV: \_\_\_\_\_  
CARD SIGNATURE: \_\_\_\_\_

**AUTHORIZATION**

Your signature authorizes the above credit card to be charged and any late/lost fees as described in the Terms and Conditions.

SIGNATURE: \_\_\_\_\_  
PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**Terms & Conditions**

Early or Advance orders must be received on or before deadlines and paid in full. If orders are received after these dates and indicate Early or Advanced Order Pricing, Convention Strategy Group, LLC hereinafter called "CS" reserves the right to adjust the invoice to reflect when the order was received. **ALL EARLY AND ADVANCE ORDER CANCELLATIONS WILL BE SUBJECT TO A \$75 CANCELLATION FEE.** CS must receive cancellation requests in writing, at the address on this agreement by the Advanced Order Date. Requests for cancellation that are received by this deadline will be refunded in the amount equal to seventy-five (75) percent of the total amount of the order. No cancellation requests or refunds will be accepted after this date.

Payment shall be in \$US funds payable at the time of the order for all EXPO LRS (LRS) equipment and services, and may be made by check or approved credit card. **Checks will not be accepted at the show site.**

The contact/user person has been informed by CS that the LRS equipment can be used to collect information, provided by the attendees on their registration forms, from the registration database such as; Attendee Name, Title, Company, Address, Phone, Fax, Email, and any other pertinent demographic attendee information provided. Information included is subject to the information designated by show management.

By properly using the LRS equipment, the contact/user person will be able to scan and record encoded information available on the badges of individuals who are interested in the contact/user person's product or service. Contact/user person understands and accepts that some badges issued by show management at onsite registration may not have encoded chips or barcodes. This is at the discretion of show management and is no fault of CS.

LRS equipment must be picked up at show site from the lead retrieval services desk. Equipment not picked up within 4 hours after the start of the show may be re-rented without any refund. At the end of the rental period, the contact/user person will return the LRS equipment to the lead retrieval services desk. **LRS equipment that is not returned within 1 hour of the close of the exhibits portion of the show will be subject to a charge of \$150.00, and \$150.00 additional every day there after until the LRS unit is returned to CS.** Late charges are not to exceed \$3,500.00. Loss of equipment costs are: LRS Mobile/Premier: \$3,500.00; Bluetooth printer: \$500; Printer power cord: \$25 from the contact/user person to CS. Contact/user person hereby authorizes CS to charge the credit card any replacement costs indicated above for any damage or any loss of LRS equipment. If a check is submitted as payment, CS will invoice the exhibiting company for any damage to, lack of return, or loss of equipment which shall be payable on receipt. **EQUIPMENT LEFT IN THE EXHIBIT AREA IS THE RESPONSIBILITY OF THE CONTACT/USER PERSON.**

Equipment inadvertently taken from show site must be returned to CS, at the address on this agreement and may be subject to late fees. If a credit card is submitted as payment, this card will be charged for any damage to, lack of return, or loss of LRS equipment. If the need should arise to charge this credit card and it comes back as declined or invalid, CSI will invoice the company on record for the corresponding charges and will add an additional six (6) percent interest charge accruing monthly for non-payment.

As with any technology and equipment, the LRS units must be handled properly and used as directed in order to achieve the desired results. The contact/user person acknowledges that CS has instructed him or her on the correct use and care of the LRS equipment and that they understand how to operate the LRS equipment. CS will provide at no extra cost initial and any additional instruction as requested by the contact/user person or authorized employee of the named company.

Improper use of the LRS equipment can result in the LRS unit's failure to record the desired information. The contact/user person further acknowledges and agrees that, by this agreement, the liability to CS for the LRS unit's failure to record and retain recorded information, for whatever reason, is limited to the return of the LRS equipment rental costs. The contact/user person and their company hereby waive all other rights and remedies that they have against CS if the LRS equipment does not record all information, which they attempted to obtain.

CS shall not be held responsible for any refunds in the event acts of God, war, government regulations, disaster, terrorism, strikes or threat of strikes, lockouts, civil disorder, curtailment of transportation facilities or services, fires floods, epidemics, accidents, shortages, acts of any governmental authority or other catastrophic events hinder the ability to provide LRS equipment and services to the show site or show exhibitors.



## Custom Lead Qualifiers

Personalize your qualifiers to meet your specific sales needs! Convention Strategy Group offers each exhibitor a complimentary list of standard qualifiers or, for an additional fee, you can personalize them. By selecting a personalized or standard barcode after each attendee badge, you are better able to qualify your sales leads. Fill out the template below and select Custom Qualifiers on your order form. To view the complimentary standard action codes provided,

go to: [www.conventionstrategy.com/downloads/standard\\_qualifiers.pdf](http://www.conventionstrategy.com/downloads/standard_qualifiers.pdf)

### Customization Template

Please list the custom qualifiers below. Your codes will be installed on your equipment.

Maximum 23 characters per code. **Fax back to (301) 560-8841.**

COMPANY \_\_\_\_\_

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

9 \_\_\_\_\_

10 \_\_\_\_\_

11 \_\_\_\_\_

12 \_\_\_\_\_

13 \_\_\_\_\_

14 \_\_\_\_\_

15 \_\_\_\_\_

16 \_\_\_\_\_

17 \_\_\_\_\_

18 \_\_\_\_\_

19 \_\_\_\_\_

20 \_\_\_\_\_