

# Your Best Leads Are **HOT** Leads. Don't Let Yours Get **COLD!**

## **Maximize your trade show investment with LeadSaver**

### **The LeadSaver System**

- Scans a buyers badge and prints all information for you at your booth, and automatically saves it to a USB flash drive.
- Obtain all pertinent data on buyers who visit your booth – See below.
- Allows you to focus your energy by qualifying potential customers and making sales during the show.
- Use this information to follow-up your leads with mailings, phone calls, and e-mails.
- Some exhibitors transmit this data to their office while they are at the show, and have them send out information to their HOT leads before they are even finished packing up the booth. **You could be sending information back to prospects even before you leave the show!**
- **Be the first exhibitor to follow up with your prospects and close the sale!**

### **Save Valuable Time**

- Eliminate the usual 30-day lag time taken up by retyping, cleaning up, and following up leads obtained at trade shows to days, even hours, and increase sales.
- Your leads don't get COLD. After 2 weeks, customers have lost 50% of their interest.
- Import lead data into ACT, Goldmine, Outlook, CRM software, Excel, Word, Mail Merge, etc.

### **Work Smarter, Make More Sales**

- Both systems enable you to use Follow-Up Codes to help identify HOT leads who have immediate needs, special interests, etc.
- Make more sales by following up your most important (HOT) leads first, and you will have more leads to follow up as time becomes available.
- Measure your **ROI**. Whenever you want, review the results of your leads and generate a report showing the cost of exhibiting vs. sales. If you exhibit at several events, you can immediately **identify which events generated the most — and the most profitable — leads.**

#### **LeadSaver Features**

#### **PalmScan Features**

Runs on electricity	Runs on battery
Leads printed in your booth when you scan the badge	Unit is the size of a Palm Pilot PDA
<ul style="list-style-type: none"> <li>• You can write notes on the print-out</li> </ul>	<ul style="list-style-type: none"> <li>• Scanner can be used in the booth, at meetings, anywhere</li> </ul>
<ul style="list-style-type: none"> <li>• Leads are saved to a USB flash drive</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitors tend to scan more leads due to portability</li> </ul>
<ul style="list-style-type: none"> <li>• Take the flash drive with you at the end of the show</li> </ul>	<ul style="list-style-type: none"> <li>• Leads available on the web 72 hours after the close of show</li> </ul>
LeadSaver helps you turn hot leads into sales	PalmScan helps you turn hot leads into sales

Save \$10 and place your order on-line at:  
[www.registrationtechnology.com/order/GPE10.html](http://www.registrationtechnology.com/order/GPE10.html)  
 Use coupon code: save\$10

**Global Pet Expo**  
**March 25—27, 2010**  
**Orlando Convention Center**  
**Orlando, FL**

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 Use coupon code: save\$10

Please complete this form and return it to Registration Technology, Inc. before February 25, 2010. There will be a limited amount of equipment available for on-site orders. Order early to guarantee equipment.

<b>Lead Retrieval System Options:</b>	<u>Early Bird Rate</u> <u>Before 2/25/10</u>	<u>Standard Price</u> <u>Before 3/11/10</u>	<u>On-Site</u> <u>Price</u>	<u>Quantity</u>	<u>Total Price</u>
<b><u>LeadSaver System</u></b> A self-contained, desktop data collection terminal with hand held laser scanner, internal lead printer and diskette drive. Badges are scanned, qualified, printed and automatically saved to flash drive. Requires Electricity.	\$299.00	\$359.00	\$399.00	_____	_____
<b><u>PalmScan System</u></b> A handheld, battery powered device with a built-in bar code scanner. Data on web within 72 hours.	\$239.00	\$299.00	\$339.00	_____	_____
<b><u>Custom Follow-up Codes</u></b> Customize the follow-up for either <u>LeadSaver</u> or <u>PalmScan</u> To be pertinent to <u>your</u> company. Complete attached sheet.	\$60.00	\$60.00	Not Available	_____	_____
<b><u>Optional: Loss/Damage Coverage</u></b> <b><u>for PalmScan</u></b> No equipment cost if loss or damage to the PalmScan unit(s).	\$20.00	\$20.00	\$20.00	_____	_____
<b>Total Due</b>					<b>\$_____</b>

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Company Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_  
 Contact E-Mail Address (PLEASE PRINT) \_\_\_\_\_

**Please read the Rental Terms and Conditions on the next page before submitting this form.**

Global 2010

Payment Information. Your order can not be accepted without payment Lead Retrieval units must be picked up on show site at the exhibitor lead retrieval desk. Units not picked up within 4 hours after start of show may be re-rented without any refund. Units must be returned to the lead retrieval desk within 1 hour after the close of show. No refund on any equipment not picked up from the lead retrieval desk. No refunds after February 25, 2010. A charge of \$2500 will made for any LeadSaver unit not returned or damaged. Payment Options: MasterCard, Visa, American Express or Check. Checks must be in \$US payable to Registration Technology Inc.

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_

**Order On-line , or Mail completed form and Check to: or**  
**And Save \$10**

Registration Technology, Inc.  
 159 Marion Street #309  
 Oak Park, IL 60301  
 Phone: 708-383-5950

**Fax form with Credit Card information to:**

Fax: 708-851-0430

Registration Technology, Inc.  
 Tax ID Number: 36-4270683

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**NEW**  
**Custom Follow-Up Codes**  
**Can Be Ordered For LeadSaver or**  
**PalmScan System**

**Both systems comes with the 20 Standard Follow-Up Codes Listed below.**

- |                            |                               |                          |
|----------------------------|-------------------------------|--------------------------|
| 1. Send Literature         | 8. Product Demo Required      | 15. Purchase in 30 days  |
| 2. Send Samples            | 9. Immediate Contact Required | 16. Purchase in 3 months |
| 3. Send Pricing            | 10. Have Salesman Call        | 17. Purchase in 6 months |
| 4. Add to Mailing List     | 11. Recommends                | 18. Ready to Purchase    |
| 5. Technical Info Required | 12. Final Say                 | 19. Immediate Need       |
| 6. Detailed Specs Required | 13. Makes Purchase Decision   | 20. Order Placed at Show |
| 7. Provide Quote           | 14. Partial Interest          |                          |

**You Can Customize Your Follow-Up Codes**

If the above Standard Follow-Up Codes above do not meet your requirements, please indicate your Custom Follow-Up Codes below. You may specify a total of 20 Custom Follow-Up Codes with up to 23 characters and spaces per code.

**Please complete the following information and return this page with your order only if you are ordering Custom Follow-up Codes. Please Print.**

1. _____	11. _____
2. _____	12. _____
3. _____	13. _____
4. _____	14. _____
5. _____	15. _____
6. _____	16. _____
7. _____	17. _____
8. _____	18. _____
9. _____	19. _____
10. _____	20. _____

**Exhibitor Information**

Show Name	Booth #	
Company	Date	
Contact Person	Phone #	Fax#

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## **Lead Retrieval Rental Terms and Conditions Agreement**

The above representative has been informed by Registration Technology that the rented lead retrieval system can be used to collect information on attendees of the trade show such as: Attendee Name, Title, Company, Address, Phone, Fax, E-Mail, Etc. By properly using the lead retrieval system, the representative will be able to obtain and record bar coded information provided by the individuals at registration, who are interested in the representative's product or service. The representatives' leads will be provided as follows:

LeadSaver – Printed paper lead and a USB flash drive containing the same information in ASCII I comma delimited format.

PalmScan – The same information available on the LeadSaver, sent within 72 hours after the close of the show in Microsoft Excel format.

As with any technology and equipment, the lead retrieval system must be handled properly and used as directed in order to achieve the desired results. The representative acknowledges that he/she has been instructed by Registration Technology on the correct use and care of the lead retrieval system and that he/she understands how to operate the system. Improper use or care of the lead retrieval system can result in the equipment's failure to scan the bar codes and record the desired information. The representative further acknowledges and agrees that, by this agreement, the liability for Registration Technology Inc. for the lead retrieval system's failure to record and retain bar coded information, for whatever reason, is limited to the return of the rental costs. The representative and their company hereby waive all other rights and remedies which they may have against Registration Technology, Inc. if the lead retrieval system does not scan and record all bar coded information which they attempt to obtain by scanning.

The lead retrieval system was made available to the above names representative of the above named company at a rental fee. Registration Technology will provide the initial and any additional instructions requested by the representative, at no extra cost. At the end of the rental period, the representative will return the lead retrieval system(s) to Registration Technology personnel. Damage to the lead retrieval system will also be assessed as an additional cost if the system is not returned in the same condition in which it was given to the representative. The amount assessed for damage will depend upon the cost of repair.

The representative has expressly informed Registration Technology and hereby warrants that he/she has the authority to enter into the agreement on behalf of the above named company.

**Thank you for your order**