

showlead

invite, Capture, Qualify, manage, CONNECT

Event Code: CRFA1203S

CRFA Show 2012

March 04 - 06, 2012

Direct Energy Centre, Toronto, Ontario

STEP 1: ADD EXHIBITOR CONTACT DETAILS

COMPANY: _____
 CONTACT NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE: _____ FAX: _____
 EMAIL: _____ BOOTH: _____
 COMPANY WEBSITE: _____

3 EASY WAYS TO ORDER

- 1. ONLINE:** (receive instant confirmation)
<http://www.showlead.com/orders/>
- 2. FAX:** (905) 479-9743
- 3. MAIL:** Showcare
 101-2770 14th Avenue
 Markham, ON L3R 0J1 Canada
CUSTOMER SERVICE: 1-866-267-2107

STEP 2: SELECT YOUR PACKAGE




	Early Bird Expires 02/10/12	Regular Begins 02/11/12	QTY	TOTAL
ShowLead Essential SAVE 20% showlead badge reader, showlead print, custom sales qualifiers.....	\$455	\$545	_____	_____
ShowLead Performance SAVE 25% showlead badge reader, custom sales qualifiers, e-blast email service.....	\$475	\$575	_____	_____
ShowLead Optimum SAVE 30% showlead touch badge reader, custom sales qualifiers, USB flash drive, e-blast email service, real time direct access to your leads.....	\$635	\$750	_____	_____

STEP 3: CHOOSE ADDITIONAL OPTIONS

ShowLead Badge Reader	\$395	\$460	_____	_____
ShowLead Touch Badge Reader	\$500	\$550	_____	_____
ShowLead Print wireless printer	\$100	\$125	_____	_____
USB Flash Drive With Unlimited Downloads	\$100	\$125	_____	_____
Custom Sales Qualifiers up to 30	\$75	\$100	_____	_____
Real Time Direct Access Leads	\$85	\$110	_____	_____
Delivery & Pick-up Service	\$100	\$110	_____	_____
e-blast email service post-event email campaign to your leads	\$165	\$185	_____	_____

ORDER TOTAL: _____
 (Prices are in Cdn Dollars and are inclusive of taxes)

STEP 4: MAKE PAYMENT

PAYMENT METHOD:    CHECK
 (Payable in Cdn Funds to Showcare)

CARD NUMBER: _____ EXP: _____
 NAME ON CARD: _____
 SIGNATURE: _____

FOR OFFICE USE ONLY

Order Entered:
 Order Processed:

Source Code: PREOF1

AUTHORIZATION: (Your signature denotes acceptance of all of the Terms & Conditions on both pages of this order)

SIGNATURE: _____ DATE: _____

TERMS & CONDITIONS

All orders and usage of Showlead equipment provided by Showcare are/is subject to the following terms and conditions:

A) Orders and Order Deadlines

1. All orders must be paid for in full prior to unit pick-up.
2. Orders received after the stated deadline will be charged at AFTER DEADLINE RATES without exception. The date payment is received shall determine the applicable rate.
3. All items ordered after the order deadlines are subject to availability.

B) Payment Terms and Cancellations

1. Service will be rendered after receipt of full payment by credit card or check.
2. Showcare will revise payment amount if different than total amount on order form.
3. All cancellations 14 days prior to the event will be subject to a \$50 processing fee per unit.
4. No cancellations/refund requests will be considered 14 days prior to the event start date.
5. Unclaimed units or unused orders are not refundable once paid for.

C) On-Site Services and Terms

1. All orders must be picked up from the Showcare counter. It is highly recommended that your company representative(s) pick-up your ordered units one day before exhibit opening to avoid delays.
2. A minimum of one hour or processing time will be required to fulfill on-site orders.
3. On-site modification(s) to or addition of existing orders will be subject to a \$50.00 processing fee.

D) User Terms

1. Showcare remains sole owner of each Showlead unit including all the software and hardware at all times.
2. If the above mentioned unit(s) are not returned to the point by the indicated return deadline (within the hour following the end of the show), the User agrees to pay an additional late fee of \$150.00 (one hundred fifty U.S dollars) per day, up to a maximum of the unit cost as well as any additional fees incurred by Showcare to retrieve said unit (i.e shipping charges). Replacement Costs:
Showlead \$1750.00
Showlead Touch \$2095.00
Showlead Print \$550.00
3. If any Showlead unit is misplaced, stolen, damaged while in the User's care, the User shall be responsible for said repair costs or a \$1750.00 replacement fee.

E) Increased visibility

1. Showcare does not guarantee and shall not be held liable should the User not achieve overall success of the Exhibit with respect to the expected revenue, expected number of leads, booth traffic, Return on Investment (ROI), profits and attendance by using Showcare's equipment, software or know how.
2. The user and Showcare each agree to indemnify, defend and hold harmless the other party and it's respective successors and permitted assigns, and it's officers, directors, members, agents, employees and/or representatives from and against any claim, action, cause of action, and liabilities including damages and expenses (including court costs and attorney fee's and other fees of professionals) witch may be asserted by third parties arising out of the performance of either party's obligations pursuant to the Services Rendered by Showcare to the User, except for the willful misconduct or gross negligence of the other party.
3. "Force Majeure" shall refer to any cause or event(s) that is beyond the reasonable control of the Showcare or the organizer of the meeting, that could not have been reasonably foreseen and prevented by means reasonably available to it, and that causes the Event(s) to be either canceled or postponed "sine die" and this term shall include but shall not be restricted to acts of God, civil unrest or of the public enemy, acts of the Government, fires, flood, epidemics, strikes, lockouts, curtailment or transportation facilities or service. In any such event of Force Majeure, the obligations of Showcare for services not yet rendered shall become automatically terminated and Showcare shall be entitled to retain all the payments already received.

Your order and usage implies that you have read, understood and agreed to be subject to the terms and conditions stipulated herein.

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Only **showlead** gives you the details to understand who's behind the badge.



Let's face it, exhibiting at events can be a large investment in your organizations future. Often, the lowest expense will bring the greatest reward. A lead retrieval device will be one of the least expensive components in your exhibit and it will not only help you protect your investment, but allow you to measure your return on it. So why not lay the ground work for a successful event by using a solution that can help you to invite, capture, qualify, manage and connect with your valuable leads. No matter how unique your lead management needs are, ShowLead has a solution to help you meet your objectives. As the event supplier for lead retrieval, only ShowLead products can ensure that you capture complete and accurate information from each visitor to your booth. A simple scan unlocks the detailed contact information as well as crucial demographic and buying profiles that allow you to identify the hot prospects from the cold. Most importantly showlead can help you turn your scans into sales.

Why showlead?

Access to additional data

Since all showlead devices are linked to the event registration system you get access to the most up-to-date registration data, including important demographic details simply not available on business cards or other third party systems.

Detailed online reports and marketing tools

After the event, you can access showlead.com to truly manage and measure the success of your leads using our intuitive data filtering tools, feature-rich email campaign manager and full suite of graphical reports.

Easy to use

Each of our badge readers are user friendly and the on-line portal is both intuitive and powerful.

Flexible and mobile

Both showlead badge readers can be customized and are also handheld/battery-operated giving you the freedom to move around your booth or capture leads from anywhere at the event.

Increased visibility

Post-event attendee's receive personalized access to the online BoothTracker system. This unique tool allows each attendee to review a list of exhibits they visited along with the appropriate contact information. This provides them the ability to proactively contact your organization.

Peace of mind

Our onsite services team are always available on-site to provide the one-on-one training and support in order to make your showlead experience smooth.

Reduced costs

Unlike other systems both the scanning device and the wireless printer are battery-operated and therefore require no additional power in the booth.

For more information call 1.866.267.2107 or visit us at www.showcare.com



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Products

ShowLead

mobile badge reader, easy to use, battery-operated, standard sales qualifiers

ShowLead allows exhibitors the freedom of portability and the security of long battery-life. The simple point and click design makes it easy for all of your booth staff to become expert users in seconds. ShowLead also comes pre-loaded with a list of 10 standard sales qualifiers or you can choose an optional wireless printer or custom qualifiers for added flexibility. All leads will be available online at www.showlead.com post event. **Note: This device does not require power.**



ShowLead Touch

mobile badge reader, color touch screen, note taking, standard sales qualifiers, save leads direct to USB, real time direct access to Leads.

The ShowLead touch redefines lead tracking equipment by combining the freedom and portability of a mobile phone with all the power of a laptop. Its intuitive touch screen design allows for simple one-finger navigation of surveys, sales qualifying information or on-screen notes. The ShowLead touch will give you an additional advantage over the competition as leads are pushed immediately online to www.showlead.com for follow-up while you're still on the exhibit floor. As an added benefit you can even download your own directly from the unit to USB flash drive (included with ShowLead touch). With this full-featured device you can even send messages to event organizers, event service contractors or any SMS enabled device with ease.

Note: This device does not require power.



Compare our Badge Readers...	Mobile Badge Reader	Long Lasting Battery	Graphical Display	Includes Standard Sales Qualifiers	Ability to add Custom Sales Qualifiers	Ability to Connect wirelessly to a Portable Printer	Leads Available Online Post-Event	Ability to have leads on USB Post-Event	Company Listing on Attendee Booth Tracker Portal	Leads Available Online in Real-Time	Leads Available on USB Immediately	Full Color Touch Screen	Ability to Add Detailed Notes	Ability to Send an Automatic Email or SMS Text Message
ShowLead	✓	✓	✓	✓	✓	✓	✓	✓	✓					
ShowLead Touch	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

ShowLead Print

wireless, battery-operated, immediate printout of leads

The ShowLead print is a portable wireless printer that is linked directly with either the ShowLead or ShowLead touch devices. Leads are automatically printed with each scan so you can verify contact information or make handwritten notes.

Note: Requires a ShowLead or ShowLead touch device to read badges. Printer does not require power.



For more information call 1.866.267.2107 or visit us at www.showcare.com



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Optional Accessories and Services

USB Flash Drive With Unlimited Downloads

Add a USB flash drive to your Showlead device and we will download your leads as many times as you wish at the exhibitor lead retrieval services desk.



Custom Sales Qualifiers

Qualify your leads the way you want to by adding up to 30 custom sales qualifiers to your Showlead or Showlead touch device.



Delivery & Pick-up Service

Don't want to wait in line? No problem - we will deliver your order to your booth and pick it up at the end of the show. Note: Service requires a company representative to be present in your booth.



Real Time Direct Access

Direct access transfers the lead data wirelessly to your secured password protected web portal allowing you to track, manage and follow-up your leads at anytime.



E-blast Email Service

Don't struggle trying to send out an email to your valuable leads. Through www.showlead.com you can send out standard or custom designed html emails with impact using our seamless 4 step online wizard.



For more information call 1.905.968.3098 or
visit us at www.showcare.com

