

EZ❖TRAC™ LEAD RETRIEVAL



**WE ARE PLEASED TO OFFER
YOU 3 SCANNER OPTIONS!**

EZ❖TRAC-I™ HANDHELD BAR CODE SCANNER SYSTEM

- NO ELECTRICITY REQUIRED – BATTERY OPERATED
- LIGHTWEIGHT & PORTABLE - DOES NOT TAKE UP ANY BOOTH SPACE
- RECEIVE A PRINTED REPORT EACH DAY OF THE PROSPECTS WHO VISITED YOUR BOOTH
- OUR UNIQUE LEAD QUALIFICATION CARD PROVIDES 49 ADDITIONAL PROSPECT QUALIFICATION CODES FOR YOU TO CUSTOMIZE AT NO ADDITIONAL CHARGE
- MULTIPLE SCANNERS CAN BE MERGED INTO A SINGLE REPORT
- LEADS AVAILABLE ON USB FLASH DRIVE FOR EASY TRANSFER TO YOUR DATABASE
- DROP 'n GO SERVICE PROVIDES AN EMAILED FILE OF YOUR LEADS
- CUSTOM COMMENT BOOKLET ALLOWS YOU TO RECORD NOTES



EZ❖TRAC-II™ 2-D BAR CODE SCANNER SYSTEM

MUST ORDER PRIOR TO SEPTEMBER 29TH TO ENSURE AVAILABILITY

- INTEGRATED UNIT OFFERING AN EASY TO USE LASER “GUN” SCANNER FOR POINT-AND-SHOOT SCANNING
- SMALL FOOTPRINT - ONLY REQUIRES 5” X 8” OF COUNTER SPACE
- THERMAL PRINTER PRODUCES INSTANT RECORD OF ATTENDEE’S INFORMATION, ALONG WITH ANY QUALIFYING INFORMATION YOU ENTER
- ALL LEADS IMMEDIATELY WRITTEN TO A USB FLASH DRIVE THAT YOU TAKE WITH YOU AT THE CONCLUSION OF THE SHOW
- STANDARD 120V ELECTRICAL OUTLET REQUIRED
- INCLUDES 1 ROLL OF PAPER – ADDITIONAL ROLLS AVAILABLE
- YOU CAN CUSTOMIZE UP TO 20 LEAD QUALIFIER QUESTIONS (SEE ORDER FORM)



EZ❖TRAC-II™m™ HANDHELD 2-D BAR CODE SCANNER SYSTEM

MUST ORDER PRIOR TO SEPTEMBER 29TH TO ENSURE AVAILABILITY

- NO ELECTRICITY REQUIRED – BATTERY OPERATED
- ONE-BUTTON OPERATION WITH FULL-COLOR TOUCH-SCREEN MENU
- LEADS ARE DISPLAYED ON THE SCREEN FOR YOUR VERIFICATION
- UNIT AUTOMATICALLY SENDS YOUR LEADS TO A WEB-BASED REPORTING SITE VIA GPRS CAPABILITIES FOR YOU TO DOWNLOAD AT ANY TIME IN A VARIETY OF FORMATS
- LEADS ARE ALSO STORED ON INTERNAL MEMORY
- 20 STANDARD LEAD QUALIFICATION RESPONSES ARE PRE-PROGRAMMED, CUSTOMIZATION IS ALSO AVAILABLE
- WIRELESS BLUETOOTH THERMAL PRINTER AVAILABLE



FOR EZ❖TRAC-I™ HANDHELD SCANNER SYSTEM USERS

You can design a customized Lead Qualification Card for the EZ❖Trac-I at no additional charge – See following page for fill-in form.



- Customized and laminated Lead Qualification Card created for your company, with only the fields that you specify.
- After scanning the attendee's badge, you then scan the fields on the Lead Qualification Card that pertain to that attendee.
- We will be happy to assist you in defining your Lead Qualification Card, just give us a call!
There is no additional charge for this service.

SAMPLE COMPANY		PLEASE RETURN SCANNER EVERY EVENING				BUYING TIME	
PRODUCTS	SERVICES	# OF USERS	ACTION REQ'D	SALES REP	POTENTIAL	IMMEDIATE	
01 SYSTEMS	06 ASSEMBLY	15 0 TO 10	22 REP TO CALL	29 KEN	28 HOT 1	43 IMMEDIATE	
02 LAPTOPS	08 REPAIR	16 11 TO 25	23 SEND ALL LIT	30 BILL C.	27 WARM	44 1 - 2 MONTHS	
03 MONITORS	10 MAINTENANCE	17 26 TO 50	24 SEND CATALOG	31 JOAN	26 COLD	45 3 - 6 MONTHS	
04 SCANNERS	11 INSTALLATION	18 51 TO 100	25 SEND E-MAIL	32 TIFFANY	25 NO INTEREST	46 6 - 12 MONTH	
05 HUBS/ROUTERS	12 TROUBLESHOOT	19 101 TO 200	26 MAKE APP'T	33 SUSAN	24 CONTIN'	47 12+ MONTH	
06 MODEMS	13 HOST WEBSITE	20 201 TO 500	27 CALL NEXT YR	34 BILL R.	23 NO TIF	48 NO TIF	
07 SOFTWARE	14 TRAINING	21 501 AND MORE	28 NO ACTION	35 HEATHER			

EZ❖TRAC™ LEAD QUALIFICATION CARD

Here is a sample lead qualification card

Lead Qualification Card *(Included with scanner rental at no extra charge)*

In the numbered boxes below, please fill in any products, services or comments you will use to qualify attendee leads. These descriptions should be relative to your business and must not exceed 12 characters in length.

While scanning attendees at the show, you will be able to use this information to better qualify the customers needs.

01	08	15	22	29	36	43
02	09	16	23	30	37	44
03	10	17	24	31	38	45
04	11	18	25	32	39	46
05	12	19	26	33	40	47
06	13	20	27	34	41	48
07	14	21	28	35	42	49

FOR EZ❖TRAC-II™ & IIm™ 2-D SCANNER SYSTEM USERS



Your units are pre-programmed with 20 standard lead qualification codes (see list below). If you wish to order custom programmed lead qualifiers at an additional cost of \$40, please provide your qualifiers on the form below.



STANDARD LEAD QUALIFICATION CODES FOR EZ❖TRAC-II™ & IIm™

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

Atlantic Coast Veterinary Conference 2011 - **EXHIBITING COMPANY:** _____

1. _____

11. _____

2. _____

12. _____

3. _____

13. _____

4. _____

14. _____

5. _____

15. _____

6. _____

16. _____

7. _____

17. _____

8. _____

18. _____

9. _____

19. _____

10. _____

20. _____

EZ❖TRAC™ LEAD RETRIEVAL ORDER FORM



October 10 - 13, 2011
Atlantic City Convention Center
Atlantic City, NJ

PLEASE FILL OUT ALL INFORMATION COMPLETELY - TYPE OR PRINT - PAYMENT MUST ACCOMPANY ORDER

COMPANY: _____ BOOTH #: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

ORDERED BY: _____ TITLE: _____

EMAIL: _____

SERVICES AVAILABLE

QUANTITY UNIT COST TOTAL

EZ❖TRAC-I™ BAR CODE SCANNER SYSTEM

EZ❖TRAC-I™ HANDHELD BAR CODE SCANNER SYSTEM (One scanner for entire show, personalized laminated lead qualification card, and a daily printed list of all your scanned leads during the show.)	_____	\$ 199.00	\$ _____
ADDITIONAL EZ❖TRAC-I™ SCANNERS (All scanners merged into 1 file for reports & data output)	_____	\$ 89.00	\$ _____
LEAD LIST ON USB FLASH DRIVE (COMMA DELIMITED FILE) (All your scanned leads provided at end of show on a USB flash disk.)	_____	\$ 39.00	\$ _____
DROP 'n GO SERVICE (ALL LEADS EMAILED AFTER THE SHOW) (Have to rush out when the show closes? Just drop off your scanner and receive your leads in an emailed Excel file within 3 business days after the show)	_____	\$ 39.00	\$ _____

Email for Drop 'n Go file: _____

EZ❖TRAC-II™ & IIm™ BAR CODE SCANNER SYSTEMS

(MUST BE ORDERED BY SEPTEMBER 29TH TO ENSURE AVAILABILITY)

EZ❖TRAC-II™ 2-D BAR CODE SCANNER SYSTEM (One unit for entire show, leads print on thermal paper and write to a USB flash drive automatically - includes 1 roll of paper)	_____	\$ 299.00	\$ _____
EZ❖TRAC-IIm™ 2-D BAR CODE SCANNER SYSTEM (One scanner for entire show - leads are sent to a secure website during the show and are downloadable at your convenience).	_____	\$ 309.00	\$ _____
BLUETOOTH THERMAL PRINTER FOR EZ❖TRAC-IIm™ (Wireless thermal printer - prints within a 15' range of scanner. Includes 1 roll of paper.)	_____	\$ 99.00	\$ _____
CUSTOMIZATION OF UP TO 20 LEAD QUALIFIERS	_____	\$ 40.00	\$ _____
EXTRA PRINTER PAPER (per roll)	_____	\$ 4.00	\$ _____

SAVE! Order by September 16th and deduct \$29! TOTAL COST: \$ _____

METHOD OF PAYMENT

CHECK (#: _____)

CARD NUMBER: _____ EXP DATE: ____/____/____

PRINT NAME AS IT APPEARS ON CARD

SIGNATURE OF CARDHOLDER

Send to: ExpoTrac, PO Box 1280, 1296 Park East Dr, Woonsocket, RI 02895

Phone: (401) 766-4142 Fax: (401) 765-6677 Federal ID #: 05-0436117

Final reports not picked up on-site will be mailed within 3 business days after the show via first class mail, unless Drop 'n Go Service is selected where the emailed file will be the final report. Please review the terms and conditions, as your order indicates agreement with these terms.

TERMS AND CONDITIONS

1. ExpoTrac agrees to perform lead retrieval / data collection services to the customer for the agreed upon fee, as listed on the front of this agreement. The service will include use of a bar code scanner and the processing of the collected information, or master report services.
2. The method of payment shall be in United States dollars, and must be submitted with the order for service. ExpoTrac will accept for payment the following: Checks drawn on banks in the United States of America; Certified checks or money orders; valid American Express, Discover, MasterCard, or Visa charge cards. Except as provided in Paragraph 4 below, any payments to ExpoTrac will not be refunded for any reason. ExpoTrac reserves the right to hold all collected data until the fee for services is paid in full.
3. ExpoTrac will furnish the equipment to the customer in good working order, and the customer agrees to return the equipment to ExpoTrac in the same condition received excepting normal wear and tear. The customer agrees to the immediate payment, upon demand by ExpoTrac, for all damages or loss to ExpoTrac's equipment, except such as may result from the normal operation thereof. The customer acknowledges and understands that the total replacement of each EZ-Trac I bar code scanner will be \$500.00_{USD}, the total replacement of each EZ-Trac II bar code scanner will be \$2,500_{USD}, and the total replacement of each EZ-Trac II_m bar code scanner will be \$3,500_{USD}. The customer agrees to the processing of payment for lost scanners on the credit card shown on the front of this agreement; or if payment is made by check, to the immediate payment for the loss.
4. ExpoTrac will use all reasonable care in handling the information collected by the scanner, however, ExpoTrac SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF SUCH INFORMATION, FOR ANY REASON, ARISING FROM OR RELATED TO EXPOTRAC'S EQUIPMENT. EXPOTRAC'S SOLE LIABILITY FOR DAMAGE FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL FEE PAID FOR THE SERVICES PROVIDED BY EXPOTRAC.
5. Customer agrees to return all equipment to ExpoTrac's service desk at the conclusion of the show, and obtain a written receipt for the equipment. Equipment left in the exhibit area, lost, or stolen is the responsibility of the customer, pursuant to Paragraph 3. Customer acknowledges that they are responsible to obtain all equipment at the ExpoTrac service desk located in the registration area, equipment **will not** be delivered to the customer's booth.
6. It is agreed that the governing law pertaining to this contract will be the laws of the State of Rhode Island and the United States of America.
7. Customer agrees that it is purchasing the data collection service for its own use, and that it will not resell for any reason the information or output generated by this service. The customer will be held liable for any incidental damages caused by the resale or improper use of this information.