

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.

2009 ATD Convention & Expo
April 18-20, 2009
National Harbor, MD

For discount, order by **3/20/09**
Final deadline to order prior to show **4/17/09**
Order online:
<https://exhibitorportal.experient-inc.com>
Access Code: **CPSDZJ**

Step 1: Select your preferred system

	on or before 3/20/09	after 3/20/09	# of units	TOTAL
Optium S400 -Instant transmission of leads to an on-board USB Tabletop with printout, includes USB of leads, optional custom lead form printout (requires electricity)	\$375	\$400	_____	\$_____
Optium TS600 -Instant transmission of leads to an on-board USB Tabletop with printout, includes electronic touchscreen qualification, includes USB of leads (requires electricity)	\$425	\$495	_____	\$_____
Optium M800 -Instant transmission of leads to a secure web portal Hand-held, wireless, includes electronic touchscreen qualification (does not require electricity)	\$425	\$495	_____	\$_____
Legacy Standard -Tabletop with printout, optional custom lead form printout, optional electronic download of leads (requires electricity)	\$180	\$210	_____	\$_____
ExpoCard Connect -Customizable software package for laptop/PC; includes cable and reader; laptop/PC not included (requires electricity)	\$400	\$500	_____	\$_____
Each additional ExpoCard Connect	\$250	\$300	_____	\$_____
ExpoCard Pro -Complete customized lead management system including PC and full onsite support	Call for details			

Step 1 Total \$_____

Step 2: Options

	on or before 3/20/09	after 3/20/09	# of units	TOTAL
Electronic Download of Leads at Service Desk ; end of show* (for Legacy Standard only)	\$125	\$150	_____	\$_____
Custom Lead Form Printout* Optium S400 or Legacy Standard only (Call for template)	\$115	\$140	_____	\$_____
Additional Services				
Delivery of Reader to booth (Post show pickup not available)	\$100	\$100	_____	\$_____
Peel & Stick Labels (Mailed post show)	\$100	\$125	_____	\$_____

* Quantity should match the number of units ordered in Step 1

** 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.

Step 2 Total \$_____**

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

GRAND TOTAL \$_____

Step 4: Your contact and payment information

Exhibiting Company: _____
Booth #: _____
3rd 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



Showcode: NAD092 Source Code: KRO
(Different from access code at top of page)

For Assistance Call 800.787.0475 or 301.662.9400
Email: exhinfo@experient-inc.com
www.experient-inc.com

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, collect 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