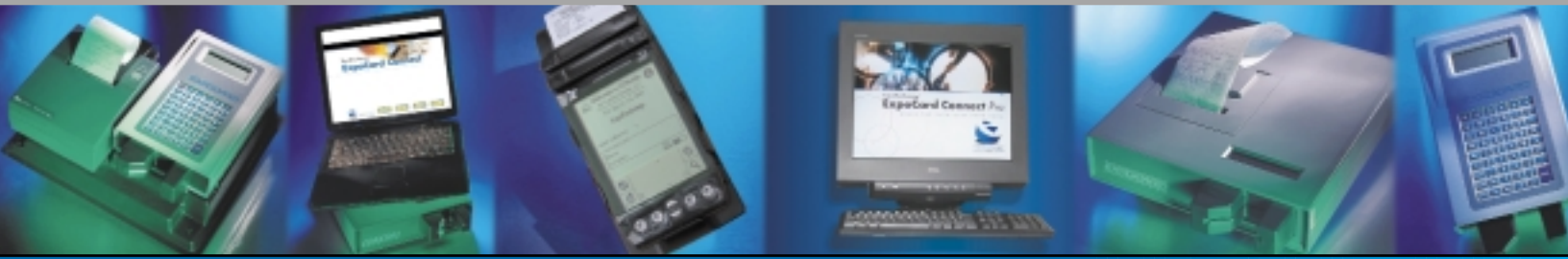


# ExpoCard™ Lead Management Services



THE ONE STOP EVENT SOLUTION

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# Experience the ExpoCard Connection With ExpoExchange® . . .

Since 1991 ExpoExchange has provided the event industry with unsurpassed ExpoCard sales lead management services. Today ExpoCard is the industry standard in lead capture, qualification, and follow-up. ExpoExchange continually adds new products and features to the ExpoCard product suite. These products, options and services are all included in this catalog.

Please take a few minutes to choose the ExpoCard system that best meets your company's needs. For a personal consultation, call 800.787.0475 and work with one of our experienced Exhibitor Marketing Representatives to find the best ExpoCard match for you and to learn how to enhance your lead capture activities with powerful follow-up tools.



## ExpoCard is the answer.

## HOW TO ORDER

**Order Online!**  
See order form page for details.

To reserve your ExpoCard system, please make your choices from this catalog and either complete the order form on the last pages or order online at the address found on the order form page. Be sure to include payment information, and if you are customizing your lead printout, be sure to complete the customization template.



**Order cannot be processed unless received with payment.**

**Purchase orders not accepted.**

**Please send check or credit card information with form.**

**We are unable to provide credit or refund for readers not picked-up or utilized on-site.**

## IMPORTANT TERMS AND CONDITIONS

- Payment **MUST** be included with order to reserve an ExpoCard System.
- A signature **MUST** accompany all credit card orders.
- Custom Printout orders **MUST** include the completed template from the last page of this booklet.
- All orders are subject to a \$50.00 cancellation fee. For refund requests submitted more than 60 days prior to show opening, credits will be offered. No refunds or credits will be given on orders cancelled within 60 days prior to the opening of the show. Mailing services are non-refundable after order is processed.

# LEAD RETRIEVAL

By inserting an attendee's **ExpoCard** into an ExpoCard System in your booth, you make a permanent record of the visit. Each of the ExpoCard Systems on this page offers unique capabilities. Please take a minute to learn about our ExpoCard Systems and to choose the model(s) that best matches your needs. See the next page for ExpoCard systems with special enhanced features.

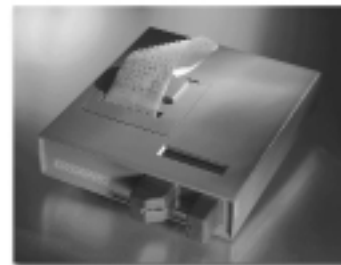
## ExpoExchange® **ExpoCard Reader Standard**

### FEATURES:

- Immediate one-part printout
- Visitors' information stored in memory

### OPTIONS:

- **ExpoCard Web**, Diskette, Labels, and Lists - Follow-up on your leads fast by ordering your visitors' information online or on diskette, labels, or list. (PC diskettes are available at the show. **ExpoCard Web** leads are available 48 business hours after show closes, mailing labels and lists are sent after the show.)
- Custom Printout - Qualify your visitors by adding company-specific questions to your printout.



### SPECIFICATIONS

Reader size:	2 sizes approx.: 13" x 10.5" x 2.5" 11.5" x 12.5" x 3.5"
Paper:	One-part (provided)
Electricity required:	<1 amp, 110V
Memory capacity:	1,000 leads
Paper size:	3.15" wide
Cord length:	8'

## ExpoExchange® **ExpoCard Reader Portable**



### FEATURES:

- Visitors' information stored in memory
- PC diskette of leads and **ExpoCard Web** Lead Analysis included
- Batteries included
- LCD display

### OPTIONS:

- **ExpoCard Web** Lead Management - Access your leads online. (Available 48 hours after show closes.)
- Macintosh diskette of leads sent after the show.
- Labels and Lists - Follow-up on your leads fast by ordering your leads on labels or list. (Mailing labels and lists sent after the show.)
- Qualification - Qualify the visitors electronically by entering brief codes via the keypad. (Call for more information.)

### SPECIFICATIONS

Reader size:	approx. 11" x 6.5" x 3"
Power:	4 "C" Batteries (provided)
Memory capacity:	1,000 leads
Weight:	<2 lbs.

## ExpoExchange® **ExpoCard Reader Dual**

### FEATURES:

- Immediate two-part printout
- Visitors' information stored in memory
- LCD display

### OPTIONS:

- **ExpoCard Web** Diskette, Labels, and Lists - Follow-up on your leads fast by ordering your visitors' information online or on diskette, labels, or list. (PC diskettes available at the show. **ExpoCard Web** leads are online 48 business hours after show closes, mailing labels and lists are sent after the show.)
- Custom Printout - Qualify your visitors by adding company-specific questions to your printout.



### SPECIFICATIONS

Reader size:	approx. 12.5" x 14" x 5.5"
Paper:	Two-part (provided)
Electricity required:	<1 amp, 110V
Memory capacity:	1,000 leads
Paper size:	3" wide
Cord length:	6'

# LEAD QUALIFICATION

The systems on this page offer the highest level of interactive information retrieval in the industry. Call your Exhibitor Marketing Representative and learn more about these systems and our efforts to develop even more powerful tools to increase your exhibit success.

## ExpoExchange® **ExpoCard Connect**

Connect our ExpoCard Reader to your laptop computer running **ExpoCard Connect** for a completely customized lead retrieval tool. Add your own qualification questions and access the data immediately for fast follow-up. See a demo at <http://demos.expoexchange.com/demo/leadmgt/connect.html>.

### INCLUDES:

- **ExpoCard Connect** Windows software and installation instructions sent prior to the show
- ExpoCard Reader and connection cable provided at the show

### FEATURES:

- Attendee information up-date and edit capability
- Survey questions and answers with branching capabilities
- Multiple survey question formats including choose one, choose many, ranking, numeric or free form
- Notes field available for each lead
- Thumbnail graphic support
- Instant export capability in formats including the TSEA/HCEA standard, comma delimited and dBase
- Multiple reports to analyze leads gathered by day & hour, by demographics and by survey responses
- Network capabilities

### OPTIONS:

- Instant e-mail follow-up from your booth
- Full service **ExpoCard Connect** - includes survey programming, laptop, setup and tear down. Call for details.

### SPECIFICATIONS

#### Minimum system requirements:

- Floppy disk drive and CD-ROM drive
- One 9-pin Serial Port
- Windows 95, 98, ME, 2000, NT 4.0 or greater
- 486 or faster processor
- 16 MB RAM for Windows 95, 32 MB RAM for NT or greater
- At least 40 MB of disk space
- IE 3.02 or greater
- One Parallel or USB Port (for CardScan option)



## ExpoExchange® **ExpoCard Connect Mobile**

ExpoExchange **ExpoCard Connect Mobile** is a compact, handheld, wireless lead collection and qualification system that uses PalmOS technology to quickly and effectively capture and print contact and demographic information. See a demo at <http://demos.expoexchange.com/demo/leadmgt/mobile.html>.

### INCLUDES:

- Qualification survey programmed prior to show
- Disk of leads with non-printing Mobile model

### FEATURES:

- Capture of contact information and show-specific demographics
- Survey questions and answers pre-programmed by ExpoExchange
- Multiple survey question formats including choose one, choose many and ranking
- Question branching capability
- Graffiti notes field available for each lead
- PalmOS touch-screen technology with user-friendly architecture
- IBM disk of leads at end of show

### OPTIONS:

- Daily download of leads

### SPECIFICATIONS

- **Size:** With printer option: 3.25" W x 3" D x 7.75" L  
Without printer option: 3" W x .75" D x 5.8" L
- **Weight:** With printer option: 1 lb. 6 oz.  
Without printer option: 7.7 oz.
- **Screen:** 160 x 160 touchscreen
- **Platform:** PalmOS
- **Batteries:** 2 x AAA alkaline - 24 hour lifetime typ.  
Printer: NiMH rechargeable - lifetime 4 rolls paper - estimated 1000 leads
- **Data Protection:** Automatic fast backup to Flash memory
- **Order Deadline:** 21 days prior to show



ExpoExchange®

# ExpoCard Connect Pro

**ExpoCard Connect Pro** full service system combines lead retrieval with interactive touchscreen or flatscreen technologies to help you attract visitors, identify hot prospects, build a qualified target database, capture visitors' interests, showcase products and reward attendees for stopping by your booth. See a demo at <http://demos.expoexchange.com/demo/leadmgt/pro.html>. Call your exhibitor marketing representatives for details.

## INCLUDES:

- Multimedia computer system
- ExpoCard Reader
- Custom programming
- Installation and dismantling
- Full system design and support

## FEATURES:

- Your company logo and graphics on front screen
- Capture and storage of contact information and demographics
- Customized visitors survey up to 25 questions
- Consolidated database including survey responses
- Post-show visitors information analysis

## OPTIONS:

- Graphic **product showcase** allowing visitors to virtually browse product line
- **Secure wireless network** to connect multiple systems within a booth for a consolidated lead database
- **Promotional prize** award capabilities
- Identification of pre-show mailing recipients with **promotion tracker**

## SPECIFICATIONS

- **15" Touchscreen/Flatscreen Monitor:** 16 1/4"H, 15 1/2"W, 9"D
- **Computer (desktop):** 4"H, 14.5"W, 15.5"D
- **ExpoCard Reader:** 3 1/4" H, 11 1/2" W, 12" L
- Each system requires 15 amps and a power strip
- Client supplied counter should be 40" high, at least 26" deep
- Access required to PC's either from back of counter or through sliding front panel
- Client supplied **ExpoCard Connect Pro** telephone line in booth (required for Real Time leads option only)
- Client supplied logo in .jpg, .tif, .bmp, or .pps format
- Deadline to order is 45 days prior to the show



## FREQUENTLY ASKED QUESTIONS

### When do I get my disk?

Disks are available onsite when you return your ExpoCard System. The disk making process takes only a minute, and you walk away with your disk and usage instructions.

### Can I get my leads online?

Yes. By ordering your leads on disk, you automatically gain access to **ExpoCard Web Lead Analysis**. Upgrade to **ExpoCard Web Lead Management** for even more online tools.

### Can I order my ExpoCard System onsite?

A surplus is always shipped onsite. However, models and quantities are not guaranteed and will be available on a first-come-first-served basis.

### Do I need to pick up my reader?

Yes. However we do offer booth delivery service for an additional charge. If you choose to pick-up your reader, please bring your mailed confirmation to the ExpoCard Reader Service Desk during set-up hours for faster service.



# LEAD MANAGEMENT & PROMOTION

Congratulations! Now that you have chosen an ExpoCard System, you have tapped into the most powerful information source available. But there's more! Below you will find additional products and services to further enhance your exhibit success. Our Exhibitor Marketing Representatives are available to answer any questions about the items found on these pages.

## ExpoCard Web



Your leads are available online for the ultimate in flexibility and efficiency in follow-up. ExpoExchange transfers lead data downloaded from our ExpoCard Systems to your own **ExpoCard Web** account. **ExpoCard Web** then automates your communication with prospective buyers via fax or email blast capabilities, all within the convenience of a secure, online environment. Two **ExpoCard Web** options are available.

- **Lead Analysis** - View, filter, print, de-dupe and export your sales leads from the web in any one of four available formats, including the TSEA/HCEA standard.
- **Lead Management** - Enjoy all of the features of **Lead Analysis** plus send broadcast e-mails and faxes to your leads, print labels, and edit your database online.

## Disk of your Leads (no charge with **ExpoCard** systems that do not include immediate printout)



All leads captured in ExpoCard Systems are downloaded and available on **ExpoCard Web** or diskette. If you require more frequent downloads, ExpoExchange is happy to schedule those at our service desk or in your booth on a daily basis. Your disk will be made and handed to you when you return your ExpoCard Reader(s). Disks are PC compatible and provided in ASCII comma delimited format. Other formats are available upon request. Macintosh disks are mailed after the show closes.

## Labels or List of your Leads



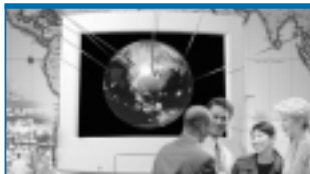
Choose either peel and stick (pressure-sensitive) or cheshire labels of your **ExpoCard** leads to expedite your follow-up mailing efforts. Or receive a hard copy of your leads on a consolidated list printout. We will mail your labels or list to you within 5 business days after show close.

## Custom Printout



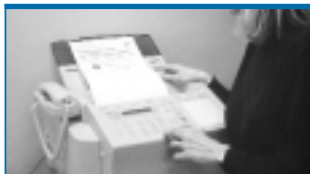
Add your own qualification questions to the standard responses on the printout. Your customized additions will print following the standard captured information from each **ExpoCard**. These additions will appear only on the printout and will not be included on diskette. Be sure to complete the customization template located on the last page of this booklet.

## Lead Express Email Service



Solve your lead follow-up challenges by letting us send full-color HTML emails to the leads you collect in your **ExpoCard** system. This is an easy and effective way to establish post-show contact and increase your sales success. You can choose to design your own promotion and send us the HTML code, or simply send us your text and logos and we will design the message for you.

## Broadcast Fax Services



Reach your contacts with invitations or thank you responses via broadcast fax. Send us your promotional materials or allow us to design them for you.

# ORDER FORM

ORDER BY 4/9/04 FOR DISCOUNT  
DEADLINE TO ORDER PRIOR TO THE SHOW 5/26/04

ORDER ONLINE: Visit [www.expocard.com/infostore](http://www.expocard.com/infostore)

Your access code is PHCDPH.



**Exhibition Dates**  
**June 8-10, 2004**  
**Seattle, Washington**

## EXPOCARD PACKAGE OPTIONS:

	ON or BEFORE 4/9/04	AFTER 4/9/04	# UNITS	TOTAL
<b>Disk Package</b> ExpoCard Reader Standard + Disk of Leads	\$235 per reader	\$300 per reader	_____	_____
<b>Qualification Package</b> ExpoCard Reader Standard + Customized Printout + Disk of Leads	\$335 per reader	\$415 per reader	_____	_____

## EXPOCARD READER OPTIONS:

### ExpoCard Connect

Each additional **ExpoCard Connect**  
Lead qualification software with ExpoCard Reader and cable (Laptop required)  
(Don't have a laptop? Call about our "Full Service" system.)

\$450 per reader  
\$250 per reader

\$550 per reader  
\$300 per reader

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### ExpoCard Connect Mobile

ExpoCard Connect Mobile + paper printout  
ExpoCard Connect Mobile + paper printout + disk of leads  
\*ExpoCard Connect Mobile + electronic survey + paper printout + disk of leads  
\*(order deadline for survey 21 days prior to show)

\$225 per reader  
\$325 per reader  
\$425 per reader

\$250 per reader  
\$365 per reader  
N/A

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**ExpoCard Connect Pro** (order deadline 45 days prior to show)  
Full-service, in-booth lead qualification kiosk

Call for pricing  
Not available

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### ExpoCard Reader Standard

Tabletop device with automatic printout. Disk available (see options below)

\$135 per reader  
\$185 per reader

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## OPTIONAL SERVICES:

HTML e-mail follow-up to your leads with **ExpoExchange Lead Express**  
Disk of leads plus **ExpoCard Web Lead Analysis**  
Custom printout (Design Template on next page)  
Disk of leads plus leads online with **ExpoCard Web Lead Management**  
Labels of your leads: Peel & Stick \_\_\_\_\_ Cheshire \_\_\_\_\_  
List of your leads  
Nightly download of leads on disk at service desk  
Nightly download of leads on disk in booth  
Delivery of ExpoCard Readers (does not include pickup)

\$350  
\$100 per reader  
\$100 per reader  
\$200 per reader  
\$100 per reader  
\$100 per reader  
\$300 per reader  
\$500 per reader  
\$100

\$350  
\$115 per reader  
\$115 per reader  
\$215 per reader  
\$115 per reader  
\$115 per reader  
\$400 per reader  
\$600 per reader  
\$100

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**Total \$** \_\_\_\_\_

**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 \$50.00 CANCELLATION FEE. FOR REFUND REQUESTS SUBMITTED MORE THAN 60 DAYS PRIOR TO SHOW OPENING, CREDITS WILL BE OFFERED. NO REFUNDS OR CREDITS WILL BE GIVEN ON ORDERS CANCELLED WITHIN 60 DAYS PRIOR TO THE OPENING OF THE SHOW. MAILING SERVICES ARE NON-REFUNDABLE AFTER ORDER IS PROCESSED. (NOTE: ALL EXPOCARD READERS MUST BE PICKED UP AT EXHIBITOR SERVICE DESK UNLESS DELIVERY OPTION IS SELECTED AND PAYMENT IS RECEIVED.)**

## CONTACT INFORMATION:

Booth# \_\_\_\_\_  
Exhibiting Company \_\_\_\_\_  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## PAYMENT INFORMATION:

Check (must be mailed with order)  
Make checks payable and mail to: ExpoExchange  
1888 North Market Street • Frederick, MD 21701

VISA  MC  AMEX  DISC  
Fax credit card orders to 301.694.3286

Signature (REQUIRED) \_\_\_\_\_  
Card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Show/Source Code **ASN041/KRO** Team **6**

ORDERS CONFIRMED VIA EMAIL.



800.787.0475 • 301.662.9400 • FAX 301.694.3286  
e-mail: [exhinfo@expoexchange.com](mailto:exhinfo@expoexchange.com) • [www.expoexchange.com](http://www.expoexchange.com)

