

# CompuSystems

## Lead Management

Dear Exhibitor:

CompuSystems, the show's official registration provider, also offers a suite of lead retrieval products and services designed to help you maximize the return on your investment from exhibiting and turn qualified buyers into sales. This comprehensive, 360-degree approach to lead management will connect you with attendees before, during and after the show.

Pre-Show, TrafficMax attendee promotional services can be used to drive traffic to your booth. This system can be used to target buyers, so you can then send a customized marketing message to your target audience. Once onsite, CompuLEAD lead retrieval products are designed to help you quickly and effectively capture and qualify leads on the show floor. When the show ends, exhibitors that used a CompuLEAD device have access to BuyerConnect, our free premier post show follow up service.

Use the following order forms to learn more and sign up for these valuable services today. If you have any questions, one of our knowledgeable exhibitor services representatives is standing by to help you place your order.

Have a Great Show!

CompuSystems

### Think Big Picture!

Get the most out of your trade show investment! Use our products and services to capture and qualify attendees on the show floor and promptly follow up on your leads when the show ends.

**Can you afford not to take advantage of these valuable services?**

## checklist

- Used TrafficMax to attract attendees to my booth
- Ordered a CompuLEAD lead retrieval device to capture and qualify my sales leads onsite
- Used BuyerConnect to promptly follow-up with my sales leads

### ORDER ONLINE

[www.compusystems.com/order](http://www.compusystems.com/order)

For assistance (inside the U.S.)

call toll-free: 866.600.LEAD (5323)

For assistance (outside the U.S.)

call: +1 708.786.5565



# CompuLEAD Products

CompuSystems offers a suite of lead management products and services designed to help exhibitors quickly and easily capture and qualify leads on the show floor. Our products read trade show attendee badges and instantly capture comprehensive sales leads. Using lead retrieval enables you to qualify leads with follow-up action codes, eliminates hand-keying leads into your database for quicker lead follow-up and gives you demographic information on attendees you wouldn't otherwise receive collecting business cards.

## descriptions



### CompuLEAD Desktop

Drop and record design reads attendee badges and instantly prints comprehensive sales lead reports. Requires electricity.

- Complete with 10 standard lead qualifiers
- Receive your leads electronically (addl. charges may apply)
- Create custom lead qualifiers or surveys (addl. charges will apply)
- Optional keyboard for taking notes (addl. charges will apply)



### CompuLEAD Mobile

Capture leads anywhere with this lightweight handheld device, and quickly read attendee badges without removing badge from holder.

- Leads provided electronically
- Note taking functionality
- Complete with 10 standard qualifiers
- Create custom lead qualifiers (addl. charges will apply)



### CompuLEAD Mobile Elite

A handheld device with robust surveying and qualifying capabilities. Has a large touch screen and attached stylus. Plus instant online access to sales leads.

- QWERTY keyboard for extensive note taking and lead editing
- Complete with 10 standard qualifiers and 4 standard survey questions
- Create custom lead qualifiers or survey questions (addl. charges will apply)
- Optional wireless printer (addl. charges will apply)



### CompuLEAD Pro

PC Based System for extensive lead qualifying and notes. Includes badge scanner and lead retrieval software. PC not included. Requires electricity.

- Edit your prospect's contact information as you scan the badge
- Add unlimited notes to your prospect's record
- Create extensive product lists and unlimited survey questions
- Instant access to sales lead file



### CompuLEAD Smart

A powerful and easy way to capture sales leads on the tradeshow floor – using your own iPhone! Download the app from iTunes after ordering, and activate via a unique access code.

- Enter the number found on an attendee's badge to capture their contact information
- Complete with 10 standard qualifiers and 4 standard survey questions or create your own custom qualifiers or survey questions
- Edit lead contact information and add notes
- Instant online access to sales leads (data plan or Wi-Fi required)

## terms & conditions

By completing the Lead Retrieval Order Form, you agree to be held liable for the return of the CompuLEAD unit and its accessories. If the unit is not returned within 1 hour after the show floor closes, a \$100 late fee will be charged to the credit card used for deposit. If the unit is not returned or returned damaged, a \$1500 replacement fee will be charged. If the CompuLEAD keyboard is not returned a \$50 replacement fee will be charged. If the GPRS Modem or Wireless Printer is not returned a \$500 replacement fee will be charged. If the unit or accessories are subsequently returned to CompuSystems, the fees may be reduced by CompuSystems. You, not CompuSystems or Show Management, are responsible for the proper use and safekeeping of the equipment.





**ORDER ONLINE & SAVE \$10** [www.compusystems.com/order](http://www.compusystems.com/order)

**EARLY BIRD DEADLINE: 08/26/11 ADVANCE DEADLINE: 09/09/11**



## complete packages

Select a package for everything you need to capture, qualify and follow up with your leads.

	EARLY BIRD	ADVANCE	STANDARD	QTY	TOTAL																
<b>CompuLEAD Desktop Qualifier</b> (101) Includes electronic leads, custom qualifiers, and delivery, setup and in-booth training.	\$485	\$525	\$560	___	\$ _____																
<b>CompuLEAD Mobile Qualifier</b> (113) Includes electronic leads, custom qualifiers, and delivery, setup and in-booth training.	\$520	\$565	\$605	___	\$ _____																
<b>CompuLEAD Mobile Qualifier Elite</b> (181) <b>NEW!</b> Includes electronic leads, custom qualifiers, instant online lead access, QWERTY keyboard for note taking and lead editing, wireless printer and delivery, setup and in-booth training.	\$610	\$655	\$700	___	\$ _____																
<b>CompuLEAD Pro</b> (172) Includes powerful lead management software, badge scanner, extensive lead qualification and survey capabilities. Requires PC or laptop w/USB port.	\$400	\$425	\$450	___	\$ _____																
<b>CompuLEAD Smart iPhone App</b> <b>NEW!</b> Includes custom qualifiers and instant online lead access. Price is for one show only; iPhone not included. Data-plan or Wi-Fi plan required. Check box for desired amount of apps. One app required per iPhone.	<table border="1"> <thead> <tr> <th>QUANTITY</th> <th><input type="checkbox"/> 1</th> <th><input type="checkbox"/> 2</th> <th><input type="checkbox"/> 3</th> <th><input type="checkbox"/> 4</th> <th><input type="checkbox"/> 5</th> <th><input type="checkbox"/> 6</th> <th><input type="checkbox"/> Unlimited</th> </tr> </thead> <tbody> <tr> <td>PRICE</td> <td>\$375</td> <td>\$750</td> <td>\$1050</td> <td>\$1200</td> <td>\$1300</td> <td>\$1400</td> <td>\$1500</td> </tr> </tbody> </table>					QUANTITY	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> Unlimited	PRICE	\$375	\$750	\$1050	\$1200	\$1300	\$1400	\$1500
QUANTITY	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> Unlimited														
PRICE	\$375	\$750	\$1050	\$1200	\$1300	\$1400	\$1500														

## a la carte

Select individual products and don't forget to order valuable enhancements (located below). See product description sheet for more information.

	EARLY BIRD	ADVANCE	STANDARD	QTY	TOTAL
<b>CompuLEAD Desktop</b> (01, 103)	\$360	\$385	\$400	___	\$ _____
<b>CompuLEAD Mobile</b> (13)	\$400	\$425	\$450	___	\$ _____
<b>NEW! CompuLEAD Mobile Elite</b> (176)	\$450	\$475	\$500	___	\$ _____

## enhancements

<b>Keyboard</b> (03) Available for CompuLEAD Desktop.	\$ 30	\$ 35	\$ 40	___	\$ _____
<b>Wireless Printer</b> (177) Available for CompuLEAD Mobile Elite.	\$ 50	\$ 55	\$ 60	___	\$ _____
<b>Real-Time Online Leads</b> (15) Available for CompuLEAD Desktop.	\$ 50	\$ 55	\$ 60	___	\$ _____
<b>Custom Qualifiers</b> (05, 18, 180) Available for CompuLEAD Desktop, CompuLEAD Mobile, and CompuLEAD Mobile Elite.	\$ 85	\$ 95	\$105	___	\$ _____
<b>Custom Survey</b> (06, 179) Available for CompuLEAD Desktop and CompuLEAD Mobile Elite.	\$ 85	\$ 95	\$105	___	\$ _____
<b>Delivery, Setup &amp; In-Booth Training</b> (08) Available for all "a la carte" products and CompuLEAD Pro.	\$ 95	\$105	\$115	___	\$ _____
<b>Peel &amp; Stick Mailing Labels</b> (LBL) The leads you capture are printed onto labels and mailed to the address below post-show.	\$100	\$110	\$120	___	\$ _____

## payment

Contact Name/Title	Company Name	Booth # (Required)
Address		
City	State	Zip Code Country
Phone	Onsite Cell	Fax
E-mail	Alternate E-mail (to receive leads post-show)	

- Check (payable in U.S. funds to CompuSystems; order form must accompany check)  
 Visa  MC  Amex

Credit card deposit **required** for all rentals. If paying by check, credit card will not be charged unless unit is damaged or not returned on time.

By signing this order form, I declare that I have fully read, understand and agree to abide by the Terms and Conditions listed on the product description page.

Card Number	Expiration Date
Cardholder Name	Cardholder Signature

**ALL ORDERS SUBJECT TO A \$50 CANCELLATION FEE**  
**NO REFUNDS AFTER 09/23/11**  
 No refunds on CompuLEAD Smart

<b>Subtotal</b>	\$ _____
Sales Tax 6.25%	\$ _____
Processing Fee	\$ <u>10.00</u>
No processing fee with online order.	
<b>TOTAL</b>	\$ _____

**ORDER ONLINE & SAVE \$10.00**  
[www.compusystems.com/order](http://www.compusystems.com/order)

**FAX ORDERS TO:**  
 +1 708.344.4444

**MAIL ORDERS TO:**  
 CompuSystems, Inc.  
 P.O. Box 6271  
 Broadview, IL 60155, USA

**FOR ASSISTANCE CALL:**  
 (INSIDE U.S.) toll free 866.600.LEAD  
 (OUTSIDE U.S.) +1 708.786.5565

Requires 110v AC Circuit.

You will receive an order confirmation 5-7 days after your order has processed.

# enhancements

Don't forget these valuable add-ons!

**Custom Lead Qualifiers** — Qualify your prospects in ways that are unique to your company. This option works just like Standard Lead Qualifiers, except you create and supply us with your own qualifiers. You can create up to 99 custom qualifiers, 21 characters long, including spaces. Simply provide your list of qualifiers when you place your order. **Option for Desktop, Mobile, & Mobile Elite.**

**Custom Survey** — Survey questions allow you to qualify your prospects and customize your post-show follow-up effort. Simply provide your survey questions with your faxed order, and we will program your survey to print on the paper lead form after a badge is scanned. **Option for Desktop & Mobile Elite.**

**Wireless Printer** — This valuable option allows you to print via Bluetooth from a hand-held device. **Option for Mobile Elite.**

**Delivery, in-booth setup and training** — Have your units delivered direct to your booth. A CompuSystems technician will also set the machines up in your booth and train your staff how to use them.

**Keyboard** — This valuable option allows you to take electronic notes using the CompuLEAD Desktop unit. Say goodbye to handwriting your notes and hello to keying them in! **Option for Desktop.**

**Real-Time Online Leads** — Your leads available in real-time via our BuyerConnect website. You can visit the website at any point during or after the show to view your leads and use our follow-up tools. Leads can also be viewed off-site by providing your log-in information to anyone you choose. **Option for Desktop.**

## BuyerConnect Follow-Up Services

Included FREE with all CompuLEAD rentals

CompuSystems offers premier post show follow-up services for exhibitors *and* attendees. After the event, exhibitors and attendees have online access to their personal list of booth contacts.

### Exhibitors can:

- Easily keep track of the attendees who stopped by their booth
- View and print their leads
- Send broadcast emails to their list of leads
- Print mailing labels from their list of leads
- Create reports based on the following criteria:
  - Lead Ranking
  - Leads Profile
  - Leads by Hour
  - Leads by Geographical Distribution



### Attendees can:

- View and download company information for exhibitors they visited
- Send follow-up emails to exhibitor contacts

It's never been easier to follow-up with your leads — and it's FREE!

Take advantage of these valuable tools and turn your leads into sales!

It's never been so simple! After the show, both exhibitors and attendee will receive a personal BuyerConnect email inviting them to view their contacts and take advantage of a powerful suite of post show follow-up services.



P.O. Box 6271, Broadview, IL 60155  
Phone: +1 708.786.5565 • Fax: +1 708.344.4444  
E-mail: exhibitor-support@compusystems.com  
www.compusystems.com

Join the CompuLEAD  
Users Group  
**LinkedIn**

# Custom Lead Qualifier Template

All the CompuLEAD lead retrieval units come equipped with ten standard lead qualifiers. For an additional charge, you can choose to create and supply CompuSystems with qualifiers specific to your company using the template below. Simply select the Custom Lead Qualifiers option on the lead retrieval order form, and fax this template to CompuSystems along with your order. Your lead retrieval product(s) will then be programmed with the qualifiers you specified.

You may create up to 99 Custom Lead Qualifiers, up to 21 characters long (including blank spaces).

In addition to letters and numbers, the following characters may be used: dashes, greater than and less than symbols, and plus and minus signs.


.....

- 01. \_\_\_\_\_
- 02. \_\_\_\_\_
- 03. \_\_\_\_\_
- 04. \_\_\_\_\_
- 05. \_\_\_\_\_
- 06. \_\_\_\_\_
- 07. \_\_\_\_\_
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- 14. \_\_\_\_\_
- 15. \_\_\_\_\_
- 16. \_\_\_\_\_
- 17. \_\_\_\_\_
- 18. \_\_\_\_\_
- 19. \_\_\_\_\_
- 20. \_\_\_\_\_

The following qualifiers come standard with every unit rented:

### Standard Lead Qualifiers

<b>Lead Ranking</b>	<b>Follow Up</b>
01 A-Lead	06 E-mail Info
02 B-Lead	07 Mail Info
03 C-Lead	08 Have Rep Call
<b>Authority</b>	<b>In-Booth Action</b>
04 Influencer	09 Gave Literature
05 Decision Maker	10 Gave Demo

 Use this template to create your own custom codes, which will replace the standard qualifiers listed above. Please keep a copy for your records.

All qualifiers will be programmed into your lead retrieval unit prior to show start. For CompuLEAD Desktop, the first 40 qualifiers will be printed and placed in a viewing tray onboard the unit; the remainder will be printed and given to you. For CompuLEAD Mobile and Mobile Elite, you will be able to view your list of qualifiers on the unit's screen. For CompuLEAD Smart, you must customize your qualifiers **PRIOR** to activation.

If you need additional space beyond what this template allows, you may attach a separate sheet of paper to this form continuing the number sequence.

**Fax with your order form to: +1 708.344.4444**

Show Name \_\_\_\_\_

Company Name \_\_\_\_\_

Booth Number \_\_\_\_\_



### attendee list rental

Target buyers by industry segment, demographic profile or geographic area. Lists counts can be modified to meet your budget requirements.

- Qualified registrant list direct from show organizer
- Promote your booth when and how you want
- Pricing and list counts calculated prior to finalizing your order – no hidden fees

#### List Rental

Cost per record: \$ 0.14  
Minimum order: \$350.00

### label printing

View and print Avery 5160 mailing labels in PDF format for the list you select.

- Save time – select a list and generate labels simultaneously
- Labels are formatted for you
- Create professional looking mailers

#### List Rental (see note)

Cost per record: \$ 0.14  
Minimum order: \$350.00

**Setup Fee:** \$ 35.00

#### note

The Label Printing service requires attendee list rental. List rental charges will apply. You will NOT receive a copy of the list when you take advantage of this service; the service applies as a one-time use.

#### information

ONLY THE FEATURES LISTED ARE AVAILABLE FOR THIS SHOW.

For additional information, visit:  
[www.compustystems.com/exhibitors-list.html](http://www.compustystems.com/exhibitors-list.html)

Questions? Contact a TrafficMax Specialist at +1 708.786.5565.

E-mail notifications will be sent to the key contact 6-8 weeks prior to the show.