

ExpoCard™ Lead Management Services



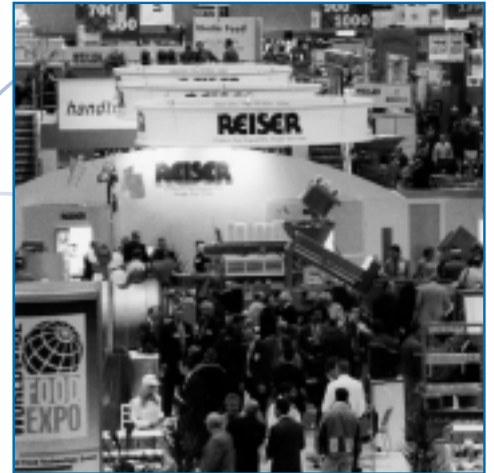
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Experience the ExpoCard Connection With ExpoExchange® . . .

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 custom printout 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 onsite.

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 & QUALIFICATION

By inserting an attendee's **ExpoCard** into an ExpoCard System in your booth, you make a permanent record of the visit. Please take a minute to learn about each of 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 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. Exhibitors retain the printout and have the option of transferring the data to a disk, mailing labels or a computer list for easy follow-up.

INCLUDES:

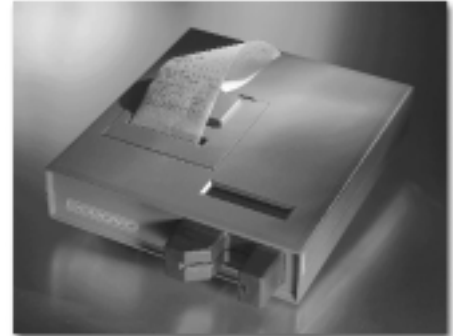
- Immediate one-part printout
- Visitors information stored in memory

OPTIONS:

- **ExpoCard Web**, Disk, Labels, and Lists - Follow-up on your leads fast by ordering your visitors information online or on diskette, labels, or list. (PC disk is available at the show. **ExpoCard Web** leads are available 24 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 Mobile**

ExpoExchange **ExpoCard Mobile** is a compact, hand-held, 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:

- Immediate one-part print-out
- Visitors' information stored in memory

OPTIONS:

- Daily download of leads
- Qualification survey programmed prior to show

FEATURES:

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

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 - (provided) 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

NEW!
Combines Hand-Held
Technology with Full
Printing Capabilities!



LEAD RETRIEVAL & QUALIFICATION

ExpoExchange® **ExpoCard Connect**

Connect our ExpoCard Standard 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 Standard 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 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 Standard
- 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 Standard:** 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



ExpoExchange®

Lead Express

Lead Follow-up Just Got Easier!

Following up with your booth visitors is the only way to turn leads into sales. Most exhibitors fail to follow up with leads because the process is time-consuming and expensive.

Not anymore!

Introducing ExpoExchange **Lead Express**, the easiest, most economical way to send full-color HTML emails to the leads captured using your ExpoCard system. For less than the cost of booth electricity you can establish post-show contact with the people who made time to personally visit your exhibit.



Five Reasons That You Need Lead Express

1. It's easy to use
2. It's effective
3. It's affordable
4. It builds relationships
5. It solves the follow up challenge

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 **ExpoCard Standard** and 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 your ExpoCard Standard 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



All leads captured in ExpoCard Systems are downloaded and available on disk. 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.

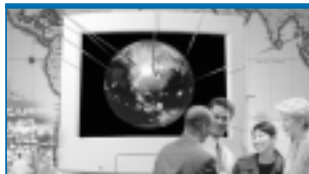
Custom Printout



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 disk. Be sure to complete the custom printout template located on the last page of this booklet.

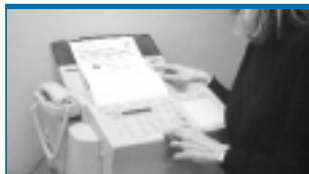
Lead Express Email Service

*** New Service**
See details on previous page.



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 10/1/04 FOR DISCOUNT
DEADLINE TO ORDER PRIOR TO THE SHOW 10/20/04

ORDER ONLINE: Visit <http://order.expoexchange.com>

Your access code is RJCDPJ.

Credit Union
National Association
October 24-27, 2004
Honolulu, Hawaii

	ON or BEFORE 10/1/04	AFTER 10/1/04	# UNITS	TOTAL
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ExpoCard Standard

Tabletop device with automatic printout.	FREE	FREE	_____	_____
Add a diskette	\$100 per reader	\$125 per reader	_____	_____
Add a custom paper printout	\$100 per reader	\$125 per reader	_____	_____
Additional ExpoCard Standard + paper printout	\$150 per reader	\$200 per reader	_____	_____
<i>Standard</i> + paper printout + disk of leads*	\$250 per reader	\$325 per reader	_____	_____
<i>Standard</i> + custom paper printout	\$250 per reader	\$325 per reader	_____	_____
<i>Standard</i> + custom paper printout + disk of leads*	\$350 per reader	\$450 per reader	_____	_____
*Includes ExpoCard Web Lead Analysis				
Upgrade to ExpoCard Web Lead Management	\$100 per reader	\$100 per reader	_____	_____

ExpoCard Mobile

Hand-held lead qualification with built-in printer.				
<i>Mobile</i> + paper printout	\$225 per reader	\$250 per reader	_____	_____
<i>Mobile</i> + paper printout + disk of leads	\$325 per reader	\$375 per reader	_____	_____
<i>Mobile</i> + paper printout + disk of leads + electronic survey*	\$425 per reader	\$500 per reader	_____	_____
*Order deadline for survey 21 days prior to show				

ExpoCard Connect

Each additional ExpoCard Connect	\$400 per reader	\$500 per reader	_____	_____
Includes lead qualification software, ExpoCard <i>Standard</i> , and cable. (Laptop required)	\$250 per reader	\$300 per reader	_____	_____
Don't have a laptop? Call about our "Full Service" system.				

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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OPTIONAL SERVICES:

HTML e-mail follow-up to your leads with ExpoExchange Lead Express	\$350	\$350	_____	_____
Labels of your leads: Peel & Stick _____ Cheshire _____	\$100 per reader	\$125 per reader	_____	_____
List of your leads	\$100 per reader	\$125 per reader	_____	_____
Nightly download of leads on disk at service desk	\$300 per reader	\$400 per reader	_____	_____
Nightly download of leads on disk in booth	\$500 per reader	\$600 per reader	_____	_____
Delivery of ExpoCard Readers (does not include pick up)	\$100	\$100	_____	_____

All applicable sales tax will be added at the time of charge. **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 _____
ORDERS CONFIRMED VIA 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 **CUN042/KRO** Team **2**



800.787.0475 • 301.662.9400 • FAX 301.694.3286
e-mail: exhinfo@expoexchange.com • www.expoexchange.com

