



TRADESHOWS & EVENTS
RATES ARE FOR THE ENTIRE SHOW & INCLUDES ONSITE USAGE TRAINING & SUPPORT!

EXHIBITOR INFORMATION (Please write clearly)

Company Name _____
 Billing Contact _____
 Address _____
 City, State, Zip _____
 Phone _____



SOFT 2010 ANNUAL MEETING
 The Marriott and Greater
 Richmond Convention Center
 Richmond, Virginia
 October 17-22, 2010

Delivery Contact _____
 Booth # _____ Onsite Cell# _____

Please Note pre-orders CLOSED after 10/08/2010; a limited # of systems available onsite first-come-first-serve.	ORDER BY FRIDAY	ORDER BY FRIDAY	QTY	TOTAL
	October 1, 2010	October 8, 2010		
1. EXPO! Ultra Desktop with USB Flash Drive	\$300.00	\$325.00		
The SmartSource Ultra Desktop includes scanner, display, qualifiers, hard copy paper printout and USB Flash Drive that saves leads automatically. Electricity REQUIRED at your booth to utilize this system. System is pre-programmed to read and capture attendee's contact information from their name badge. After scanning the bar-coded badge, the attendee lead immediately outputs to built-in display and printer. You can "Line Feed" the paper roll if you need to write notes about the lead. At close of show simply take the Hard Copy and USB Flash Drive of saved leads. Information easily imported into Excel or back-end database.				
Ultra Extra Roll of Paper (approximately 300 leads per roll)	\$5.00	\$10.00		
Ultra Self-Scan Stand (allows attendees to scan themselves)	\$25.00	\$30.00		
2. EXPO! Leads2Go Hand Held with SD Card/Reader	\$350.00	\$375.00		
The SmartSource Leads2Go MC50 Hand Held includes built-in scanner, display, and ability to qualify and write notes electronically with a Stylus Pen! Additionally you can take photographs of the attendee, as well as record voice notes. You can also have the system customized for "survey" related questions or qualifiers. You're NOT required to have electricity. System is completely battery operated designed to last the entire event. After scanning, attendee leads information immediately outputs to the display and saves to the SD Card provided as a text file. When the show closes simply take the SD Card/USB Reader with you.				
Optional Customized Qualifiers/Action Codes	\$85.00	\$95.00		
Optional Post-Show Email Back-Up of Exhibitor's Leads*	\$20.00	\$25.00		
Optional Booth Delivery & Setup**	\$25.00	\$30.00		
*SmartSource is not responsible for the USB Flash Drive or SD Card/Reader whether lost, damaged, and/or stolen once saved leads are removed from system by client, or given to client by SmartSource at show end.			SUBTOTAL	
**All equipment must be picked up from the SmartSource service desk unless delivery option is chosen. Delivered units must be returned to the SmartSource service desk by exhibitor at the end of the event.			Tax: 5.0%	
			TOTAL	

Submit Order Form To:
SmartSource
Computer & Audio Visual Rentals
 2416 Lake Orange Drive, Suite 190
 Orlando, FL 32837
 800/675-1633
 917/591-8021 E-Fax
 Leads@SmartSourceRentals.com



****** Rental Payment is Due in Advance ******

Rental Payment: _____ Visa/MC _____ AMEX

Card #: _____ Exp. Date: _____

Card Holder Name: _____
 Card holder & signature represents above company or companies.

Authorized Signature: *** _____

*** I authorize this credit card to be used as payment for this contract. ***

Faster...Easier...EXPO! Ultra™



EXPO! Leads2Go™



Rental rates are based on the entire show including setup day. Customer is responsible for all loss or damage to equipment. All orders are subject to SmartSource standard terms and conditions. A company representative MUST be present upon delivery and pick up or additional fee may apply. 100% cancellation fee may apply for orders cancelled up to 5 days before the show. Any items cancelled on-site will be charged 100% cancellation fee. Prices subject to availability. Drayage/union/handling fees are not included.

NOTE THAT ALL LEAD RETRIEVAL ATTENDEE INFORMATION PROVIDED IS AT THE DISCRETION OF SHOW MANAGEMENT!

Lead Retrieval Exhibitor FAQ



Why should we have a lead retrieval system in our booth? Lead Retrieval is the perfect way to quickly and easily capture qualified attendee contact information electronically without relying on business cards or writing information when so many attendees are visiting your booth.

What types of lead retrieval systems are available? We have a variety of systems that range from electrical desktop systems to wireless and battery-operated handheld systems. We also provide real-time Internet handheld systems.

Are lead retrieval systems complicated to use onsite? Our systems are plug-and-play. Turn it on and all you have to do is simply scan the attendee badges right through the badge holder.

What if we have problems with the system onsite? From our customer service desk we provide complete technical assistance on show site from exhibitor set-up through the close of the expo. Just in case, we always provide extra systems onsite to swap if necessary.

What happens after we scan a badge? The attendee information reads on the system's display and prints the information to a paper-roll on our desktop systems. All information saves to system's internal hard drive as well as inserted SD Card/USB Flash Drive.

How many leads will print out on a roll of paper? Approximately 300 leads will print out on a roll of paper. We also provide extra rolls of paper onsite if additional rolls are needed.

Other than the attendee's contact information, is there additional information we can capture? All our systems have built in qualifiers that you can utilize. We can also customize the system to capture attendee demographics, products and/or services specific to the needs of your organization.

Can we write notes? Our systems are designed for taking notes from using the stylus pen on our handheld systems, or many times exhibitors like to simply write notes on the roll of paper.

How do we retrieve the leads at the end of the expo? All the leads save as a text file to either a USB Flash Drive or SD card that we provide for you take with you, depending on the system you rent. Because the leads are in a text file, they are easy to import into Excel or your database program. We provide you importing instructions, or we can walk you through it over the phone.

Here's what Exhibitors are saying about our Lead Retrieval Services:

"I'm so happy we rented your system. It beats having to write down all the information and then re-type them back at our office. Attendees never carry enough business cards anyway."

"Your system was the best I ever used. It was so easy to scan the badge, and gave me the necessary time to focus on my sales efforts in the booth."

"I'm technically challenged, so I really appreciate your onsite tutorial and customer service during the expo."

"We got so many leads! Your system is great, especially those qualifiers."

"I loved being able to see the leads printout on the paper. It gave me a chance to write little notes for when I follow-up with them."

"Thanks for getting me the saved leads so quickly. They were so easy to upload."

For more information, please call (800) 675-1633 Toll Free
or email Leads@SmartSourceRentals.com

www.SmartSourceRentals.com

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New York • Orlando • Philadelphia • Phoenix • Portland • San Diego • San Francisco • Seattle • Washington, DC