

## Exhibitor Lead Retrieval Order Form

Please place your order by Friday, February 12, 2010.

Phone: 800-393-4226 Fax: 415-979-2260  
 CMR, 33 New Montgomery St., Suite 1000  
 San Francisco, CA 94105

www.cmrrreg.com/aaair\_3a



Exhibiting Company: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Office Contact: \_\_\_\_\_ Onsite Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

CMR.ez Lead Retrieval Package Descriptions	ADVANCE Orders received prior to or on 1/22/2010	REGULAR Orders received between 1/23 and 2/12/2010	ONSITE Orders received after 2/13/2010	QTY	TOTAL
<b>CMR.ez Lead Deluxe Package</b> Hand held laser scanner attached to a tabletop printer. Leads are printed, saved to a USB memory stick and are available online after the expo. Standard electricity is required.	\$360	\$380	\$395		
<b>CMR.ez Lead Mobile Package</b> Pocket sized battery-powered mobile laser scanner. Leads provided online at the end of the expo. No electricity required. Does not include a printer.	\$290	\$310	\$330		
<b>CMR.ez Lead Standard Package</b> Hand held laser scanner attached to a tabletop printer. Leads are printed but not saved in electronic format. Standard electricity is required.	\$250	\$270	\$290		
<b>Printer for Lead Mobile Package</b> New! Print your Mobile Package leads to paper! Each printer receives leads wirelessly from one Mobile Package.	\$50	\$70	\$90		
<b>Customized Follow-up Action Codes</b> Create follow up codes that are specific to your company or organization. The price here is per batch of 10 codes.	\$75	\$95	\$115		
<b>Roll Replacement Service</b> CMR will replace your paper roll each time your printer runs out. (Deluxe and Standard packages only.)	\$15	\$25	\$25		
<b>In-Booth Delivery, Setup &amp; Training</b>	\$110	\$130	(not applicable)		
	9% New Orleans Sales Tax				
	<b>TOTAL AMOUNT</b>				

**CHECK:** If paying by check, you must also fill in credit card info below to be used as a security deposit. Your credit card will not be charged as long as the lead retrieval unit is returned in working order at the close of the trade show.

Make Check Payable to: *Convention Management Resources*

**CREDIT CARD:** (AMEX, VISA, MasterCard)

**ORDERS CANCELLED PRIOR TO OR ON FEBRUARY 12, 2010 WILL BE SUBJECT TO A \$75 CANCELLATION FEE. ORDERS CANCELLED AFTER THAT DATE WILL BE COMPLETELY NON-REFUNDABLE.**

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Email, if different than above (for 2<sup>nd</sup> receipt): \_\_\_\_\_

**Signature:** By signing below, I am stating that I am authorized to place this order and that I agree to all terms and conditions stated on both pages of this order form. I further agree to perform the obligations set forth in the Cardholder's agreement with the issuer of the credit card listed above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## TERMS AND CONDITIONS

The CMR.ez Lead packages for the AAAAI 2010 Annual Meeting feature hand held laser scanners and state-of-the-art encoded, 2-dimensional PDF417 barcodes. The Deluxe and Mobile Packages provide the Customer with leads stored on a USB Memory stick in the industry standard ASCII, comma-delimited format. Both the above packages also provide the option to have leads delivered by email. The Standard Package provides the printed leads on a paper roll. *Options available include 1) Custom Follow-up Action Codes 2) In-Booth Delivery, Training and Setup and 3) Roll Replacement Service.*

The Customer is solely responsible for converting the data file to different formats. There are basic instructions contained in a README.TXT file on each lead retrieval file that assist in the data conversion process.

1. **Convention Management Resources (CMR)**, the Official Event Contractor for Lead Retrieval Services, agrees to provide its CMR.ez Lead services to the Customer for the agreed upon fee listed on the other side of this order form. The service will include the use of the equipment for the duration of the show. CMR will furnish its equipment to the Customer in good working order and the Customer agrees to return the equipment in the same condition.
2. **PAYMENT** shall be in United States dollars and submitted with this order form. CMR will accept authorized credit cards (AMEX, VISA or MasterCard) or company checks drawn on banks located in the United States of America. Payment to CMR will not be refunded for any reason, except as stated in item 5 below. *Any returned checks will be subject to a \$30 returned check fee and loss of early payment discounts.*
3. **SECURITY DEPOSIT:** CMR will accept company checks for payment only if a valid credit card number is provided for use as a security deposit in the event the CMR.ez Lead unit is not returned at the close of the tradeshow.
4. **REPLACEMENT COST FOR LOST OR DAMAGED EQUIPMENT:** Customer acknowledges, understands and agrees that the total cost of replacement for CMR's equipment will be as follows: \$2,600.00 for the *CMR.ez Lead Standard or Deluxe Package*, \$1,800.00 for the *CMR.ez Lead Mobile Package*, \$800 for the Mobile Printer and \$300 for the *Scanner-Only Package*. Customer agrees to the immediate payment, upon request by CMR for all damages or loss of CMR's equipment, except such as may result from normal operation thereof. In the event that Customer does not immediately pay its obligation to CMR for lost or damaged equipment, Customer agrees to pay CMR a weekly rental fee equal to the service fee listed on the front of this Order Form. This is in addition to the replacement cost of CMR's equipment.
5. **CANCELLATION/REFUNDS:** Orders cancelled prior to or on February 12, 2010 will be subject to a \$75.00 administration fee. Orders cancelled after February 12, 2010 ARE NON-REFUNDABLE. NO REFUNDS WILL BE GIVEN FOR EQUIPMENT NOT PICKED-UP AND/OR NOT UTILIZED BY BOOTH PERSONNEL.
6. **CMR SHALL NOT BE RESPONSIBLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES** arising from the loss of customer information, for any reason, arising from or relating to CMR's equipment. CMR's liability for damage of any cause whatsoever will be limited to the total rental price for the equipment and services provided by CMR as listed on the front page of this Order Form.
7. **RETURN OF EQUIPMENT:** Customer agrees to return all equipment to the CMR Service Desk within one (1) hour of the event closing, and must obtain a receipt as proof for the return of equipment. CMR's equipment must be picked up and returned to the CMR Service Desk in the designated Contractor Service Area. Damaged or non-returned equipment will be charged in accordance with item 4 above. EQUIPMENT NOT RETURNED TO THE CMR SERVICE DESK, OR LEFT IN THE EXHIBIT AREA, IS THE SOLE RESPONSIBILITY OF THE CUSTOMER. Should CMR, at its option and with no responsibility to do so, recover abandoned equipment, Customer agrees to pay CMR a \$100.00 abandonment fee. In no way does this absolve Customer from its responsibility to timely return CMR's equipment.
8. **GOVERNING LAW:** It is agreed that the governing law pertaining to this contract will be the law of the State of California, with venue exclusively in San Francisco County.

Convention Management Resources, Inc.  
33 New Montgomery Street, Suite 1100  
San Francisco, CA 94105  
800-393-4226

**Order on or before January 22, 2010 to receive the Advance Rate.  
Fax your form to 415-979-2260 or visit [www.cmrreg.com/aaair\\_3a](http://www.cmrreg.com/aaair_3a)  
For questions or phone orders call 800-393-4226.**



## CMR.ez Lead Retrieval Packages

One of the most important reasons to exhibit at the AAAAI 2010 Annual Meeting is to collect data on buyers or attendees that are interested in your organization's products and services. At the meeting, each attendee is provided with a badge containing a 2D barcode. Encoded in this 2D barcode is contact information and demographics that your company will want to capture. Selecting the CMR.ez Lead Retrieval package that best suits your needs will help your organization realize the best return on your investment.

### **New for 2010 – Collect your leads online!**

If you order the *Deluxe Lead Package* or *Mobile Lead Package*, you can now collect your leads after the end of the show from our website!



### **CMR.ez Deluxe Lead Package**

This CMR.ez Lead package features a hand-held laser scanner attached to a printer with a USB memory stick.

This package includes:

- A printed version of the data encoded in the 2D barcode as you scan.
- An electronic copy of the scanned data stored on a USB memory stick as you scan. **New for 2010:** Leads will also be available online after the expo.
- The USB stick will include easy instructions on how to import this data into most popular business applications including Excel, Act and more.
- Leads will also be available online after the expo.
- 20 Standard Action Codes included on request.
- Custom Action Codes available.

This CMR.ez Lead package requires standard electricity.

**Select the CMR.ez Lead Deluxe Package if you want both a printout and an electronic copy of the attendee data.**



### **CMR.ez Lead Standard Package**

This CMR.ez Lead package features a hand-held laser scanner attached to a printer.

This package includes:

- A printed version of the data encoded in the 2D barcode as you scan.
- 20 Standard Action Codes included on request.
- Custom Action Codes available.

This CMR.ez Lead package requires standard electricity.

**Select the CMR.ez Lead Standard Package if you only need a printout of the attendee data.**

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## CMR.ez Lead Retrieval Packages - Continued

### CMR.ez Mobile Lead Package

This CMR.ez Lead Package is lightweight and completely mobile and features:



- A portable, handheld 2D laser scanner.
- A built-in LCD display which allows for quick verification that the data has been captured and stored.
- Data is stored and then downloaded at the end of the tradeshow. **New for 2010:** Leads are provided online after the expo.
- This unit does not include a printer, but one is available (see below).
- 20 Standard Action Codes included on request.
- Custom Action Codes available.

This CMR.ez Lead package requires no electricity and has battery power that will last the entire trade show.

**Select the CMR.ez Lead Mobile Package if you want to be completely mobile, or will not have electricity at your booth.**

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### Printer for Mobile Package



New! This printer can receive leads via Bluetooth from the Mobile Lead Package, and print them.

- Sold separately from Mobile Package.
- Each printer connects wirelessly to one mobile unit.
- Battery powered – does not require electricity.

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### CMR.ez Scanner-Only Package

If you are looking for a scan-gun interface for your own computer system and program, CMR.ez now offers discount prices for scanner rentals.



- A handheld laser scanner with serial output and a USB adapter.
- Plugs directly into your computer system.
- Badge Developers Kit included for free.
- Data is scanned as hex code. Keyboard wedge software is needed to convert data to text.
- Exhibitor is responsible for importing the scan data into their own software.

Call for prices & order form: 800-393-4226.

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## CMR.ez Lead Retrieval Custom Action Codes

To achieve the best return on investment at the AAAAI 2010 Annual Meeting, create your own Custom Action Codes that you can use in addition to the 20 Standard Action Codes provided with your equipment rental. Capture your potential customer's interest in a specific product or service, or indicate next step action by a specific member of your team by creating Custom Action Codes.

To follow are the Standard Action Codes that come with your equipment rental:

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. <b>Send Literature</b></li> <li>2. <b>Send Samples</b></li> <li>3. <b>Send Pricing</b></li> <li>4. <b>Add to Mailing List</b></li> <li>5. <b>Technical Info Required</b></li> <li>6. <b>Detail Specs Required</b></li> <li>7. <b>Provide Quote</b></li> <li>8. <b>Product Demo Required</b></li> <li>9. <b>Immediate Contact Required</b></li> <li>10. <b>Have Salesperson Call</b></li> </ol> | <ol style="list-style-type: none"> <li>11. <b>Recommends</b></li> <li>12. <b>Final Say</b></li> <li>13. <b>Makes Purchase Decisions</b></li> <li>14. <b>Partial Interest</b></li> <li>15. <b>Purchase in 30 days</b></li> <li>16. <b>Purchase in 3 months</b></li> <li>17. <b>Purchase in 6 months</b></li> <li>18. <b>Ready to Purchase</b></li> <li>19. <b>Immediate Need</b></li> <li>20. <b>Order Placed at Show</b></li> </ol> |
|--|---|

For an additional fee (see order form) create up to 10 Custom Action Codes to use in addition to the 20 Standard Action Codes. List your Custom Action Codes below and include this page with your Order Form.

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_

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