

# How do you recognize your **new #1 client?**

With **complete prospect profiles** captured with **X•Press Leads**.

A simple scan gives you the contact and demographic information to identify your ideal prospects. Make your exhibiting efforts pay off with the small investment that yields huge returns.

## **X•Press Lead Family** Solutions for every exhibitor

### **X•Press Connect Plus**

- Portable and handheld
- Scans anywhere
- Full color display
- Optional Bluetooth printer

**NEW**  
for  
**2012**



### **X•Press Connect**

- Scan or type badge ID
- Real-time leads list
- Review, add notes and qualifiers
- Set Appointments
- Fast email followup



Hardware Compatibility – iPhone 3GS, 4G and 4S; iPad 2; and Android phones and tablets  
iPhone OS Compatibility – iPhone iOS 3.x, 4.x and 5.x

### **X•Press LeadKey**

- View & Sort Leads anytime
- Uses your PC
- Instant access to leads
- Add notes easily



### **X•Press LeadPro**

- Stand-alone, desktop unit
- Instant printout
- Unlimited paper supply
- Complimentary USB flash drive



LeadPro requires  
120 volt AC outlet

Leads are available 1 business day post-event at [www.xpressleadpro.com/leads](http://www.xpressleadpro.com/leads) no additional charge.  
All orders include onsite & post show tech support.

## **X•Press Extras** Tools that save time and increase sales

### **X•Press DITP**

Save time onsite with DITP– Delivery, Installation, Training and Pickup, at the booth

- Saves time
- Guarantees proper setup
- Staff training

### **Custom Qualifiers**

X•Press Custom Qualifiers target ideal prospects

- Customize qualifying questions
- Identify customer interests
- Simplify follow-up

### **Email Blasts**

Use X•Press Email Blasts for effective follow-up while show fresh in prospect's minds.

- Personal greetings
- Highlights unique message and brand
- Fully formatted HTML

### **Mailing Labels**

Preprinted crack-n-peel labels make post-show mailing a breeze.

- Easiest way to mail materials
- Expedite mailing
- Works for any type of mailing

# 54th Annual Meeting

July 29 - August 2 • Charlotte, NC

## XPress™ Leads CONVENTION DATA SERVICES



ORDER ONLINE: [www.xpressleadpro.com](http://www.xpressleadpro.com) Use Show Code: **AAPM072**

**Not everyone will have a business card. Everyone will have a name badge to scan. Don't miss a single prospect!**

**Save 10%**

### Complete Lead Management Packages Include:

- the Lead Retrieval System
- 20 Custom Sales Qualifiers for targeted post-show follow up and
- X•Press DITP (Delivery, Installation, Training and Pick-up Service to your booth).

**EARLY\***  
thru  
**05/24/12**

**ADVANCE\***  
thru  
**06/28/12**

**STANDARD\*\***  
after  
**06/28/12**

QTY

TOTAL



**NEW**  
for  
**2012**

#### X•Press Connect Plus Package - Portability & Versatility

Portable scanner allows you to walk around your booth or use at offsite events. Full color display and easy-to-use interface.

Leads can be downloaded during and after the show at: [www.xpressleadpro.com/leads](http://www.xpressleadpro.com/leads)

**Bluetooth Printer** - Add a Bluetooth printer for hardcopy leads printout. One per unit

<input type="checkbox"/>	\$540	\$620	\$735	_____
<input type="checkbox"/>	+\$70	+\$80	+\$90	_____



#### X•Press LeadKey Package - Plug-and-Play PC Solution

Use your laptop to capture leads using a USB flashdrive with X•Press Leads software program and scanner. Leads can be saved directly to laptop's harddrive.

Requires Windows 2000 or greater, 2 USB 1.1 connections and .NET Framework. NOT compatible with MACs.

<input type="checkbox"/>	\$490	\$570	\$685	_____
--------------------------	-------	-------	-------	-------



#### X•Press LeadPro Package - All-In-One Desktop Solution

Easy-to-use product for those who want everything in one, simple unit. The built in printer gives instant access to leads and complimentary USB flash drive stores prospect information.

The X•Press LeadPro does require electricity.

<input type="checkbox"/>	\$445	\$525	\$640	_____
--------------------------	-------	-------	-------	-------

### New! X•Press Connect for your iPhone, Android or Tablet!



**NEW**  
for  
**2012**

#### X•Press Connect - Lead Retrieval on Your Mobile Device

Use your own mobile device to scan or type badge ID for real-time lead information. X•Press Connect features include custom qualifiers or surveys, fast email "follow-up", schedule appointments (iPhone only), lead rating, view real-time statistics and the ability to work offline with full functionality to avoid roaming charges. Leads available online during and after the event.

**Additional Licenses** - Get a license for each person in your booth and increase your leads

Hardware Compatibility – iPhone 3GS, 4G and 4S; iPad 2; and Android phones and tablets  
iPhone OS Compatibility – iPhone iOS 3.x, 4.x and 5.x

<input type="checkbox"/>	\$325	\$375	\$435	_____
<input type="checkbox"/>	\$99 for each additional license			

### Individual Lead Retrieval Units - Please see product descriptions above

**Individual X•Press Connect Plus** - features listed above without the DITP and Custom Qualifiers

**Add a Bluetooth Printer** - One per unit, *available for Connect Plus Only*

**Individual X•Press LeadKey** - features listed above without the DITP and Custom Qualifiers

**Individual X•Press LeadPro** - features listed above without the DITP and Custom Qualifiers, Includes USB

<input type="checkbox"/>	\$410	\$460	\$520	_____
<input type="checkbox"/>	+\$70	+\$80	+\$90	_____
<input type="checkbox"/>	\$350	\$400	\$460	_____
<input type="checkbox"/>	\$305	\$355	\$415	_____

### X•Press Extras - Optional Services (prices listed below are per unit)

#### X•Press eBlast Email Service

X•Press eBlast is the complete event email campaign solution. Send custom HTML or plain text emails to your leads, complete with a personalized greeting and your company's unique message. ~ this is a post-show service

<input type="checkbox"/>	\$195	\$245	\$290	_____
--------------------------	-------	-------	-------	-------

#### X•Press Mailing Labels

Make following up on your leads simple with X•Press Mailing Labels. Your leads are merged and printed on to peel & stick labels then shipped directly to your office. *International orders, additional shipping charges will be applied.*

<input type="checkbox"/>	\$135	\$135	\$135	_____
--------------------------	-------	-------	-------	-------

#### X•Press Custom Sales Lead Qualifiers

Available for all systems to enhance your post-show follow up. Target ideal prospects!

Submit customized qualifiers with an online order or by email to [xpressleadpro@cdsreg.com](mailto:xpressleadpro@cdsreg.com) . - 20 lines with a 22 character limit

<input type="checkbox"/>	\$95	\$115	\$150	_____
--------------------------	------	-------	-------	-------

#### X•Press DITP Service

Delivery, Installation, Training and Pick-up Service. Ensure your booth staff learns tips to maximize results.

<input type="checkbox"/>	\$95	\$115	\$150	_____
--------------------------	------	-------	-------	-------

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

**TOTAL  
(US dollars)**

=

#### ORDER ONLINE;

[www.xpressleadpro.com](http://www.xpressleadpro.com)

Use Show Code: **AAPM072**

Fax both order pages to:

1-508-759-4238

#### Questions?

Please contact Steve Barove

1-800-746-9734 ext. 1112

1-508-743-0112

[sbarove@cdsreg.com](mailto:sbarove@cdsreg.com)

**NO REFUNDS ON ORDERS PLACED  
WITHIN 4 WEEKS OF SHOW OPENING**

\*Early & Advance order cancellations are  
subject to a \$100.00 cancellation fee

\*\*Onsite orders limited to availability

# 54th Annual Meeting

July 29 - August 2 • Charlotte, NC

## XPress<sup>TM</sup> Leads CONVENTION DATA SERVICES



ORDER ONLINE: [www.xpressleadpro.com](http://www.xpressleadpro.com) Use Show Code: **AAPM072**

**Not everyone will have a business card. Everyone will have a name badge to scan. Don't miss a single prospect!**

Leads are available 1 business day post-event at [www.xpressleadpro.com/leads](http://www.xpressleadpro.com/leads) for no additional charge.

All orders include onsite & post event tech support.

CONTACT

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

COMPANY WEB ADDRESS: <http://www.>\_\_\_\_\_

All orders will be confirmed by email.

PAYMENT

PAYMENT METHOD: ☐ MC ☐ VISA ☐ AMEX

CARD NUMBER: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_ "Convention Data Services" will appear on your credit card statement.

SIGNATURE: \_\_\_\_\_

### Authorization

Your signature denotes acceptance of the Terms & Conditions on both pages of this order form and is required prior to processing.

SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**Questions?**  
Please contact Steve Barove  
1-800-746-9734 ext. 1112  
1-508-743-0112  
[sbarove@cdsreg.com](mailto:sbarove@cdsreg.com)

**NO REFUNDS ON ORDERS PLACED  
WITHIN 4 WEEKS OF SHOW OPENING**

\*Early & Advance order cancellations are  
subject to a \$100.00 cancellation fee

\*\*Onsite orders limited to availability



**CONVENTION  
DATA SERVICES®**

## Terms & Conditions

1) Convention Data Services, Inc. hereinafter called "CONTRACTOR" agrees to the delivery of services as specified and is to be rendered in a timely and professional manner according to standard industry practices. All equipment and software remains the sole property of CONTRACTOR. In the event of strikes, electrical power failures, accidents and/or occurrences beyond the control of CONTRACTOR or customer, all deposits and fees shall be returned.

2) The method of payment shall be in United States dollars and submitted with the order for service. CONTRACTOR will only accept checks drawn on banks located in the United States of America or certified funds. **Checks will not be accepted as payment at the show site.**

- 3) Early & Advance orders must be received on or before deadlines and paid in full. Orders received without payment or after the discount deadlines will be charged at the appropriate published price based on order deadline dates. Services will not be rendered until payment in full is received.  
**ALL EARLY & ADVANCE ORDER CANCELLATIONS WILL BE SUBJECT TO A \$100.00 CANCELLATION FEE.**
- 4) Onsite orders are based on unit availability. **NO REFUNDS WILL BE MADE FOR ORDER CANCELLATIONS RECEIVED WITHIN 4 WEEKS OF THE OPENING DATES OF THE SHOW.**
- 5) No partial refunds will be allowed onsite should exhibitor fail to meet the system requirements stated on the front of the order form for X Press LeadKey orders. If your computer does not meet these requirements, our onsite representatives will do their best to upgrade your computer. Otherwise an alternate lead retrieval device will be provided subject to availability. **No refunds will be granted in these circumstances.**
- 6) The X Press LeadPro requires electricity. No partial refunds will be allowed onsite should exhibitor fail to order electricity for X Press LeadPro orders. If you do not have electricity, and need an alternative unit, an alternate lead retrieval device will be provided subject to availability. **No refunds will be granted in these circumstances.**
- 7) The customer agrees to return any equipment to CONTRACTOR in the same condition. The customer agrees to the immediate payment, upon request by CONTRACTOR for all damages or loss of equipment, except such as may result from normal operation thereof; and the customer acknowledges and understands that the applicable replacement cost is as follows: X Press LeadLite Unit: \$500.00; X Press LeadPro Unit: \$2,000.00; X Press LeadKey: \$500.00; X Press Connect Plus (Commando): \$2,000.00; X Press Connect Plus Bluetooth Adapter: \$500; X Press Connect Plus: Remote Printer (Fujitsu) \$1,000.00; X Press Connect Plus: AC Adapter for Blue Tooth Printer \$250; Barcode Scanner: \$1,000.00; Unit Power Adapter: \$25.00; Carrying Case: \$50. The customer authorizes CONTRACTOR to charge the credit card provided \$500.00 for failure to return the equipment within two hours after the official hall closing. The customer also authorizes CONTRACTOR to charge the credit card the replacement cost indicated above for either the failure to return the equipment or for any damaged equipment.
- 8) Customer is responsible to pay all applicable Federal, State or Local taxes. If the applicable tax rate is different from the published rate at the time of placing the order, then Contractor may adjust the tax due by the customer accordingly. If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exempt Certificate for that state. Please submit this certificate with order, otherwise tax will be charged to your order.
- 9) CONTRACTOR'S liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR.
- 10) Customer agrees to return all equipment to CONTRACTOR'S service desk within two hours of the show closing. **EQUIPMENT LEFT IN THE EXHIBIT AREA IS THE RESPONSIBILITY OF THE CUSTOMER.**
- 11) It is agreed that the governing law pertaining to this contract will be the laws of the State of Massachusetts, with venue exclusively in Barnstable County.
- 12) If you have ordered our Delivery/Pick-up service, there must be a company representative available to receive the equipment. Deliveries are completed the day before the show opens unless otherwise noted. If no one is present in your booth when we deliver your system, you will be responsible for picking up your equipment. Pick-ups are done one (1) hour following the close of the show.
- 13) CONTRACTOR disclaims any responsibility for misuse, loss or power, power surges, and customer adjustments that are not covered in the instructions, acts of God, or any other act beyond the control of the CONTRACTOR.
- 14) Equipment images for marketing purposes represent the current equipment, however due to continuous new product development and technology upgrades, equipment fulfillment onsite may not always match equipment images found on forms and other ordering methods.



**CONVENTION  
DATA SERVICES®**