



Dear Exhibitor

Congratulations on your decision to exhibit. With planning, persistence and technology, your investment will deliver a solid return.

Planning You're making a significant investment. Let potential visitors know where your booth will be located and what products will be displayed. Effective methods: email, postcards, mentions on your website, Twitter, Facebook, LinkedIn and all customer communications. Plan your booth layout so that it is inviting and most important, that signage makes it clear what your company offers.

Persistence The end of the show is not the end of the show. It's the beginning of the all-important follow-up process. Most of your competitors (Over 70 percent according to the Center for Exhibition Industry Research) will not follow up, not even once. Here is where you can get a huge return on your investment in the show.

Technology Why do so few exhibitors actually follow up on their leads? It isn't necessarily that they are lazy – the vast majority are not. Follow-up can be time-consuming. It can be unproductive without the right tools. Fortunately, at your show the right tools are available. The cost is a tiny fraction of your total show investment.

According to a LinkedIn survey, the biggest challenge for exhibitors is identifying their best trade show sales leads. Exhibitors using lead technology from Bartizan, your event's official provider, can identify their best leads in minutes, even if they have thousands of leads. Bartizan has systems appropriate for most any exhibitor, regardless of size or budget.

What you get with every Bartizan lead retrieval system:

- Ease of use
- Unlimited standard and customizable follow-up codes
- Electronic note entry
- Immediate access to your data
- A database that you can filter to identify your best leads

For the features offered by each system, see below. Here's wishing you a successful, profitable event. And remember, investing just a small fraction of your total show outlay in lead technology can make all the difference.

Best Regards,

Lew Hoff
President, Bartizan Connects

LEAD RETRIEVAL ORDER FORM



Go Green and Save \$5 when you order online:
www.myleadretrievalorder.com/OHIMA



1 EXHIBITOR INFORMATION

Contact Name _____		Booth # _____	
Company Name _____			
Address _____			
City _____	State _____	Zip Code _____	Country _____
Phone _____		Fax _____	
Email _____		Onsite Cell Phone# _____	

2 Please provide First Name, Last Name and email address of person to receive the Event Access Code.

Name: _____

Email: _____

Note: This email will also include the User Name & Password to access your company's leads on LeadsLightning.

Thank you for your business.

Contact Customer Service at
 (800) 899-2278
 with questions or comments.

Please Note: Upon placing this order you agree to the full Terms & Conditions on attached document. For those exhibitors who choose to rent an iPod touch® or iPad® please return device to Bartizan Connects within 4 business days using the FedEx label provided. All attendees will receive an email a few days after the show containing a list of booths that they visited, extending your reach after the show. To make the most of this free listing please log on to: www.leadslightning.com/leadslightning/OHIMA2012 to provide your info online. Without your complete company contact information, the list sent to attendees will contain only your name and booth number.

3 CHOOSE PRODUCT

	ADVANCE Order by: 2/24/12	ADVANCE Order by: 3/9/12	Onsite	Quantity	Total
iLeads App for use with Exhibitors own iPhone®, iPod touch® (Version 4.0 or higher), iPad®, Android™ phone (Operating System 2.1 or higher). Package includes: iLeads lead retrieval app downloaded from the app store, event set-up through unique access code and LeadsLightning SM Post Show Management Software. See product sheet for details.	\$170.00 \$69.00 for each additional license	\$180.00 \$79.00 for each additional license	\$190.00 \$89.00 for each additional license	_____	\$ _____
iPod touch® Rental: Package includes: iPod touch® rental with iLeads lead retrieval app pre-loaded, event set-up through unique access code and LeadsLightning SM Post Show Management Software. See product sheet for details.	\$280.00 (includes Shipping & Handling)	\$305.00 (includes Shipping & Handling)	N/A	_____	\$ _____
Apple iPad® Rental with iLeads App preloaded: Enhance your booth with an iPad, show off product demos, and then collect leads using iLeads. iPad 16GB Wi-Fi with case: See product sheet for details. Add \$80.00 for 3G service	\$360.00 (includes Shipping & Handling)	\$385.00 (includes Shipping & Handling)	N/A	_____	\$ _____
Apple iPad® Rental only: Enhance your booth with an iPad, show off product demos. iPad 16GB Wi-Fi with case Add \$80.00 for 3G service	\$210.00 (includes Shipping & Handling)	\$235.00 (includes Shipping & Handling)	N/A	_____	\$ _____

Order by Mail:

Bartizan Connects, 217 Riverdale Avenue, Yonkers, NY 10705
 Phone: 800.899.2278 **Order by Fax:** 914-965-7746

Email Order Form to: customerservice@myleadretrievalorder.com

Online order: www.myleadretrievalorder.com/OHIMA

Grand Total \$ _____

4 MAKE PAYMENT

Visa
 Mastercard
 American Express
 Check# _____

Card Number _____
 Expiration Date _____
 Security Code _____

Cardholder Name _____
 Authorized Signature _____

(Card holder & signature represents above company and authorizes this credit card to be used as payment for this contract)

Lead Retrieval Product Description

Bartizan's iLeads, mobile app for lead retrieval

iLeads - Winner of TSEA's Breakthrough Award and Tradeshow Executive's Innovation Award. iLeads is a new, powerful lead retrieval technology for exhibitors to capture sales leads using an iPhone®, iPod touch® (Version 4.0 or higher), iPad® or Android™ phone (Operating System 2.1 or higher)

iLeads makes lead retrieval easier to use...even fun. With features such as notes, surveys and qualifiers exhibitors can capture, qualify and manage trade show leads anywhere and anytime - on the show floor, at a social event or in an airport 24/7.



Exhibitors can use their own iPhone®, iPod touch® (Version 4.0 or higher), iPad® or Android™ phone (Operating System 2.1 or higher), but also have the option to rent an iPod touch® or iPad®. App downloaded from the app store. Event set-up through unique access code.

CAPTURE LEADS:

- Capture leads anywhere, any time on the show floor or a party.
- Simply enter the unique number printed on each badge - the record is quickly and easily captured.
- Add a note, select a qualifier or ask a survey question.
- Seven standard follow up action codes and four standard survey questions.
- Unlimited number of customized follow-up and survey questions and answers.
- All leads immediately uploaded to secure website for easy retrieval and lead management.

MANAGE LEADS:

- Leads are available instantly on leadslightning.com for follow up anywhere at anytime.
- Salespeople back at the office can follow up on leads while you are still on the show floor.
- Keep a tally of how many leads collected.

LeadsLightningSM Free Post Show Management Software



LeadsLightningSM iLeads links exhibitors with powerful and secure web-based show reporting software, which allows users to identify the best leads in minutes. You can access www.LeadsLightning.com anywhere, anytime for, by default, up to 6 months after the conclusion of your event. Your data is password protected so only those you authorize will have access.

- Exhibitors can identify the best leads in minutes. They can filter leads and send only the best prospects to sales.

■ Why use Lead Retrieval at my show?

We are in an information age and lead retrieval is all about information and the sharing of information. It's more important than ever to capture every solid lead to gain competitive advantage. Use this information to follow-up on leads with mailings and phone calls. Eliminate the usual 30-day lag time taken up by retyping, cleaning up, and following up leads obtained at trade shows to days, even hours, and increase sales. Your leads don't get COLD. After 2 weeks, customers have lost 50% of their interest. With our lead retrieval products, you can import lead data into Salesforce.com, ACT, Goldmine, Outlook, CRM software, Excel, Word, etc.

Attendees are far more likely to receive the information they want in a timely manner when exhibitors use Lead Retrieval.

■ What is Lead Retrieval?

Capture each potential lead electronically without worrying about losing business cards or important information discussed.

Lead retrieval is a vital tradeshow service that is essential to your success. All attendees visiting the show floor will have a name badge that contains encoded contact and registration information as well as any demographic data. This information is not available on a business card and you have the insurance that the info is digital form - you won't have to decipher anyone's handwriting. Our lead retrieval systems decode store the information electronically for your follow-up use. It organizes your leads into one location so you can track those important buyers that visited your booth.

■ Why are business cards not enough?

Not every exhibitor realizes that the information contained on an encoded form or on an attendee badge is much more comprehensive than that which is contained on a business card. A registration form requires that attendees provide specific valuable demographic information.

■ What file format is the lead file in?

Your lead file converts easily to Microsoft Excel for easy CRM upload.

Terms & Conditions

■ **Payment Terms:**

- All rentals must be paid in advance. Acceptable forms of payment include check or credit card i.e. Visa, MasterCard or American Express.
- **All rental equipment must be shipped to Bartizan within 4 days of the event's closing time.**
- The Exhibitor agrees to return the equipment rented in the same condition it was received. Exhibitors will be held responsible for lost or damaged equipment up to the full replacement value of the unit.
- The Exhibitor must pay applicable Federal, State and local taxes or provide Bartizan with a copy of its sales tax exempt certificate.

■ **Cancellation Terms:**

- All cancellations are subject to a \$50.00 cancellation fee. Cancellations made less than 10 days prior to the start date of an event will result in forfeiture of entire fee.

■ **Ownership:**

- All rental equipment and licensed software is and remains Bartizan's property.

■ **Limitation of Liability:**

- Bartizan bears no responsibility for consequential damages suffered, if any; its liability is limited to the cost of the goods and services it provides in the event that such goods and services fail to perform. Bartizan is not responsible for events beyond its control, such as power failures, erratic electrical power, and Exhibitor's failure to follow instructions or force majeure.

■ **Privacy:**

- Bartizan Connects respects the privacy rights of those with whom we communicate. We treat the information that you share with us with care.
- Bartizan Connects collects customer information in order to be able to transact business efficiently and effectively. The information that you voluntarily provide, in addition to making it possible to transact business between us, will be used solely to keep you informed about our products and services. It will not be shared with third parties.

■ **Electronic Communications:**

- When you send e-mail communications to Bartizan or visit our website, you are agreeing to allow us to communicate with you electronically. Implicit in this is your consent that all electronically communicated agreements, disclosures and notices satisfy any legal requirement that such communications be in writing.

■ **Trademarks:**

- RealTimer[®], BadgeMax[™], LeadsLightningSM, iLeads[™] and Leads2Go[®] trademarks and associated graphics are the property of Bartizan and may not be used without Bartizan's express consent.