



2007 GREENING ROOFTOPS  
MINNEAPOLIS, MN  
APRIL 29-MAY 1, 2007



**LEAD MANAGEMENT ORDER FORM – PAGE 1**

**1. SELECT YOUR EQUIPMENT NEEDS: NEW VERSION – NOW SCANS 5 TIMES FASTER!**

| MODEL    | SCREEN | PRINT    | NOTES | QUALIFIERS | SURVEY | QTY 1    | QTY 2+   | QTY 1            | QTY 2+   | QTY | TOTAL |
|----------|--------|----------|-------|------------|--------|----------|----------|------------------|----------|-----|-------|
|          |        |          |       |            |        | PRE-SHOW |          | AFTER 04/20/2007 |          |     |       |
| BASIC    | NO     | NO       | NO    | OPTIONAL   | NO     | \$140.00 | \$120.00 | \$165.00         | \$145.00 |     |       |
| STANDARD | YES    | OPTIONAL | YES   | CUSTOM     | YES    | \$215.00 | \$170.00 | \$245.00         | \$185.00 |     |       |
| PREMIUM  | YES    | OPTIONAL | YES   | CUSTOM     | CUSTOM | \$245.00 | \$185.00 | \$275.00         | \$200.00 |     |       |

ORDER FORM MUST BE RECEIVED BY CLOSE OF BUSINESS, FRIDAY, APRIL 20, 2007 TO RECEIVE PRE-SHOW PRICING – NO EXCEPTIONS. IF ORDERING 2 OR MORE OF THE SAME MODEL, PLEASE USE THE QTY 2+ PRICING FOR EACH UNIT ORDERED AND ENTER THE QUANTITY.

**BASIC** – Scan only device captures contact information only, use our optional **Lead Qualifier Laminated Card** (see below) to scan qualifier codes and link additional information to the lead. The device does not have a screen and cannot be used with any of our printer options.  
**STANDARD/PREMIUM** – Handheld PDA captures contact information, notes, qualifiers (see page 2), survey response (see page 3) and more to make leads more

valuable. Optional **Printers** (see below) can be used to print lead receipts, although they are not necessary due to the nature of the Handheld PDA. Use the optional **Lead Qualifier Laminated Card** (see below) to simplify lead qualifier linking.  
**PREMIUM** – All **Standard** features, plus the ability to customize the survey to match your requirements (see page 3). If you are not customizing the survey, please order the **Standard** model.

**MULTI-UNIT DISCOUNT** – Order 2 or more of the same model scanner and receive the discounted price (QTY 2+ column).  
**ADDITIONAL INFORMATION** – All scanner models are battery operated, batteries are designed to last 4-5 days and all batteries are provided at no charge. See page 4 for links to our web site to download additional information about our services.

**2. SELECT YOUR OPTIONAL ACCESSORIES:**

| DESCRIPTION                                                           | REQUIRES | PRE-SHOW | AFTER 04/20/07 | QTY | TOTAL |
|-----------------------------------------------------------------------|----------|----------|----------------|-----|-------|
| Lead Qualifier Laminated Card (Up to 30 Qualifier Codes – see page 2) | SCANNER  | \$10.00  | \$10.00        |     |       |
| USB Flash Memory Device, 64 MB (receive your leads at close of event) | SCANNER  | \$25.00  | \$25.00        |     |       |
| Lead Receipt Printer, Snap-On to PDA (LIMITED QUANTITIES)             | STD/PRM  | \$100.00 | \$100.00       |     |       |
| Lead Receipt Printer, Table-Top Wireless (LIMITED QUANTITIES)         | STD/PRM  | \$75.00  | \$75.00        |     |       |

LEAD RECEIPT PRINTERS AVAILABLE IN LIMITED QUANTITIES – PLEASE CONTACT PATRICK LOFTUS @ 877-220-8211 TO CHECK AVAILABILITY.

**LEAD QUALIFIER LAMINATED CARD** – Simplifies the entering of qualifiers by using scan codes printed on a laminated card instead of picking items from a list. If a **Basic** model is selected and you want to use qualifiers, you must purchase this option in order to scan the qualifiers.  
**USB MEMORY DEVICE** – Your leads will be stored on the memory device at the close of the event. Exhibitors are welcome to bring their own memory device. Please note that it may take 30-45 minutes to process your scanner and program memory device. We recommend dropping off your scanner at the end of the event and then

returning to pickup your memory device when you are ready to leave the event. If you cannot wait for the memory device, please do not order one as we cannot provide a refund if the memory device is not picked up before the close of the event.  
**LEAD RECEIPT PRINTERS** – If you need the ability to print a lead receipt after scanning an attendee, you can select one of our **Lead Receipt Printer** options. The lead receipt will contain the contact information for the attendee, plus information you collected (notes, qualifiers, survey responses) and an area for handwritten notes. Although we make the printers

available, they are generally not needed for normal operation. If you are comparing our system to another system you have used, please remember that our equipment captures all contact information and displays it on the screen of the PDA. You also receive the data in a Microsoft Excel file. Both printer models are battery operated. All batteries and paper are provided at no charge. Quantities for both printer models are limited, so please contact Patrick Loftus at 877-220-8211 before ordering a printer. *You must rent a Standard or Premium model scanner in order to use a Lead Receipt Printer.*

**3. CALCULATE YOUR ORDER TOTAL:**

Add all Equipment and Optional Accessories to determine your order total. **ORDER TOTAL:** \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

PLEASE FAX COMPLETED FORM(S) TO 732-919-3135 OR 440-854-3131.  
QUESTIONS? CONTACT PATRICK LOFTUS AT 877-220-8211.



**LEAD MANAGEMENT ORDER FORM – PAGE 2**

**4. CUSTOMIZE YOUR QUALIFIERS:**

**USE # STANDARD QUALIFIERS**

- \_\_\_\_\_ ADD TO MAILING LIST
- \_\_\_\_\_ DECISION MAKER
- \_\_\_\_\_ EXISTING CUSTOMER
- \_\_\_\_\_ HAVE SALES REP CALL
- \_\_\_\_\_ JUST INVESTIGATING
- \_\_\_\_\_ NEEDS TECHNICAL DATA
- \_\_\_\_\_ READY TO BUY
- \_\_\_\_\_ SEND INFORMATION
- \_\_\_\_\_ SEND QUOTE
- \_\_\_\_\_ WILL PURCHASE SOON

**USING QUALIFIERS – PLEASE READ**

Ten (10) standard qualifiers are provided with each Handheld PDA. Use the following area to customize your qualifiers. To use a standard qualifier, place a checkmark to the left of the phrase. To include a custom qualifier, place a checkmark to the left of the phrase and specify the qualifier text (25 characters or less). You can have a maximum of thirty (30) qualifiers. If more than thirty (30) qualifiers are specified, all custom qualifiers will be utilized first and then the remainder taken from the standard list. If any qualifier is more than 25 characters, SDS will abbreviate the qualifier as necessary to fit the 25 character requirement. Use the Number (#) column to specify the sort order of the qualifiers (if not specified, qualifiers will be displayed in ascending alphabetic sort order on the handheld screen in a list). Please ensure that you phrase your qualifiers to match your needs. You can also group similar qualifiers together by using a common leading word. For example, PRODUCT-ABC, PRODUCT-DEF, PRODUCT-ZZZ, SERVICE-ABC, SERVICE-XYZ, SERVICE-ZZZ.

**USE # CUSTOM QUALIFIERS**

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**USE # CUSTOM QUALIFIERS**

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**NOTE:** Custom Qualifiers are available on all Standard and Premium models at no additional cost. For Basic models, you must purchase the optional Lead Qualifier Laminated Card in order to use Custom Qualifiers. If you order a Basic model and do not purchase the optional Lead Qualifier Laminated Card, you will NOT be able to capture lead qualifier codes and have them matched to your scanned leads. For those purchasing the optional Lead Qualifier Laminated Card, a list of barcodes that match your Custom Qualifiers will be provided to you at the time you pickup your scanner. After scanning the attendee’s badge, you simply scan one or more of the lead qualifier codes to link the Custom Qualifier to the attendee.

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

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**LEAD MANAGEMENT ORDER FORM – PAGE 3**

**5. CUSTOMIZE YOUR SURVEY (PREMIUM MODEL OR CUSTOMIZE UPGRADE):**

You can include up to 9 questions that you wish to ask attendees who visit your booth or use the questions as an internal sales script (see sample below – these are the default survey questions provided with each Standard and Premium model). Space is provided for 4 questions with 4 answers each. Pop-Up questions can have up to 9 answers while Check List questions can have a maximum of 4 answers. Copy this page if necessary to create more than 4 questions.

|            |                                                                                                    |
|------------|----------------------------------------------------------------------------------------------------|
| Sample #1: | Question Type: Pop-Up: Prompt: Quality of Lead? Answers: Hot, Medium, Cold, Dead                   |
| Sample #2: | Question Type: Pop-Up: Prompt: Follow-Up? Answers: Phone, Mail, Email, NO                          |
| Sample #3: | Question Type: Pop-Up: Prompt: Purchase Timeframe? Answers: Now, 1-3 Months, 3-6 Months, 6+ Months |

Question #: \_\_\_\_\_ Question Type:     Pop-Up (Single Choice)     Check List (Multiple Choice)     Note-Taking Field

Question Prompt: \_\_\_\_\_  
 \_\_\_\_\_ 100 characters maximum

Answer 1: \_\_\_\_\_ 30 characters maximum  
 Answer 2: \_\_\_\_\_ 30 characters maximum  
 Answer 3: \_\_\_\_\_ 30 characters maximum  
 Answer 4: \_\_\_\_\_ 30 characters maximum

Question #: \_\_\_\_\_ Question Type:     Pop-Up (Single Choice)     Check List (Multiple Choice)     Note-Taking Field

Question Prompt: \_\_\_\_\_  
 \_\_\_\_\_ 100 characters maximum

Answer 1: \_\_\_\_\_ 30 characters maximum  
 Answer 2: \_\_\_\_\_ 30 characters maximum  
 Answer 3: \_\_\_\_\_ 30 characters maximum  
 Answer 4: \_\_\_\_\_ 30 characters maximum

Question #: \_\_\_\_\_ Question Type:     Pop-Up (Single Choice)     Check List (Multiple Choice)     Note-Taking Field

Question Prompt: \_\_\_\_\_  
 \_\_\_\_\_ 100 characters maximum

Answer 1: \_\_\_\_\_ 30 characters maximum  
 Answer 2: \_\_\_\_\_ 30 characters maximum  
 Answer 3: \_\_\_\_\_ 30 characters maximum  
 Answer 4: \_\_\_\_\_ 30 characters maximum

Question #: \_\_\_\_\_ Question Type:     Pop-Up (Single Choice)     Check List (Multiple Choice)     Note-Taking Field

Question Prompt: \_\_\_\_\_  
 \_\_\_\_\_ 100 characters maximum

Answer 1: \_\_\_\_\_ 30 characters maximum  
 Answer 2: \_\_\_\_\_ 30 characters maximum  
 Answer 3: \_\_\_\_\_ 30 characters maximum  
 Answer 4: \_\_\_\_\_ 30 characters maximum

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

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**LEAD MANAGEMENT ORDER FORM – PAGE 4**

**6. ENTER YOUR COMPANY INFORMATION:**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ Fax #: \_\_\_\_\_  
 City, State, Postal: \_\_\_\_\_ Country: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Onsite Contact: \_\_\_\_\_ Onsite Cell: \_\_\_\_\_  
 Confirm Order?  YES Preferred Method:  EMAIL  FAX  PHONE  MAIL Order Date: \_\_\_\_\_

**7. ENTER YOUR PAYMENT INFORMATION:**

**ORDER TOTAL:** \_\_\_\_\_

Card Type:  VISA  M/C  DISC  NO AMEX  
 Card Number: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ MM/YYYY  
 Security Code: \_\_\_\_\_  
 Signature: \_\_\_\_\_

We accept company check, money order, Visa, MasterCard and Discover payments. We also accept PayPal payments for those wishing to pay with American Express. Simply login to your PayPal account ([www.paypal.com](http://www.paypal.com)) and use the Send Money feature to send payment to [orders@showdatasolutions.com](mailto:orders@showdatasolutions.com).

Checks can be made out to Show Data Solutions and payments sent to the following address. Check payment must be received prior to start of show or payment can be brought onsite. If paying onsite, please fax this order form in advance so that your receive the advance pricing and your scanner is ready for pickup at the show.

The Security Code is a 3 digit number on the back of Visa, MasterCard and Discover cards, in the signature panel area. It is required!

Show Data Solutions  BRINGING CHECK ONSITE  
 Attn: Show # 07045022  
 PO Box 618  SENDING CHECK \_\_\_\_\_  
 Howell, NJ 07731-0618

**SIGNATURE REQUIRED TO AUTHORIZE ALL ORDERS.**

You may cancel on or before April 20, 2007 and receive a full refund. Absolutely, no refunds will be issued after April 20, 2007 – no exceptions.

**8. SPECIAL INSTRUCTIONS:**

**9. REVIEW TERMS AND CONDITIONS:**

Exhibitor is responsible for picking up and dropping off equipment at event at SDS' service counter, located in the exhibit hall. SDS provides onsite customer service and technical support for the duration of the event. At the end of the event, leads are delivered via secure web site login in Microsoft Excel format within one (1) business day of the close of the event and on optional **USB Memory Device** (purchased or exhibitor provided). If equipment and/or accessories are not returned or returned damaged, the following Replacement Fees apply: Basic Scanner \$200.00, Handheld PDA \$400.00, Lead Receipt Printer \$300.00.

**10. ADDITIONAL INFORMATION:**

Use the following links for more information about our products and services:

- Online Order Form <http://www.showdatasolutions.com/html/07045022.html>
- Comprehensive Ordering Information <http://www.showdatasolutions.com/shows/07045022/GRSCC2007-INFO.pdf>
- Product Manual (includes Lead Tutorial) <http://www.showdatasolutions.com/shows/07045022/GRSCC2007-MANUAL.pdf>
- Specification Sheet <http://www.showdatasolutions.com/shows/DATAmotilitySpecs.pdf>

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