

EZ❖TRAC™ LEAD RETRIEVAL

AOPA's
national
assembly '14

September 4 – 7, 2014
Mandalay Bay
Las Vegas, NV

WE ARE PLEASED TO OFFER YOU 3 SCANNER OPTIONS AND A MOBILE APP

EZ❖TRAC-I™ HANDHELD BAR CODE SCANNER SYSTEM

- NO ELECTRICITY REQUIRED – BATTERY OPERATED
- LIGHTWEIGHT & PORTABLE - DOES NOT TAKE UP ANY BOOTH SPACE
- RECEIVE A PRINTED REPORT EACH DAY OF THE PROSPECTS WHO VISITED YOUR BOOTH
- OUR UNIQUE LEAD QUALIFICATION CARD PROVIDES 49 ADDITIONAL PROSPECT QUALIFICATION CODES FOR YOU TO CUSTOMIZE AT NO ADDITIONAL CHARGE
- MULTIPLE SCANNERS CAN BE MERGED INTO A SINGLE REPORT
- LEADS AVAILABLE ON USB FLASH DRIVE FOR EASY TRANSFER TO YOUR DATABASE
- DROP 'n GO SERVICE PROVIDES AN EMAILED FILE OF YOUR LEADS
- CUSTOM COMMENT BOOKLET ALLOWS YOU TO RECORD NOTES



EZ❖TRAC-II™ 2-D BAR CODE SCANNER SYSTEM

MUST ORDER PRIOR TO AUGUST 22ND TO ENSURE AVAILABILITY

- INTEGRATED UNIT OFFERING AN EASY TO USE LASER "GUN" SCANNER FOR POINT-AND-SHOOT SCANNING
- SMALL FOOTPRINT - ONLY REQUIRES 5" X 8" OF COUNTER SPACE
- THERMAL PRINTER PRODUCES INSTANT RECORD OF ATTENDEE'S INFORMATION, ALONG WITH ANY QUALIFYING INFORMATION YOU ENTER
- ALL LEADS IMMEDIATELY WRITTEN TO A USB FLASH DRIVE THAT YOU TAKE WITH YOU AT THE CONCLUSION OF THE SHOW
- STANDARD 120V ELECTRICAL OUTLET REQUIRED
- INCLUDES 1 ROLL OF PAPER – ADDITIONAL ROLLS AVAILABLE
- YOU CAN CUSTOMIZE UP TO 20 LEAD QUALIFIER QUESTIONS (SEE ORDER FORM)



EZ❖TRAC-II™ HANDHELD 2-D BAR CODE SCANNER SYSTEM

MUST ORDER PRIOR TO AUGUST 22ND TO ENSURE AVAILABILITY

- NO ELECTRICITY REQUIRED – BATTERY OPERATED
- ONE-BUTTON OPERATION WITH FULL-COLOR TOUCH-SCREEN MENU
- LEADS ARE DISPLAYED ON THE SCREEN FOR YOUR VERIFICATION
- UNIT AUTOMATICALLY SENDS YOUR LEADS TO A WEB-BASED REPORTING SITE VIA GPRS CAPABILITIES FOR YOU TO DOWNLOAD AT ANY TIME IN A VARIETY OF FORMATS
- LEADS ARE ALSO STORED ON INTERNAL MEMORY
- 20 STANDARD LEAD QUALIFICATION RESPONSES ARE PRE-PROGRAMMED, CUSTOMIZATION IS ALSO AVAILABLE
- WIRELESS BLUETOOTH THERMAL PRINTER AVAILABLE



EZ❖TRAC-iLEADS™ MOBILE LEAD APP

- DOWNLOAD THE iLEADS APP ON YOUR IPHONE, IPAD, IPOD TOUCH, OR ANDROID PHONE
- SIMPLY ENTER THE ID NUMBER FROM THE ATTENDEE'S BADGE
- YOU CAN ALSO ENTER QUALIFIERS, NOTES, AND SURVEY RESPONSES FOR EACH ATTENDEE
- CUSTOMIZE YOUR OWN QUALIFER QUESTIONS
- LEADS ARE UPLOADED TO A WEB-BASED REPORTING SITE FOR YOU TO DOWNLOAD
- AVAILABLE PRE-INSTALLED ON IPOD TOUCH RENTAL UNIT

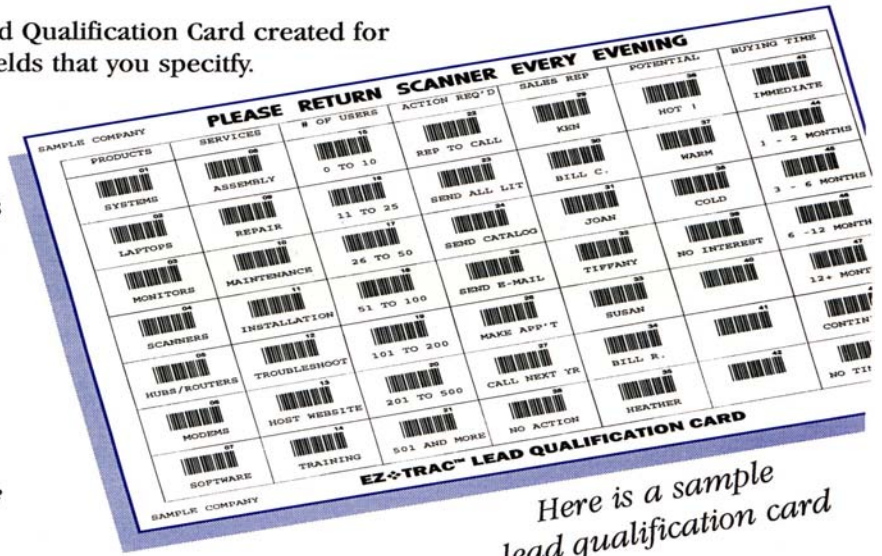


FOR EZ❖TRAC-I™ HANDHELD SCANNER SYSTEM USERS



You can design a customized Lead Qualification Card for the EZ❖Trac-I at no additional charge

- Customized and laminated Lead Qualification Card created for your company, with only the fields that you specify.
- After scanning the attendee's badge, you then scan the fields on the Lead Qualification Card that pertain to that attendee.
- We will be happy to assist you in defining your Lead Qualification Card, just give us a call!
There is no additional charge for this service.



Here is a sample lead qualification card

PLEASE FILL IN THE FOLLOWING FORM AND RETURN WITH YOUR ORDER IF YOU WISH TO USE A LEAD QUALIFICATION CARD WITH YOUR EZ❖TRAC-I™ SCANNER

Lead Qualification Card (Included with EZ-Trac-I System at no additional charge)

In the numbered boxes below, please fill in any products, services or comments you will use to qualify attendee leads. These descriptions should be relative to your business and must not exceed 12 characters in length.

01	08	15	22	29	36	43
02	09	16	23	30	37	44
03	10	17	24	31	38	45
04	11	18	25	32	39	46
05	12	19	26	33	40	47
06	13	20	27	34	41	48
07	14	21	28	35	42	49

AOPA 2014 National Assembly - EXHIBITING COMPANY: _____

FOR EZ❖TRAC-II™ & IIm™ 2-D SCANNER SYSTEM USERS



Your units are pre-programmed with 20 standard lead qualification codes (see list below). If you wish to order custom programmed lead qualifiers at an additional cost of \$40, please provide your qualifiers on the form below.



STANDARD LEAD QUALIFICATION CODES FOR EZ❖TRAC-II™ & IIm™

- | | | |
|-----------------------------|----------------------------|-------------------------------|
| 1. Send Literature | 2. Send Samples | 3. Send Pricing |
| 4. Add to Mailing List | 5. Technical Info Required | 6. Detail Specs Required |
| 7. Provide Quote | 8. Product Demo Required | 9. Immediate Contact Required |
| 10. Have Salesperson Call | 11. Recommends | 12. Final Say |
| 13. Makes Purchase Decision | 14. Partial Interest | 15. Purchase in 30 days |
| 16. Purchase in 3 months | 17. Purchase in 6 months | 18. Ready to Purchase |
| 19. Immediate Need | 20. Order Placed at Show | |

AOPA National Assembly 2014 - EXHIBITING COMPANY: _____

1. _____

11. _____

2. _____

12. _____

3. _____

13. _____

4. _____

14. _____

5. _____

15. _____

6. _____

16. _____

7. _____

17. _____

8. _____

18. _____

9. _____

19. _____

10. _____

20. _____



PO Box 1280, Woonsocket, RI 02895
Phone: (401) 766-4142 Fax: (401) 765-6677

EZ❖TRAC™ LEAD RETRIEVAL ORDER FORM

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PLEASE FILL OUT ALL INFORMATION COMPLETELY - TYPE OR PRINT - PAYMENT MUST ACCOMPANY ORDER

COMPANY: _____ BOOTH #: _____
MAILING ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ FAX: _____
ORDERED BY: _____ TITLE: _____
EMAIL: _____

SERVICES AVAILABLE (please see accompanying flyer for complete descriptions)	QUANTITY	UNIT COST	TOTAL
<u>EZ❖TRAC-I™ BAR CODE SCANNER SYSTEM</u>			
EZ❖TRAC-I™ HANDHELD BAR CODE SCANNER SYSTEM (One scanner, printed leads provided daily.)	_____	\$ 199.00	\$ _____
ADDITIONAL EZ❖TRAC-I™ SCANNERS (All scanners merged into one file for reports & data output)	_____	\$ 89.00	\$ _____
LEAD LIST ON USB FLASH DRIVE (COMMA DELIMITED FILE) (All your leads provided at end of show on a USB flash drive)	_____	\$ 39.00	\$ _____
DROP 'n GO SERVICE (ALL LEADS EMAILED AFTER THE SHOW) (All your leads emailed as an Excel file within 3 business days after the show)	_____	\$ 39.00	\$ _____

Email for Drop 'n Go file: _____

EZ❖TRAC-II™ & IIIm™ BAR CODE SCANNER SYSTEMS
(MUST BE ORDERED BY AUGUST 22ND TO ENSURE AVAILABILITY)

EZ❖TRAC-II™ 2-D BAR CODE SCANNER SYSTEM (One unit, leads print on thermal paper and write to USB flash disk.)	_____	\$ 299.00	\$ _____
EZ❖TRAC-IIIm™ 2-D BAR CODE SCANNER SYSTEM (One scanner, leads downloadable from secure website.)	_____	\$ 299.00	\$ _____
BLUETOOTH THERMAL PRINTER FOR EZ❖TRAC-IIIm™ (Wireless thermal printer works in a 15' range - includes 1 roll of paper.)	_____	\$ 99.00	\$ _____
CUSTOMIZATION OF UP TO 20 LEAD QUALIFIERS	_____	\$ 40.00	\$ _____
EXTRA PRINTER PAPER (per roll)	_____	\$ 4.00	\$ _____

EZ❖TRAC-iLEADS™ MOBILE LEAD APP

EZ❖TRAC-iLEADS™ MOBILE LEAD APP (Mobile app for iPhone, iPad, iPod Touch or Android devices, leads downloadable from secure website).	<input type="checkbox"/> license for 1 device - \$ 199.00 <input type="checkbox"/> license for 2 devices - \$ 299.00 <input type="checkbox"/> license for 3 devices - \$ 399.00	_____	\$ _____
EZ❖TRAC-iLEADS™ MOBILE LEAD APP W/IPOD TOUCH RENTAL (Mobile app pre-installed on iPod Touch - leads downloadable from secure website).	_____	\$ 299.00	\$ _____

SAVE! Order by August 4th and deduct \$29!

TOTAL COST: \$ _____

METHOD OF PAYMENT


 
 
 
 CHECK (#: _____)

CARD NUMBER: _____ EXP DATE: ____/____/____

PRINT NAME AS IT APPEARS ON CARD

SIGNATURE OF CARDHOLDER

Send to: ExpoTrac, PO Box 1280, 1296 Park East Dr, Woonsocket, RI 02895

Phone: (401) 766-4142 Fax: (401) 765-6677 Federal ID #: 05-0436117

Please review the terms and conditions, as your order indicates agreement with these terms.

TERMS AND CONDITIONS

1. ExpoTrac agrees to perform lead retrieval / data collection services to the customer for the agreed upon fee, as listed on the front of this agreement. The service will include use of a bar code scanner and the processing of the collected information, or master report services.
2. The method of payment shall be in United States dollars, and must be submitted with the order for service. ExpoTrac will accept for payment the following: Checks drawn on banks in the United States of America; Certified checks or money orders; valid American Express, Discover, MasterCard, or Visa charge cards. Except as provided in Paragraph 4 below, any payments to ExpoTrac will not be refunded for any reason. ExpoTrac reserves the right to hold all collected data until the fee for services is paid in full.
3. ExpoTrac will furnish the equipment to the customer in good working order, and the customer agrees to return the equipment to ExpoTrac in the same condition received excepting normal wear and tear. The customer agrees to the immediate payment, upon demand by ExpoTrac, for all damages or loss to ExpoTrac's equipment, except such as may result from the normal operation thereof. The customer acknowledges and understands that the total replacement of each EZ-Trac I bar code scanner will be \$500.00_{USD}, the total replacement of each EZ-Trac II bar code scanner will be \$2,500_{USD}, the total replacement of each EZ-Trac IIIm bar code scanner will be \$3,500_{USD}, the total replacement of each iPod Touch unit will be \$500_{USD}. The customer agrees to the processing of payment for lost scanners on the credit card shown on the front of this agreement; or if payment is made by check, to the immediate payment for the loss.
4. ExpoTrac will use all reasonable care in handling the information collected by the scanner, however, ExpoTrac SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF SUCH INFORMATION, FOR ANY REASON, ARISING FROM OR RELATED TO EXPOTRAC'S EQUIPMENT. EXPOTRAC'S SOLE LIABILITY FOR DAMAGE FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL FEE PAID FOR THE SERVICES PROVIDED BY EXPOTRAC.
5. Customer agrees to return all equipment to ExpoTrac's service desk at the conclusion of the show, and obtain a written receipt for the equipment. Equipment left in the exhibit area, lost, or stolen is the responsibility of the customer, pursuant to Paragraph 3. Customer acknowledges that they are responsible to obtain all equipment at the ExpoTrac service desk located in the registration area, equipment will not be delivered to the customer's booth. Final lead reports not picked up on-site will be mailed within 3 business days after the show via first class mail, unless Drop 'n Go Service is selected where the emailed file will be the final report
6. It is agreed that the governing law pertaining to this contract will be the laws of the State of Rhode Island and the United States of America.
7. Customer agrees that it is purchasing the data collection service for its own use, and that it will not resell for any reason the information or output generated by this service. The customer will be held liable for any incidental damages caused by the resale or improper use of this information.